

## Future Ealing Fund Selection Criteria - Guide

Type of projects we are looking to support

We want to support locally led proposals which helps to create a healthy and great place to live in and that:

- Bring people together to achieve their potential

For example, you might have an idea on how to collaborate and share culture, or support local health and wellbeing, both physical and mental, or support people with developing new skills and confidence for employment, through activities such as:

- Creating a safe space where older people can come together to do exercise, or where young people, people with disabilities, and/or mental health service users can share and learn new skills and knowledge from pottery to poetry, from history to handball
- Delivering inter-generational arts or heritage projects, co-design and creation of public artworks or cultural activities that celebrate the diverse communities of Ealing
- Changing a space to host CV writing or interview practice workshops

- Improve public spaces

This might be your opportunity to turn around those unused spaces and routes for example by:

- Developing new or improved walking routes
- Delivering new or improved local green spaces such as shared gardens, orchards or pocket parks

- Create community hubs and reanimate high streets

You might have a passion to create, expand or improve shared or open-access community spaces that support social integration, build skills or enable shared ownership of community assets. Or your focus may be on re-animating your local shopping parade or high street so it feels safer, healthier and attractive, a place where people want to spend their time, for example by:

- Setting up a sewing workshop for vulnerable women
- Building a men's shed for older men, particularly widowers
- Developing inter-cultural cookery experiences
- Adapting a space to host digital workshops
- Installing locally distinctive lighting, furniture, greening, or public art
- Installing outdoor seating or spill-out space

- Help reduce the borough's carbon footprint

This is where we can invest for our children's and our grandchildren's futures through leading by example by

- Setting up a library of things or a re-use and recycle hub for furniture or bicycles
- Making the most of the borough's open spaces for foraging or food growing, or intergenerational outdoor activities

- Promote happiness, confidence and health

Sometimes you just need to be in the right place at the right time to bring a smile to someone's face, and you probably know exactly where that is – whether it's a raised flowerbed lovingly tended every day with your neighbour in her wheelchair or a pop-up stall offering a different kind of shopping experience, or a treasure chest full of games for the community to enjoy – you know what appeals to you and will bring your community together.

We encourage projects which show clear links to the 9 Future Ealing Outcomes:

- 1. Opportunity for Ealing residents to reduce poverty and increase incomes**, and in particular
  - Involves people whose household incomes have been adversely impacted by Covid19 to learn new skills
  - Is inclusive for people with disabilities
- 2. Ealing is a strong community that promotes diversity with inequality and discrimination reduced**, and in particular
  - Increases community participation in local activities
  - Creates opportunities for volunteering
  - Involves local people with disabilities in planning and designing the project
  - Provides intergenerational opportunities
  - Makes everyone feel welcome and involved
- 3. Ealing is a clean borough and a high-quality place where people want to live**, and in particular
  - Celebrates local culture, arts, and heritage –
  - Uses public open spaces and parks creatively and sustainably
- 4. The borough has the smallest environmental footprint possible**, and in particular
  - Encourages walking and cycling
  - Increases biodiversity
- 5. Crime is down and Ealing residents feel safe**, and in particular
  - Contributes towards reducing domestic violence
  - Responds to local challenges in a creative way
- 6. Children and young people fulfil their potential**, and in particular
  - Helps develop team working and leadership skills
  - Inclusive for children with special educational needs and disabilities
- 7. Children and young people grow up safe from harm**
- 8. Residents are physically and mentally healthy, active and independent**, and in particular
  - Engages local culture, arts, and heritage
  - Uses public open spaces and parks sustainably
  - Quality and affordable Housing, and in particular
  - Reduces the risk of becoming homeless

## **Who is it for?**

You can be a community group, mutual aid or volunteer network, charity, tenant or residents' association, a Town Team or Social Enterprise – or an individual representing a wider interest group, so long as the location you are intending to use is in the London Borough of Ealing.

You must be able to provide a letter of reference from a recognised, legal organisation in the local area who can vouch for you and your project if you are an individual or informal group.

You must demonstrate clear and representative governance arrangements (your mission statement, who you represent, how you conduct yourselves and your membership, key roles and responsibilities etc.) if you are a charity, tenant or residents' association, a Town Team or Social Enterprise.

You must be able to demonstrate wider backing from local people - whether through membership, donations, 'likes,' social media activity and/or letters of support.

You must be able to enter into legal contracts with the London Borough of Ealing and have a bank account. We can fund groups operating under a range of legal structures including registered charities, unincorporated associations (although one or more members may need to be named and liable for the contract), community interest companies and co-operative or community benefit societies.

You should start planning your project and building local support as soon as possible.

## **How we decide who to pledge to**

There are four criteria we will assess to decide which projects to fund.

### **1. Project Description (40%)**

We are really interested in the creativity and practicality of your idea and how it involves local people to make Ealing a healthy and great place to live in.

Some considerations to strengthen your pitch:

Be specific about what is unique to your area, community and context, referencing local communities, networks, spaces and other resources it complements or builds on

Describe how people are invited to be part of the project, the different ways that local people have been involved in planning the project and how they will benefit

Be clear about what you want to achieve or change in the short term and long term (more than 12 months)

Explain how the project makes a difference to local people's health, employability, finances, wellbeing and how it links to one or more of the 9 Future Ealing Outcomes

Explain how the project improves the local area and makes it more vibrant, more prosperous and how it links to one or more of the 9 Future Ealing Outcomes

Explain how the project helps the recovery of local businesses, neighbourhoods, groups and how it links to one or more of the 9 Future Ealing Outcomes

## **2. Project Plan/Delivery (20%)**

You need to show us that you can complete the project successfully once you reach your crowdfunding target. Show us you have a plan and the skills and experience to deliver your plan. Make sure you've got the permissions you need. If things are uncertain, that's ok, as long as you say so and explain how you will manage these things to ensure success.

Some considerations to strengthen your pitch:

What are the different roles, experience and skills needed to bring your idea to life?

Make it clear that you're aware of local planning requirements and whether you require planning permission

Demonstrate that you have permission to use the space you're proposing to use/refurbish/occupy or otherwise host the project in?

How have you created your budget and how does it represent value for money?

Have you got a bank account in place, and a transparent system for the group, or individual, to make payments and receive funds?

Explain, where relevant, that you've considered ongoing maintenance costs or overheads, and how these are likely to be met (e.g. fundraising, external bids, income generation for re-investment, use of volunteers, accepting 'in-kind' contributions)

What networks will you be using and working with to make your project a success? (e.g. community groups, local business community, housing associations, voluntary sector organisations, and support from faith groups)

## **3. What are the long-term benefits? (20%)**

The Council's pledge must be spent wisely and fairly, it is public money after all. Consider the lasting effects your project will have, or how to maintain it after the first 12 months. The best ideas will create a local legacy, grow into something bigger or support other things happening in your area. Consider how many new users, trainees, roles, jobs, volunteer hours, greenspace, discounted space, or other benefits your project ultimately delivers and how you can communicate this to us upfront.

Some considerations to strengthen your pitch:

Describe what success looks like to you and your group

Describe how you will show us it is working

What will you measure or observe to demonstrate the impact your project has made?

Be clear about what the project will offer to the local area and people living/working there in 12 months' time. This might include a before and after interview or survey with people invited to be part of the project at the beginning and how they have benefited

Show how the project has helped local people recover from COVID-19 and how this improves community resilience in the future?

Explain how your project will be genuinely welcoming to people with disabilities, children with special educational needs and disabilities, people from different generations and backgrounds

If this is a 'test project' – what are you looking to test, and what might the permanent/long-term version be?

#### **4. Strength of support (20%)**

How much local support do you have?

Support is not necessarily the number of financial pledges you raise, but how many people support your project. We will look at the number of backers your campaign has, through likes, comments and letters of support. Show us that your local community is behind you, including any local businesses.

The best way to do that is to ensure everyone backing your campaign makes it clear who they are, where they are from and why they support you.

Alongside these scored criteria we'll be reviewing all applications to ensure a balance of geographical spread across the borough.

#### **What we won't fund**

We will not fund:

- Projects not in the borough of Ealing.
- Projects proposed but not by individuals or groups who are representative of a local area.
- Ideas that could be equally applicable anywhere (such as Christmas lights) or those that are not place and/or community-based.
- Existing programmes, or local services (such as those under pressure from constraints to public spending).
- 'Business as usual' activity (such as normal maintenance or repairs for an existing project).
- Projects seeking revenue to plug emergency gaps for day-to-day operations.
- Projects without a clear plan or costs in place.
- Projects that promote a particular faith or political party.
- Your business idea. This is not a business incubation fund. However, we will consider funding social enterprises responding to a local issue that clearly provides an evidenced benefit to local people and where there is an obvious need for public investment. We will want to see a full business model and understand how your project continues to build both capacity and opportunities for the local community.