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## Introduction

Transform Your Space gives local, community-led groups the chance to pitch new ideas – small or big - for projects in the London Borough of Ealing that transform unused or underused spaces into safe & vibrant places that celebrate the individual character of your area. The best ideas could attract a pledge of up to £10,000 either by

- 1) Crowdfunding via [Ealing Connects](#) on Spacehive ([www.spacehive.com](http://www.spacehive.com))  
or
- 2) Raising at least 50% of the costs of your project and applying on [www.dosomethinggood.org.uk](http://www.dosomethinggood.org.uk)

Either way, once you've reached your fundraising target, we'll support you to bring your project alive.

## How to get involved

You will be making connections across your communities to create something new and exciting to benefit the whole neighbourhood. We are open minded to different types of ideas, but typically they will be civic improvement projects.

There is £100,000 available and we want to support

- Projects located in Acton & Park Royal, Chiswick (Acton Green and Bedford Park), Ealing, Greenford, Hanwell, Northolt, Perivale & Southall which demonstrate how you are working with the community to build a thriving, prosperous and attractive place.
- Projects which encourage local people to feel welcomed, become involved and be active and independent.
- Projects which transform a public space, whether outdoor or indoor, to become a safe and vibrant place that can be used by more people or all members of the public.
- Projects which create opportunities to learn new skills and help people of all ages fulfil their potential.



## **Preparation Sheets – Important things to think about**

### **About Your Project**

Writing down the answers to these questions will help you keep sight of your aims and ambitions. Other people – in your community, potential partners and funders - will be asking the same kind of questions. Be ahead of the game - have your answers already prepared.

**What is the aim of your project in 10 words?**

**What is the challenge you want to take on?**

**What does success look like?**

**What's the plan?**



## **Preparation Sheets – Important things to think about**

### **Researching Your Context**

Writing down the answers to these questions will help you keep sight of your aims and ambitions. Other people – in your community, potential partners and funders - will be asking the same kind of questions. Be ahead of the game - have your answers already prepared.

**Have you looked at different options and if so, make a note of them here:**

**How do you know this is the right solution?**

**What have you learned from how others have tackled this kind of problem?**

**What makes your idea specific to your area?**

**Can the local community help you refine it?**

**How does this benefit your community?**

**Have you asked them?**



## **Preparation Sheets – Important things to think about**

### **Planning and Contingencies**

Writing down the answers to these questions will help you keep sight of your aims and ambitions. Other people – in your community, potential partners and funders - will be asking the same kind of questions. Be ahead of the game - have your answers already prepared.

#### **Are Your Budget and Timescale Realistic?**

**Have you got the right people on your team?**

**What if something doesn't go to plan?**

**What is the impact your project may have?**



## Worksheets - Planning tools for your team to use to guide your project's initial development - Understanding Your Community

A good idea is grounded in an understanding of the people who will be using or benefitting from the space. This activity will help you bring together your observations. It can be used to help plan how to connect with people as part of your crowdfunding campaign, or your fundraising activities. It will also help expand your original project idea.

Look at the four areas below. Think about the following questions and begin to fill in the answers about your community, groups of users and potential funders.

### **WHO is this project for?**

What type of person do you think will be using your space or funding you? What do they do? Who would not benefit from your project? How could you make more people benefit?

### **WHAT will the user experience be for them?**

How do you want your community to feel about it?  
What do you want the community to get out of it?

### **WHY? Identify the needs of your community.**

Why will the community care about the project?

### **HOW? In what ways can you reach your community?**

How will you spread the word? Social media, door knocking, local radio, community newspapers?  
What is best suited to your community?



## Worksheets - Planning tools for your team to use to guide your project's initial development - Understanding Your Idea

You have a sense of what your idea is and feel that you know your community and want to develop the idea further. This worksheet helps you think more deeply about what else might need doing.

<p>What else is out there that has inspired you? What was good/bad about similar ideas?</p>	<p>Why is this idea about your place and your community?</p>	<p>Who would benefit? Would anyone lose out?</p>
<p>Have you considered alternatives to your idea? What are they?</p>	<p><b>The idea (in one sentence)</b></p>	<p>Why are you proposing your project?</p>
<p>Can the project create a lasting impact? What would be required for it to do so?</p>	<p>What is the story behind the challenge? Has it been on your mind for a long time? Why would it make a difference?</p>	<p>What challenge do you want to address? What problem do you want to fix? What potential do you want to develop?</p>
<p>What is the one thing that could stop you from completing the project?</p>		



## Worksheets - Planning tools for your team to use to guide your project's initial development - Understanding Your Team

Your team will be the engine to make your project happen. Each person will have different skills. Whether single-skilled or multi-skilled, they will need to fit the roles required and will be critical to your project's success. Some roles are better with one person, others can be shared. This worksheet is not exhaustive but will give you a sense of what roles are important for your project. Some skills may be learned as you go, and these roles will provide experience that may be useful for someone's CV or a cherished volunteering opportunity.

Role and skills required	Have	Need	Name
<p><b>Project Management</b> It is important to have one person on board who can oversee the development of the project in terms of the way it is run and managed. This needs someone who is organised, good at planning, pays attention to detail, can communicate effectively with funders as well as volunteers, and is able to create and maintain project documentation</p>			
<p><b>Finance</b> This is to keep track of spending, setting the budget and producing reports to funders and project manager. This person needs to be trustworthy, and be good with numbers</p>			
<p><b>Community</b> This role is essential to ensure your project team is not only representative of your community but an active part of things, helping to shape ideas and outcomes. This person needs to be good at listening and talking to people</p>			
<p><b>Social Media and website</b> These roles are very useful in setting up your crowdfunding page and providing timely communication to boost your fundraising activities. These people will be comfortable using computers, mobile phone technology, apps etc.</p>			

<p><b>Graphic Design</b>                  This can be very useful if you have a website or logo that you want to promote your project.                  This person will be visually creative and good at communicating ideas</p>			
<p><b>Enterprising</b>                  To get the most from your team you need to have someone that you trust who believes in the idea and can motivate others to be enthusiastic about new ideas and encourages you to take risks.                  This person needs to be good at communicating to different audiences</p>			
<p><b>Building and design</b>                  This is essential to ensure that the desired changes to the physical space are feasible from a creative point of view and a technical/planning point of view.                  This may be a role where training and or experience is essential, for example landscape designers, architects, civic engineering</p>			
<p><b>Other</b>                  Perhaps your project needs cooks, gardeners, or those who are good at making things or repairing things</p>			





## Worksheets – Planning tools for your team to use to guide your project's initial development - Checking if your space is suitable for your project idea

Here are some prompts to help you Location	Answers/comments
Is there regular public transport?	
How close are you to a bike store?	
How can I get access with a pushchair or wheelchair?	
How safe is the area?	
Are there any amenities nearby? (cafes, restaurants, bars, shops, ATM, public toilets, electric charging points, car parking)	
Are there many passersby?	
Is the site close to your community?	
How is the location currently maintained?	
<b>Landlord</b>	
How well do you know the landlord?	
Are they excited about the project?	
Have you spoken to the council? If so, who?	
<b>The Space (if applicable)</b>	
What floor will the project be on?	
Is there street level visibility?	
How old is the building?	
What are the acoustics like in the space?	
Do you have plenty of natural light?	
Does the building have reliable power/plumbing?	
Is there wifi access?	
How easily can the space be converted for other uses?	
How is the space being looked after?	
Is it currently fenced off?	



## Worksheets – Planning tools for your team to use to guide your project's initial development - Your Project Timeline for crowdfunding

Create (Feb-April 2019)	Fundraise (May- August 2019)	Launch (Autumn 2019)
Preparation – Important things	Create your campaign page on Ealing Connects ( <a href="http://www.Spacehive.com">www.Spacehive.com</a> )	Start Your Project
-About Your Project	Get Feedback on your page from your community	Monitor Your Budget and Timescales
Have I completed this? Y/N	Pitch to the Transform Your Space fund	Get feedback from your users
-Researching Your Context	Get your project verified	Adapt as you go
Have I completed this? Y/N	By mid April 2019	
-Planning and Contingency	Start your crowdfunding campaign 1 May 2019	Record your learning
Have I completed this? Y/N	Gather small pledges from the community	
Understanding your community worksheet completed? Y/N	TYS pledges to be announced w/c 24 June 2019 – council press release/ to boost crowdfunding campaign	Share your impact
Understanding your idea worksheet completed? Y/N		
Understanding your team worksheet completed? Y/N	Campaign, campaign, campaign	
Workshops/webinars		
Build a team		
Create a project plan	Hit your campaign target	
Write a budget		
Create a campaign		

**And if you don't succeed first time then learn from the experience and try again!**



**Worksheets – Planning tools for your team to use to guide your project's initial development - Your Project Timeline for match fundraising via [www.dosomethinggood.org.uk](http://www.dosomethinggood.org.uk)**

Create (Feb-April 2019)	Fundraise (April- July 2019)	Launch (Autumn 2019)
<p>Preparation – Important things</p> <p>-About Your Project</p> <p>Have I completed this? Y/N</p> <p>-Researching Your Context</p> <p>Have I completed this? Y/N</p> <p>-Planning and Contingency</p> <p>Have I completed this? Y/N</p> <p>Understanding your community worksheet completed? Y/N</p> <p>Understanding your idea worksheet completed? Y/N</p> <p>Understanding your team worksheet completed? Y/N</p> <p>Workshops/webinars</p> <p>Build a team</p> <p>Create a project plan</p> <p>Write a budget</p> <p>Write a successful funding bid</p>	<p>Put together funding strategy document</p> <p>Make applications to funders</p> <p>Note deadlines for applications and notifications of success/refusals</p> <p>Upload your project idea on <a href="http://www.dosomethinggood.org.uk">www.dosomethinggood.org.uk</a></p> <p>By 9 June 2019</p> <p>TYS pledges to be announced w/c 24 June 2019 - council press release/ to boost your fundraising activity</p> <p>Hit your match-funding target</p>	<p>Start Your Project</p> <p>Monitor Your Budget and Timescales</p> <p>Get feedback from your users</p> <p>Adapt as you go</p> <p>Record your learning</p> <p>Share your impact</p>

**And if you don't succeed first time then learn from the experience and try again!**

