

Spelthorne Borough Council  
Requests for Funding from the  
Green Initiatives Fund



Prior to making this application, please consider carefully the criteria below to the make sure you meet and evidence meeting the criteria below. If you do not meet the criteria your application will not progress to the Climate Change Working Group and Environment Sustainability Committee for consideration. If you require any further assistance with completing this form or would like to receive the form and guidance in an alternative format, please ask.

Your project must meet at least one of the following criteria:

The project ...

- a) Contributes to meeting the Council's climate change targets of meeting net zero in the Council estate or the wider Spelthorne community.
- b) Provides opportunities to create and support carbon sink initiatives within the Borough, including landscaping and more tree planting.
- c) Contributes towards reducing the carbon footprint of the Council's estate and the Borough as a whole.
- d) Develops opportunities to improve facilities for walking and cycling in the Borough to help reduce car use.
- e) Encourages more sustainable travel.
- f) Improves and encourages waste prevention and recycling.
- g) Meets Spelthorne Borough Council's objectives for the Environment in the Corporate Plan and complies with at least one of our key objectives.
- h) Contributes to developing opportunities for larger projects which address 'green' priorities within the Corporate Plan.

Applicants must ...

- i) Belong to an organisation that can prove financial stability over a period of time and not have any existing large balances not allocated.
- j) Not apply for multiple elements of financial support for the same objective. (Unless you are specifically requesting match funding.)
- k) Have clearly defined outcomes and deliverables for the funding requested.
- l) Address how they will monitor key performance indicators towards their goals and demonstrate how they have been successful in achieving them.

**Contact details**

Name and position	<b>Jilly Mowbray Climate Change Officer</b>
Organisation	<b>Spelthorne Borough Council</b>
Charity CIO number (if applicable)	
Address of organisation	<b>Council Offices, Knowle Green</b>
Location services will be provided or project will take place	<b>Spelthorne</b>
Contact phone	<b>01784 446257</b>
Contact email	<b>j.mowbray@spelthorne.gov.uk</b>

**Your Project**

Please provide information to clearly demonstrate what you wish to achieve with the funding you are applying for and how you will measure success.

Please provide as much detail as possible here including who are your stakeholders, where and how the funding will be spent. Please detail the importance of this and why you believe this funding will contribute positively to mitigating or adapting to climate change. Please refer to our Corporate Plan and aims and detail which one/s your proposal supports.

You can also submit additional information to support your application by email.

<b>Considerations</b>	<b>Response</b>
<p>Aims and Project Objectives</p> <p>Corporate Priority Alignment</p>	<p>To fund a communication package; - Climate Comms Kit from Hubbub, an environmental charity, which has been designed for local authorities to help deliver communications on climate change and inspire local residents to take everyday action to mitigate climate change.</p> <p>This aligns to the Environment priority by highlighting climate change to residents and staff and providing helpful tips and accessible changes to inspire healthier, more environmentally friendly lifestyles and reducing carbon emissions across the borough.</p> <p>It will demonstrate externally, a commitment to tackling climate change as stated in the Climate Emergency declared by the council in 2020.</p>

Appendix 1

<p>Business justification provided and options considered including.</p> <ul style="list-style-type: none"> <li>- Benefits, Deliverables &amp; Objectives</li> <li>- High Level Financials &amp; ROI in terms of carbon savings, wellbeing benefits, reduction in pollution, seed corn funding</li> </ul>	<p>This will increase SBC communications regarding climate change, to raise awareness and help educate residents of its issues. The Climate Comms kit will include a year's-worth of communications assets that can be shared across SBC social media channels, newsletters and website. These communications have researched and designed specifically for local authorities. Themes would cover energy, food, waste, recycling, plant/food growing, as well workshops and website content, which would be bespoke for SBC.</p> <p>The communications will provide residents with learning as well as tips for proactive behaviours to reduce their environmental impact in everyday life, in approachable way. Many of these tips will involve issues such as energy and heating and will be useful during the current cost of living crisis.</p> <p>It will allow SBC to engage with residents on the topic of climate change and also to have use of Hubbub resources including designers.</p>
<p>How will you measure success?</p>	<p>Residential interaction with communications on social media and future projects.</p>
<p>Indicative Timeframes</p>	<p>Annual</p>
<p>Risks</p>	<p>Ensuring toolkit is a useable format for Comms and engaging for Spelthorne residents.</p>
<p>Stakeholder Identification</p>	<p>Spelthorne Borough Council and residents. The Borough's officers (communications, climate change and sustainability) will work with staff from Hubbub.</p>
<p>Roles &amp; Responsibilities</p>	<p>In partnership with Hubbub deliver communications content and research for Spelthorne Borough Council. The Climate Change officer will manage the partnership for SBC and regular meetings will be held with the communications team.</p>
<p>Communication Plan</p>	<p>The Climate Comms Kit includes a communication plan.</p>
<p>Amount of funding applied for from Spelthorne</p>	<p>Initial funding is £9,995 for 2022.</p>
<p>Funding agreed from elsewhere</p>	<p>None</p>
<p>Please identify where services will be delivered</p>	<p>Across Spelthorne to maximise the benefits within all wards where possible</p>
<p>How have you identified the need for carbon reduction or environmental improvements?</p>	<p>This communications will be solely aimed at raising awareness and providing practical advice for residents and as well as staff on how to reduce</p>

	their carbon footprint and make more environmentally conscious decisions.
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### **Reviewing the application**

Once applications have been received, they will be reviewed to ensure that they meet the criteria.

Where applicants do not meet the criteria, they will be told that their application cannot be taken further and signposted to other potential financial support available for what you are trying to achieve.

If it is obvious that an error has been made and crucial information has mistakenly been omitted, and where we are able, we will endeavour to contact you to give you the opportunity to provide the missing information.

It is important to note that unfortunately meeting the criteria does not guarantee you will receive funding from the Green Initiatives Fund. Applications received and those evidencing that they meet our criteria will be considered by the Climate Change Working Group who will then recommend those to go to the Environment and Sustainability Committee for formal approval.

In exceptional cases we may ask you for further information or clarification during the Climate Change Working Group's consideration of your application. The Environment and Sustainability Committee has the final say. We are required to follow this process as we are using public money and need to follow due process.

### **The final decision and payment**

The Climate Change Working Group may decide to recommend to the Environment and Sustainability Committee:

- a) That your organisation gets awarded the full amount applied for.
- b) That your organisations receive an award for a lower amount than applied for.
- c) That your organisation has been unsuccessful for the current year.

**Appendix 1 For Non-Council Organisations the following will also be required**

**Financial status:**

Please provide your last set of audited accounts and preferably, where possible, for the previous year. Please note that these will be treated in the strictest confidence, but we need to be reassured that your organisation is financially able to deliver what you are applying for. If you are unable to provide audited accounts, please contact us as a matter of urgency to discuss what you can provide and when. They can be sent securely by email or attached to the electronic application form.

Please provide details of all funding that you have applied for, for the year 2022-2023. Please include any applications you have made for funding that remain pending, along with those refused, agreed, or agreed in part. In addition, if you have been advised that an offer of match funding has been made please include that in the table below.

Other grant or applications for financial assistance for the year 2022-2023

Organisation applied for, for funding	Reason for application to Green Initiatives Fund	Application amount	Current status of application

## Appendix 1

### **The Aims of your organisation:**

It is extremely helpful for the Committee to know about your organisation. How, why and when it was set up and for what purpose. What are your key objectives and how have these changed?

When was your organisation set up?	
If you have charity status when was it awarded?	
Why was your organisation created?	
What are you aiming to achieve?	
How do you measure success generally?	