



Department for
Digital, Culture
Media & Sport



**NATIONAL
LOTTERY FUNDED**

Place Based Social Action

Place Based Social Action (PBSA) is a joint £4.5m programme between the Department for Digital, Culture, Media and Sport (DCMS) and Big Lottery Fund (the Fund) using National Lottery Funding.

PBSA aims to create positive change by enabling people, communities, local non-statutory organisations and the statutory sector to work collaboratively to create a shared vision for the future of their place, and address local priorities through social action.

The programme will support the Fund's commitment to supporting communities to flourish by delivering the change they want to see locally. It will support delivery of DCMS' commitments to enable and build demand for social action to become routine in communities, and in public service design and delivery.

Part one: A brief guide to Place Based Social Action

What is social action?

Social action is about people coming together to help improve their lives and solve the problems that are important in their communities. It involves people giving their time and other resources for the common good. This can be in a range of forms, from volunteering and community owned services to simple neighbourly acts.

You can see more examples in the Social Action Typology on our website <https://www.biglotteryfund.org.uk/pbsa> and by going to <https://www.gov.uk/government/publications/enabling-social-action-guidance>.

What is it all about?

The PBSA will provide support and funding to enable local partnerships to identify, map and address local priorities through social action.

By building on the strengths of local areas we are seeking to:

- Support local communities, public sector organisations, service providers, civil society organisations and businesses to work together to address local priorities.
- Increase the capability and ability of local people and organisations to take action on the issues that matter to them.
- Encourage new ways of working, so that the people who live and work in an area have more meaningful influence and ownership over local services.

What's available?

PBSA is a three stage programme offering different levels of support and funding at each stage.

Phase 1 - Development

Over a one year period, a support and development contractor will work with up to 20 partnerships to help create a shared vision and plan setting out how high impact social action can help respond to local priorities. This is an opportunity for partnerships to receive one years' worth of support to build and establish trusted networks locally, develop local capacity and capability, and identify potential social action opportunities.

Up to £5,000 will be available to contribute towards expenses in each of the 20 places. This can pay for any reasonable revenue costs incurred during Phase 1, such as travel and subsistence, venue hire or promotion or consultation materials. This cannot be used for capital costs, such as the purchase of equipment.

Phase 2 - Delivery

Based on the strength and ambition of the visions and plans, up to 10 partnerships will be awarded a grant of approximately £240,000 over a three year period to implement their social action plan. The support and development contractors will remain in place to deliver a bespoke package to each partnership.

Phase 3 - Scale and Sustain

The most promising 5 partnerships will be awarded approximately £255,000 to continue delivering their local action plans over the following 3 years, and scale up social action to build better local outcomes during and beyond the duration of this programme.

Evaluation

We are investing in an evaluation contract to understand the process of creating and delivering social action plans. This grassroots knowledge will help to generate learning about what works, which can then be shared nationally.

In line with the people-led approach of the Place Based Social Action programme, each partnership will work with our evaluator to define its local evaluation criteria and data collection.

By building evaluation skills in each local partnership the aim is for each place to have the capacity to independently improve their plans and delivery over the course of this programme and beyond.

Part two: Things to be aware of before you start your Expression of Interest (EOI)

Who can apply?

We will only consider one application from each lower or single tier Local Authority area. A full list of these are published on our website. The submitted application for your area should be endorsed by the Chief Executive Officer (CEO) of your Local Authority.

PBSA will support applications which can show evidence of existing partnerships. This doesn't have to be a formally constituted partnership, but you must be able to name your partners within the EOI, and you must include a partner from the Local Authority, clearly stating that they are aware of and support this application as a partner.

Partnerships might include a mixture of local actors¹, for example statutory bodies including Local Authorities, CCGs, service providers, as well as community members and VCSE organisations.

To be in a position to apply, each partnership must select a lead organisation. We want to ensure that the most suitable organisation leads your partnership and that they also meet our requirements for being a grantee. The following types of organisation that could be a lead:

- a registered charity
- a community benefit society registered as an industrial and provident society
- a community interest company
- an organisation of another type not listed above if you operate as a social enterprise and principally reinvest surpluses for social benefit. This could include a health body, Parish Council, faith based organisation or school.

We are not able to accept EOIs from individuals, sole traders, organisations aimed at generating profits for private distribution, organisations based outside of England or EOIs made on behalf of another organisation.

The lead organisation will be our main contact for your project. They will have legal responsibility for all of the funding we award, and be financially accountable

¹ Local actors is the term used to describe interested parties relevant to a particular place. This could be Local Authority representatives, statutory and non-statutory bodies, Clinical Commissioning Groups, community members and/or representatives from a local charity. This list is illustrative only.

for any funds that are distributed to partners and others involved in delivering services. We will expect this organisation to ensure our reporting requirements are met, whilst working with our external evaluator to agree appropriate monitoring systems and ensure they are implemented.

Partners will work together to develop and implement the project and will make decisions in collaboration with the communities they serve. They can also be involved in delivering services.

If we make your partnership a grant offer in Phase 2, you will be required to create a formal partnership agreement if one doesn't already exist. We will advise you on this matter if you are successful. Other organisations may be involved in delivering services for the project, but won't have a role in steering its direction (and will not be required to sign the partnership agreement).

The lead organisation may change through the lifetime of the project and we are open to discussing alternative leads with those partnerships who progress to Phase 2.

What might a strong partnership look like?

All partnerships will be different depending on the individual partners and how they have agreed to work together. Each partnership should be able to demonstrate collective skills, experience, capacity and commitment to deliver the project, including:

- A suitable mix of organisations to enable the successful management and delivery of the project.
- A common interest in and commitment to the successful delivery of the project.
- An agreement for how key decisions should be made and communicated.
- Clearly set out and agreed roles and responsibilities for each partner.
- A commitment to developing a sustainable future for the work of the partnership beyond the programme.

Eligibility criteria

All applications should be made by the lead organisation, who will represent the cross-sector partnership.

We will only consider one application per Local Authority area and it should be endorsed by the Chief Executive of your Local Authority. This will be demonstrated by submitting the signed endorsement form with your application. The form can be found on our website, <https://www.biglotteryfund.org.uk/pbsa>. Therefore please ensure that you discuss your intentions to apply with your Local Authority and obtain the required endorsement documentation in good time.

All applicants should be able to demonstrate that they are leading an existing partnership who have identified or are already working together to address a social challenge or local priority in the place that you want to deliver your project.

Guidance for Local Authority CEO

We are inviting expressions of interest from local partnerships in order to make a final selection of up to 20 successful applicants to participate in Phase 1 of the programme and create a shared vision and plan, setting out how high impact social action can help respond to local priorities.

In order to provide a fair opportunity to all applicants and ensure that all local partnerships are taken into full consideration, we are limiting applications to one per Local Authority area. As part of this process, we ask that a signed endorsement form from the Local Authority Chief Executive (CEO) to be submitted with the application.

CEOs who receive more than one application for support should consider which application they wish to endorse or whether they would like to suggest a joint partnership between the applicants. This is at the discretion of the applicants.

If more than one application is received by us per authority area, none will be taken forward, therefore it is important that only one endorsement and only one application is made per authority area.

We ask that CEOs provide endorsements in good time to allow applicants to meet the EOI deadlines.

How can partnerships apply?

Partnerships can apply online by visiting our <https://www.biglotteryfund.org.uk/pbsa> and clicking the link <https://www.surveygizmo.eu/s3/90050372/Place-Based-Social-Action-Expression-of-Interest> to the online EOI form. The closing date is **28th November 2017**.

a) Completing the form

- This is your opportunity to tell us about the work that you want to do in your own words.
- Please ensure you have answered every question and read your application before you submit it.
- Your application must be submitted by 23.59pm on 28th November. We will be unable to accept any applications after this.
- We recommend you submit your application as soon as you are happy with it.

Help with your application

If you have any questions about the PBSA or completing the application form or if you need it in a different format, please contact our Big Advice Team at 0345 4 10 20 30. Or visit our website at <https://www.biglotteryfund.org.uk/pbsa>. www.biglotteryfund.org.uk/funding/funding-guidance/applying-for-funding has further information, advice and tips to help you complete your application. It

also provides information on sources of local support that give advice on funding.

b) What will partnerships be asked?

Your EOI will be assessed by our local teams across the country to ensure that relevant local knowledge is considered.

Below you will find the questions on the online EOI form, with specific areas for consideration.

Q1. Tell us about the place you'll be working in and your vision for the future of this place.

Clearly define where it is, what the challenges are, the social action that you want to make happen, and what the sustainable long term changes are that you'd like to see in your area.)

For consideration:

The area that you identify should be within your Local Authority boundary, but may be a smaller place within this. You should demonstrate that you have a clear ambition to embed sustainable social action solutions that positively influence change. We are interested in projects that explore the role of social action as a route to understanding and responding to the root causes of social problems.

The 20 successful EOIs will include a spread across England, with at least one in each region.

Q2. What has your partnership achieved so far?

Tell us about how the partners work together, what success you had, and how you work with other groups and stakeholders outside of the partnership.

For consideration:

You should be able to evidence the strength of your partnership through a high degree of existing social capital, trust and cross-sector working relationships. We are looking for partnerships that are willing to make a commitment to integrate their approach with other relevant local initiatives and projects, and complement existing government activity, such as the National Citizens Service.

Q3. How will you engage with the local community and show your impact?

Tell us how you will involve the local community in your work and how you will measure the impact of your social action on the place and the local community.

For consideration:

You should have a clear understanding of and evidence to support the local priority or priorities that you are trying to address. You are also willing to have this challenged, deepened and developed by fully involving local communities to improve outcomes.

Q4. Bringing in other resources. Tell us how you will ensure that the commitment and financial resources will be available to the partnership at each stage of the programme.

For consideration:

Other than a small amount of funding to cover expenses, there is no funding attached to Phase 1 of PBSA. All partnerships will be required to commit their own time and resources to the first phase. In Phase 2 and 3, partnerships will be required to leverage in match funding to value at least 33% of the PBSA-funded amount from existing or new sources.

State Aid

Our funding is regarded as a state resource, so if it could give you a competitive advantage over other organisations offering similar services, it is likely to be deemed as State Aid and you will need to consider your State Aid position. There are exemptions for State Aid (e.g. de minimis) but these are applied on a case-by-case basis.

Should you have any State Aid concerns, we recommend that you obtain a formal legal opinion in order to ensure your project is State Aid compliant. A legal opinion should set out:

1. how our funding would affect your (or other organisations) competitive or financial position in relation to other organisations providing similar goods or services.
2. the amount of funding you've received in the last three years that was classed as State Aid and whether this was classed as de minimis.

For more information about State Aid visit - www.gov.uk/state-aid

Equality Considerations

Under the Equality Act 2010, Public Sector Bodies have a legal duty to assess equalities issues and consider the needs of all individuals in shaping policy and delivering services. Partnerships should support DCMS, the Fund, and any other public body who is part of the programme, in adhering to this duty.

For more information on the Public Sector Equality Duty visit - www.gov.uk/government/publications/public-sector-equality-duty