

Take a Pride in Perth and Kinross Association



# Project Development Guide



Welcome



Initial  
Thinking



Planning &  
Preparation



Developing  
Your Project  
& Design



Permissions &  
Legal Issues



Costs



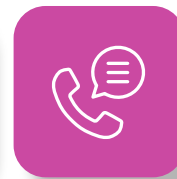
Fundraising



Contractors



Measuring  
Success



Contact Us

# Notes



A series of horizontal dotted lines spanning the width of the page, intended for writing notes.

A series of horizontal dotted lines spanning the width of the page, intended for writing notes.

# Welcome



The Take A Pride in Perth and Kinross Association (TPPKA) has been a registered charity since 1998. It is dedicated to improving the quality of life of residents in Perth and Kinross by supporting and enabling the efforts of their local environment groups in their care for natural, cultural and built environments. TPPKA represents a network of 48 “in bloom” groups and is here to help. Truly volunteer led, it is administered by members of the bloom groups and run by an Executive Committee elected annually by its membership.

TPPKA has supported dozens of successful environmental projects over the past 21 years by working hand-in-hand with bloom groups to help bring project ideas to life. The end results make a real difference to the look and feel of communities as well as benefiting the environment, encouraging a ‘can do’ community spirit and increasing civic pride. But, most of all, for the bloom group volunteers, implementing their projects is enjoyable and gives a sense of achievement.

This practical guide is intended to support you as you plan and prepare to take your project forward. It aims to give a realistic impression of what to expect along the way as you bring your plans to life and suggests ways to measure its success on completion.

Taking a project from the ‘ideas’ stage to the next level and actually making it happen can seem daunting at first, but with proper prior planning, determination and patience, projects of all sizes can be successfully carried out for the enjoyment of your community and future generations of residents. The Association and its Project Development Advisor (PDA) are here to guide you through and give you the support you need to enable you to make your project a reality.

Please read [The Association’s Project Guidance Notes](#) and [Project Application Form](#) available on the website [prideinperthshire.co.uk/get-involved](http://prideinperthshire.co.uk/get-involved) in conjunction with this guide.

Do some initial thinking then contact the PDA who can help you complete your Application and submit it to the TPPKA Committee of Trustees. We appreciate that plans may change, but having a clearly thought-out initial proposal that aligns to the Association’s objectives really does give clarity and focus.



# Initial Thinking



Start by firming up your vision. You might find it helpful to have a look at the [project case studies](#) on our website to see how other groups have carried out projects to help you shape your thinking.

Ask yourselves a few simple questions and write down the answers. This can be the basis for your future project and funding applications so it's well worth your group working together to agree this Project Outline at this stage:

- Q Why do you want to do this project?
- Q What do you want to achieve?
- Q What's your vision of what the finished project will look like?
- Q How will it benefit your local community?
- Q How will it enhance the local environment?
- Q Will it reflect the area's local history?
- Q Where do you want your project to happen?

- Q Do you know who owns the land?
- Q Who else can help, and whose support do you need? For example, local residents, the council, the landowner, businesses, schools, youth and other community groups, local councillors?
- Q How can you contact them? Draw up a list of contact information and a plan for how you can engage with them.

Using the answers to these questions, write up a brief project outline and get in touch with the Association using the contact details at the end of this guide. The Project Development Advisor will contact you to discuss the proposal and together you can firm up the Project Outline and decide on the next steps, such as submitting a formal Project Application to the Association.



# Planning & Preparation



Spending time at the outset 'doing the groundwork' to research, consult and collaborate will give your project a solid foundation on which to build and often saves time further down the road. This process will help you provide the crucial evidence you need to demonstrate why you are carrying out the project and show that it is widely supported.

To generate community support and attract financial backing you have to be able to demonstrate the reasoning behind the project and the benefits it will bring and to whom.

## Evidence of Support for the Project

- ✔ Use your Project Outline to gather Letters of Support to lend weight to your project and show the broad strength of positive feeling towards it. Contact your local Councillors, your Community Council, and the landowner. Very often this is Perth & Kinross Council (PKC). You could also contact local

community interest groups; schools and young peoples' organisations; and if applicable, local businesses, local development trust, and residents' groups. Contacting them brings the added benefit of raising awareness of the project at an early stage.

## Consult With Your Community

- ✔ Involving your community by making them aware of your plans at an early stage and providing an opportunity for comment and feedback is vital. It should be a two-way conversation and is a valuable exercise for both your group and the community. It allows for novel ideas to be put forward which may bring added value to your project. It also means that concerns can be addressed at an early stage and shows funders and other stakeholders that you have listened to the views of the wider community and taken their comments into consideration.

- ✔ Consultation could include articles in the local press/newsletters including your group's contact details; updates on your group's social media pages/website; questionnaires/surveys; drop-in information session/online meeting.
- ✔ Some funders may ask for proof that you have consulted with the community, so do keep copies of letters and emails, press cuttings and survey results.
- ✔ It is a good idea to keep people updated with key project milestones once it is underway – it's always good to share your successes and smooth the path of project delivery.

# Developing Your Project & Design



The Project Development Advisor will draft up a Project Brief based on the information you include in your application to the Association and after meeting with you to discuss the project in more detail.

The brief will reflect:

- ✔ The clear vision of what you want to achieve.
- ✔ Who will be involved and in what capacity (individuals, groups and committees).
- ✔ How you will carry out the project.
- ✔ Potential grant givers and local sources of funding.
- ✔ Ways in which you will measure the impact of the project.

The Association has worked with the same landscape architect for many years. The company has a sound understanding of how publicly-funded community group projects develop and of the need to take a pragmatic approach. Not all projects need the support of a landscape architect, but if yours does, the Association will formally engage them and at that point, your group will be asked to contribute 50% to the project start-up fee, which the Association matches. The landscape architect's full fee will be agreed separately and the cost included as part of the funding to be raised to finance the project.

The landscape architect will work with your project team and the Association to:

- ✔ Work up a sketch drawing and then refine it into a detailed plan.
- ✔ Produce measured drawings.
- ✔ Estimate a probable cost.
- ✔ Manage planning applications (if required)
- ✔ Draw up a Specification and a Bill of Quantities so that contractors can be invited to tender for the work.
- ✔ Manage the tendering process.
- ✔ Manage the contract including health and safety regulations and issue instructions.

# Permissions & Legal Issues



Depending on the nature of your project, you will most likely have to seek advice and guidance, or obtain consent/permissions from external stakeholders. For example, the landowner, and/or various teams within statutory bodies such as Perth & Kinross Council (e.g. Community Greenspace, Roads Department, Street Lighting), the Scottish Environment Protection Agency, Historic Scotland or NatureScot.)

To help steer you through, the Project Development Advisor and the Association's Committee can provide assistance and guidance if required and can help identify who needs to be involved and in what capacity.

- ✔ For projects taking place on PKC land you will be required to enter into a Licence to Occupy (LtO). This is a legal agreement between your group and PKC. The LtO is based on information provided by your group / landscape architect and sets out, amongst other things, what the finished project will look like, the types of construction materials being proposed and who will maintain the assets once the project is completed. The PDA will contact PKC Estates Team to establish if a Licence to Occupy is required, and if so, they will draw up a draft Head of Terms for review by your group. Once agreed it is concluded and a Licence to Occupy produced. This process can take several weeks to conclude and this should be factored into your project timescales. Work on site should not begin until the LtO is in place.
- ✔ Planning permission may have to be sought. The first step is for the Council representative on the Association's Committee to approach the PKC planning team. If planning permission is required it is usual for the Association's landscape architect to manage the application and payment of the standard application fee.
- ✔ Even if planning permission is not a requirement, Advertising Consent (similar to planning permission) is required if you intend to erect interpretation panels and/or noticeboards.

# Costs



The Project Development Advisor will use the probable cost drawn up by the landscape architect as a basis for the project budget. Additional items out with the scope of the contractor's work package, such as interpretation signage and professional fees, will be factored in and an overall project budget calculated. The PDA will amend this when required and also keep track of funds raised.

With finite resources, compromises sometimes have to be made along the way, this does not however mean compromising on the essence of your project. It could involve phasing the project, swapping one material for a less costly but equally durable and attractive alternative, reducing the quantity of items or undertaking some tasks yourselves e.g. planting up and site maintenance.

Some groups may not have the capacity or sufficient funds in their bank accounts to manage the cash flow required for larger projects. Some funders also require applicants to be registered charities. In these cases, the Association may be able to manage project funds on behalf of its member groups.





# Fundraising



Funders are under ever more pressure as the number of applications they receive increases and priorities change. Sourcing and securing funding is becoming increasingly competitive and projects, no matter how well intentioned, without a clear need, a robust project plan and defined benefits are unlikely to pass the first hurdle. It can take several months to achieve a funding target but every little helps....

## Identify Potential Sources of Funding

- ☑ The Project Development Advisor can assist you with fundraising and is experienced in writing and submitting detailed funding applications to local, regional and national funders.
- ☑ You may be aware of funders operating in the local area and these are a good avenue to explore.
- ☑ Local business contacts are helpful too and could be contacted to discuss, for example, a one-off financial donation, contribution of materials, or other in-kind resources.
- ☑ Local fundraising events are important and show a shared commitment and willingness to fund the project and not an expectation that funding will be sourced out with the community.
- ☑ The Association's Treasurer can set up a 'Just Giving' page on your group's behalf but this needs to be promoted by your group at every opportunity to attract donations.
- ☑ Keep a note of the 'behind the scenes' hours you devote to the project i.e., for meetings, phone calls and admin, fundraising and consultation events linked directly to your new project. These 'in-kind' activities quickly add up and their value can be used towards matched funding. It also shows the effort and dedication your group has to get the project off the ground.

# Contractors



You will normally need at least three quotes from contractors to demonstrate best value to your funders. Larger projects require a formal tendering process to take place and this is managed by the landscape architect. Your group, the Association, and the landscape architect will meet to discuss and select the successful contractor.

Once funding is in place and a contractor has been appointed a pre-start meeting will be held where:

- ✔ The exact details of the work package and the final contract value will be agreed.
- ✔ All Health & Safety and insurance documents will be shared by the contractor.
- ✔ A start and completion date will be agreed and a work programme will be submitted by the contractor.

Site progress meetings will be held during the works to which your group will be invited and you'll be kept up to date throughout by email and phone.

It is important that all instructions to the contractor come only from the landscape architect. This is to ensure a single point of contact is maintained and there is a clear line of communication.



# Measuring Success



So, you've done it! The project is finished and it all came in on budget.....now you need to think about how you can measure its impact. This is something that many funders look for and you will be asked to complete a project evaluation form or a project summary report by most funders.

It can be difficult to assess the direct benefits a project has brought but you could consider:

- ✔ Sending out a survey questionnaire (paper copy and/or electronic) asking for views on the project and the difference it has made to people and place.
- ✔ Counting the number of visitors to the site – if you can do this pre-project as well to get a benchmark, then even better.
- ✔ Recording feedback and posts on social media.

- ✔ Keeping press coverage / publicity articles, letters of congratulations.
- ✔ Highlight new community connections that were made during the project.

Take a look at the [project case studies](#) available on the TPPKA website. We are adding to the collection as each project draws to a close. They give you a feel for the types of project recently carried out and each includes a timeline, project costs, funders and Lessons Learned section.

Do not hesitate to contact the Project Development Advisor or the Association using the [contact details](#) at the end of this guide if you would like further information or have a project you are thinking of taking on.



# Contact Us



## Take A Pride in Perth & Kinross Association

Email: [info@prideinperthshire.co.uk](mailto:info@prideinperthshire.co.uk)  
Phone: 01738 476447

## Project Development Advisor - Nicki Souter Associates

Email: [info@nickisouterassociates.co.uk](mailto:info@nickisouterassociates.co.uk)

January 2022

Produced by the Take a Pride in Perth & Kinross Association | [www.prideinperthshire.co.uk](http://www.prideinperthshire.co.uk)

Registered Scottish Charity number SC 027774 (formal name Take A Pride in Perthshire Association).

