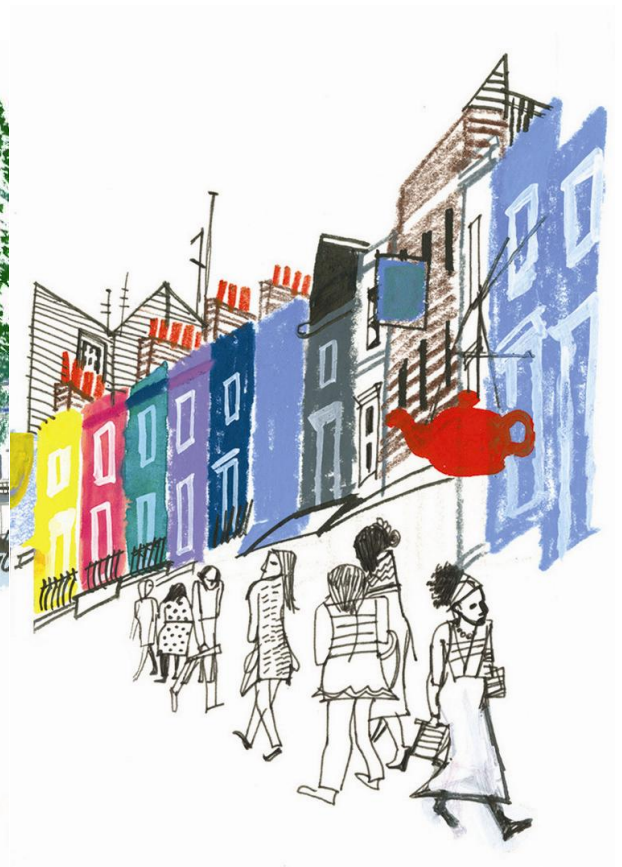


How to...

...start something good. A guide
for residents developing local
projects



About this guide

This 'how to' guide sets out what the requirements are, who can offer support and what you need to do if you want develop your idea into a local project or initiative in the Royal Borough of Kensington and Chelsea. If you need more information just contact us – detailed contact information is available on the last section of this guide

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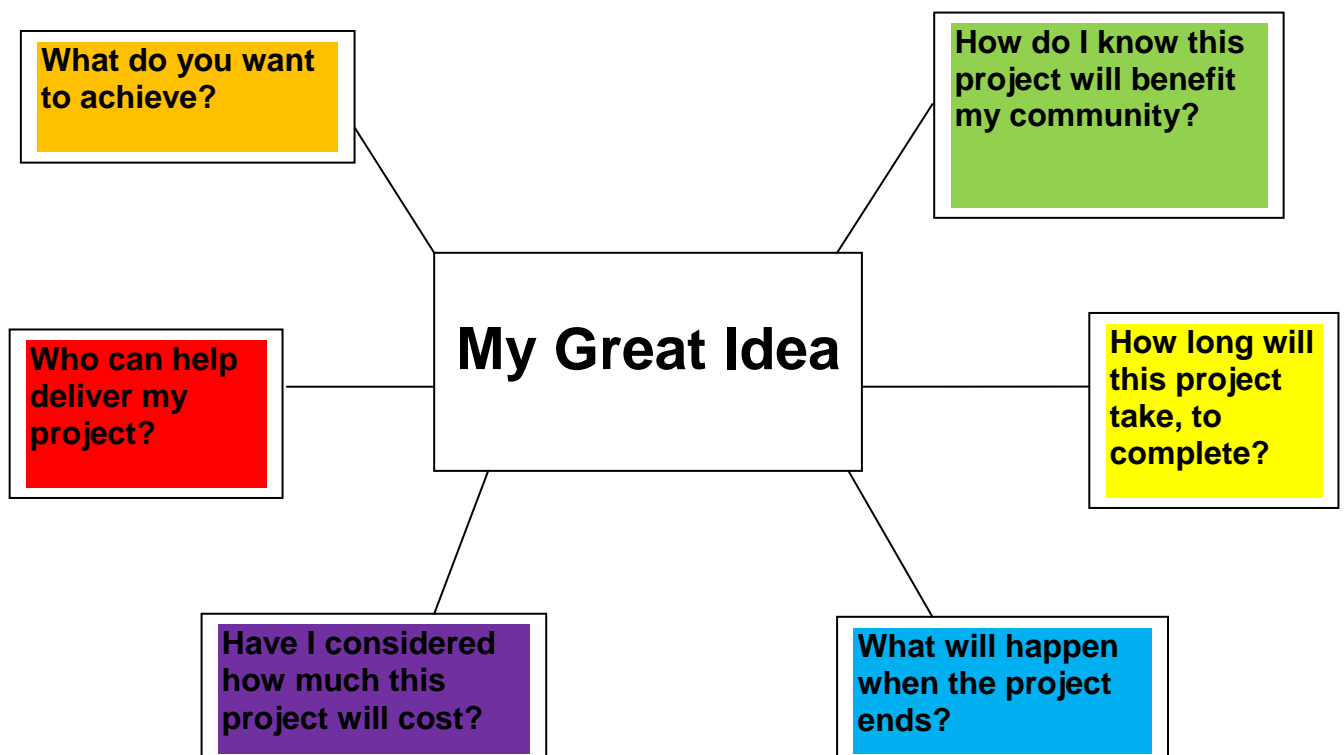
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1: Have you got an idea?

City Living, Local Life is a fantastic way for local residents to come up with great ideas to help improve where they live. Launched in 2011, City Living, Local Life is a councillor led, ward based initiative committed to building stronger connections between people in local area. It enables residents and community groups to take a lead role in bringing about practical, positive change in their neighbourhoods. The aim is to build on what is already going on in communities, encouraging local people to come forward with their experiences of neighbourhood issues and working with ward councillors to come up with solutions.

So... you've got a great idea, and maybe this is something your local ward councillors would be interested in supporting, but what sort of things do you need to do before you submit an application for funding?

2: Where to start? Key questions to ask yourself



3: What do you want to achieve?

You ought to be able to explain in one or two sentences exactly what your idea is and what the overall objectives are.

For example: *“My idea is to set up a series of cooking courses, run by volunteers that will benefit isolated, older residents who can’t provide healthy balanced meals for themselves”.*

Or: *“I want to organise a street party to help bring the neighbourhood together”*

A simple mantra or statement like this will help you plan your next move. If you consider three components in your short sentence such as **“Cooking”**, **“Volunteers”** and **“Isolated Older People”**, it will help focus your research and ideas more clearly.

As seen in the recently published City Living, Local Life animation, perhaps draw a mind map or flow chart or ‘comic strip’ of your idea from start to finish. You might be pleasantly surprised as to how talented an artist you really are.

<http://tinyurl.com/pdb3fh6>

In addition, and especially when considering an application for City Living, Local Life, you ought to think continuously and be prepared to demonstrate how your project will meet at least one of the five aims of City Living, Local Life, which are to:

- enhance understanding of local areas (including history, geography, demography, local assets and community resources);
- build stronger connections and relationships within communities (networking within and beyond ward boundaries);
- help to identify, assess and prioritise improvements in local areas;
- devise practical solutions that engage and involve local people and;
- work with local people and organisations to deliver those solutions.

4: How do I know this project will benefit my community?

Do others share your vision? Are you a leading voice, representing the community and your neighbours?

The best way to bolster up your ideas, and eventually your application, is proof from the community that there is a need and interest for your project, but how can you do this?

A simple survey: If you are on the lookout for a specific group with a specific need (e.g. older people and cooking lessons) you can piece together a simple survey for people to fill out, for example:

- 1) *Do you live locally?*
- 2) *What age bracket do you come under?*
- 3) *What sort of social activities do you take part in?*
- 4) *Would you be interested in doing other activities such as...?*

<https://support.google.com/docs/answer/87809?hl=en>

http://help.surveymonkey.com/articles/en_US/kb/5-Tips-for-Writing-a-Great-Survey

While electronic forms are all the rage these days, be wary that not everyone is computer literate or even has a computer. Maybe you and a couple of like-minded individuals can spend a day pounding the pavements and knocking on doors.

Testimonies: This might also be a good opportunity to gather some individual testimonies as well. Individual testimonies from people about the lack of social activities or how beneficial a cooking class would be would be of great use to your application. It will also reaffirm your own sense of drive and determination to deliver this idea, as well as tentatively signing up some early service users!

Think carefully about how to approach people, especially when door knocking, and when the best time of the day would be to visit. Late night or early morning visits are not recommended!

Public Meeting: Another method may be to gather people together to discuss your idea. A focus group or workshop is relatively easy to set up and organise, providing you have a small budget initially to find a space and publicise this public consultation. If you can host something on the cheap, you're well on your way to becoming a bonafide community organiser!

<http://libcom.org/organise/door-knocking-guide>

Talk to the council, local community and voluntary groups: One thing to avoid is duplicating an existing service, or worse, muscling in on another group trying to do something similar.

Do some research or simply start having some conversations. Long standing, well established voluntary sector groups and your local authority will be best placed to advise, or point you in the right direction. We shall return to this in greater detail in section 6.

5: How long will this project take to complete?

When developing your idea, you need to think carefully about timescales. No matter if your project is a one off event such as a street party or a series of workshops; you need to consider how long your project will take to deliver.

Even at an early stage, plotting your milestones into your application will help you have a better understanding of who will need to be involved, and how you will set about identifying key actions moving forward.

Try your hand at writing a project timetable with tasks, key actions, how long it will take to complete, and when you want each action completed, and how you will go about achieving it.

Task	Key Actions	Timescales	Status
Find a space for hire	Talk to local groups Write to councillors Establish shortlist of space options	Shortlist ready for consideration by end of October	Letters to councillors drafted.

If you're feeling particularly techy, you may consider creating a Gantt Chart <http://www.gantt.com/> Thanks to and Karol Adamiecki and Henry Gantt for this suggestion.

6: Who can help deliver my project?

No matter how determined you are to deliver this project by yourself, the strength of any successful local project is tapping into the wealth of resources that exists where you live, none more so than in the Royal Borough.

Voluntary organisations: Active groups in the borough will be able to provide you with advice and guidance. They often have a directory of contacts of people they can put you in touch with, to provide support or ideas of their own. It may be they introduce you to a service with similar objectives to your own in a different part of the

borough, which will prove extremely helpful when developing your own work. If you're after volunteers, or people power, they may be able to support you here as well. Some useful contacts in RBKC to start with would be:

- The Kensington and Chelsea Social Council (an umbrella body for voluntary and community organisations in Kensington and Chelsea) <http://www.kcsc.org.uk/>
- The Kensington and Chelsea Foundation (linking local residents and businesses to the over 400 small charities working in the borough) <http://www.thekandcfoundation.com/>
- The Volunteer Centre Kensington and Chelsea (promoting volunteering opportunities that have a positive impact on volunteers, charities and the RBKC community) <http://www.voluntarywork.org.uk/>

For a list of other local groups in the borough that may be of use to you, why not consult our community group directory?

<http://www.rbkc.gov.uk/subsites/citylivinglocallife/helpandhowtos/communitydirectory.aspx>

The Council: Your friendly and accessible City Living, Local Life team are on hand to provide you with advice and guidance about how to develop your idea, or pass you on to relevant departments such as Community Kitchen Gardens, Highways, Planning or the Arts and Culture team. City Living, Local Life has a series of other How to Guides, which may be helpful to you.

<http://www.rbkc.gov.uk/subsites/citylivinglocallife/helpandhowtos.aspx>

You should also approach your local councillors for their support. If you eventually decide to apply for funding via City Living, Local Life, it will be your local ward councillors who make the decision on whether your project is funded or not. It is therefore recommended that you perhaps informally approach your councillors first to introduce yourself and your idea, to gauge their early perspectives. They may also have advice of their own to give. As part of your relationship building with them, it would be beneficial to make them aware of your plans.

Find out who your local ward councillors are by typing in your postcode on the City Living, Local Life homepage. This will take you to your local ward page, containing relevant contact details of your local councillors on the right hand side of the page.

www.citylivinglocallife.org

Community groups: Any active community groups such as Tenant and Resident Associations may also prove to be useful to you, as a dynamic group of local residents who can provide local perspectives, volunteers or other expertise such as finance or publicity. Find the information of your local TRA on the Community Engagement Team's website. Voluntary Sector groups will also be able to advise you on what sort of community groups to engage with.

<http://www.rbkc.gov.uk/communityandlocalife/communityengagement/residentassociations.aspx>

National organisations: While your project will obviously be centred on the local, there may be some learning to be taken from larger, national organisations. Conduct some desk based research for key words e.g. "**Cooking, Classes**", "**Older People**" and see what you can find. The following links may also prove useful.

<https://www.gov.uk/government/organisations/charity-commission>

http://www.thebigproject.co.uk/links_charities.htm

7: Have I considered how much this project will cost?

As your idea gathers momentum, you will need to consider how much this all going to cost. Your conversations with organisations and the council will help you dramatically here, but some initial research, will benefit you in the long run, especially when it comes to applying for funding.

Do not ball-park your costs! It might be difficult initially to ascertain costs fully, but the application you eventually submit needs to have a fairly detailed cost breakdown.

Show me the money!

For example, you're asking for £2,000 to run a 20 week cooking lessons for older people, run by volunteers. Where will that £2,000 go?

Space hire: £30 an hour x 20 = £600

Cooking equipment hire: £40 per session x 20 = £800

Publicity (posters, leaflets) = £100

Additional food budget = £500

Where donations or match funding have been arranged, you should also make note of that as well. For example:

Food and baking items are being donated by XXX. The XXXX are offering discounted room hire, and all users will be asked to contribute £3 per session. With the aim to bring in 20 older people this will generate an additional £1,200 over the 20 weeks, which will contribute to additional running costs.

Where possible in your application, you need to demonstrate evidence of these costs. Quotes from suppliers or organisations will legitimise your requests even further.

City Living, Local Life is about offering small sums of money, to act as seed-funding to get projects going. Depending on the scale and type of project you may look to other funding sources to fund your project or contribute towards it. A list of funding streams can be found on the Community Engagement Team website.

<http://www.rbkc.gov.uk/voluntaryandpartnerships/voluntaryandcommunity/funding.aspx>

8: What will happen when the project ends?

As part of your project development, and as part of considering what you want to achieve, as discussed in section 3, you need to consider what you want to happen once the project concludes. Once again these answers will vary depending on the nature of your idea.

- How will you know you achieved the aims of your project?
- What does success look like?
- How will the project become self-sufficient and not have to rely on funding to continue delivering or how can you sustain the project once funding has run out?

If this is a one off event, you will need to consider even before you have applied, how you will measure the success of the event, and consider how to repeat the achievement without relying on local funding.

For example: *Success will be measured by recording how many people attend the street party and gathering individual testimonies on the day. A post-event meeting will be organised to discuss what went well, and what could be improved for next time. As part of that discussion, we will look at our budget, and ascertain how we might be able to make the event more cost efficient next time, for example relying more on volunteers and more work on receiving donations from locals, or support in kind from local businesses.*

Or for the Cooking Classes:

After the 20 weeks, it is hoped that users will have built up enough skills about how to cook in a healthy and affordable way, thus reducing strains on other local services such as local health centres and 'meals on wheels'. It will also help users save money in these economic hard times. Throughout the course, we will be encouraging users to use their recently gained knowledge to teach their friends and neighbours, thus ensuring the aims of the programme can continue in the local community at no extra cost.

We will also document the course through photos, video and testimonies, and publish to other groups, charities and local businesses who might be interested in using our model elsewhere in the borough.

As a provider of seed-funding, City Living, Local Life ought to fund as many groups as possible, so it is important for councillors to consider applications from a variety of sources.

9: Ready to Apply?

Are you ready? Have you sorted your solutions, researched your rates, consulted your councillors and nattered to your neighbours? Typed your timeline, pitched your project and drummed up some data? Then have a look at how to apply.

<http://www.rbkc.gov.uk/subsites/citylivinglocallife/applyingforfunding.aspx>

10: Contact Us

We hope the above considerations will help you prepare your application for submission, and will help fully unravel your idea into an impactful local project. Contact us for more information.

Contact:

locallife@rbkc.gov.uk

020 7598 4633

www.citylivinglocallife.org

Appendix A: Sample Idea 1 – Cooking Classes

1: What are the aims and objectives?

My idea is to set up a series of cooking courses, run by volunteers that will benefit isolated, older residents who can't provide healthy balanced meals for themselves. The aim is also for users to eventually have enough skills not only eat healthier and economically, but to pass on these skills to others.

2: How will I know this will benefit my community?

We have conducted some informal door knocking on an estate that houses older people, where approximately 65% of residents said they would benefit from a course like this. One resident said: "Now that I live by myself, I would really like to learn how to cook healthy meals"

3: How long will this project take from start to finish?

The course itself will run for 20 weeks. Prior to that, we need to continue our conversations with local voluntary groups about space hire, as well as local food shops about donations. We will need some time to recruit and publicise the course. We expect the project to be concluded by May 2015, if we begin in the New Year.

4: Who can help me deliver my project?

We have already begun conversations with Open Age and The Kensington and Chelsea Foundation about identifying space and users who will benefit from the course. We have tentatively begun conversation with Tesco's and Sainsbury's about receiving donations and are meeting with The Volunteer Centre shortly to help us find volunteers. We will be contacting our local councillors in due course to introduce them to the project and update them on where we are.

5: Have you considered how much the project will cost?

At this stage, we have identified the following costs, though not confirmed. We will submit quotes where possible with the application.

- *Space hire: £30 an hour x 20 = £600*
- *Cooking equipment hire: £40 per session x 20 = £800*
- *Publicity (posters, leaflets) = £100*
- *Additional food budget = £500*

6: How will I ensure this project has a legacy?

We will measure the success of this project via attendance, an end of course questionnaire and individual testimonies. We will also document progress via photos and videos in order to share with other groups who may wish to replicate elsewhere. Throughout the course, we will be encouraging users to use their recently gained

knowledge to teach their friends and neighbours, thus ensuring the aims of the programme can continue in the local community at no extra cost.

Appendix B: Sample Idea 2 – Street Party

1: What are the aims and objectives?

I want to organise a street party to help bring the neighbourhood together

2: How will I know this will benefit my community?

A lot of my neighbours have told me they wish they could get to know more people in the street. My neighbour told me: There are quite a lot of cultural and economic backgrounds on the street. Wouldn't it be great to get everyone to share stories and food? I think it will help create better unity and neighbourliness.

3: How long will this project take from start to finish?

It will take a month to set up, including door knocking, organising road closures, and public liability insurance. We hope to deliver this as soon as possible, before the weather turns.

4: Who can help me deliver my project?

The Community Engagement Team have sent us guidance on Street Parties including details on road closure etc. Our local Residents Association will help us get support and volunteers to contribute. We will invite our local councillors to come along and bring a dish.

5: Have you considered how much the project will cost?

Table hire: £50

PA system hire: £200

Additional decoration materials: £100

A lot of items needed for the day will be donated or borrowed from neighbours. Each attendee will bring a dish to share. PA and Table hire quotes to be submitted.

6: How will I ensure this project has a legacy?

Success will be measured by recording how many people attend the street party and gathering individual testimonies on the day. A post-event meeting will be organised to discuss what went well, and what could be improved for next time. We hope that the more people who get involved, the more cost effective future street parties will become.