



# P4C News

Autumn 2013

The Paths for Communities e-newsletter

## Budget committed - project delivery well underway!

Welcome to the third edition of the P4C news. At the end of the September Grants Panel, we had fully allocated our £2m budget and the scheme was closed to new applications.

Grants have been offered to 44 projects which are on target to deliver over 70km of new public rights of way - over 42km of new bridleway and nearly 30km of new footpath.

The Secretary of State for the Environment, Owen Patterson said in October "The Paths for Communities scheme shows how Defra's network can successfully work with local partnerships. As well as the obvious benefits to the local communities, projects like this have the potential to boost the local economy, for example through tourism. The scale and scope of bids from communities have proved this is working well. More than 40 communities have committed almost 1480 volunteer days to the projects. The leadership role of civil society at the local level is vital to the formation of working partnerships of this kind"

Also, over 100 rural businesses who expect to see economic benefits as a result of their local P4C project, have provided letters of support.

It's fantastic that we attracted such a range of interesting high calibre applications but in some ways the real work starts here.

Three projects have had their final claims paid, the rest are working hard to get all the agreed work done, paid and claimed for before the end of February 2014.

This newsletter gives you a flavour of some of the excellent work underway. It's exciting to see how P4C has mobilised and empowered local communities to make a difference to the path network in their area - from planning, through delivery to making use of the final product. We've also included information on how to find other funding sources and a helpful guide to generating publicity for your projects, including how to develop your own 'case story'.

Martin Shaw, P4C Project Manager

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## Useful contacts

P4C Central team  
Tel : 0300 060 1238  
[p4c@naturalengland.org.uk](mailto:p4c@naturalengland.org.uk)

## Useful links

[P4C webpages](#)  
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# Project News

## To Burghley and beyond....



photo courtesy Michael Jarman

A mass “non-trespass” by children from local Barnack Primary School marked the opening of a new footpath with cycling rights from Pilsgate village through the Burghley Estate in Stamford, Lincolnshire.

“My Mum said it wasn’t far – but it was!” said one. The route spans 1.4km with 50m improved verge giving beautiful views both of the Estate and north towards the River Welland. After their walk, the children were treated to an ice cream and a talk on Elizabethan life from the team at Burghley House.

The new path avoids a dangerous road and enables villagers to get to Burghley House and continue on to Stamford, leaving the car behind. It also forms an important link in the established public right of way network.

“The Burghley House Preservation Trust wants to be a good neighbour,” said a spokesman on the generous dedication of land by the Trust. The project also received substantial financial donations from Stamford Stone and Ringway, and support from Peterborough Local Access Forum, Peterborough City Council and Community Payback, among others.

Bringing the partners together and driving the project through to success was Dr Margaret Palmer of Barnack Parish Council. “People have been so generous and helpful,” said Margaret. The path has been an aspiration of the Parish Council for many years. “This is great for children and families,” said Tim Cockerell from the Peterborough Cycling Forum.



photo courtesy Michael Jarman

The winning team: L to R – Sarah Mayhew (Assistant Agent Burghley Estate), Miranda Rock (BH Director), Shane Wilding (Ringway), Margaret Palmer, Ivor Crowson (Stamford Stone), Tim Cockerell (PCF), Steve Horner (PLAF), David Over (PCC Councillor), David Roxburgh (Chair Barnack PC), Philip Gompertz (BH Manager).

## Smiles all round at Weald Country Park opening

Essex Bridleways Association celebrated the opening of their new bridleway in glorious sunshine. Horse riders, cyclists and walkers came out to enjoy the 6 mile stretch of new bridleway.

“The project has really improved the understanding between different types of user”, said applicant, Helen Chester, for whom education about different users’ needs was a key part of her bid.

But it wasn’t all plain sailing and the strong partnership was put to the test when initial concerns about the proposal led to a public meeting. “There



was a room full of people against the project,” explains Helen. “I reassured people that the routes, through P4C, would be open to all because we could improve the surface. But most importantly, people could enjoy them: as of right - permanently. By the end of the meeting, there was a roomful of people in favour. That was a fantastic feeling!”



Helen Chester and Katie Haines cutting the ribbon to the new bridleway through Weald Park

Claire Mennin, the Country Parks Area Manager and representative of the landowner at Weald says, “The route’s been getting fantastic feedback especially from our mobility scooter users now the autumnal weather has started to arrive.”

## Wakefield District Cycle Forum

Progress by the Wakefield District Cycle Forum to turn a disused railway line adjacent to Newmillerdam Country Park into a bridleway with an all-weather surface for multi-user use has been brisk. Phase two of the project has now been completed and the project team have had approval for P4C funding for phase three which will complete the bridleway.

This will then link the Trans Pennine Trail at Old Royston to Newmillerdam Country Park and Wood Lane. The project manager, Sandy Clark told Phil Robinson from Natural England, “We will be having a grand opening when the project is completed and we hope as many members as possible will be able to join us to celebrate another milestone in the progress of Wakefield District Cycle Forum.”

Photo courtesy David Keighley



Phil Robinson & Sandy Clark

## Connecting North Lichfield

Over a number of years, the Forest of Mercia team have developed effective partnerships to invest in the redevelopment of Christianfields Local Nature Reserve (LNR), a former refuse site on the edge of north Lichfield. More recently they identified the need to improve part of the Erasmus Darwin Walk, a 10 mile circular route around the edge of Lichfield, running alongside the LNR. Part of the route was not designated as a public right of way and was in a state of neglect. The P4C project has provided an opportunity to formally designate the footpath, which connects to a number of other public rights of way.



Conservation volunteers working

Much of the site work has been undertaken by Growwell volunteers, a group of local adults with enduring mental health challenges. New steps have been installed to improve access to a new cemetery, and improvement have been made to existing steps linking the Erasmus Darwin Walk to an old Saxon walkway known as The Dimbles. The volunteers have undertaken site works whilst improving their health and wellbeing through the structured outdoor activities in their locality. Two adult learning courses have been provided to train the volunteers to design, build and install infrastructure including benches, habitat boxes and waymarkers. The bird boxes made by the volunteers are now in situ.

Community Forest Manager for the Forest of Mercia, Jane Rodd said, “The scale of the improvements achieved has only been possible through effective partnership working between

statutory, private and community groups and individuals. The improvement and formal designation of the part of the Erasmus Darwin Walk adjoining Christianfields significantly enhances the visitor experience at the LNR, preserves the Erasmus Darwin route for future generations to enjoy and has increased usage of the LNR and Erasmus Darwin Walk by the local community. The support of Natural England has played a key role in facilitating a step change in a deprived area, enhancing this for local residents.”

Earlier in 2013, Forest of Mercia won the Royal Forestry Society’s Sylva Cup in recognition of its work in general and the step-change achieved at Christianfields LNR, in particular. P4C funding has helped to continue with this good work.



The new bird boxes

## Opportunities to explore Greno Woods

Greno Woods are owned by the Sheffield Wildlife Trust who put an application to P4C on behalf of the local community. The woods sit on the hilly urban fringe of Sheffield and are popular with downhill mountain bikers. More sedate cyclists commute to work or just enjoy the Trans Pennine Cycle route which skirts the south eastern edge of the woods. Walkers in the area are catered for by an extensive network of rights of way, however the options for horse riders and those wanting to explore the woods by cycle were limited - but not anymore!

Jim Milner made his final visit to Greno woods last month accompanied by the local public rights of way officer Sam and the Wildlife Trust operations manager Roy. This was the first completed project of the seven Jim has in the North East and he commented, “This is a great moment for me. The new route has been constructed to a very high standard using local sandstone

aggregates which has produced a good hard wearing and smooth surface. We are very happy with the work and eager to dedicate the route now. I have been encouraged to see a conservation organisation such as the Trust apply for Paths for Communities funding, and I know the panel were also pleased that they applied.”

The Wildlife Trust is keen to ensure all users can enjoy the woods equally. Cleverly designed chicanes are placed where downhill routes meet the new bridleway, thus slowing down the more energetic users of the woods.



Sam and Roy discuss the new route

The Trust are gradually removing non-native coniferous woodland and replanting with native species to mirror the woodland to the north of Greno woods. The new bridleway gives a great circular loop throughout the woodland and users will have the opportunity to see this woodland develop over the years.

The new bridleway at Greno Woods



## Finding funds for paths projects elsewhere....

We are aware there are a lot of projects out there which didn't benefit from P4C funding for one reason or another. For those of you still wishing to take forward projects, we have brought together, information on funding sources which may be of interest to you. (see link in the right hand column)

There is currently a lot of competition for funding so it's more important than ever to put together a good quality application. There is plenty of advice online but the main things to remember are:

- Do your research to ensure you target the right funds. Look at what has been funded in the past? How much? Is the fund happy to fund capital works? Does it want to see social benefits? Will it only fund charities? How much match funding does the fund expect? Does it fund projects in your location? Think about who else might be applying at the same time.
- Read the guidance carefully and follow it to the letter. If there is an opportunity to talk to the funder first or submit an expression of interest use it, it may save you both time.
- Use plain English and avoid jargon.
- Demonstrate the need for your project and the problem that you are planning to address.
- Explain how any grant will be spent with a focus on what you will achieve and value for money.
- Be realistic - make sure your figures add up, and don't necessarily apply for the largest grant available. Equally, don't forget to include admin costs or other reasonable overheads if the grant will fund them.
- Describe how you intend to measure the success of your project. Explain the difference it will make.
- Describe the long term sustainability of your project – who will maintain any capital items in the future?
- Tell them about the organisation and individuals who will manage the project and their experience.
- Get the application proof read. Ask someone who is less familiar with the project to look for typographical errors or bits that aren't clear.

## Making a case for case stories

For a fantastic project like Paths for Communities (P4C), there are so many opportunities to write great case stories about the variety of projects which have benefitted from this scheme and how amazing groups of local people made a dream become a reality. Natural England are keen to capture as many case stories as possible. "We see them as an invaluable and powerful tool for explaining and selling the benefits that a project like P4C can bring," said Wendy Thompson, Natural England Principal for access local delivery, "but we need the help of our project partners to do this." To make the process as straightforward as possible, we've produced a Case Story Template. Each of our projects will shortly be sent a copy and your local grant officer will be working with you to encourage you to make use of it, and to offer help and advice where needed.

If anyone else is interested in seeing the template, then drop an email to our central contact address and we'll get one to you.

## Finding Funds...

There are lots of information sources online, [here are few to get you started](#)

## Countryside Code



It is important that all visitors to the countryside understand how to enjoy it responsibly, and for land managers providing access across their land to understand their responsibilities.

The Countryside Code applies to all England and Wales and is designed to help everyone to respect, protect and enjoy the countryside. Ensure that you are familiar with the Code. Leaflets and further advice and [guidance is available on our website.](#)

## A rough guide to writing a press release

### 1. Write a genuine headline

It should be brief, clear and to the point: an ultra-compact version of the press release's key point.

### 2. Write the body copy

The press release should be written as you want it to appear in a news story. Keep it as short and concise as possible. Most journalists are very busy, and don't have time to research your big announcement, so, much of what you write for your press release will be what the journalists use in their write up – and they will have low word counts for their news items. Whatever you want them to say, this is where you put it. Include quotes from your key spokespeople.

### 3. Communicate the “5 Ws” (and the H) clearly

Who, what, when, where, why – and how – should tell the reader everything they need to know. Consider this checklist to guide you when writing the content:

- Who is this about?
- What is the actual news?
- When does this event happen?
- Where does this event take place?
- Why this is news?
- How is this happening?

With the basics defined, fill in the gaps with information about the people, products, items, dates and other things related to the press release.

### 4. Style

Make it clean, crisp, and applicable to your audience. Odds are that whoever you sent your press release to has a dozen just like it in his/her inbox just waiting to be ignored. If you want yours to be chosen, it's got to be good. Not only does it have to be good, but it has to be as close to “ready for press” as possible.

### 5. Timing

The journalist will care more if you send it in the morning. That gives them time to pad your piece into what they're already working on. Be considerate.

### 6. Format

The journalist will prefer it if you issue it within the body of an email, rather than as an attachment or a PDF. Write a line or two of introduction at the top, saying that below is a press release about Paths for Communities. Write that photos are available on request, rather than clogging up their In Box by sending large unsolicited images. Write a line offering to arrange interviews on request with your spokesperson (who has been media-trained) .

### 7. Contact details

Always include your phone number plus an email address. If the journalist wants to act quickly and find out more, they will want to call you – not write an email.

### 8. Web links and social media

Embed useful web links in the copy in your email so they can find out more. Upload your press release on to your web site. Prepare short tweets that you can issue on Twitter and include a link to your release live online, as well as any relevant '@' for interested parties

## Feedback

We would really like to hear what you think about this newsletter and any suggested content for future editions would be welcomed. Please email feedback to [p4c@naturalengland.org.uk](mailto:p4c@naturalengland.org.uk).

If you wish to unsubscribe from future P4C newsletters, please reply to this email with “unsubscribe” in the title.

## Funding sources and places to find them

**The Landfill Communities Fund (LCF)** encourages and enables Landfill Operators (LOs) to support a wide range of environmental projects by giving them a 90 per cent tax credit against their donations to Environmental Bodies (EBs). This may sound complicated but the distributors are very helpful! The larger funds include:

- The Veolia Environmental Trust
- Sita Trust
- Biffa Award
- Waste Recycling Environmental Ltd (WREN)

You can find out whether there is a Distributing Environmental Body for LCF in your area via [Entrust \(the regulator of the LCFs\) website](#) Many of the funds will only support projects within a given radius of their sites. [The Environment Agency's website](#) includes a facility for searching for your nearest landfill site.

**National Lottery funds** support £35m worth of good causes every week. They have a funding finder which will signpost you to relevant schemes. [BIG also has a useful search facility for its particular funds on its website.](#)

**People's Post Code Lottery** offers funding for projects of up to 6 months in length ranging from £500 up to £10,000: [find the website here.](#)

**Co-operative Group – Community Fund** is particularly interested in local groups that demonstrate self-help, equality, democracy and concern for the community. Charitable organisations and community groups can apply for grants of between £100 and £2,000.

**Community foundations** manage funds from individuals, businesses and other donors who want to support causes in their local area. They are a good source of funding for small community organisations. There are around 60 community foundations in the UK: [find the website here.](#)

**Funding Central** is a free resource for charities, voluntary organisations and social enterprises. It lists thousands of funding and finance opportunities, plus a wealth of tools and information supporting you to develop a sustainable income strategy: [find the website here.](#)

**GRANTnet** a straightforward free-to-use service from GRANTfinder, can help small businesses, charitable and community groups in some areas to find suitable funding. [The website includes](#) useful guides on business plan writing, writing a fundraising strategy etc.

**Other grant search** sites such as [Funding Information](#) will provide detailed news and information about new sources of funding for all those involved in raising money for not-for-profit organisations throughout the UK. They may charge a subscription fee but often offer free trial memberships.

**The Charity Commission** has an [advanced search function](#) which means you can search for charitable trusts under a variety of headings. It can be a good place to look for local trusts that want to spend money in a specific location.

**Environment Agency website** contains advice notes to help organisations, individuals and Environment Agency staff to apply for funding for river catchment projects. This can include access improvements where those improvements contribute to the river catchment objectives.



Department  
for Environment  
Food & Rural Affairs



The European Agricultural  
Fund for Rural Development  
Europe investing in rural areas



This project has been funded under the Rural Development Programme for England