



## 2012 GUIDANCE AND FRAMEWORK

Dumfries & Galloway is a region dotted with small communities, stretching 120 miles across the south west of Scotland. It is in the small market towns, fishing villages and quiet rural hamlets that 72% of the region's residents live, work and play.

Dumfries & Galloway was the first place in the UK to host the *Day of the Region* initiative in October 2011. The initiative encouraged grass-roots rural community development and cooperation through a programme of special events and activities. *Day of the Region* is about capturing the very essence of life in this region and encouraging more people to participate in the wide range of activities that go on throughout the year. *Day of the Region* communities are encouraged to connect with each other, share resources, find new friends and have fun!

D&G LEADER has agreed to support the further development of this initiative across our region for the next two years. The project aims to encourage all of us to get to know those in our community better, explore what's on our doorstep and create a greater sense of pride in our own regional identity. Whether you are interested in walking, cycling, photography, crafts or music or have a love of the countryside, food or history; this is your opportunity to find out more about what is going on in your community and to be part of it!

In this celebration of rural community life, community volunteers will be recruited to develop a varied programme of events with activities taking place that cater for all ages, abilities and interests. This is your chance to get involved in your community or to explore a neighbouring town or village! Managed by D&G LEADER, the design and delivery of this exciting, new and international initiative, will be co-ordinated at local level by community volunteers to meet the need of each participating location and we hope you will join in and be part of it.

D&G LEADER will welcome proposals from constituted community groups and organisations to develop a programme of events which celebrate community life and well-being. It is envisaged that activities will be initiated within the communities from April 2012 and developed over the months leading up to a special *Day of the Region* celebration weekend on Saturday 6<sup>th</sup> and Sunday 7<sup>th</sup> of October 2012. Linking with established *Day of the Region* celebrations in Germany, the Netherlands and also for the first time in Ireland, Dumfries and Galloway will be part of a rural movement in Europe with interest in 2013 already from Estonia, Finland, Poland, Austria and Luxembourg.

**DAY OF THE REGION – be part of it!**  
**Saturday 6<sup>th</sup> and Sunday 7<sup>th</sup> of October 2012**

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## **Conditions and Criteria**

### **1.0 SELECTION**

- 1.1 It is anticipated that between 7-10 communities will be recruited as *Day of the Region* locations for 2012.
- 1.2 Only one proposal will be accepted from a community. Groups from within a community are therefore encouraged to submit a joint proposal.
- 1.3 Each proposal must demonstrate community engagement with letters of support from community groups who will be involved. Proposals will be scored with level of support from the community taken in to account.
- 1.4 This fund is open to rural communities across Dumfries and Galloway (excluding the towns of Dumfries and Stranraer).
- 1.5 The lead applicant must be a legally constituted community group with its own bank account. This group will enter into a contract with Dumfries & Galloway LEADER and be ultimately responsible for the delivery of the project in the participating community.
- 1.6 It is expected that this initiative will be oversubscribed and preference will be given to communities who demonstrate real community engagement and benefit in their proposals.

### **2.0 FINANCIAL**

- 2.1 It is intended that an award from D&G LEADER will provide the majority of funding for any programme of activity as part of your *Day of the Region* proposal. A contribution towards eligible expenditure from the groups involved will be necessary to show commitment and engagement.
- 2.2 The funding package for each community is anticipated to be around £1,000 to £3,000. This contribution should be used to purchase materials, venue hire etc to facilitate events as part of the *Day of the Region* programme.
- 2.3 A fully costed proposal must be submitted outlining what will be delivered in as much detail as possible. The level of grant requested must be supported by a realistic budget breakdown.
- 2.4 In kind and volunteer time is not eligible for community proposal match funding. This must be a cash contribution. D&G LEADER will contribute a maximum of 80% towards eligible costs. The remaining 20% must be a cash contribution from the community.
- 2.5 'Buying in' of services will not be eligible as part of the D&G LEADER award. This includes instructors, bands, performers etc. The whole ethos of the *Day of the Region* concept is underpinned by community involvement, utilising the skills and services from within your community and as a platform for promotion and participation. Individuals, groups and organisations are expected to participate in the celebration of their community for free.
- 2.6 Successful communities must nominate representatives to attend a Claims Workshop and keep financial records of the transactions as part of *Day of the Region*.
- 2.7 To assist with cash flow, payments of grant will be made upfront in increments of 25%. A claim form with supporting evidence (original invoices/receipts) must be submitted before further increments are paid. The final 25% will be retained until all transactions are approved and the project finalised.
- 2.8 An award cannot be used to fill a budget gap created by the withdrawal of another funding source nor can it substitute funding invested by the local authority in a previous or similar series of activities or events.



### 3.0 **EVENTS/ACTIVITIES**

- 3.1 *Day of the Region* will be delivered on the first weekend of October 2012 (Saturday 6<sup>th</sup> and Sunday 7<sup>th</sup> of October 2012)
- 3.2 Communities must develop their programme in line with the guidance below **AS A MINIMUM** contribution towards the *Day of the Region* celebration, to ensure consistency across the region:

#### **Friday 5<sup>th</sup> October 2012**

*Communities should arrange a local 'Launch Event' to promote the forthcoming weekend of activities. This should be from 7pm and should be followed by an 'event/activity'*

#### **Saturday 6<sup>th</sup> October 2012**

*Communities should programme events during the day between 10am – 12noon and 2pm – 4pm, **as a minimum guide**. However, it is anticipated that communities will develop a programme of events to be delivered throughout the whole day. An evening event should also be considered.*

#### **Sunday 7<sup>th</sup> October 2012**

*Communities should programme events during the day between 10am – 12noon and 2pm – 4pm, **as a minimum guide**. It is anticipated that communities will develop a programme of events to be delivered throughout the whole day. A closing event should also be considered.*

- 3.3 All events being supported by the *Day of the Region* contribution must be free to attend. This will ensure no barriers to participation and encourage everyone to take part in the celebration of their community.
- 3.4 Proposals must reflect the aims of D&G LEADER and in particular must encourage participation, exploration of places and bring the whole community together. Activities and events in the proposal should be developed for all ages, abilities and interests and must clearly demonstrate links to the theme of well-being and in particular the 5 ways to well being; connect, be active, take notice, keep learning and give.

#### **Connect**

*Develop activities which will help your community to connect. Develop links between families, schools, neighbours and businesses. Ask people to invest time in improving your community. Organise a BBQ, a games day or create a work of art. Maybe your community could write, produce and perform a village song! You may want to link transnationally to other communities undertaking Day of the Region activities.*

#### **Be active**

*Develop activities that encourage you, your family, and your neighbours to go for a walk or for a cycle run, play a game or dance. Get the kids involved in creating new routes, exploring old places or building a den, perhaps even organise a village race. Give everyone the chance to do something new and different.*

#### **Take notice**

*Develop activities which may encourage everyone to be more curious. Organise photography lessons, painting exhibitions, poetry competitions. Encourage quiet activities which allow people to reflect on their surroundings. Explore local wildlife, buildings or changing scenery.*

#### **Keep learning**

*Develop activities which may encourage everyone to try something new. Help members of your community to rediscover an old interest. Teach youngsters to fix a bike, learn to play an instrument or create a local dish. Set your community a challenge you will enjoy achieving.*

#### **Give**

*Develop activities which encourage people to do something nice for a friend, neighbour or a visitor. Encourage everyone to volunteer some time towards creating a better place to live.*



- 3.5 Community events which would normally take place will not be eligible for inclusion in the *Day of the Region* celebration. All events must be developed specifically for *Day of the Region*. Justification for some events may be requested.
- 3.6 Any proposed changes to the approved proposal must be communicated in writing to, and agreed in writing by, the Project Officer before any expenditure is incurred. Failure to do so may deem the expenditure ineligible and won't be accepted as part of a claim.
- 3.7 Templates will be provided for promotional posters which must be used to publicise events locally to ensure the brand is well established in line with other promotional materials for the October weekend.
- 3.8 D&G LEADER will produce an official *Day of the Region* programme of events and activities. Finalised event details for inclusion in this programme must be with the Project Officer by Monday 20<sup>th</sup> August 2012 to ensure design, print and distribution.
- 3.9 The *Day of the Region* programme of events and activities will only promote events taking place on Friday 5<sup>th</sup>, Saturday 6<sup>th</sup> and Sunday 7<sup>th</sup> of October 2012

#### **4.0 GENERAL**

- 4.1 Central marketing and advertising will be managed and paid for by D&G LEADER. Participating communities will be responsible for local publicity and promotions.
- 4.2 A promotional toolkit will be supplied and will include Sail Banners, Railing Banners, Flags, Bunting, Co-ordinator fleeces and lanyards. These will only be available for use during the October weekend. Each community will make a request for promotional materials to fit with their community needs and co-ordinators will do their best to provide quantities as available. Communities are responsible for the safe-keeping of all promotional material whilst in their possession and will be liable for any damage or loss.
- 4.3 All printed material should be approved by D&G LEADER prior to going to print. Failure to provide proofs could result in the expenditure for the materials being deemed ineligible and may not be accepted as part of a claim. A *Day of the Region* community logo has been designed and must be used on all promotional materials. Failure to include the logos could result in the expenditure for print being deemed ineligible and may not be accepted as part of a claim.
- 4.4 Communities must record target group evidence at activities/events as part of *Day of the Region*. This will take the form of a Register and will record participants Name, Address, Postcode, Age Range and Gender.
- 4.5 Communities will be required to capture all in-kind volunteer time involved in their community.
- 4.6 A full and active programme of events and activities must be delivered for the *Day of the Region* celebration weekend on the first weekend in October to cater for all ages, abilities and interests as per this guidance.
- 4.7 Communities must assist in the updating of information on the website/facebook pages. Full training will be given.
- 4.8 Communities must agree to attend promotional and press events as requested by D&G LEADER.
- 4.9 Community groups must commit to participate in an evaluation of *Day of the Region* throughout the project and up to 6 months after the celebration weekend on 6<sup>th</sup> and 7<sup>th</sup> of October 2012.

