



Application Guidance

We have prepared the following information and recommend that you read this ahead of writing your application to give you the best chance of success.

Firstly, because this is about people-led work and that we need to know you support our values and purpose.

Our Mission:

We will use kindness and creativity to widen the opportunities that are available locally through inclusive, sustainable and meaningful projects that enhance people's lives. Our programme delivery will have both creativity and our community at its heart.

Our Values:

Respect, Fairness, Kindness, Integrity, Collaboration, Inclusion and Sustainability.

Top Tips

Is my idea Creative?

The must be a creative element to your idea - our project is about how we can use creativity to add value to our community.

Is it Community Led?

How have you involved residents in coming up with this idea? How will they be involved in the project? We will score proposals higher for working with the community rather than 'in aid of'. Your project is welcome to involve other partners too but we want local people to have a say and a stake in the activities that we fund.

Does it have a Clear Purpose?

We need to know why this project is important. Your project might have lots of benefits, that's ok. As long as it's clear.

For example:

"We want the West End to be known as a fun place to live and to visit - we plan to improve practical skills, individuals confidence and pride in the area by working with 12 local residents to design and make 6 new street games for use in public spaces around the West End. Lots more people will have fun with the games after the project has finished!"



Am I Eligible?

If you share our vision and values, are excited about working with our wonderful West End community and have the skills to do the work then yes. In some cases we might ask local organisations to support applicants with their project, especially if you're new to this sort of thing.

Application under £1000 - Will be quicker (under 2 months for a decision) and will need to have addressed points 1 - 6 of our scoring criteria.

Applications over £1000 - will need to respond to points 1-8 of our criteria. If you meet the criteria, we'll meet with you before making a decision. This is to help us get to know you & think about how we can work together. But also identify any support that you might find useful. Applications for over £1000 can expect a decision within 3 months.

Applications over £2500 - Are as above addressing points 1 - 12 of our criteria. Due to the larger amount of funding required we will expect applicants to have match funding, a tangible legacy or realistic plans to become a self-sustainable / long lasting project. If we're putting in this much support, we want it to last.

What you'll need:

There are some other things to think about, mainly the following:

Insurance - Public liability insurance as a minimum - in some cases employers liability and product liability might be required. Artist insurance might be sufficient for creative projects.

Policies - It is important we keep people and their information safe so we expect organisations to have appropriate GDPR, Health & safety, Equality & Diversity and Safeguarding policies as the basics - including DBS checks if needed. If you're applying as an individual or unconstituted group we will ask you to use ours or buddy you up with a local organisation for support.

Risk Assessments - We will need to see these before any project work commences so we know you're aware of the risks involved and managing these well.

Qualifications / Experience (depending on what your idea is...)

You might need to evidence some qualifications so we know you are appropriately skilled to deliver the project you have outlined. If you don't have a pilots licence - don't try to fly a plane!



How will we process your application?

First we'll check your idea meets all the required criteria. We might choose to get in touch at this point if we're not sure about anything you've said.

If over £1000 we'll meet with you to talk through things a bit further to get to know you, find out more about how we could collaborate and also to see if you'd benefit from any support with your project.

Your proposal will if eligible be passed on to the Creative West End Board for a decision. It will meet bi-monthly to look at applications unless otherwise specified. **If your application is a response to a brief - timeline will be issued relating to that specific call.*

Once a decision is made, our LTO - Lancaster CVS will be in touch with a formal offer letter, and The Exchange CIC will arrange a meeting to co-create our contract.

All parties benefiting from Creative West End funds will be asked to contribute content for our social media and website, things like photo's videos and blogs. This will be part of the contract.

A Note on Voting:

In certain circumstances the board might shortlist ideas - and put them to a vote in the network or at a market. We will always let you know this is happening and your proposal will be anonymous at this point in time. It is likely, we will provide only a short summary of your idea in this event.



Our Scoring Criteria:

1) Mission & Values:

Does this proposal align with our purpose & values?

2) Environmental Impact:

Has this project considered its environmental impact?

3) Social Impact:

Does the project have a clear focus for its proposed community benefit?

4) Place:

Will the project add to the physical, social, or cultural experience of our area - the West End.

Will it have a positive visible impact on the area?

5) Ownership / Community-Led:

How have they been involved in developing the project? How will our community be involved?

6) Value for Money?

Does this project offer good value for money?

7) Learning & Skills:

Does this project include opportunities for community members to learn and develop new skills?

8) Collaboration and Partnerships:

Has the proposal considered other skills and experience available in the area to strengthen their project and its impact locally?

9) Experience / Capability:

Does the applicant have the relevant skills, knowledge and experience to safely & effectively deliver this project?

10) Sustainability:

Will the project offer a long term opportunity for community engagement?

11) Legacy:

What will have changed if we fund this project? Will that impact last longer than the project?

12) Creative West End:

Why do you want to work with us? How do you plan to work with Creative West End to prompt wider community impact? Does or will this project link with or add value to any other elements of our plan? Market / hub / network



Your Application:

Let's get the introductions out of the way first:

We'll need to know who you are, how to contact you and where to find you and link to you online. if you have a registered charity or company we'll need your magic numbers.

Your proposal:

Tell us a bit about yourself; what do you do, why do you do it, what are you proud of?

We just want to get to know you a bit. This could be anything at all you want to share about yourself or your organisation. You don't have to name all your cats... It would be helpful if you mentioned anything that will reassure us about your ability to deliver your idea safely and well. If you're teaching people how to wire up their houses then you might want to mention your electrical qualifications!

What is your idea and how did it come about? Was anyone else involved? Will anyone else be involved?

We think life is better when we do things together. We think it's respectful to talk to people in the area about the things we want to do and let them get as excited as we do about what we might do together. Please tell us who helped you plan your project and who will be involved in making it happen.

What are you hoping to achieve by doing this?

Who will benefit and how? What difference will that make to anyone anyway? Try to be realistic with this - no need to promise the world! Please do make sure your idea fits within our aims and the kind of changes people have said they want to see. It's totally fine to get in touch if you're not sure or have any questions.

How does this idea fit with your long term hopes and dreams?

We'd love to see the people and projects we support grow and develop, we want to know how this project will help you achieve your long term goals, even if it's just a small stepping stone. This question might seem a bit random but it's actually a really important question. There's no wrong answers and if you're not sure yet, that's cool just be honest.



What will you do and how will you do it? (Include timeline and detailed budget breakdown).

Please be as specific as possible - give us an idea of what will be involved, how long it will take and realistic costs. We need to know that what you're suggesting is realistic and achievable. Try to make sure that we know you've really thought about what you're wanting to do, what you need to make it happen and keep everyone happy. Remember to check the real costs - guessing is usually a terrible idea. It would be useful if you mentioned where this will happen and how you've considered the environmental impact of your idea. Please list all the costs for your project not just what you're asking us for. You can answer that later.

How will you know if you've achieved what you plan to?

Think about how you will measure the difference you're going to make. What will you be looking for and what you will need to do to check if things have changed afterwards? Who will do this? If this is going to cost money, make sure it's in the budget.

Is there anything else you'll need to make this project happen?

There's no right or wrong answer to this question. We want you to be as honest as possible so that we can make sure we achieve what we want to too. This is about practical things you might need, other funding you might need, or support you might need.

If you need advice about certain things, or to go on a training course first, a space to store everything, 10 extra volunteers, or an extra £10,000 just tell us. It's only going to reassure us and give us more faith in you. We might even know people that can help!

Total funding requested from Creative West End:

How much money are you asking for from us?

Total funding sourced elsewhere and whether it is confirmed or not, if any:

Who else are you asking for funding, how much are you asking for and when will you have a decision?

How do you plan to work with Creative West End to prompt wider community impact? How will you promote the Creative West End network and collective approach?

Creative West End is about building stronger partnerships and promoting collaboration across our creative sector but also across our community. It's about achieving more together than we could possibly on our own. How will your project share / promote these values and how will it link with other parts of our plan? This includes the CWE market, network and new creative hub.