

## The Places Foundation Impact Fund 2024/25

### Guidance

This information will help you write your application. As well as some general advice, the guidance explains each part of the application form and illustrates what sort of information you should include to produce a compelling case for support.

Please ensure your project resonates strongly with both our priority themes and IMPACT criteria outlined in the application pack.

#### 1. PLANNING YOUR PROJECT:

**Plan ahead** – give yourself enough time to develop your ideas and complete your application to a high quality... **a rushed bid is easy to spot!**

**Be clear about your Aims and Objectives** – before you write your application you must consider at least the following:

- What is the need your project is trying to address?
- How do you know that the need exists?
- How does your project meet that need?
- Do the community support your approach?
- How much will it cost and does this fit within the available grant?
- How will you know your project has worked?
- Is it likely to be sustainable after the grant monies are spent?

**Unique Selling Points** – make sure you are clear about what makes your bid unique / different and don't submit the same bids for a different area – make each bid relevant to the local neighbourhood / customers.

**Be concise** – we've put a maximum word count on each question, please stick to it! Having a limited word count will help to crystallise your ideas. Please DO NOT attach lengthy appendices, as this will detract from your bid.

**Ask Questions** – if something is unclear whilst you are developing your bid don't just guess – ask! You can have an informal discussion about your proposed bid with Jamie Dickinson, Group Head of Social Value before you submit it.

#### 2. COMPLETING YOUR FUNDING APPLICATION:

Make sure you read the application form and provide clear, concise responses.

**Always answer all the questions** – make it easy for the grant panel...will they understand what you mean - don't have them struggling to find the details they need – they may have lots of bids – put yourself in their position!

**Review** – make sure that the bid reads well, there are no spelling mistakes and that the finances add up! Ask a colleague not connected with the bid to read it and provide feedback before submitting.

## The Application Form

The following guidance corresponds to the specific sections on the application form. When answering each question on the application form, consider the following:

- **Name of Project;**

Please give your project a name which we can use to identify and publicise it.

- **Where will your project be delivered?**

Tell us where your project will take place. Tell us about the geographical scope of your project, is it an area where there is a demonstrable need for the interventions you're proposing and can you back this up with statistics. **What presence does Places for People have in this area?**

Places Impact can only support projects or initiatives which, fulfil the following criteria:

- Delivery is located in a geographical area where a clear social need has been identified which may or may not overlap with the Group's housing stock.
  - Have a clear link with the objects and outcomes of the Places Impact Charity.
  - Delivers a broader social, economic or environmental impact.
- **Description of Project:**  
Take this opportunity to describe your project in some detail. Don't assume the grant panel know anything about your project and be as clear as you can (*i.e. what is the project/ why is it required / which partners are involved / what will it achieve / why is it unique etc.*).
  - **Places Foundation Charitable Objectives**  
To receive funding from Places Foundation your project **MUST** further the Charities objectives. Tell us how your project contributes to these objectives
  - **Strategic alignment**

While it is not an essential requirement applications which can demonstrate a positive impact for our customers and communities will be prioritised. Similarly, Given the objectives of the charity we will also prioritise projects that provide opportunities for employment and training.

### **Impact Principles:**

Projects must resonate and align with the **IMPACT** principles. Please ensure you provide a response for **each** criterion. Use no more than 200 words for each principle. These are:

- **Innovative:** New ideas to deliver social change are tested.
- **Measurable:** Effective processes are in place to measure social impact and learn.
- **Purposeful:** All activities are directed at addressing a clear social issue in a timely way that aligns with Group priorities.
- **Accessible:** Services will be accessible and inclusive.
- **Collaborative:** We will work in partnership across the Group and externally.
- **Transferable:** Approaches that we test will have the potential to be replicated in other locations or settings.
- **Who will be the project beneficiaries?**  
Make sure you tell the grant panel (1) the number of people who will directly benefit from involvement in the project (i.e. *35 young people from the neighbourhood / 6 volunteer positions will be created etc.*), **and** (2) make sure you also identify the wider audience who will benefit (i.e. *families on estate / reduced police involvement with ASB / etc.*)
- **Project Partners:**  
Tell us who you'll be working and what they do. Why have you chosen them to be involved and why are they best placed to deliver the outcomes you want? You need to have agreement from these partners. We may ask for written proof that they have agreed to be involved.
- **Exit/Continuation Strategy:**  
We need to know what happens when the project ends. If the project is to continue how is it going to be funded, is it going to be mainstreamed into another service or taken up by volunteers? Are you going to go on to scale or replicate the project? If the project isn't going to continue post Impact funding how will you ensure that the ending of the project doesn't impact negatively on the people who benefitted from it? If the project will leave a cost liability how will this be paid for?

- **Funding breakdown:**

A grant panel will easily spot a weak budget proposal. Make sure you take this opportunity to provide value for money costs (get estimates if you're unsure!) for **all** aspects of the project and clearly set out your matched funding. You may want to include costs for ...consultants, service providers, organised activities, materials / food and drink, marketing, health and safety, evaluation, etc. **and ensure you always include VAT** (if relevant).
- **Milestones:**

This is your opportunity to demonstrate that you have a strong project plan which is likely to deliver. Set out only the most important events that need to happen. Think what you need to have in place within one week, one month, 3 months etc. to ensure the project is deliverable (*i.e. commission Groundwork to design the allotments by March / build the allotments by June / community launch event in July / evaluation completed by December etc.*)
- **Outputs:**

Outputs enable you to tell the grant panel how you will monitor that your project is on track to deliver effectively. Think what outputs enable you to measure progress (*i.e. number of community events / number of young people talking part / number of people volunteering, number of customers satisfied with project delivery etc.*). It's important that you estimate your outputs reasonably and provide more than one target!
- **Outcomes:**

Outcomes are the positive changes that your project will bring about. These can be concrete such as 'the creation of a community garden for customers' to something that is less tangible such as 'improved confidence for residents' or 'a healthier neighbourhood'. Regardless of whether these are 'hard' or 'soft' outcomes you still need to be able to measure it so consider what indicators you could use to demonstrate the change you've caused.
- **Monitoring and Review Arrangements:**

This is your opportunity to tell the grant panel what processes you will provide to (1) make sure the project is progressing (*i.e. establishing a monitoring group / receiving regular progress reports from suppliers etc.*) **and** (2) how you will accurately manage your grant budget (*i.e. getting supplier quotes / creating financial forecast and expenditure spread sheets / managing expenditure through your local budget codes etc.*).
- **What does success look like?**

Explain to us how you know your project will have been a success? What measure will you use to judge whether it's worked. This could be just meeting the output and outcome targets you've set but there may be other measures such as the continuation of the project or replicating it elsewhere?

