

## Botanica Project: Invitation for Project Proposal

### *'Pollinator Project – East Anglia'*

#### 1. Background

Norfolk Rivers Trust (NRT) have been confirmed as a delivery partner for a WWF-UK three-year corporate partnership with the Botanica by Air Wick brand “*responsibly sourced, inspired by nature*” <https://www.airwick.co.uk/our-values/wwf-x-botanica/our-projects>

The three-year UK partnership started in April 2021 and will run until May 2024. The broad delivery theme will be focused on wildflowers and grasslands. The Broadland, Cam and Ely Ouse (CamEO) and Norfolk catchments have been selected as one of three UK project delivery areas. The other project areas include the Soar catchment and the Wye & Usk catchments.

Since a key focus of the Initiative is around partnership working, Norfolk Rivers Trust is seeking partner proposals to deliver schemes within these catchments. All proposals will need to follow the guidelines included in this document.

#### 2. Proposed Project Details and Delivery

The following bullet points are a non-exclusive list of some of the more specific areas of delivery that could fit under the broad theme of wildflowers and grasslands:

- Restoration of existing, neglected meadows and other grassland habitats.
- Conservation and enhanced management of existing wildflower grasslands, including establishing sustainable management regimes.
- Creation of new wildflower grassland habitat, including on floodplains and other wet habitats, and delivered as part of strategic, landscape-scale plans to connect and/or provide stepping stones between existing areas of high-quality habitat.
- On-farm grazing pasture enhancement, particularly around increasing sward diversity and reducing overgrazing - to increase flowering plants / pollen and nectar sources.
- Creation of (at least semi-permanent) wildflower habitat to increase pollen and nectar sources for pollinators and other beneficial insects.
- Contribution to local nature recovery networks and/or national or local biodiversity action plans or partnerships.
- Potentially, the purchase of existing meadows to ensure their protection.
- Linkages to other strategic, landscape-scale initiatives.

These enhancements will, undoubtedly, deliver additional benefits beyond biodiversity gain; such as natural flood management, run-off reduction, and water quality improvements. Delivery could be undertaken on privately-owned farmland, wildlife reserves, NGO-owned land, publicly-owned countryside open space, or river corridors. Where on-ground delivery is undertaken, the project lead will need to ensure some form of medium- to long-term mechanism is put in place to secure and assure the investment from WWF and Norfolk Rivers Trust.

#### 3. Outputs, Outcomes and Impacts

The project target is at least 60 ha of grassland/wildflower improvements in total over the three-year partnership duration.

Each project proposal to be submitted should contain an indication of what area of improvements will be delivered. Project proposals should also contain details of proposed delivery monitoring and evaluation. This can be “light touch” – such as output data and ‘before and after’ imagery - but

some more detailed outcomes and impact monitoring may also be appropriate on specific sites where more baseline and background data is available.

#### 4. Communications and Engagement with Botanica

WWF have indicated that they would like some site volunteering opportunities for their employees, and require the sharing of content gathered from delivery that will enable the communication of stories from within the Partnership across different media platforms: for example, video and timelapse footage have been suggested. Project proposals should contain indications of what communications and engagement opportunities could be available, along with content that could be gathered throughout the project duration.

#### 5. Funding and Contractual Arrangements

The Broadland, CamEO and Norfolk catchments have been allocated funding over the three-year duration of the project. The funding should be used as match funding against other delivery budgets held by project partners and land managers, hence providing value for money.

Projects can be split into 1, 2 or 3-year projects, and grants will be available in each year whilst funding exists.

Project proposals should contain a three-year budget (where applicable), worked up in sufficient detail to broadly outline how funding will be spent. This will be subject to review and adjustment during delivery.

We expect interest to be significant, and therefore projects will be chosen where outputs will provide multiple benefits such as pollination areas, connectivity of habitats, soil health, carbon sequestration, water quality, community engagement and access, and long-term management plans.

Where possible, the applicant will need to be a freeholder of the land on which the project is to be carried out, however, if the applicant is a tenant, this will be accepted as long as written consent can be obtained from the landlord. All delivery work must be maintained by the land manager, and will need to be in place for 10 years.

#### 6. Grant Allocation

NRT will enter into a grant agreement with each of the project partner leads, using their standard grant arrangements to the value of the agreed project. The grant agreements will be specific to the Botanica Partnership, and will not overlap with any other agreements between NRT and catchment partners or land owners. Each agreement will be subject to reporting requirements, as well as annual financial and delivery review - with the potential that the multi-year agreement can be terminated short of its planned conclusion, if appropriate.

#### 7. Reporting and Monitoring

We would expect technical and financial reporting on a quarterly basis throughout the full three years of the project; using a template issued by NRT with a grant agreement. To comply with WWF requirements, technical reporting will need to include a narrative around the on-site delivery and when appropriate, imagery of the delivery.

#### 8. Proposal Submission

Please electronically submit a project proposal proforma to Norfolk Rivers Trust by **5pm on Friday, 27<sup>th</sup> August 2021 to [ed@norfolkriverstrust.org](mailto:ed@norfolkriverstrust.org)** at the absolute latest, so that proposals can be collated and reviewed. If it becomes apparent that we do not have enough budget to fund each

submission, this will be discussed with individual partners, once a cost-benefit analysis of each submission has been completed.

For any further information, or to discuss specific aspects of the proposal invitation document, please contact Ed Bramham-Jones [ed@norfolkriverstrust.org](mailto:ed@norfolkriverstrust.org) or on 07788377617.

## Botanica Project Proforma

<b>Project Name:</b>	<b>Organisation and key contact:</b>
<b>Section One: Tell us about your project</b>	
<b>Project Location:</b> <i>grid reference or feel free to attach a map as an appendix</i>	
<b>Project Overview:</b>  <i>Please keep concise and to roughly 500 words.</i>	
<b>Project Aim:</b>  <i>Please provide 2-3 sentences about the higher-level aim(s) of your project</i>	
<b>Future Management:</b>  <i>Please provide an overview of how site(s) will be managed / monitored in the future.</i>	
<b>Multiple Benefits:</b>  <i>Please provide details of any multiple benefits your project can offer e.g. carbon sequestration, water quality improvements, educational value, engagement</i>	
<b>Estimated Area of Improvement (ha):</b>	
<b>Site Access:</b> <i>Is the site publicly accessible? Are there any access restrictions?</i>	
<b>Site Ownership:</b> <i>Are you the landowner? Do you lease the land?</i>	
<b>Are volunteering opportunities available as part of the project?</b>	

**Communication Opportunities:**

*What communication and engagement opportunities are available? Is there any specific media content which could be gathered as part of your project?*

**Section Two: Costs**

**Total Project Cost: £**

**Funding requirement from NRT/WWF/ Botanica:**  
£

**Match Funding Source(s) (if known):**

**Funding Period:** 1 year 2 years 3 years *delete as appropriate*

**Cost breakdown:**

*Please provide a brief cost breakdown of how the funds will be spent across the 3-year delivery period*

**Section Three: Delivery**

Can the project be completed in the delivery timescales? *Y/N*

**Delivery Timescales:**

*Please provide an overview of key project delivery timescales*

**Any Additional Detail:**