

# APPLY FOR MONEY TO SUPPORT YOUR LOCAL PARTY

Your guide on  
how to apply for  
funds from the  
NEC Development  
Fund 2021



# Introduction

Following the Refounding Labour to Win consultation in 2011, a NEC fund was established for local parties to apply for money to support their activities. The fund provides support through two categories; Local Campaigns and Improvement and Diversity and Democracy.

During 2012 - 2020 the NEC awarded monies from the fund to support the employment of 164 organisers and to fund 167 projects supporting increased voter and member engagement from under-represented groups.

Applications are now being invited from local parties and this application pack sets out how your local party can make a bid for funding including hints and tips on making a successful application.

The deadline for applications in 2021 are:

**9am Friday 12 March 2021**

**9am Friday 27 August 2021**

We have previously received a large number of applications and as there is a limited fund please ensure you provide all the requested information in your application form and ensure it is submitted on time.

If you have any questions or queries about the fund or would like help or advice with your application please contact Greg Burton at [Greg\\_Burton@labour.org.uk](mailto:Greg_Burton@labour.org.uk)

## THE AIMS AND OBJECTIVES OF THE NEC FUND

### Local Campaigns and Improvement

Applications under this category are aimed at supporting the employment of a local organiser, innovative local campaigns, particularly the use of digital technology, community organising and outreach work, and campaigns targeting different groups of voters.

### Diversity and Democracy

This category is aimed at improving the diversity of local parties, supporting candidate recruitment programmes to increase participation of under-represented groups, programmes of membership and supporter engagement, particularly new members, and helping CLPs with the cost of sending delegates to Annual, Scottish and Welsh conferences.

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Joint applications from CLPs with support from party stakeholders and requests for match-funding of projects and local organisers are welcomed.

# Diversity and Democracy

The Diversity and Democracy category is aimed at improving diversity at a local level, increasing representation of under-represented groups, programmes of membership and supporter engagement, particularly new members, and helping CLPs with the cost of sending delegates to Annual, Scottish and Welsh conferences and other bodies related to party democracy.

The NEC fund has supported a wide variety of activity right across the country. We don't want to be too prescriptive in what local parties bid for, but there are some broad guidelines to take into account:

- ➔ **The Diversity and Democracy category is specifically for:**
  - Increasing engagement and representation among under-represented groups
  - Bringing new people into politics and into the Labour Party
  - Empowering parties to bring people together to deliver successful campaigns
  - Developing skills, experience and training particularly among people who, traditionally, have less access to politics and the political system
  - Ensuring all local parties are able to participate in Labour Party democracy
- ➔ In all cases the NEC panel would expect that local parties have explored all options in undertaking these activities themselves and can provide evidence to that effect
- ➔ Awards have typically been in the region of £1,000 per bid, though larger bids will be considered
- ➔ The Covid 19 pandemic is placing restrictions upon our ability to organise and campaign but please think creatively about the activity you may wish to undertake. Please consider how you could innovate using digital technology, for example moving activities online using video calling and conferencing.

# Local Campaigns and Improvement

The Local Campaigns and Improvement category is aimed at supporting the employment of local organisers, innovation in our local campaigns, community organising and outreach work and campaigns targeting different groups of voters.

The NEC panel is keen to see bids made where digital technology can play a greater role in our campaigning, particularly its use in targeting hard to reach to voters who are difficult to engage through our usual campaigning methods.

This is even more important under Covid 19 restrictions as we need to think creatively and innovate in our use of technology to organise and campaign. Please do think outside of the box and explore other opportunities to deliver our message and engage with the electorate.

- ➔ **The Local Campaigns and Improvement category is specifically for:**
  - Supporting the employment of local organisers, particularly those with a focus on community organising
  - Developing innovative campaigns, particularly using digital technology, to engage with different groups of voters
  - Initiatives to build and develop relationships across the communities we seek to represent
- ➔ In all cases the NEC panel would expect that local parties have explored all options in undertaking these activities themselves and can provide evidence to that effect

## Local organisers – why they matter

All of the evidence shows that having an organiser is one of the most important investments you can make to win elections. As we prepare for the electoral challenges ahead, having an organiser in post as early as possible will help to engage and mobilise our

members and supporters, including the many new members who have recently joined, support our political education and policy development programmes, build capacity in our local parties and develop relationships within our local communities.

## Match funding your organiser bid

The most successful organiser bids from 2012 – 2020 were from local parties who had raised some of the money and were asking the NEC to provide additional funding through our Trainee Organiser Programme.

In addition successful bids were also made from local parties who employed a local organiser and were asking the NEC to provide funding to continue this employment.

Applications came from single CLPs, clusters of CLPs or a combination of CLP led bids with funding support from stakeholders such as Labour Groups and Trade Unions.

If you are considering making an application for organiser funding please contact your regional or Scottish/Welsh office who will be able to give you advice about the cost of employing an organiser and the support that the party will be able to offer.

Please note that conditions of funding are as follows:

- ➔ That the organiser is paid through the Labour Party payroll
- ➔ You complete a direct debit mandate for your monthly employment cost contribution
- ➔ You make an upfront deposit payment of two months employment costs
- ➔ Salaries are bench marked against national Labour Party pay scales
- ➔ That there is an appropriate form of line management.

# Making an application

## How do I apply?

To apply for funding you need to complete an application form and return it by the following deadlines:

**9am Friday 12 March 2021**

**9am Friday 27 August 2021**

You will need to supply details about the project or activity that you wish to undertake, or organiser you wish to fund, as well as the amount of money that you are requesting.

In order to ensure that the funds are administered properly we also require some additional information regarding the finances of each party unit making the application i.e. CLP, Labour Group or LCF/LGC.

All lead contacts will be advised of the exact NEC panel meeting dates when set but applications will be considered by the NEC panel at meetings as follows:

Deadline	NEC panel meeting
Friday 12 March 2021	Late March/early April
Friday 27 August 2021	Early/mid September

We are also keen to see joint applications from, for example, CLPs and Labour Groups, clusters of CLPs, and elected representatives all working together.

### Who decides on the allocation of money from the funds?

The fund is overseen by a panel of NEC members who will meet to consider the applications received and decide upon the fund allocation.

Regional directors and general secretaries, and regional boards and Scottish and

Welsh executives will be asked for their input and views.

### After I have submitted an application – what information will I receive?

All applications received will be acknowledged by email.

You will need to appoint a lead contact for your bid. This is the person who will be our point of contact for all application administration.

We will check the application to ensure the NEC has all the information it needs to make a decision, and if necessary, request additional information in advance of the NEC meeting.

All lead contacts will be advised of the NEC meeting dates once they are set.

Applicants will be notified of the outcome of the NEC panel following the meeting taking place.

If your application is unsuccessful you will receive feedback from the NEC.

### By what criteria will the funds be awarded?

The fund was created to help support the core aims and objectives as set out by the NEC, and to increase activity agreed by the Refounding Labour proposals.

Any proposal will need to demonstrate how it can develop the party in one of the following areas:

1. Electoral success
2. A renewed party
3. Financial stability
4. Community and voter engagement
5. Creating a clear alternative to our political opponents

# Application checklist

The fund is not intended to support the everyday workings of a local party such as postage, leaflets, direct mail or digital advertising spend but to provide support for local organisers, innovative campaigns and new or additional activity and projects that would otherwise not be able to take place.

## **What do I need to do now?**

Complete the application form taking care to provide all the information requested. To ensure the NEC are able to make the most informed decisions, please make sure you complete your application with as much relevant information as possible.

For example, provide a detailed breakdown of how you would spend the money including indicative quotes or cost comparisons.

If are applying for funding to improve accessibility to a party building please provide at least one detailed quote of the building works to be undertaken. Please note the panel will only award funding where the property title is held by Labour Party Nominees Ltd.

Particular attention will be paid to the supporting statements that you provide. You will need to show that there is a level of support for your project from key stakeholders in your area.

For instance, you should provide supporting statements from individuals such as your MP/MSP/MS, candidate or Labour Group leader.

## **If your application is successful**

If your application is successful and funding has been agreed, the NEC will require evidence that the money has been spent on the designated project.

You will need to provide a follow-up report detailing how the money has been spent, and the impact that the money has had on your local activity.

If for any reason the money has not been spent according to the agreed terms, the NEC reserves the right to recover the money.

## **Some hints and tips for a successful bid**

1. Complete all sections on the application form as fully as possible – the more complete a picture we have of your financial and organisational circumstances, the easier it will be for the NEC to make a decision.
2. Try and give an honest assessment of what the impact would be of the money received.

Let us know if you think it would help you win more council seats, motivate more members and supporters to get involved, or improve your overall campaign capacity. The more specific you can be the better.

3. Consider if there is more that can be done locally to improve the situation you are in.

We anticipate considerable competition for these funds and so will be looking to ensure that we are rewarding those CLPs and party units who have already explored all the options that are available to them locally.

Your application is more likely to be successful if you ask for funding in addition to money you have already fundraised.

4. Make sure that you have agreed what to apply for within your local party and that it has the support of the EC/GC or appropriate local party body.

You should submit the minute of the meeting where it was agreed to make an application to the NEC Development Fund.

Applications from different parts of the same organisation will be considered separately, so competing bids from within the same CLP or area are less likely to all be successful.

5. Speak to your regional or Scottish/Welsh office about your application – they will have knowledge about what is likely to be successful, and will be able to offer guidance and support about how best to structure your application.

They may be able to help with some of the logistical questions that you will need to answer such as where would an organiser be based. They may also be able to suggest other CLPs or groups that you could work with to make joint bids.

6. As part of the application process we would expect to see supporting statements from key stakeholders in your area particularly where you are looking for matched funding for activity.

These supporting statements would most likely be letters from individuals such as the senior elected representatives in your area.

## Application checklist

- ✓ Proposals have been agreed by the key people in your area
- ✓ You should submit the minute of your EC/GC meeting where it was agreed to make an application.
- ✓ Applications forms have been completed in full – including all financial information
- ✓ Supporting statements from key stakeholders have been included with your application
- ✓ Applications have been received by the March or August deadline by email to [Greg\\_Burton@labour.org.uk](mailto:Greg_Burton@labour.org.uk)

**Due to the current Covid 19 restrictions we are unable to accept applications by post.**

## Further advice and information

If you would like any help or advice with your application please contact Greg Burton by email [Greg\\_Burton@labour.org.uk](mailto:Greg_Burton@labour.org.uk)



# Application form

## 1. Overview – Please note this form must be completed in full.

Organisation

## 2. Project proposal

Project name

Category (please tick)

Local Campaign  
and Improvement

Diversity and  
Democracy

Trainee Organiser  
Programme

Total amount  
applied for

£

Breakdown of amount per annum (if applicable) £

Type of  
funding required  
(tick as applicable)

One-off  Match Funding  Annual and on-going until \_\_\_\_\_ (please insert date)

Other \_\_\_\_\_

Project start date

Project duration

Briefly set out the purpose of your project, and what the money would be used for

Please attach additional sheets as necessary.

Please provide details of how you will measure the success of your project and what impact you think this will have on your local party

Please attach additional sheets as necessary.

Your personal data will only be used for the purposes of processing this fund application. In the event that your application is declined, your personal data will not be used for any other purposes and will be retained in line with internal retention periods. You can find out more about how we use your personal data by visiting [www.labour.org.uk/privacy-policy](http://www.labour.org.uk/privacy-policy)

### 3. Electoral information

Name of electoral area the application will support	
Name of elected representative (as applicable)	
Result at last election	
Name of Council	
Make up of Council i.e. number of seats held by each party	

### 4. Lead contact for this application – Please provide the name and contact details of the individual we can contact about this application.

Organisation	
Name	
Role	
Constituency / other	
Phone number	
Email address	
Membership no.	

### 5. Other applicants details – Please list all the organisations involved in this bid and their contact details where applicable.

Number of members (members/Cllrs/other)	
Organisation	
Name	
Role	
Constituency / other group	
Phone number	
Email address	
Membership no.	



## 6. Financial details of applicants, where applicable

Organisation				
Annual Income	£	£	£	£
Annual Expenditure	£	£	£	£
Please provide the latest set of audited accounts (including any assets) for each applicant organisation	<input type="checkbox"/> Accounts attached (please tick)	<input type="checkbox"/> Accounts attached (please tick)	<input type="checkbox"/> Accounts attached (please tick)	<input type="checkbox"/> Accounts attached (please tick)
Please list your bank accounts What they are used for and the balances for each account				
Total balance of all accounts	£	£	£	£
Details of bank account for award to be paid	Account name:		Account number:	Account sort code:

## 7. Financial details

Please provide details of any property owned or part-owned by your organisation, and any income derived from the property

Please provide details of all additional income you receive

This should include any money from fundraising activity, from individual members including elected representatives, agreements with Trade Unions, or a levy from Councillors/ Labour Group. Please detail amounts and sources.

Do you have a CLP Development Plan? If so, please provide details.  
You may attach an additional document if necessary.

## 8. Supporting statements

Please provide statements in support of your application. These should come from key local stakeholders such as your MP or leader of your Labour Group. These should accompany these forms.

### Deadline for receipt of application

Deadline for receipt of application is 9am Friday 12 March 2021 or 9am Friday 27 August 2021.

Please download the application form at [labour.org.uk/development-fund](http://labour.org.uk/development-fund) and submit your application electronically to [Greg\\_Burton@labour.org.uk](mailto:Greg_Burton@labour.org.uk)



