



Making Roads Safer

The Road Safety Trust **Application Workbook**

Spring 2024: Small Grants Application Form

(For grants greater than £10K
and up to a maximum of £50K)



How to use this Workbook

This Workbook is designed to help you plan and write your application for funding. It contains a copy of the on-line form, and support to help you develop and set out your aims and objectives.

It includes a definition of key terms, worked examples and a blank table to help you work through the key aims, objectives and outcomes of your own project.

This is an editable version of the Application Workbook. This allows you to develop your proposal and work with others on the application in a shared document. Text boxes have been sized to accommodate the word limit. Make sure to save your work frequently as you go. An editable word version of the key aims, objectives and outcomes table is also available for you to fill and submit on the website.

But you must then input the text into the online form in the application portal on our website to submit your application.

If you are copying text over to the online form, please note that the online form only accepts plain text. **To avoid problems, make sure to remove all formatting, including bullets, before copying and pasting text.** Please ensure that the text you are pasting in does not exceed the word count and note that invisible formatting can create word count issues. **When using the online form make sure to save your work frequently.**

We encourage you to read through this entire workbook and work through the aims, objectives and outcomes table before starting the application.

Further information about Small Grants including our Small Grants Guidance for Applicants is available on our web-site <https://www.roadsafetytrust.org.uk/small-grants>. Please ensure you have read this Guidance before applying.



Making Roads Safer

Your Organisation

Form in this guide for reference only, please use the **online version on the portal** to submit your application. Make sure to save often.

1. About your Organisation

Please provide details of the organisation that is applying for funding and which will be responsible for any grant.

Organisation Name

Organisation Legal Name (If different)

How did you hear about The Road Safety Trust (RST)?

Please refer to the online application form on the portal for options

Organisation Address

Town/City

Postcode

Organisation Website

Background

Provide a brief description of your organisation or department including aims and activities. *(max 100 words)*



If you are applying on behalf of a university or public sector body please describe the main aims and activities of your department.

Legal Status that best describes your organisation

Please refer to the online application form on the portal for options

Additional information about legal status

If none of the categories above describes the legal status of your organisation or if you have additional information to add about your legal status, please include it here. *(max 100 words)*

If applicable, charity's registration number

If applicable, organisation's company registration number

2. Primary Contact for this application

Provide the contact details of a person who we can get in touch with about the project. This person will be responsible for the day to day management of the project and updating us on progress.

First Name

Last Name

Job Title

Office Phone

Email

Project Overview

Form in this guide for reference only, please use the **online version on the portal** to submit your application. Make sure to save often.

3. Project Summary

Project Title

Keep this short and simple, something we can use in publicity if your application is successful.
(max 20 words)

Project Summary

We encourage you to complete this section last. Please summarise the project's aim and objectives, what you intend to deliver and the difference you hope to make. This summary will be used by Committees and the Board, as well as in press releases and on our website for funded projects.
(max 300 words)

4. Background and Need for the Project

Why is your project needed?

Please tell us why your project needs to happen and what evidence/research you have to support this. *(max 300 words)*

Which Road Safety Safe System Pillar will the project mainly support?

Please refer to the online application form on the portal for options

Road Safety Benefits

Please elaborate on how the project will benefit Road Safety and road users in the UK or an area of it. *(max 200 words)*

Please describe how your project meets the objectives of The Road Safety Trust grant programme?

The objectives of The Road Safety Trust grant programme are as follows:


- a) generate new knowledge about what works
- b) translate new ideas into measures
- c) influence road safety policy and practice
- d) involve partnership and collaboration.

(max 200 words)



Link to local or national priorities

Please indicate how the project supports local or national strategies and plans for road safety casualty reduction. *(max 200 words)*



Innovation

To what extent is it innovative - what is distinctive or novel about the project? For example, is it new? Does it build on or improve previous work ? **(max 300 words)**



Innovative can also mean building on or improving previous work - the project does not need to be entirely new to be innovative. Please refer to our guidance for further details.

5. Project Aims, Objectives and Intended Outcomes

Please refer to the definitions and examples on page 23.

A blank template has been provided to help you work through your project aims, objectives and outcomes. You will have the option to attach this with your online application.

Project Aim

What is the overall aim of the project? What road safety issue or problem do you want to address? *(max 200 words)*



This is the overall issue you want to address: what or who you hope to change by the project. Is it measurable? E.g., address high rates of collisions in an area through targeting driver speed.

Project Objectives

What are the objectives of your project? Please summarise what you will carry out to achieve the project aim? Objectives should be specific, measurable and achievable. More detail should be provided in the section on project design below.
(max 200 words)



Summary statements of what your project will do to achieve its aim. Objectives should be specific, measurable and achievable, E.g., develop and trial a behaviour change campaign for drivers over twelve months targeted at the local population. Please include a Dissemination objective.

Project Outcomes

What intended changes will result from the achievement of your objectives (we call these outcomes)? What difference will your project make? Who will benefit and how? More specific questions about beneficiaries follow. **(max 200 words)**



The intended changes that will result from achievement of the project objectives. Short, medium or long-term. (e.g., casualty data or interim indicators relating to speed, engineering, enforcement, education or behaviour change). E.g., improvement in scores for driver behaviour in validated questionnaires (short term), speed reductions in target areas (medium term), casualty reduction (longer term). Projects are not generally expected to be able to report on long term changes.

6. Beneficiaries

Specify which road user groups will benefit.

Please refer to the online application form on the portal for options for all the questions in this section

Road User Beneficiaries

Please select the road user type that best describes the beneficiaries.

Age Group

Please identify the main age group the project is intended to benefit.

Location

Please select the area that best describes where the work will take place.

Strand

Please indicate what percentage of the project is focused on each strand - **education, engineering and enforcement**. This helps us build a picture of the applications we receive.

Urban/rural

What is the setting of the project or intervention?

7. Project Design

What will you specifically do?

Please carefully describe the activities that will be undertaken to achieve the aims, objectives and project outputs. Please also include plans for collection of information, monitoring, analysing and assessing your road safety outcomes here. **(max 450 words)**



Provide a detailed, step-by-step explanation of what you will be doing and how this will help you achieve project aims, objectives and outputs.

Explain why you believe the approach you will take is the right one to achieve the project aims and objectives? (max 400 words)

Demonstrate that your approach is supported by current knowledge and research and, where relevant, regulations and guidance.

If this is a behaviour change or education intervention, please describe your logic model.



Project Outputs

What will the project produce or deliver (we call these outputs)? (*max 200 words*)



What your project will produce or deliver. The result of the work done to achieve the project aims, objectives and outcomes. All projects need to produce a project report. Other outputs could include a practitioner or policy summary, website, a tool, resource, or campaign.

8. RST Priorities

This section explores how the achievement of project outcomes and their likely impact will promote the charitable objectives of The RST and aims of the grant programme. Please select the RST priorities this project supports. You must select at least one priority. Explain how your project supports the selected RST priority.

RST Strategic Priority – Please select one.

Please refer to strategy map on Small Grants page (<https://www.roadsafetytrust.org.uk/small-grants>) for more information about our strategic priorities.

Please refer to the online application form on the portal for options

**Please elaborate on how this project supports the selected strategic priority.
(max 200 words)**

Project Management & Budget

Form in this guide for reference only, please use the **online version on the portal** to submit your application. Make sure to save often.

9. Project Management

Timetable

Please attach a table or Gantt chart that lays out a clear plan and timeline for delivery. This should include the main project stages or tasks, milestones and who is responsible for each. This should match the project activities in the project overview section. You may also want to include a pen portrait or brief bio for key team members.



Please note that you can only attach one file. Files may be in the following formats: PDF, XLS, DOC.

Project Start Date

Please use the calendar button to select a date no earlier than 23 August 2024.

Project End Date

Please use the calendar button to select a date.

Project Management

How will the project be managed and what is the experience of the team and project partners? Please explain key roles and the expected input and involvement of each team member. It will be helpful to see how quality control of the outputs will be handled, and who will be responsible for day to day project arrangements. **(max 200 words)**

Partnership and Collaboration

Partnership working and collaboration is one of the key objectives of the grant programme. Who will you be working with to deliver this project? What role or activity will each organisation be responsible for? Please only include organisations who have agreed to be included in the application. **(max 200 words)**



Projects are strengthened through partnership working and this can be through formal or informal partnerships. Where the project includes partners, their role and contribution should be clear. This could include expertise, evaluation support, financial contributions, support with recruiting participants or providing a road user perspective for a particular target group.

Ethical and privacy issues

Make sure to address any ethical and privacy issues. (*max 200 words*)

Project Risk

Work on assessing risk is a key part of the application process. **Please attach a table assessing any potential risks to the completion of the project.** The risk matrix should assess and score potential risks and suggests feasible mitigations to reduce these risks.



Please note that you can only attach one file. Files may be in the following formats: PDF, XLS, DOC.

10. Budget Summary

Please provide a detailed project budget including details about additional sources of funding and any agreements that are in place. Grants are for project costs rather than core funding. We do not normally expect to pay overheads or indirect costs but in some cases may pay a proportion of these, for example for registered charities. All amounts should be rounded to the nearest whole number.

Requested Amount - £

How much funding are you applying for from The Road Safety Trust?



Please round off to nearest whole number.

Project Budget - £

What is the total cost of the project?



Please round off to nearest whole number.

Funders

Requests for 100% of project costs will not be supported. If you plan to secure other funding sources, please provide details in the section below. Indicate whether a commitment has already been secured and whether the commitment is for cash or in-kind contributions.

Applicant contribution amount


The amount you (lead organisation) are contributing towards the project budget.




How much are you contributing? This can include in-kind contributions.

Please indicate if the applicant contribution is in cash or in-kind.

Funder 1 Name


 Not the applicant but additional funder if applicable. If there is more than one additional funder, information for additional funders should be provided in the budget document.

Funder 1 Amount

 What amount has this funder committed?

Funder 1 – cash or in-kind?

Funder 1 secured?

 Please indicate if a commitment for this funding has already been secured.

11. Budget details

Budget guidance: Please attach a detailed budget in Excel below. Costs should be clearly set out with overheads and indirect costs shown separately and not included elsewhere such as in salary costs or rates. Where possible include detailed rates information. Grants are for project costs rather than core funding. We do not normally expect to pay overheads or indirect costs but in some cases may pay a proportion of these, for example for registered charities. All amounts should be rounded to the nearest whole number.

Budget narrative

Please provide a narrative explanation of the costs that the request will cover. Please add any cost justifications/assumptions for the budget. **(max 200 words)**



The RST does not fund university or public sector overheads but may pay these for registered charities. Both cash and in-kind costs should be budgeted for.

Budget document

Please attach a detailed budget as an Excel file below.



Must be in Excel

Knowledge Sharing & Project Communication

Form in this guide for reference only, please use the **online version on the portal** to submit your application. Make sure to save often.

12. Knowledge Sharing and Project Impact

Dissemination

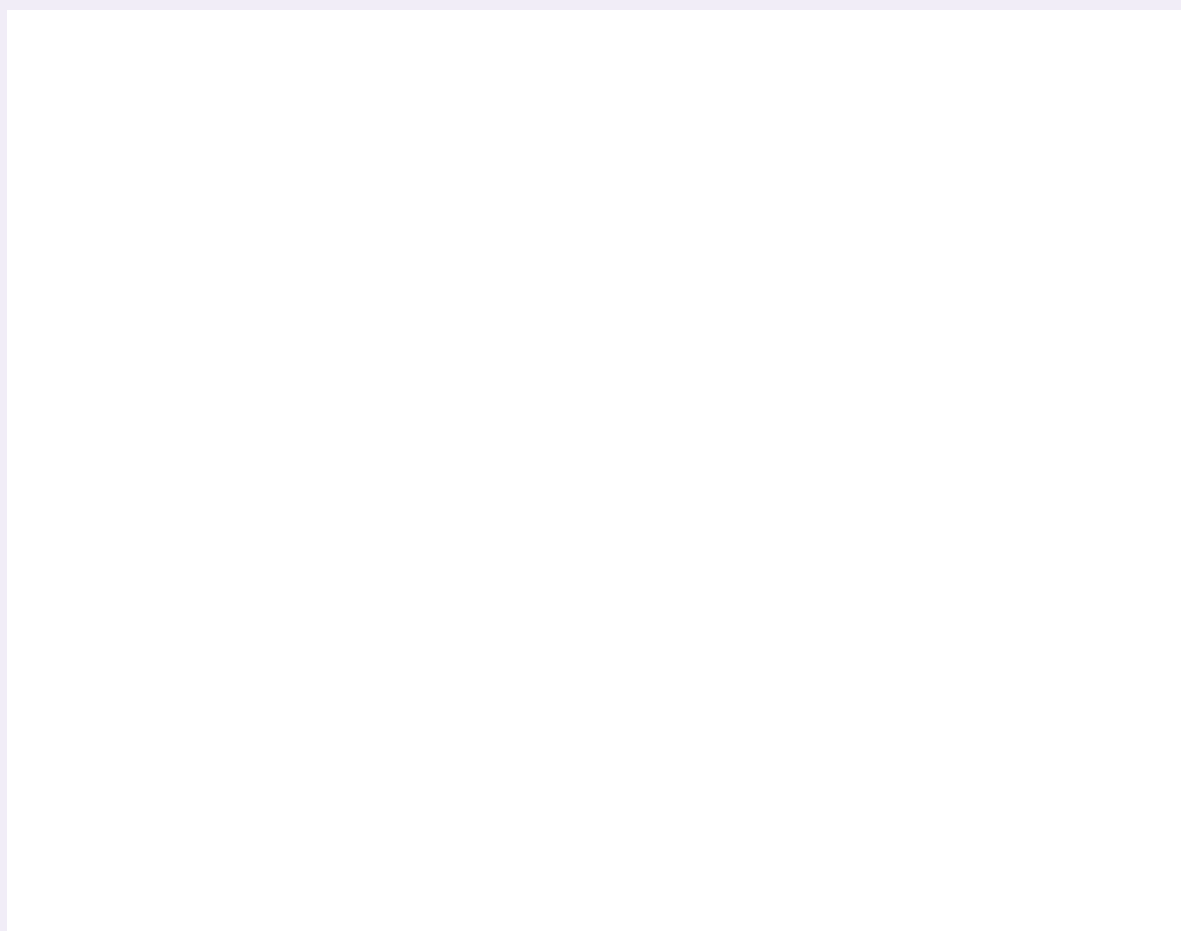
All RST projects require a final report describing the project and its results and a clear plan for sharing the knowledge generated. Who will you share this report with and how? How will you make available any tools or interventions produced as a result of the project? Who are your key stakeholders/audiences and what are the best ways to engage with them? Have appropriate resources/funds been set aside? Also list any planned publications, presentations or other dissemination activities. **(max 300 words)**



Please list here even if you have already mentioned these under outputs.

Evaluation

Refer to your stated aims and objectives. Please set out your plan for how you will evaluate whether and to what extent you have met these overall project aims and objectives. Include indicators of success and a timeframe for measurement. Also, how will you measure the difference your project has made (impact)? We appreciate this can be longer term after the grant has ended and we ask our projects to report back to us in the future. **(max 200 words)**



13. Future plans

It is important to include details of any plans for the potential sustainability of the project outcomes.

Next Steps

What are the next steps? What will happen to the project or intervention when the funding ends? For example, is the project a pilot that would need further developing or an intervention that could be further rolled out or scaled up at the end of the funding. *(max 200 words)*

Declarations

Form in this guide for reference only, please use the **online version on the portal** to submit your application. Make sure to save often.

14. Freedom of Information

The Road Safety Trust is a 'public authority' and is subject to the Freedom of Information Act 2000. This means that in certain circumstances information about (or contained within) your application may need to be published should we receive a request for information under FOIA, subject to certain exemptions. Please contact us should you have any questions or concerns about this and notify us in advance if any of the information contained within your application is particularly sensitive or confidential.

Confirmation of understanding

Please refer to the online application form on the portal for options

15. Declaration and Authority

Please provide the name and contact details for the person with authority to submit the application on behalf of the organisation. This could be the Chief Executive or equivalent or someone with Director level responsibility. Please re-enter this information if it is the same for the primary contact for the application.

First Name

Last Name

Job Title

Office Phone

16. Data Protection

In submitting your application for funding, you are confirming that you have the consent or the legitimate right to use the personal data of any individuals identified within it and for The Road Safety Trust to hold their personal data while the project is assessed for funding and following any agreement to fund. The Trust will use this information for the purposes of assessing your application and of managing or monitoring any grant awarded; and for carrying out related administration or research. We may also contact you about events, news or research relevant to your grant. The Trust is a data controller and is registered with the Information Commissioner's Office as required under the UK GDPR. The Trust will only process any personal data in accordance with the Trust's registration and current data protection legislation. The Trust will expect that you, as the applicant, are responsible for ensuring compliance with data protection legislation and registration as necessary. Our Grants Data Privacy Notice is available on our website..

Confirmation of understanding

Please refer to the online application form on the portal for options

Data Usage

We would also like to seek your consent to hold personal data to contact you occasionally with other news and invitations relevant to road safety and for your views on our funding programmes. This will not be shared with other third parties. Please indicate whether you give consent for your personal data to be used in this way.

Please refer to the online application form on the portal for options

17. Authority

I confirm I am authorised to submit applications for funding on behalf of the applicant organisation and the funds are needed for the project. I also confirm that the project has not already started and does not duplicate existing work of the applicant organisation.

Declaration of Authority

Please refer to the online application form on the portal for options

Definitions

Aim The overall issue you want to address: what or who you hope to change by the project. Is it measurable? E.g., address high rates of collisions in an area through targeting driver speed.



Objectives Summary statements of what your project will do to achieve this aim. Objectives should be specific, measurable and achievable, E.g., develop and trial a behaviour change campaign for drivers over twelve months targeted at the local population. Please include a Dissemination objective.



Intended Outcomes The intended changes that will result from achievement of the project objectives, can be short, medium or long-term. (e.g., casualty data or interim indicators relating to speed, engineering, enforcement, education or behaviour change). E.g., improvement in scores for driver behaviour in validated questionnaires (short term), speed reductions in target areas (medium term), casualty reduction (longer term). N.B. projects are not expected to be able to report on long term changes in most cases and will not always be able to report on medium term changes.



Project Design Activities that will be undertaken to achieve the aims, objectives, and project outputs. Plans and methods for collecting information and monitoring, analysing and assessing your road safety outcomes should also be included here.



Output What your project will produce or deliver. The result of the work done to achieve the project aims, objectives and outcomes. All projects need to produce a project report. Other outputs could include a practitioner or policy summary, website, a tool, resource or campaign.



Knowledge Sharing Who will you share the project report, and any tools or interventions that are produced as a result of the project, with and how?



Evaluation of project objectives Look back at your aims and objectives. What is your plan for how you will evaluate whether and to what extent you have met these overall project aims and objectives.



Impact The difference your project has made. The extent to which your project produced the change you expected. E.g., a judgement about whether a project has produced an evidence based behaviour change due to an intervention targeting drivers as part of a local campaign to reduce speed. We like to keep in touch for updates around Impact after the grant funding has ended.

Examples: Setting out project aims, objectives, outputs and outcomes

Here are some examples of how to set out project aims, objectives, outcomes and outputs.

Example 1 – Education-based, behavioural change intervention

Project aim: To increase seatbelt use amongst young people from South Asian communities in the city [evidence showed that the rate of car passenger casualties in the South Asian population was higher than the city overall rate, this was coupled with a lower than average seatbelt use in the same demographic]				
Objective Copy the objectives you identified above (use a separate row for each objective)	Key activities For each objective, what will you do and how?	Intended outcomes The intended changes that will result from achievement of the project objectives	Output/deliverable What will you produce or deliver?	Timeline Over what time period will this objective be delivered?
Develop a co-designed campaign to encourage wearing of seatbelts amongst young people in South Asian communities in the city	Recruit a co-production team of local young people and community partners Identify the behavioural change theories and insight approaches Create a tailored message/campaign materials	Three versions of the campaign developed for testing/evaluation (a culturally tailored campaign with behavioural levers, a decoy campaign with no behavioural insights and a previous national campaign for a general target audience). Young people felt empowered and gained confidence after being involved in a co-production team.	A culturally tailored campaign targeted at young people in South Asian communities	Month 1-6
Test the culturally tailored campaign amongst a sample of the target population	Random allocation of the sample to watch one of the three campaigns. Using an online survey measure the saliency, memorability and potential to change behaviour in each version. Use statistical analysis to show which campaign is best.	The culturally tailored campaign will be more salient, memorable and motivating to South Asian people aged 16-24. This campaign will demonstrate the potential to increase the number of people wearing seatbelts	An empirical test of three campaigns to demonstrate which has better potential of increasing the wearing of seatbelts. A research report and one manuscript for a peer-reviewed publication.	Month 6-12 evaluation and report. Month 15 for manuscript

Example 2 – Speed enforcement intervention

Project aim: To improve the safety of and reduce collision rates on rural roads in the region [evidence has shown that speed is a major contributor to KSI rates and that rural roads have a higher rate of collisions when compared to other types of road]				
Objective Copy the objectives you identified above (use a separate row for each objective)	Activities For each objective, what will you do and how?	Intended outcomes The intended changes that will result from achievement of the project objectives	Output/deliverable What will you produce or deliver?	Timeline Over what time period will this objective be delivered?
Determine if reducing the speed limit on rural roads reduces vehicle speed and collision rates	Introduce a lower speed limit (from 60mph to 40mph) on rural roads in the East of the region (trial roads), matched to characteristics of rural roads in the West of the region (control roads) Measure traffic speed (speed surveys) and collision rates (Stats-19 data) on trial and control roads before and after the speed limit change Use statistical analysis to compare speed and collision data between trial and control roads	Mean speeds, 85th percentile and speed variance will be lower on the trial roads after the speed limit has changed compared to control roads. Collision rates will be lower on the trial roads after the speed limit has changed compared to control roads.	A detailed research report with analysis and interpretation of effectiveness. A practitioner's guidance to help other local authorities establish lower rural road speed limits	Month 1-24
Understand public perception of lowering national speed limits of rural roads	Conduct a cross-sectional household survey gathering responses to questions around the perceived effect and opinions on the personal, social and safety impacts	Descriptive statistics will be used to give an insight into the level of acceptance and intended behavioural compliance of lowering speed limits on rural roads amongst the public. Explore any positive or negative impacts that may result from introducing lower limits on these roads.	A practitioner's guidance to help other local authorities establish lower rural road speed limits with informed public acceptable approaches	Month 10-14

Blank template

An editable version can be found on the Small Grants page -

<https://www.roadsafetytrust.org.uk/small-grants>

Project aim:				
Objective	Activities	Intended outcomes	Output/deliverable	Timeline