



Community Cashback 2009/10

Guidance on Applications

Office for Criminal Justice Reform
June 2009

Introduction

1. The Engaging Communities in Criminal Justice Green Paper, published on 29 April 2009, includes a commitment to look at ways in which communities could be given more of a say in how assets recovered from criminal are used locally. Asset recovery can be an effective tool in building public confidence. It demonstrates to communities that those whose lifestyle is funded through crime, often serious organised crime, are being brought to justice and the proceeds of their criminal activities are being taken from them.
2. Catherine Lee's letter of 20 May drew Local Criminal Justice Boards' (LCJBs') attention to the Prime Minister's announcement on 12 May 2009 that a new £4 million asset recovery community fund is being created for England and Wales. Community Cashback, which will run during the 2009/10 financial year only, is the scheme through which the funding is being made available. It provides a route for returning profits made by criminals to the community for use on local projects which they believe are a priority. Clear branding of projects using the existing "Payback: Taking the Cash out of crime" and "Justice Seen, Justice Done" logos will make the benefits to the community more visible. Guidance on use of the two sets of branding can be provided on request.



Scope and focus of the initiative

3. Community Cashback aims to give communities more of a say in how recovered assets are spent locally. The intention is that funding should be used to deliver projects that have been proposed or voted for by members of the local community and that are linked in some way to crime or anti-social behaviour and address their effects locally. Visibility of outcome to those who have had a say in their selection is important and is in line with the aims of the Engaging Communities in Criminal Justice Green Paper, the work being taken forward under the "Justice Seen, Justice Done" campaign. Whilst Community Cashback is also consistent with work to promote and explain the Community Payback scheme, this funding is not intended to be used directly on projects involving direct work with offenders to reduce re-offending.
4. Projects should be local (ie: within the boundaries of an LCJB area and preferably with a more local or neighbourhood focus) and related in some way to anti-social or criminal behaviour or its impacts. These might be projects which seek to tackle problems locally in support of criminal justice services or one which seeks to put right harm caused and provide a positive asset to the community. The intention is that LCJBs – in partnership with their Crime and Disorder Reduction Partnerships/Community Safety Partnerships (CDRPs/CSPs), Local Authorities, Neighbourhood Crime and Justice Co-ordinators and communities – should be able to adapt the scheme to best meet the concerns and needs of local people. This guidance is not, therefore, intended to be prescriptive about what projects might be taken forward.

5. LCJBs may wish to consider projects falling within the following categories as a starting point for their local schemes:
- **Public protection , crime reduction and community safety:** Communities might want to see money spent on projects aimed at helping people feel more secure in their homes and local communities or physically make their neighbourhood safer (perhaps through more CCTV coverage) or help reduce crime;
 - **Support victims of crime:** Funding might be used to provide or enhance information, facilities or services for victims of crime and/or anti-social behaviour, within the community as outreach services or within an existing facility such as a magistrates' court;
 - **Restoration or renovation projects:** The money might be used to restore a local communal area damaged by crime – Eg: A project to renovate a children's playground or other area for use by young people which has become unusable or because it has become a place where drug addicts or gangs hang out, or is unsafe for children because of drugs paraphernalia littering the area. Other examples might be removing graffiti; putting right other damage; clearing an overgrown area; renovating a community centre or facility or turning an old unusable space into a community facility;
 - **New spaces or activities:** For example, resources might be used to provide new or improved facilities or activities for young people on Friday or Saturday nights;
 - **More and better information about justice outcomes:** Funding might be used to improve or build on ways of keeping communities informed about local crime and justice services and the outcomes of particular cases. These kinds of proposals should be checked to ensure they can be integrated with and do not disrupt the existing primary dialogue with the public, which will normally be through the Neighbourhood Policing teams;
 - **Getting communities involved:** purchasing equipment to enable community involvement and consultation (eg: mobile facilities for consultation events on issues such as use of recovered criminal assets), projects to get local people involved in preventing and repairing harm in their neighbourhoods, giving them a say in the running or selection of other local crime and justice services (for example, events to enable local people to have a say on spending money under participatory budgeting and publicising winning schemes) or local training and publicity for schemes to enable community members to contribute to tackling local issues and making their communities safer.
6. This list is not intended to be exhaustive and is provided as initial guidance only. Local agencies will need to work together to determine the categories of project they wish to provide, but making sure that other categories, suggested by community members or groups, can also be included. All local agencies will need to be clear about what it is possible to provide locally, within the project budget and within the available time scale. Funding for new LCJB personnel or posts is unlikely to be within scope and, as funding is only available during the current financial year; LCJBs should consider carefully how any posts would be funded beyond 2009/10 and whether recruitment of new personnel is feasible within the timescales.

Project criteria

7. Proposed projects should comply with the following criteria:

- Projects should be related in some way to anti-social or criminal behaviour or its impacts on the community;
- Projects must support the work being undertaken through the Engaging Communities in Criminal Justice Green Paper, the on-going “Justice Seen, Justice Done” campaign, or the Community Payback initiative;
- Projects must be community-focused and make a noticeable difference to the community;
- The local community must have been involved in choosing the project. The public’s views should be sought wherever possible through existing community engagement activities;
- CDRPs/CSPs and other relevant local partners must have been consulted about the project;
- Projects must be able to demonstrate that they offer value for money, should be capable of some form of evaluation and wherever possible should also be able to be delivered quickly (ie: before the end of the 2009/10 financial year);
- The outcome/s of the project must be visible by those who have nominated the project or have had a say in its selection (Eg by branding the project as having been paid for through recovered assets, using the existing “Payback: Taking the cash out of crime” and “Justice Seen, Justice Done” branding and logos).

Seeking views from local communities

8. LCJBs and local partners will wish to draw on established community engagement and communications channels they use to gather community views. Neighbourhood Policing teams, as the cornerstone of community engagement activity locally, will have a key role to play in gathering and feeding in community views and feedback during the normal course of their community meetings. Joint working with CDRPs/CSPs and other local partners and groups will also be important and provide valuable sources of information. Other established mechanisms which might be used to gather views and feedback are Citizens’ Panels; Community Impact Statements; Independent Advisory Groups; or other community engagement meetings or activities through which local people can have a say. This list is not exhaustive and LCJBs may have additional local mechanisms which they can use to gather views from local people and/or provide them with feedback.
9. In addition to these established routes and to coincide with the launch of the scheme, the Office for Criminal Justice Reform (OCJR) will launch the new national Community Cashback website, through which the public will be able to (i) propose and/or (ii) have their say on projects which have been proposed by other community members. The website will be accessible at: <http://cashback.cjonline.gov.uk> . Each LCJB will have its own Community Cashback page, accessible through the main site, which it should promote following the national launch for the scheme, expected to be before the end of June 2009. The intention is that the site will be administered by the nominated LCJB micro site administrator, supported by OCJR Communications Unit. Information to help LCJBs promote their Community Cashback page has been made available through the OCJR Communications Unit to all LCJB Communications Officers, with additional information for CDRPs/CSPs and Neighbourhood Crime and Justice Co-ordinators.

The role of Local Criminal Justice Boards

10. LCJBs are being invited to bid for funding from Community Cashback for projects nominated locally, up to a combined maximum value of £95,000 per LCJB area. LCJBs will provide the local gateway to the funding, working with the community and with local partners (including third sector organisations and Neighbourhood Watch and Home Watch groups) to identify the project proposals they wish to submit for funding.
11. Once LCJBs receive a proposal for a project to be funded, they will need to work with local partnerships and organisations to undertake an initial assessment of the project in terms of its:
 - **Relative priority** (how does the proposed project fit with community priorities?);
 - **Feasibility** (can it be achieved within the parameters of the scheme?);
 - **Robustness** (primarily in terms of fraud prevention/protection against other risks);
 - **Inclusivity** (whether it will be available to all members of the community or, if focused on a particular group, whether this is justifiable in light of any potential disadvantage to some segments of the community);
 - **Community focus** (will the project outcomes/services benefit communities directly – as opposed to local services/agencies?);
 - **Visibility** (will the outputs/outcomes be clearly visible to the community and can they be badged as being paid for by assets recovered from criminals?); and
 - **Value for money** (does the proposed project appear to offer value for money and is this the best way of achieving the desired outcomes?).
12. Working jointly with CDRPs/CSPs will help LCJBs to target Community Cashback funding quickly and effectively on local projects. CDRPs and CSPs will be able to contribute comprehensive local information and knowledge on who is affected by crime locally and where it happens and who the perpetrators are. Partnerships also undertake community consultation to get the public's views on local crime and disorder issues. They can also help promote the fund to the public through their local community networks and those of partner agencies.
13. All projects put forward for consideration must include a statement as to the level of community involvement (what form this took and how it has been fed into the initial decision-making process). In addition, there must be clear evidence that there has been consultation with the relevant CDRPs/CSPs and other groups in making the selection of projects locally. LCJBs and local partnerships will also need to consider ways in which the proposed projects will be evaluated (if appropriate) and what success criteria they might apply. This could be anything from a local survey or poll run through a local newspaper on the difference the project has made to a local community through to a mechanism which allows community members to have their say on the relative success of a project and the difference it has made. Based on this information, LCJBs should expect to submit another very simple evaluation form after the project has completed with their assessment of whether the project met its aims.
14. Once these initial local checks have been completed and the LCJB and local partnerships are satisfied that the project is viable, it can be accepted as a candidate project and publicised (through the LCJB's Community Cashback page or through local media) so that the public can have their say on their preferred projects.
15. Each LCJB is being invited to submit bids for two or three community projects for funding, up to their area maximum of £95,000. Given the time required to consult communities and local partnerships and allow time for them to suggest and/or vote for their priority projects, some

LCJBs may not be able to submit enough sufficiently complete bids up to this value by the first bidding deadline of 7 August 2009. In this case, the remainder of the LCJB's £95,000 allocation will remain available to that Board to bid against until the end of September 2009, after which it will be offered up to additional bids on a national basis to fund additional projects in other areas.

16. LCJBs should forward their top project proposals on the attached proforma to OCJR, who will arrange for scrutiny of all proposals to ensure there are no obvious or unforeseen obstacles to implementation and that the project is compliant with the Community Cashback criteria. If this is confirmed, the project will be approved for funding. If there are queries about the project, the LCJB may be asked to submit further detail before a decision can be made.
17. The proforma is designed so that the project nominator (member of the public or person putting forward the suggestion on behalf of the community) completes as much of the detail about the project as possible. Once submitted and accepted by the LCJB, details of the projects put forward for funding should be publicised by LCJBs and local partnerships through their Community Cashback page and other routes. This might be by publishing a list of projects on the LCJB Community Cashback pages or through local media, with instructions on how the public can have their say. LCJBs should take all opportunities to feed back to the community what has happened to their suggestions for projects.
18. LCJBs will receive the Community Cashback funding for their approved projects through their normal LCJB grant funding routes. It is the responsibility of the LCJB to ensure that this money is managed effectively and only spent to deliver the agreed projects within the current financial year. LCJBs will need to define local arrangements for the funding of each of the projects, ensuring financial probity and value for money.

Summary

19. Community Cashback is being offered in 2009/10 as a one-off initiative. The total available funding in 2009/10 is £4million. The maximum available funding per LCJB area is £95,000 for up to three individual projects. Key dates for the scheme appear overleaf.
20. Wherever feasible, approved projects should be completed within the 2009/10 financial year. Where projects cannot be fully completed in this time frame, LCJBs must have committed the allocated funding before 31 March 2010, as it cannot be carried over to the following financial year. Evaluation of projects funded through this scheme should be completed as soon as possible following project completion and by 31 May 2010 at the very latest.
21. Applications for Community Cashback will be scrutinised by a central panel and assessed against the scheme criteria. They will be approved in principle if they meet the criteria and appear viable. All project proposals will be acknowledged and a full list of funded projects will be made available for publication in due course.

Community Cashback: key dates

Key date	Activity
By 30 June	Community Cashback launched
7 August 2009	Closing date for submission of first set of Community Cashback proposals
By 21 August 2009	First set of Community Cashback proposals scrutinised and approved
w/c 24 August 2009	First set of Community Cashback application outcomes notified and a list of funded projects published
31 August 2009	Target date for release of Community Cashback funding for first set of projects.
30 September 2009	Closing date for submission of second set of Community Cashback proposals
By 9 October 2009	Second set of Community Cashback application outcomes notified and a list of funded projects published
w/c 12 October 2009	Target date for release of Community Cashback funding for second set of projects.
31 March 2010	Completion of projects (if feasible). All allocated funding committed
31 May 2010	Evaluation of all projects to be completed



Guidance on completing project proposal proforma (attached)

Summary of project

The application should clearly state what the project aims to do and how these aims will be achieved. Objectives should be outlined clearly with indicative timescales for project milestones as appropriate. Much of the information about the project should come from the nominating member of the community or their representative.

The summary should include:

- How the project, if relevant, is related to anti-social or criminal behaviour or its impacts.
- How the public have been involved in nominating or selecting the project
- How the project will support the work being undertaken by Engaging Communities in Criminal Justice, “Justice Seen, Justice Done” or the Community Payback initiatives.

How need for project was identified

In addition to demonstrating any other ways that the need for the project was identified, it is necessary that the application demonstrates how the public and Crime and Disorder Reduction Partnerships/Community Safety Partnerships have been consulted about the project.

Predicted outcome/s of project

All applications must demonstrate the anticipated/known outcomes of the project, including:

- An outline of what the funding will deliver/enable to happen.
- A clear statement of the expected direct benefits for service users/providers (eg. explain what the project will enable to LCJB to do/overcome, which may not be possible without it).
- the LCJB’s ability to deliver measurable outcomes by the end of the project.
- How the outcomes of the project will be visible to those who have suggested the projects or have had a say in its selection.
- Any high impact/likelihood risks associated with the project must be highlighted in the application.

How effectiveness of project will be evaluated

The application must demonstrate an effective mechanism for monitoring and evaluating the effectiveness and impact of the project and specify who will be responsible for managing and reporting on the outcome of the project.

How project delivers value for money

All applications must contain clear expenditure plans and how expenditure represents value for money. Expenditure should be broken down clearly to show the amount of funding required for each element of the bid with a clear final total. Value for money should be demonstrated as clearly as possible through tangible quantitative measurements.

COMMUNITY CASHBACK PROJECT TEMPLATE

Section 1 of the template will, in most cases, be populated with information taken directly from the public nomination as it appears on the Community Cashback page for your LCJB area and locally produced hard-copy proforma. It should not require significant additional LCJB input.

SECTION 1

About the project:

Please use this space to tell us what the project is called, what it will do for your community, where and when it will happen, who will run the project and how much you think the project will cost.

Project name	Please give your project a title		
Type of project	Please tick the category that best describes your project:		
	Crime Reduction/ Community Safety <input type="checkbox"/>	Victim Services <input type="checkbox"/>	Restoration or renovation <input type="checkbox"/>
	New spaces or activities <input type="checkbox"/>	More and better information <input type="checkbox"/>	Getting communities involved <input type="checkbox"/>
	Other: (please describe)		
Project details	Please tell us what the project will do for you community and how this will be done. This should include information about what problems the project will address and how long the problems have existed (250 words maximum)		
Project Location(s)	Please tell us where the project will happen (with full address if available)		
Project delivery time scales	Please tell us when you think the project will start and end		
How did you identify the need for the project?	Please tell us how the need for the project was identified (Eg: You may have discussed a problem at a Neighbourhood Policing meeting or other forum)		
Name and contact details for main project contact	Please provide full name, address and either telephone or email contact details for the person, organisation or group that will be running the project (if this is not you)		
Costs	How much funding does the project need?		

About you

Please use this space to tell us about yourself (all information is required before the project can be considered)

Title and full name	
Address	
Post code	
Contact telephone number or email address	



SECTION 2

For official use (Please do not complete these sections)

<p>Please provide a brief assessment of the following (see paragraph 11 of the guidance) :</p> <p>Relative priority</p> <p>Feasibility</p> <p>Robustness</p> <p>Inclusivity</p> <p>Community focus</p> <p>Visibility</p> <p>Value for money.</p>	
<p>How will the project be delivered?</p>	
<p>How will the effectiveness of the project be evaluated?</p>	

All completed Community Cashback applications should be forward to the following email address: EngagingCommunities@cjs.gsi.gov.uk All applicants must ensure that applications must clearly highlight **Community Cashback Application** within the subject field of the email.

If you have any queries regarding Community Cashback application process contact Sam Evans, Tel; 020 7035 8586, Email: sam.evans@cjs.gsi.gov.uk or Peter Cawood, Tel: 020 7035 8652, email: peter.cawood@cjs.gsi.gov.uk