

Safer Roads Fund Application Guidance

£280,000 to reduce the harm and heartache caused by road traffic collisions

John Campion seeks safer roads applications from organisations:

- committed to working in partnership to reduce fatalities and casualties caused by a road traffic collision;
- eager to raise awareness of road safety;
- determined to prevent road traffic offences and crimes;
- who ensure victims and their families and witnesses have access to the support they need to cope and recover;
- who support ground-breaking interventions and re-education to target the drivers causing the most harm;
- who give all motorists the opportunity to develop their driving skills and knowledge throughout their driving career;
- with a desire to prevent road traffic collisions in areas of 'perceived need' as well as 'evidenced need'.

I am committed to improving road safety, which is why I am pleased to be opening the new 'Safer Roads' fund to address this very important issue.

Too many people are dying or being seriously injured on our roads, so it is right that we look for more ways to prevent this together. Whilst I acknowledge the extensive work West Mercia Police do around enforcement and raising awareness to change driver attitude, road safety will continue to be a high priority for me and I will ensure there are ways for everyone to work together to keep road users safe.

I am offering 5 months grant funding from 1 November 2020 until 31 March 2021 (with consideration given to back-dating funding as long as spending was incurred after 1st April 2020, meets the criteria below and evidence of spending is provided).



A handwritten signature in black ink that reads "John Campion". The signature is fluid and cursive, with a long horizontal stroke at the end.

John Campion, Police and Crime Commissioner, West Mercia

This guidance should be read in conjunction with the Safer Roads Fund (SRF) Policy and Procedure.

Introduction

The aim of the SRF is to support initiatives designed to prevent death and injury on West Mercia's roads. The PCC is not prescriptive about the type of road safety projects he may offer grant support for, but he is clear that he will not fund anything that is already paid for by the taxpayer (core activity). The scope available to be creative does not lend itself to a list of 'funding suggestions' and therefore it is important to define the criteria the grant will not invest in (with the assumption that anything outside of this remit is a possibility).

What will the grant not fund?

- Provision with a statutory remit.
- Activities that simply aim to raise additional funds for a charity or good cause.
- Activity, materials or equipment that will be used for the sole purpose of making a profitable income for an individual or organisation.
- Events that have already taken place or items that have already been purchased before the grant offer is accepted.

The PCC is also unlikely to fund duplication of effective existing road safety activity.

Top ten criteria for success

1. Applying for an innovative salary/service/resource/product.
2. Providing a clear outcome driven description of the initiative.
3. Evidencing need – geographical area, type of road user, gender, age, etc.
4. Demonstrating existing or planned partnership working.
5. Defining key milestones.
6. Presenting measurable outputs and outcomes clearly linked to the PCC's plan.
7. Having tools available to track progress and evaluate the project.
8. Ensuring sustainability of the initiative.
9. Providing a thorough breakdown of costs.
10. Availability of match funding.

Intended outcomes

The PCC is seeking to achieve one or more of the following outcomes:

1. A reduction in fatalities and casualties.
2. A reduction in the number of collisions.
3. A reduction in traffic offences and road crimes.
4. Increased awareness of road safety resulting in informed positive decisions/choices for all road users.
5. A reduction in the 'fear' associated with the likelihood of a road traffic collision.

Application deadline and grant term

A 'Safer Roads Fund' application will need to be **submitted by 30 September 2020**. The grant will start on 1 November 2020 and will cease on 31 March 2021. The application package includes:

- Support document: The SRF Policy and Procedure;
- Support document: The SRF Application Guidance (this document);
- Submission documents: The SRF Application and finance form.

Question guidance

All applications must be word processed using the templates provided and expanding the space in the table for each question where necessary.

Section 1 : Details of applicant

1.1	Name of lead applicant/organisation/group: Please state .
1.2	Type of organisation/group: Please select .
1.3	Is this a single organisation, collaboration or consortia? Please state .
1.4	Name of lead contact and position held: Please state .
1.5	Address, including postcode: Please state .
1.6	Email address: Please state .
1.7	Phone number: Please state .
1.8	Contact details for operational enquiries: Please provide details for a member of staff in your organisation that will be the main point of contact for the day to day running of the project .
1.9	Registered charity number: Please provide if applicable .
1.10	VAT number: Please provide if applicable .

Section 2 : Project details

- 2.1 Name of project/initiative: Please state.
- 2.2 Brief description of initiative and its relevance in adding value to core road safety activity: In no more than 200 words summarise the project (this will be used for the PCC's website if awarded). You must clearly define why your proposal is outside of statutory provision.
- 2.3 Who will be involved in delivering the initiative? Please list any internal staff roles as well as any other organisations you are working with/intend to work with.
- 2.4 In which setting will this initiative take place? For example: school, council offices, etc.
- 2.5 Frequency of attendance: Please detail the frequency that your target audience is expected to attend – is it a rolling programme, drop in sessions or a one-off activity? Please insert N/A if this question is not applicable to your application.
- 2.6 Project timescale: Please provide the project start date, interim milestones and end date.

Section 3 : Evidence and relevance

- 3.1 Understanding the need for your proposal: In no more than 350 words demonstrate that you have understood the road traffic collision data and/or have legitimate concerns for the emerging issue you want to address. This is likely to include evidence for your target group, type of road user and geographical area.
- 3.2 Which of the areas of the Safer West Mercia Plan does your project relate to? Please electronically highlight the statements relating to your proposal.
- 3.3 Provide evidence that this initiative will deliver value for money? In no more than 150 words provide details on how the benefits will outweigh the costs, e.g. SROI.
- 3.4 What experience do you have in managing/delivering road safety activity? In no more than 200 words explain road safety activity you have delivered in the past that has been successful in achieving outcomes. If this isn't directly applicable to you, focus on a 'like for like' preventative/early intervention project where you have delivered positive outcomes.

Section 4 : Performance and effectiveness

- 4.1 Please list your annual outputs and how they will be measured: Provide data (replacing the dots with your own targets) for each of the measurements listed. Feel free to add more rows for any bespoke outputs your service measures and also feel free to delete the outputs provided and replace with your own if they are not applicable to your proposal. Outputs will be monitored at interim and final reports for all grant recipients.

Output (examples)	Measurement (examples only)
Service users will be referred into the service.	Number of service user referrals, i.e. expected on the course.
Service users will successfully engage with the service.	Number of service users engaged, i.e. attended the course.
Service users will sustain engagement with the service.	Number of service users sustaining engagement, i.e. attended 80% of a course.
Service users leaving with a positive outcome.	Number of service users leaving with a positive outcome, i.e. increased knowledge/attitude change.

Service users will leave overall.	Number of service users leaving (with or without positive outcome).
4.2 Please list the outcomes that your project seeks to achieve in this grant period and how you will measure these: Please list the outcomes your initiative is aiming to achieve. These must be realistic and measurable and will ultimately relate to one or more of the commissioner's outcomes for the SRF. Feel free to add more rows if needed. Outcomes will be monitored at interim and final reports for all grant recipients and there may be requests for confirmation of sustained outcomes post the funding period where applicable.	
Output (examples)	Measurement (examples only)
A reduction in the number of collisions.	Comparison of collision data pre and post intervention.
4.3 How do you intend to track the progress of your initiative? In no more than 150 words explain the way in which you will track the intended success of the initiative i.e. the monitoring tools you will use and the frequency of your tracking	
4.4 How will you evaluate the initiative? Provide consideration of the mechanisms of evaluation i.e. public survey, service user feedback questionnaire, online anonymous survey etc.	

Section 5 : Sustainability

5.1	Is this a new or existing initiative? If existing, please give details of previous funding sources and how much was received.
5.2	Please provide details of previous performance: In no more than 200 words provide a list of the key outputs and outcomes so far.
5.3	How long has this initiative been running? Please state duration.
5.4	Have you tried to make it more sustainable - if so, how? In no more than 200 words explain how you have tried to increase the longevity of this project and give details of organisations you may have worked with to do this.
5.5	Has funding been received from the PCC or West Mercia Police for this initiative in the past three years? Please state and if yes give details.
5.6	Has your organisation received grant funding from the government or through government resources in the last three years? Please state and if yes give details.
5.7	Sustainability of the initiative: In no more than 200 words explain what will happen to the initiative when the funding, if awarded, comes to an end.

Evaluation criteria

After the deadline, an initial eligibility/due diligence assessment and scoring process will be administered by the PCC's commissioning team with guidance from the West Mercia Road Safety Team.

Some of the questions are weighted more favourably than others dependant on their value in assessing the potential outcomes. The weighting and assessment scoring definitions are defined below:

Weighting	Definition
4	Critical importance to understanding the organisational capability or proposal's deliverability.
3	Significant importance to understanding the organisational capability or proposal's deliverability.
2	Beneficial importance to understanding the organisational capability of proposals deliverability.
1	Minor importance to understanding the organisational capability of proposals deliverability.
0	No importance to understanding the organisational capability or proposals deliverability but information is required for administrative purposes OR this response is so critical to understanding the organisational capability that it has been denoted as a SHOWSTOPPER question. These are binary – pass/fail responses testing for compliance and eligibility. They may lead to exclusion from further consideration.

Assessment	Score	Interpretation
Fully meets the requirement	5	Outstanding evidence is provided meeting all relevant requirements/ considerations. The response includes added value and innovation. There is full confidence in the bidders ability to deliver this aspect.
Good	4	Good evidence is provided meeting most relevant requirements/ considerations in this area. In addition the response provides reasonable confidence in the bidder's ability to deliver on this aspect.
Satisfactory	3	Acceptable evidence is provided meeting most of the relevant requirements/considerations in this area.
Limited Evidence	2	Some evidence is provided but there are important omissions.
Poor response	1	Very limited evidence of appropriate content (as applicable).
	0	Did not answer the question/scoring not required.

Application scoring matrix

The maximum score for this application is **200**. The weighting and assessment potential for each question in the application is listed below:

Section 1 : Details of applicant		
Question	Weighting	Highest potential score
1.1	0	0
1.2	0	0
1.3	0	0
1.4	0	0
1.5	0	0
1.6	0	0
1.7	0	0
1.8	0	0
1.9	0	0
1.10	0	0
Section 2 : Project details		
Question	Weighting	Highest potential score
2.1	0	0
2.2	4	20
2.3	2	10
2.4	1	5
2.5	0	0
2.6	4	20
Section 3 : Evidence and relevance		
Question	Weighting	Highest potential score
3.1	4	20
3.2	0	0
3.3	3	15
3.4	2	10

Section 4 : Performance and effectiveness		
Question	Weighting	Highest potential score
4.1	4	20
4.2	4	20
4.3	3	15
4.4	3	15
Section 5 : Sustainability		
Question	Weighting	Highest potential score
5.1	2	10
5.2	0	0
5.3	0	0
5.4	0	0
5.5	0	0
5.6	0	0
5.7	4	20

Applications will automatically be unsuccessful if the proposal relates to an initiative with a statutory remit or score below 100. Successful submissions will be reviewed and prioritised according to:

- minimum score v's maximum score;
- the need to achieve an equitable distribution across the four local authority areas;
- the amount of funding available v's cost of intervention.

Please direct any enquiries about the SRF or application process to grants@westmercia.pnn.police.uk