

# Group Discussion Workshops

## 1 Funding Geodiversity in Scotland

Facilitator: Graeme Wilson

Some useful tips on getting funding:

1. Do not apply to a funder you are unsure about. Find out as much as you can about the funder to be sure that they will fund the type of project you are undertaking. Also do they fund 100%? Are there any special criteria that have to be met?
2. Do not rush an application in. Take your time. A badly written application will fail no matter how good the project itself is. It is sometimes better to miss one deadline and go for the next than to annoy a funder with a poorly constructed application.
3. On application forms use the same language and words the funder uses. If it says, “How will you measure the success of your project?” then you write “We will know our project has been successful because 100 people will have attended the four training events.” Writing, “We plan to run four training events in April, June, August and September. The topics covered will be surveying, site monitoring, project planning and basic identification skills. Each event being attended by at least 25 people” says the same but the funder has to work out that you will be measuring the success by 100 people attending the four events. There is too much info, that should have been covered elsewhere anyway, and it does not state clearly “We will know our project has been successful because....”
4. Think laterally. There may be benefits that will come from your project that will open up other funding streams. You are not just planting trees you are running a community training event. You are not building a dry stane dyke but a linear habitat and wildlife corridor.
5. Be aware of any deadlines. Some funders decide monthly, quarterly, half-yearly or annually. Find out when the deadlines are and also when you are likely to hear as some funders may take a few months after the deadline to come to a decision.
6. Do not go for funding that is not quite what you want. Do not tie yourself to something that does not fit your aims. No matter what you want to do there is a 99.9% chance there is a funder out there that will fund what you want to do. You just need to spend time finding them.
7. Where possible approach a potential funder to discuss the project with them. If you build up a relationship with a funder then they will already be aware of your project and what you want to do so when the application arrives with them they know who you are and what the application is about. Funders want to fund projects so will give you advice on what to put in and what not to.
8. Be very aware of what money you can match fund against other money. Europe funds some funders so you cannot match fund with other European money. Keep an eye out that SNH are not funding a grant scheme you are applying to if you are also approaching them for grant aid.
9. Do not just match fund with other money. Use in kind contributions as match funding. In kind can be volunteer time, donation of tools, value of land etc. Many forms tell you

how much a persons time is worth, e.g. £6.25/hr unskilled, £18.75/hr skilled and £50/hr for professionals.

10. Ask for assistance. There are people out there who can help. Ask around to find out who they are. Some LA's have lottery officers who can give assistance and local CVS's are also a good source of help.
11. Split up the work between partners. Get one to apply to one fund while another applies to a different fund. This not only splits the work but also allows you to maximise funding as some partners, if they have charitable status, will be able to apply for funding which other partners will not have access to.
12. Finally. Think long and hard about what to call your project. Something short and catchy that sticks in the mind is great but it should also say a bit about what the project is about.

## ***2 Local Geodiversity in Scotland***

**Facilitator Dr Richard Batchelor**

1. Identification
  - a.local knowledge
  - b.field guides
  - c.literature
2. Selection
  - a.ease of access
  - b.ranked by RIGS handbook
  - c.by discussion group
  - d.health & safety considerations
  - e.landowner attitude (not necessary but it helps)
  - f. advice from local experts
3. Assessment
  - a.advice from local experts/academics
  - b.RIGS checklist
  - c.legally watertight
4. Reporting
  - a.identify local authority planning department staff
  - b.write up report with maps and send to LA planners

## ***3 Promoting Geodiversity in Scotland***

**Facilitator Dr Richard Batchelor**

1. Educational facility
2. Interpretation for public
  - i. leaflets
  - ii. plaques
  - iii. carved stones, waymarkers, etc.
3. Communication and marketing
4. Events

- i. meetings
  - ii. guided walks
  - iii. Scottish Geology Festival
- 5. Involvement by group members
  - i. checking leaflets for textual errors
  - ii. 'test-driving' leaflets
- 6. Web site for general access
  - i. create CD-ROM (for sale?)
  - ii. create PDF files (for sale?)
- 7. Geotourism
  - i. useful for getting support from Local Authorities, Visit Scotland and local Enterprise boards