Westminster Communities Priorities Programme

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Welcome and Introductions

Community Priorities Programme

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Community Priorities Programme

The Community Priorities Programme invites proposals for local community-led projects in Queens Park, Westbourne, Church Street, Harrow Road, Maida Vale, Little Venice, Abbey Road, Lancaster Gate, Pimlico South, Vincent Square, St James's, that aim to:

- empower young people
- enable all adults to progress
- build connections between people
- make places safe, sustainable and welcoming

Applicants can apply for funding **between £2,000 and £30,000.**

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Projects and initiatives must be delivered and take place in one of the eleven key wards outlined above and must benefit residents of those wards. Individuals, groups or organisations that apply do not need to be based in the eleven key wards but must have a strong (and evidenced) connection to communities in the affected wards.

Grants will be allocated to ensure diverse representation in the activities taking place, the individuals, groups or organisations delivering them, and considerations of geographical spread across the eleven key wards.

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Main Aim of the Fund

- to fund new projects/initiatives, or ongoing work, that is in line with the key criteria and that puts relationships and connections within communities at the centre of everything
- to support and empower local groups, individuals, or grassroots organisations with project ideas that wouldn't usually apply for grant funding
- to fund individuals, groups or organisations that seek to benefit communities within one or more of the eleven key wards
- to create lasting relationships with project deliverers

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Key Criteria

Projects and initiatives are asked to align with one or more of the following criteria:

- empower young people
- enable all adults to progress
- build connections between people
- make places safe, sustainable and welcoming

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Empowering Young People

- Young people being able to access opportunities that channel their energy, skills and passions as an important part of young people's development, self-esteem and future potential

- Looking for projects to empower and motivate young people to lead, learn, organise, create or be active

- Young people themselves are encouraged to submit applications for this criterion

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Enabling all Adults to Progress

- Opportunities to train/retrain, be creative, learn and grow, should not be limited once you stop being a young person
- Residents want to be able to boost their own progression for personal and/or professional life
- Looking for projects that enable and empower adults of all ages, identities, abilities and backgrounds to explore or expand their creativity, skills or personal development

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Building Connections Between People

- Our residents really want to connect more with others both inside and outside of their communities. Some feel isolated, especially those who are elderly, those living with mental health issues, those who have experienced homelessness, and those facing other inequalities

- Socialising and creating networks among and across different ages groups, cultures and backgrounds is seen as important to good community health and wellbeing

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Making Places Safe, Sustainable, and Welcoming

- Feeling safe and happy in our local environment is important to a good quality of day-to-day living.

- We know from residents that feeling safe and happy locally is dependent on a range of factors including (but not limited to) how well community members know each other, the levels of anti-social behaviour taking place locally, greenery, and street cleanliness.

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What Does a Good Funding Application Look Like

- Clear fit for the aims of the programme – meeting the criteria
- Organisation has clear aims and presence
- Good understanding of, and connection to, the community
- Realistic project proposal and the expertise to deliver
- Achievable timeline
- Solid evidence of need in the community

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Before Starting

- Are they eligible?
- Do they fit the criteria?
- Does their work further the Community Priorities Programmes strategic aims?
- Are they within the funder's geographical area?
- Does their proposed project meet the funders requirements?
- What is the maximum they can apply for?

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Decision Making

- The community panel will be presented with summaries of the project proposals and generic recommendations from Community Priorities Programme council staff who will have done the first filter of applications.
- This is an opportunity for community members themselves to decide what they want to see supported in their communities.
- The panel will discuss the projects and will score them based on how far the project aligns with the criteria chosen and how far connections and relationships within communities are put at the centre of activities.
- Council staff will facilitate this process ensuring that grants be allocated to ensure **diverse representation in the activities taking place and the individuals, groups or organisations delivering them, as well as considerations of geographical spread across the eleven key wards.**

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Describe how Your Project Aligns With one or More of the Criteria of the Programme

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Describe how Your Project Aligns With one or More of the Criteria of the Programme

- Projects deliver against at least one of the 4 criteria
    - empower young people
    - enable all adults to progress
    - build connections between people
    - make places safe, sustainable and welcoming
- Clear route between the activities proposed and delivering the desired outcomes
- Impact of proposed project measured to demonstrate how it will deliver against desired outcomes

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What are the Main Activities of Your Project?

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What are the Main Activities of Your Project?

- You want applicants to be as clear, specific and detailed as they can
- Number of sessions – 30 x 4 hr weekly sessions
- Types of sessions - providing cycling training to teenage girls / 1-2-1 counselling
- Number of participants
- Delivering training – IT skills, Coding, CV workshops
- Workshops
- Therapy sessions

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Who are the Main Beneficiaries?

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Who are the Main Beneficiaries?

- Children
- Young people
- Older people
- Looked after children
- Carers
- LGBTQ+
- Teenage parents
- Homeless
- Refugees
- Not in Education, Employment or Training (NEET)
- People from a specific community – i.e. Kurdish, African Caribbean, Jewish, Travellers etc

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Difference Funding Will Make

- Outputs are a quantitative summary of an activity. For example, the activity is ‘we provide training’ and the output is ‘we trained 50 people to NVQ level 3’ or ‘we delivered 10 training sessions’. An output tells you an activity has taken place.

- Outcomes are the changes that occur as a result of an activity. They answer the important questions - Are the beneficiaries/participants better off after receiving the service than they were before?” (e.g.: new knowledge, increased skills, health improvement, modified behaviour, improved conditions)

What are the Intended Outcomes of the Project? What Does Success Look Like for This Project?

	Outcomes	Outputs
Young People	More young leaders develop their skills, confidence and networks.	• 100 more young people supported through the leadership programme. • 1,000 more young people participating in workshops. • 15 young people a year supported to create their own campaigns, projects and businesses.
Environment	More people, from more areas of the UK, understand the value of protecting ancient trees.	• 18 local conservation groups active by 2020. • 4,000 people have signed up for the newsletter mailing list by 2020.

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What are the Intended Outcomes of the Project? What Does Success Look Like for This Project?

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What are the Intended Outcomes of the Project? What Does Success Look Like for This Project?

- Young people are more aware of the options available to them
- Young people feel more confident about delivering their own projects
- Positive relationships developed between families and the wider community
- People feel safer in their neighbourhoods
- Local neighbourhoods are cleaner and greener

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How do you Plan to Measure These Outcomes?

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How do you Plan to Measure These Outcomes?

- Surveys and questionnaires
- Evaluation forms
- Video blog (VLOGS)
- Outcomes star – taken at the beginning, middle and end of project
- Attendance records
- Register
- Mailing list of people signing up for updates
- Number of people following you/organisation on social media

How will you let the Community Know About Your Project?

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How will you let the Community Know About Your Project?

- Local Networks
- Social Media Platforms / SM Campaigns
- Word of Mouth
- Fliers/Posters – in shop windows, noticeboards, community centres, churches and mosques
- Schools – Coffee mornings - might be project dependent
- Newsletter
- Email
- TRA's

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Who will be the Main People/Person in Charge of Delivering the Project, What will They be in Charge of?

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Who will be the Main People/Person in Charge of Delivering the Project, What will They be in Charge of?

- Who? – Names / Job titles
- Experience – what experience / knowledge do they have?
- What? – Breakdown of responsibilities (project management, co-ordination and delivery, financial management, monitoring and evaluation, outreach, designing, social media, communications, updating website)

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Briefly give us an idea of how you will make sure the project is delivered safely.

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Briefly give us an idea of how you will make sure the project is delivered safely.

- Risk Assessment
- Health and Safety Policy
- Appropriate Insurance
- DBS
- Covid 19
- Safeguarding Policy
- Trained First Aider

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Next steps

- Applications due in March 13th
- WCC officers will assess applications for eligibility
- Panel members will get a summary sheet for each application

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Finally…….

1. Where possible take detailed notes
2. Apply criteria and priorities **fairly and objectively**
3. Be mindful of how demanding fundraising can be and be understanding of the work the applicants have put in

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