



A Commissioning Prospectus

An opportunity for organisations and enterprises of all types to bid for grant funding

Electric Vehicle Hire Scheme Grant Programme 2015-2016

PART OF THE ISLE OF WIGHT
VOLUNTARY & COMMUNITY
SECTOR STRATEGY



Prospectus is part of a grant-making programme supported by the Isle of Wight Council, The IW NHS and Community Action IW. The programme provides fair and transparent access to grant-funding that enables public service delivery on the Isle of Wight by voluntary, community and social organisations and enterprises of all types.

For more information about Prospectus programmes in general, or to request an accessible version of this document, please contact Martin Johnson at Isle of Wight Council: Tel 01983 823825 or email: martin.johnson@iow.gov.uk

Isle of Wight Council

Electric Vehicle Hire Scheme - Grant Programme 2015-2016 Commissioning Prospectus

Introduction

This Prospectus is an invitation to groups, organisations and enterprises of all types to bid for grant funding, to be used to deliver the council's objective of developing visitor access to electric vehicles.

What is a Prospectus?

Public sector partners on the Isle of Wight want to encourage thriving business and civil sectors (voluntary, community and not for profit organisations). We also have to ensure the best value from public funding. This has resulted in the Prospectus programme, our grant funding process.

This Prospectus is open to new and existing organisations from any sector.

As with all public funding, successful applicants will help us to deliver a number of outcomes in return for grant funding.

The Prospectus approach recognises the diversity of the many potential applicant organisations. It is designed to be easy to use and geared to the needs of organisations applying for funding.

Grants are awarded through a competitive application process that is intended to encourage innovation, collaboration and building capacity in our communities. Prospectuses also carry a local public sector commitment to offering funding opportunities that use Local Compact standards for voluntary organisations and businesses.

Delivering council priorities

Prospectuses must help deliver the main themes and priorities for the council:

Priority 1 – supporting growth in the economy, making the Island a better place and keeping it safe.

Priority 2 - keeping children safe and improving their education.

Priority 3 - protecting the most vulnerable with health and social care, investing in support, prevention and continuing care.

Priority 4 - ensuring that all the resources available to the Island are used in the most effective way in achieving the Island's priorities

A more detailed explanation can be found in the council's corporate plan:

<http://www.iwight.com/documentlibrary/view/corporate-plan-2015-17>

The Council's economic development service is committed to delivering an economically sustainable community while protecting the unique environment of the Isle of Wight. The service is also partner to national organisations, helping to deliver national objectives and targets that sustain our economy and environment. For more information about the work undertaken by the economic development team, and in particular the transport and environment programmes that complement the objectives set out in this prospectus, contact Jim Fawcett, the commissioning manager, by telephone (01983 821000 ext. 6302), or email jim.fawcett@iow.gov.uk.

Why do we want partnerships with a wide range of organisations and enterprises?

We believe that involving civil sector organisations and businesses in planning and delivering local services and activities promotes stronger and more active communities as well as value for money.

The use of grants also helps the development of partnerships between organisations and enterprises, allowing for innovation and imaginative use of funding and revenue from a range of sources.

As well as being an agent for change, innovative enterprises can also be an important voice, helping us to arrange and commission more responsive services based on knowledge and experience.

2. Electric Vehicle Hire Scheme Grant Programme 2015-16

The purpose of the programme:

This grant funding programme is being used to help the council identify and work with a partner that can design and operate a scheme to run from 2015 to 2016, that will provide visitors to the Island with electric vehicles (EV) for hire. The scheme will lead to continuing and sustainable public access to EV beyond the period of grant funding.

The scheme should launch an EV hire scheme in July 2015, (or as soon as possible thereafter). The seasonal and geographical coverage of the scheme will be for the operator of the scheme to determine.

The EV Hire Scheme is being funded by the council's Local Sustainable Transport Fund 2 (LSTF2) programme "It's all about the journey – transforming travel on the Isle of Wight". The programme, funded by the Department for Transport (DfT), will inspire residents and visitors to build active, sustainable transport modes into everyday journeys, supporting economic growth and reducing carbon emissions. This will be achieved through an innovative programme of workplace and school engagement, and an ambitious expansion of our current LSTF programme aimed at transforming visitor travel.

The LSTF programme is cross-cutting and ambitious. It will embrace innovation and deliver inspirational sustainable transport solutions for residents and visitors, and achieve the following three overarching objectives on the Island:

- Reduce the impact of visitor travel on the Isle of Wight, while growing the value of the visitor economy.
- Reduce dependency on single occupancy car trips and promote sustainable alternatives for access to employment.
- Improve the health and wellbeing of young people through sustainable access to education.

Full details of the LSTF2 (2015-16) programme can be found at <http://www.iwight.com/azservices/documents/1190-LSTF2-bid-application.pdf>

The outcomes that you can help us to achieve

The intended outcomes of this grant programme are:

1. Visitors to the Island will have, for the period of grant funding to 31st March 2016, the opportunity to hire and use electric vehicles. These vehicles will include electric cars and may include other forms of transport such as electric bicycles.
2. There will be continued and sustainable access to EVs by visitors beyond the period of grant funding.
3. The funded scheme will generate interest and excitement both locally and nationally and help to present the Island as an innovative and forward-thinking location and destination.

Local schemes similar to those established elsewhere may deliver these outcomes, as would other innovative schemes that are being tried for the first time. Whatever schemes

are proposed, the successful applicant must have a sound business plan and be prepared to work closely with the council and *Visit Isle of Wight*, at www.visitisleofwight.co.uk

The objectives of the programme

The council has a number of objective criteria that would indicate the successful delivery of this programme. These are:

1. The scheme will provide electric vehicles and any necessary charging infrastructure. A number of public EV charging points have already been installed on the Island which could provide a useful back up for longer journeys. The locations can be viewed at: <https://www.iwight.com/Residents/Environment-Planning-and-Waste/Future-Energy-Initiatives/Energy-Initiatives/Electric-Vehicle-Charging-Points>;
2. Vehicles should be fully (100%) electric and at least one vehicle should be a car-type vehicle. Other electric forms of transport may be included in the scheme;
3. The operator of the scheme is required to provide match funding of at least £20,000, which can include hire fees collected, the operator's own investment, and in-kind services etc;
4. The scheme is to be primarily targeted at visitors to the Isle of Wight. The operator will work closely with the Island's Destination Management Organisation, *Visit Isle of Wight*, which will provide marketing support, to assist with messaging off-Island and to local accommodation providers and tourist attractions. The value of the support from *Visit Isle of Wight* is estimated to be in excess of £20,000 and will be additional to any grant awarded through this prospectus.
5. The scheme to be operated by the successful applicant will provide and maintain:
 - a) vehicles for use,
 - b) power and other costs for the vehicles, including insurance
 - c) administration of the scheme including website and booking systems;
 - d) parking spaces for the vehicles, including bay marking and signage (if appropriate);
 - e) working partnership with *Visit Isle of Wight* and its partners to deliver marketing and promotional activities;
 - f) regular meetings with Isle of Wight Council;
 - g) data that will demonstrate the use of the scheme, carbon savings, customer satisfaction and agreed financial matters
 - h) a business plan, that will in due course, demonstrate how the scheme can become sustainable after the period of grant funding has ended.
6. The successful applicant will provide evidence of their competence to deliver this programme, with evidence of a sound financial and reputational background.

3. Making an Application

Funding and resources that the commissioner can make available

The total grant funding available through this Prospectus is £36,000 and is to cover the period from service commencement until 31st March 2016.

The grant will be a restricted fund that can only be used for revenue items i.e. costs related to the day to day provision of services such as salaries, supplies and services including energy. Capital expenditure that creates or enhances assets that have a life of more than one year, such as buildings, land and equipment is not permitted under this grant funding. Vehicle leasing costs would be permitted as a form of revenue expenditure, but not vehicle purchase which would be capital expenditure. Grant funding made through this Prospectus cannot be used for the installation of charging infrastructure as this is also classed as capital expenditure.

Visit Isle of Wight, the Island's Destination Management Organisation (DMO), will provide a support package for the Electric Vehicle Hire Scheme. This will include (with estimated values):

- Feature as a premium ambassador recommendation in the 2015-16 programme (£8,000);
- Web and social media marketing package worth £4000 a year for two years (£8,000);
- Press Office Support at launch and free consultancy for first 6 months (£2,000 with a media value in excess of £15,000);
- Seasonal Features within e-marketing newsletters to more than 100,000 consumers (£1,200) in year 1;
- Free advertising package in *Visit Isle of Wight* official publications in 2016 (£1,000);
- Executive assistance to broker and negotiate third party affinity partnerships and packages with DMO travel partners in year 1;
- Possibility of featuring in forthcoming above the line media campaigns.

The operator of the scheme can undertake additional marketing and promotional activities in addition to those which are provided by *Visit Isle of Wight*.

To apply for this council grant, you must use an application form that is only available from the commissioner (details in 'How to Apply' below). Use the form to tell us about your ideas and how you will deliver the commissioning outcomes set out above.

You will also be asked for information about your business record and your financial position during the grant-making process.

The successful applicant for grant funding will be offered a Funding Agreement with Conditions. The agreement will include arrangements that will be put in place to explain how the outcomes are being delivered.

Grants will usually be made in a number of payments on proof that outcomes are being delivered. The council considers that there are a number of milestones toward the establishment of a successful scheme that can trigger grant instalment payments, these are for example:

- Production of a detailed business plan
- Vehicle acquisition
- Installation of charging infrastructure
- Scheme launch

A final payment amounting to 20% of the total will be made no more than 7 days prior to the end of the first financial year of operation (2015/16).

Before making an application, please [click here to see the guide to making Prospectus applications](#).

How will we know that our outcomes are being achieved?

The council will need to show what impact the activities it has supported are having, and how well the programme's objectives are being achieved. We will look for a combination of information about how much of something is being done, and how effective it has been. For example, the successful applicant must consider how they will provide the council with evidence of the impact of the scheme on visitors and the environment.

The application process asks how you will tell us these things and because we don't specify in detail how the scheme should be operated, we leave you to suggest the best way to do this, and will come to an agreement on the final arrangements if a grant is awarded.

However, we do have to supply information to the Government via the Local Sustainable Transport Fund Board. They may change the information they ask for, so we need partners who will help us respond to these changes.

The application should include your overall proposals for reporting although there are some basic expectations. In particular, the successful applicant will be required to work closely with the council throughout the scheme to ensure that it is meeting the outcomes linked to grant funding. To do this, the scheme operator will be required to meet with the council regularly to discuss the progress and development of the scheme. The meetings will take place at least quarterly and may be more frequent during the first few months.

At each meeting the scheme operator will provide a report detailing the impact of the scheme in terms of vehicle utilisation, carbon savings, customer satisfaction, income generated from hire fees, and any other investment made by the successful applicant which could be classified as match funding.

Reporting provides an opportunity to share the big picture so that we get our future commissioning right. The outcome of all grant funding is evaluated and successful organisations may be considered for future funding.

Potential applicants must contact us to discuss their intentions before applying. This provides an opportunity to discuss ideas and the council can advise on what information it would be helpful to build into an application.

When assessing the strength of an application and how well a service is going, the council regards the views of service users as an important measure of how well a grant funded scheme is doing and how its services will be welcomed. This can tell us if people are able to access the services they need, where and when they want them, and help to identify the

need for future change and improvement. Typically, the council would invite applicants to commit themselves to survey customer satisfaction.

In short, the council will need to know how well your scheme is faring and how well outcomes are being delivered.

Requirements

There are a number of key issues that the council will be looking for in any business case submitted as part of an application. You are asked to complete the application form supplied by the commissioner, and to provide an implementation plan alongside evidence that you are a suitable partner for the council. You should show how you intend to market the scheme and submit evidence to illustrate how the scheme can be self-sustaining once the funding period ends. If you intend to work closely with any partner organisations, you should explain each organisation's roles and responsibilities. The commissioner will advise you on the information that he requires.

There are a number of aspects to your application that, if included, will provide the council with a much clearer understanding of how you intend to use the grant funding. For example, we will expect information about:

Vehicle provision:

The number, type and re-charging arrangements of the vehicles that you would use; the infrastructure being provided for re-charging; arrangements for repair, servicing and maintenance of the vehicles; and the provision of parking facilities and any signage or marking at the parking spaces

The customer experience:

Tell us about your proposed booking system, access to vehicles, and any restrictions there may be on the use of the vehicles, for example through age, licence conditions, length of hire etc.

Marketing and Promotion:

Describe how you intend to work with Visit Isle of Wight to maximise the value of their marketing support package (see above). You can also tell us about how else you intend to market your scheme to both off-Island and on-Island audiences. Tell us about any incentives you intend to offer; how the proposed scheme will integrate with existing services and the wider tourism sector; and how you will work with proposed partners in marketing activities.

Vision:

We would like to know in broad terms the business case for your proposal in both the first year and subsequent years; your plans for sustainability and future expansion of the scheme; and the benefits your proposed scheme will provide to the Island's economy, society and environment.

Timeline:

What is your proposed timeline for implementation up to 31st March 2016 (assuming a start date of 15th July 2015)?

Successful applicants must also be able to show that they have or will have arrangements in place to meet the following responsibilities. You should have:

- Public liability of at least £5m, professional indemnity of at least £1m and where appropriate, employer liability insurance of at least £5m.
- Evidence that you are able to manage grant funding effectively and efficiently.
- Compliance with relevant legislation including health and safety, risk assessment, equality and diversity, safeguarding vulnerable adults and children, data protection and freedom of information (You can get independent help and advice on these things, see the 'Contacts' section below).
- Recognised qualifications and experience.
- Details of the applicants membership of professional bodies and associations
- Suitable references in support of your application (see the application form)
- Agree to allow council officers and commissioned external consultants the right to visit sites and view operations relating to the aspects of the scheme funded by grant.
- Agreement to the use of the Isle of Wight Council logo on any promotional materials for grant funded activities.
- A non-discriminatory service that provides equality of opportunity.

You may be asked for evidence that you qualify for funding: we are only able to fund properly constituted trading enterprises.

Any funding that we provide can only be used for the purposes set out in any funding agreement with the council, and cannot be used to subsidise other activities.

The council assumes this funding will constitute State Aid and you must be satisfied that accepting the grant will not breach State Aid regulations. If you will be accepting the grant under de minimus, then the council will require you to complete a declaration to state that your organisation has not exceeded the de minimus limit. [Click here](#) for information on current State Aid regulations and practice.

How to apply

Call the Commissioning Manager, Jim Fawcett (Tel: 01983 821000 ext. 6302) and discuss your idea. Or email jim.fawcett@iow.gov.uk . This is the only way to secure an approved application form.

Completed applications should be sent to:

Jim Fawcett
Isle of Wight Council
County Hall
Newport
Isle of Wight, PO30 1UD

Applications should be delivered to Jim Fawcett by 5.00pm on 30 June 2015. Contact the commissioning manager to discuss how you will deliver your application which can be accepted in a number of ways including by post, hand or email.

Applications received after the closing date cannot be considered.

A panel will meet in July 2015 to consider applications. Successful applicants will receive funding by agreement.

If you are a community organisation, we strongly advise you to take advice on your application. **Independent advice is proven to be a significant factor in the likelihood of making a successful application.** Free and open access to independent advice is available to help prepare grant applications and business-planning (see the 'Contacts' section below for local independent advice available to community organisations).

This is a competitive process and grant funding decisions will be based on the information supplied with the application. Applicants should use the application form to tell the council how their application will deliver the outcomes set out in this Prospectus, how the grant funding will be used, and how the council will know how well the service is working.

The Prospectus process allows flexibility, creativity and innovation. Unlike contractual tendering, there will be opportunities to negotiate with successful applicants before and after a funding agreement is made.

Timings

This Prospectus will be issued on or about:	02 June 2015
The closing date for applications is:	30 June 2015 (5pm)
The Appraisal Panel will meet on or about:	10 July 2015

Successful programmes should begin as soon as possible after the successful applicant has been notified in July 2015.

Contacts

To discuss your ideas about how you might help the Council deliver the outcomes in this Prospectus, and to start an application, please contact:

Jim Fawcett on Tel: 01983 821000 ext. 6302 or Email: jim.fawcett@iow.gov.uk

For community organisations seeking independent advice on an application, contact:

Community Action IW, Tel 01983 524058 or email mail@actioniw.org.uk

To find out more about the Prospectus process in general, and how it works, please contact:

Martin Johnson Tel: 01983 821000 or email: martin.johnson@iow.gov.uk

The Small Print and More Information

A short guide with more information about Council grant-making is available. It sets out more information about the Prospectus process and is intended to help all applicants submit the best possible application. [Click here to see a copy of the latest 'Small Print' guide for applicants.](#)