

AYLESBURYNOW



Aylesbury Community Grant Tips to help you with your application

A guide for anyone new to writing funding applications.

About your organisation/group

Q. Please describe the overall aims of your organisation/group

An aim is the result that you want your actions to achieve.

What results do you want to see? The purpose of your organisation/group should address a need in the community that you have identified. What are the improvements that you are trying to make?

Your answer to this question should be one sentence. It should be a result that your organisation/group can achieve or something that you can at least influence strongly. For example: "To engage young people positively in the community".

Q. Please describe the project/activity for which you are applying for a grant.

We want to know that the money we're spending in the community will be effective. We need to know that it will be used creatively and will be well managed.

You've identified a need in the community and the improvement you wish to see. What changes will your project bring to the lives of Aylesbury residents? Have you used words of change (for example: 'more', 'better', 'less', 'improved') to say what will be different by the end of the project?

What are you going to do to deliver this change? This question is your chance to explain your project idea and action plan, and to show that you are clear about what you are trying to achieve.

It is important to show that you understand the steps that you need to take to make the project happen. What is your project plan? Specify what will be done, how it will be done, who will do it and when in order to achieve your outcomes.

For example:

- What will be the main activities?
- Are you planning to train residents to learn new skills? If so, how?
- What tasks will you need to perform to make these happen?
- Who will do these?
- Are you planning to train up volunteers to help you? If so, how?
- How long is the project? Is it a one-off event or is it a number of sessions?

- Are you delivering the project on your own or running it in partnership with another group? If you are working with a partner what are they contributing?
- Will you do anything to celebrate the project at the end?
- We want as many people as possible to know how residents are getting a direct benefit from the regeneration programme through the community grant. How will you be showing off your work? Will you have any publicity? Will you use social media?

Have you used words of action (for example: 'to provide', 'run', 'organise', 'produce') to describe how you will make the project happen.

Q. How do you know that there is a local need or interest for this project/activity?

We want to know that our money is being spent on the areas or groups that need it. Showing us that you've put time into carrying out some research will show us you are serious about your project.

Tell us why you have prioritised this need in your area?
What research have you done?

For example:

- Carried out a survey or interviewed residents and local groups. (Perhaps another organisation has done a consultation which identifies the need?).
- Have references from relevant local or borough-wide research that demonstrate the need.
- Collected quotes or photos.
- Run a focus group or pilot project.
- Collected some local statistics about the area. (Why not take a look in the library or on the Southwark council website?).
- Can speak from personal experience taken from your day-to-day involvement in the area. (You may have noticed changes in behaviour on the estate for example).
- Do other groups in the area agree with you? Do you have letters of support? Perhaps your Tenant and Resident Association has discussed the subject and you have a copy of the minutes? Maybe another group or organisation are showing their support by giving you some funding themselves or providing equipment?

Why your project?

- Do you know what other groups in the area are doing and understand how your project will fit in? Is another project in the area already responding to the need? Are you duplicating work or doing something different? Why is your project special?

Grant criteria:

Increase in the number of residents who feel that their local area is a place where people can get on well together; through your community project i.e. environmental projects, intergenerational schemes, bringing existing and new residents together etc.

We want residents on the Aylesbury estate to continue to be a place where people love to live and feel at home.

Tell us if your project will help people from different backgrounds to meet? Will it provide an opportunity for residents to feel welcome, make new friends or share new skills?

Increase in the number of contacts with hard to reach community groups through community activities and projects (i.e. adult literacy classes, ESOL, etc.)

We want to make sure that our money is getting to as wide a range of people as possible.

Tell us how your project will try to involve residents from disadvantaged or under represented groups in the area? For example, these may be residents who have English as a second language, who come from a migrant or ethnic minority community, who have a physical disability or are vulnerable in some way.

Increase in opportunities for resident involvement in your local neighbourhood (i.e. youth involvement and volunteering)

We want residents to have a choice of different ways to get involved in their community. Tell us if your project will offer the chance for residents to volunteer, to be trained in a new skill, to take part as a younger or older person?

Monitoring:

How will you measure the success of your project/activity? (i.e. recording the number of people involved, other)

Monitoring your project is a real opportunity to learn as you go along. It's not just something to do at the end of the project.

- How will you know that your project is making the difference you intended? What will be the obvious signs? Will it be changes in people's behaviour, number of friends made, new skills learnt?
- How will you collect information to show this? List the tools you might use: registers of attendance (number of repeat visits or new people attending, post codes), surveys or interviews of participants at the start and end of the project, short videos, quotes, opinion polls, photos, celebration showcase event, press coverage.
- Will it be individuals who benefit or are there other groups that benefit too? Could you ask these groups to give some feedback on the difference your project has made to them?

You may also be able to use the information that you collect to help you with a funding bid in the future.

Project Finances

Q. How much will your project cost in total?

Tell us the full cost of the project. This is everything, including any money requested from Notting Hill Genesis or given from any other sources.

Q. How much do you require from Notting Hill Genesis?

Tell us exactly how much money you are requesting from us.

We need to be able to keep track of the grants we award and it's important that we commit our funds to a project that is financially secure. If your project is going to cost more than the grant you are applying for, tell us where will you be getting the rest of the money from?

Q. Please list the main items of expenditure below:

We want to know that our money is going to be spent carefully and not wasted. This question is your opportunity to show that you have thought through all of the costs involved.

What people or equipment will you need to make your project happen? Think about the hidden costs.

Items might include:

- Tutor fees
 - Venue hire
 - Printing costs
 - Equipment
 - Leaflet distribution costs
 - Volunteer expenses
 - Materials
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- Do you have quotes? If you have taken the time to get some quotes it shows that you are serious about the project.
 - **Staff time:** we are not able to fund salaries that represent a term of employment. For example, we won't pay for a Co-ordinator to manage or co-ordinate the project. However, we will pay for any tutor fees that are needed to deliver the project, even if the person applying for the grant is this tutor.
 - **Money in-kind:** This is a project cost but one where no financial transaction takes place. Instead of making a payment you cover the cost by borrowing equipment or by an individual offering their time for free. The question is an opportunity to show that you are resourceful. For example, could you borrow someone's equipment such as a photocopier instead of paying for a high-street printer? Show the value of this in your budget.

If you have any questions, please contact the Aylesbury Regeneration Team by email at aylesbury@nhhq.org.uk or by phone on 07775 411 209 or 020 3815 0139.