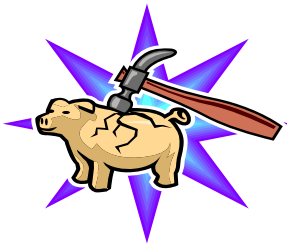


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# External Funding- Swindon Borough Council and our Partners

Janet Duffield  
Senior Policy Manager  
June 2008



# Context

**Review of External Funding within SBC April 2006-March 2007**

**Development of External Funding protocol and “Toolkit” to support process**

**Investment made in BidTrack to help us optimise External Funding**

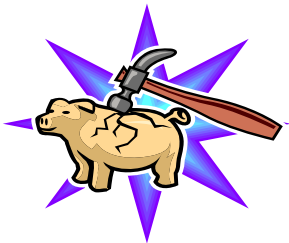
**Development of Practice Leader initiative**

**Work closely with VAS**

**Dissemination of funding information**

**Representation on Management Board of Wiltshire and Swindon External Funding Network and Wiltshire and Swindon Funding Advisors Network**

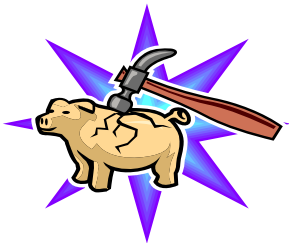
**Membership of SWUKBO**



# Our Vision for External Funding

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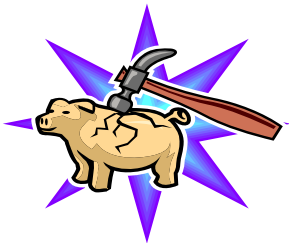
**“To increase the resource base of Swindon Borough Council by identifying & securing additional, sustainable External Funding that is clearly linked to the achievement of corporate priorities & that will benefit the community of Swindon”.**



# Swindon Compact Funding Code of Practice

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- **Develops and sustains robust funding decisions to support well-delivered quality services**
- **Funding from commissioning, grants, match funding and partnership funding**
- **Non financial support**
- **Provides a transparent framework of operation**

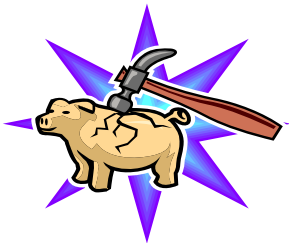


# External Funding and Partnerships

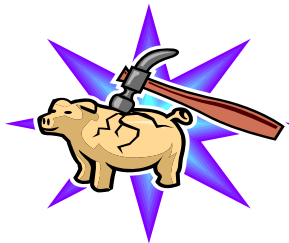
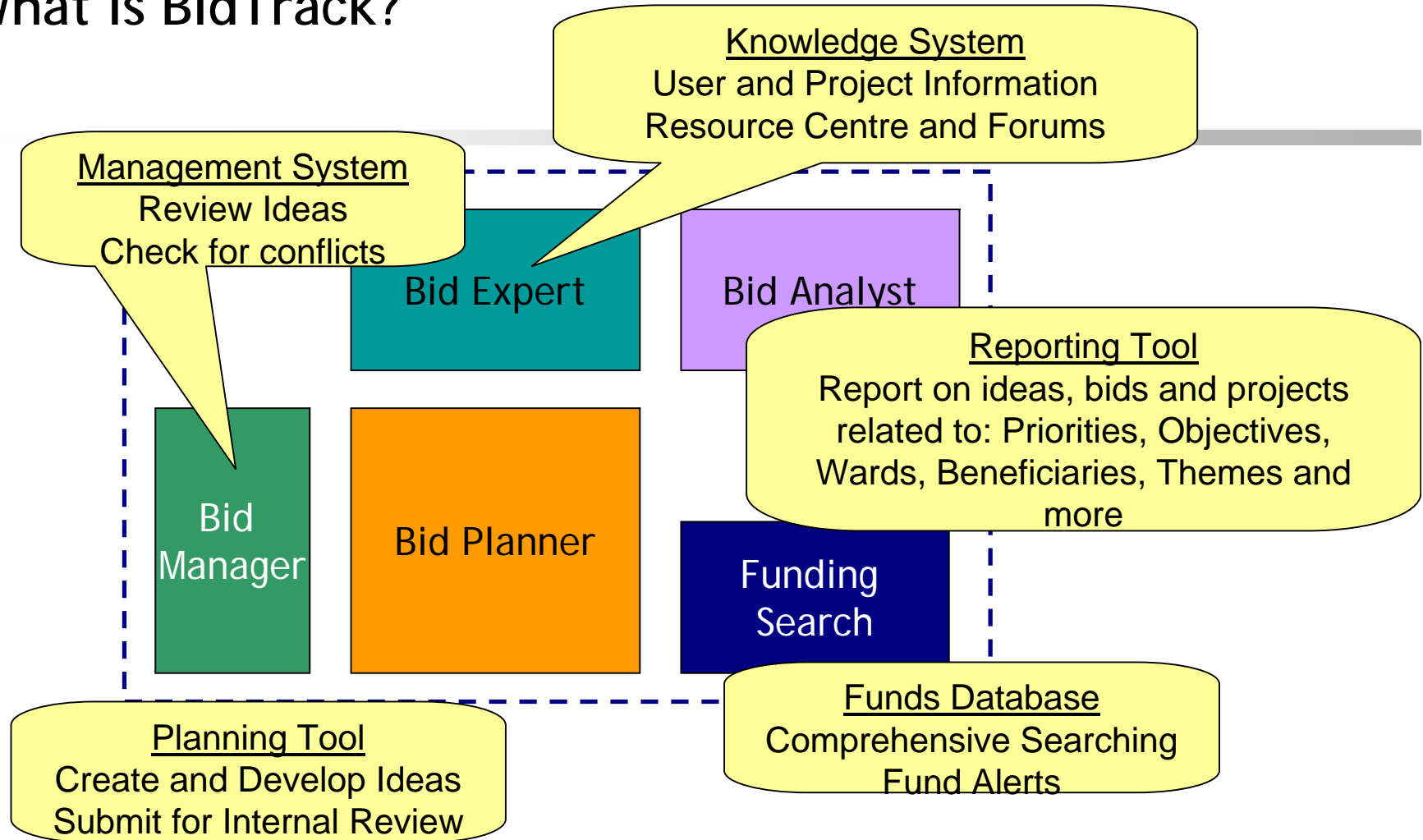
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More and more funders require a partnership approach

<b>Earth Summit 2008</b>	<b>£8K</b>
<b>Safer Swindon Centre</b>	<b>£230K</b>
<b>Wood Pellets</b>	<b>£400K</b>
<b>Swindon Play is.....</b>	<b>£382K</b>



# What is BidTrack?





# Simple and user friendly interface


**j4b BID PACK**


Home | Bid Planner | Bid Expert | Bid Manager | Bid Analyst | Funding Search


Welcome ▾ | Projects ▶


Create a new idea 


Search for funding opportunities 


Add an existing (legacy) project 

Update my information (profile) 

Bid writing resources 

Quick start guide 

Learn from other users' experiences 

Search for projects 

31/03/2008 [Deadline Approaches For Beacon Company Award](#)  
31/03/2008 [Upcoming Deadline For Community Cash Awards](#)  
28/03/2008 [Improving Public Safety](#)  
28/03/2008 [Science Projects To Receive Funding Support](#)  
[Click here for more news »](#)

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Local intranet | 100%

Simple and easy navigation using either the buttons on the tool bar, or the logo images



# Searching for Funding

The screenshot shows the j4b BidTrack website interface. At the top, there is a navigation bar with tabs: Home, Bid Planner, Bid Expert, Bid Manager, Bid Analyst, Funding Search, My Profile, and Logout. Below this is a secondary navigation bar with 'Welcome' and 'Projects' dropdown menus, and the user name 'Geoff Hughes'.

The main content area is titled 'Welcome to j4b BidTrack, Geoff Hughes'. It features a grid of eight buttons with icons:

- Create a new idea (lightbulb icon)
- Add an existing (legacy) project (book icon)
- Update my information (profile) (wallet icon)
- Bid writing resources (stack of books icon)
- Search for funding opportunities (stack of coins icon) - This button is highlighted by a yellow callout.
- Learn from other users' experiences (two people talking icon)
- Search for projects (stack of papers icon)
- Quick start guide (document icon)

On the right side, there are two sections:

- Latest Funding News**: A list of news items with dates and titles, such as 'DTI Technology Programme Approaches Deadline' and 'Euratom Nuclear Research And Training Activities - Call For Proposals'.
- My Tasks**: A table with columns for Task, Project, and Deadline.

A yellow callout bubble points to the 'Search for funding opportunities' button with the text: 'Simply click on the icon to enter'.

At the bottom of the page, there is a footer with copyright information: '© j4b plc' and links for 'Privacy Policy', 'Accessibility Policy', 'Legal info', and 'About j4b plc'. The browser status bar shows 'Local intranet' and '100%' zoom.



# Right down to specific funding information

The screenshot displays the 'j4b BidTrack' website interface. The main content area is titled 'Convergence Programme 2007-2013 - Scottish Highlands and Islands'. It includes a status of 'Open for Applications' and a last update date of '11/12/2006'. A description states that the European Structural Funds new programming period will run from 2007-2013, with significant changes to regional allocations. A 'Useful Links' section provides links to 'DTI - European Structural Funds', 'The Scottish Executive', and a 'Scheme - Guidance Document' with a 'National Strategic Reference Framework' link. An 'Extended Description' section details the programme's history and funding priorities. A list of applications is visible on the right side, with one application having a deadline of '05/11/2007' and another of '13/06/2007'. The website also features a 'Produce report' button and a 'Logout' link. The browser window title is 'j4bBidTrack - Full scheme details (Convergence Programme 2007-2013 - Scottish Highlands and Isl - Windows In...'. The Windows taskbar at the bottom shows the Start button, several open applications, and the system clock at 19:49.

**j4b BidTrack**

**Convergence Programme 2007-2013 - Scottish Highlands and Islands**

Status: Open for Applications  
Last Updated: 11/12/2006

**Description:**  
The European Structural Funds new programming period will run from 2007-2013. There have been significant changes made to the regional allocations, including those to the Scottish Highlands and Islands.

**Useful Links**

- DTI - European Structural Funds
- The Scottish Executive
- Scheme - Guidance Document
- National Strategic Reference Framework

**Extended Description:**  
The Structural and Cohesion Funds Programme for budgetary cycle 2007-2013 is the successor initiative to the Structural Funds Programme that ran from 2000 to December 2006. The programme is the European Union's main tool for supporting social and economic restructuring across the EU, accounting for over one third of the European Union budget. The funding is used to reduce regional disparities and to promote regional development and employment with the majority coming from the European Regional Development Fund (ERDF) and European Social Fund (ESF). The priorities proposed for the UK are closely linked to those of the Lisbon Agenda that aims to promote jobs and growth throughout Europe.

As of 1 January 2007, the new programming period for the European Structural and Cohesion Funds will come into effect. The changes made will have a significant impact on the UK allocations and the way in which the funding is delivered. The UK is set to receive approximately €9.4 billion in Structural Funds from 2007 to 2013, significantly less than the €15.85 billion available in 2000-2006. The new allocation will include:

- Approximately €2.6 billion in Convergence funding for the UK's poorest regions.
- Approximately €6.2 billion in Competitiveness and Employment funding for other regions.
- Approximately €0.6 billion in Cooperation funding for cross-border and trans-national cooperation activities.

The new Convergence Objective (which replaces the current Objective 1) will provide funding to support the economic convergence of regions with a Gross Domestic Product (GDP) below 75% of the EU average. The Competitiveness and Employment Objective (which replace the current Objectives 2 and 3) will seek to improve competitiveness and increase employment in other regions. Finally, the Cooperation Objective will be used to finance cross-border and trans-national cooperation projects.

**Applications**  
line: 05/11/2007

**Applications**  
line: 13/06/2007

**Applications**  
line: N/A

**Status:** Open for Applications  
**Application deadline:** N/A

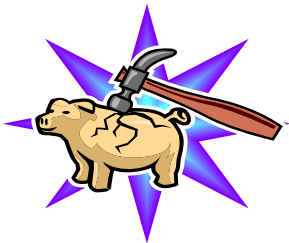


# Working with Partners

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BidTrack has the potential to link up key partner organisations

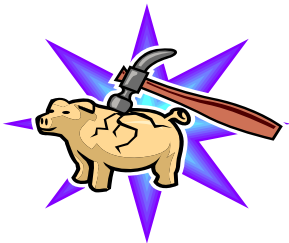
With the need to become more strategic in many funding applications, there is an increased need to share information and work in partnership.



# Next Steps

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- Extension of BidTrack to other local key partners
- Make use of the resources provided by VAS (01793 538398)
- Possible use of the Practice Leader scheme
- Contact me on 01793 463158 or [jduffield@swindon.gov.uk](mailto:jduffield@swindon.gov.uk) for advice on specific project ideas



# Discussion and “Hands-on” Demo.

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**How can we help your organisation?**

