

*foot***work**

Empowering people to create resilient places

PEOPLE & PLACE FUND 2022

Stage 1 Application Guidance – “Tell Us About You”

for **Idea-into-Action** and **Action-into-Impact** Grants



2022 Grants - useful information

About Footwork:

Footwork in a nutshell

Our Goals

Our Focus in 2022

About the People & Place Fund

Nuts and Bolts:

Idea-into-Action application

Action-into-Impact application

Supporting Information

How to submit

What to expect from us



FootWork in a nutshell

About Footwork:

Footwork in a nutshell

Our Goals

Our Focus in 2022

About the People & Place Fund

Nuts and Bolts:

Idea-into-Action application

Action-into-Impact application

Supporting Information

How to submit

What to expect from us



FootWork in a nutshell

Footwork identifies, funds and supports local social innovators to turn their bold ideas into lasting positive change for people and places.

We provide these social innovators with the funding, support and connections needed to get their project off the ground, or scale it to increase its impact. In this way we also encourage people's freedom to act and to collaborate, strengthening the connection between people & place

Footwork is an early-stage funder valuing the relationship between people, place and wellbeing, and the importance of local knowledge and action towards creating resilient communities.

We work with local partners to identify individuals and groups with good ideas for strengthening connections between people & with the place around them.



FootWork in a nutshell

A glossary of words we use

Local social innovators

People with direct experience of local problems, who have ideas for home-grown solutions and the sense of agency and urgency to turn them into action.

Place

The local environment in which people live and feel a sense of belonging.

Freedom to Act

The ability and confidence to shape and contribute to the place you live and call home.

Connection With others

The determination to amplify the voices of those in your community and drive collective action to bring about change.

Resilient Communities

When people have the freedom to act, to connect with others and to be heard, they can together help communities to thrive. This is most powerful when fuelled by people from within, and when built – over time – from a strong social base.



Our Goals

About Footwork:

Footwork in a nutshell

Our Goals

Our Focus in 2022

About the People & Place Fund

Nuts and Bolts:

Idea-into-Action application

Action-into-Impact application

Supporting Information

How to submit

What to expect from us



Our Goals & Priorities



Build a network of local innovators who have the skills, confidence and support to do their very best and to attain greater social reach and impact.



Fund great projects that unlock people's freedom to act and strengthen the connection needed to build resilient communities.



Build a knowledge base to demonstrate the valuable expertise and motivation that local people bring to transforming places for the better.



Share this knowledge to raise awareness and rebuild trust; and to educate and influence all those involved in place-making.



Our Focus in 2022

About Footwork:

Footwork in a nutshell

Our Goals

Our Focus in 2022

About the People & Place Fund

Nuts and Bolts:

Idea-into-Action application

Action-into-Impact application

Supporting Information

How to submit

What to expect from us



Our Focus in 2022 - Monetary Support

Our focus for 2022 is to pilot how Footwork can best support people with bold ideas for change.

To do this, we have two pots of funding available through the People & Place Fund 2022, depending on what stage you are at, and what support you require from us;

IDEA-INTO-ACTION

Grants up to £5,000

One-off grant with the potential for future support

We offer funding to individuals, groups & organisations with bold ideas. We see potential where other funders may see risk and value the space for exploration.

ACTION-INTO-IMPACT

Grants up to £10,000

One-off grant with the potential for future support

We offer funding to individuals, groups & organisations to grow their project. We understand how important this is to help build strong foundations and achieve deeper impact.

Our Focus in 2022 – Strategic Support

Our Footholds Programme

The Footholds Programme aims to offer injections of strategic support at crucial points in the development of your idea or initiative. It shares approaches and tools to establish the strongest possible infrastructure for your work and ultimately maximise its sustainability and impact.

The Footholds Programme is not about telling you how to deliver your work, how to engage your community, or how to run your activities.

The Footholds Programme is about helping with the work ‘behind the scenes’ – strategy, impact, communications, partnerships, fundraising, governance and team development – building blocks that will set the innovator on the path to long-term success.

Our Focus in 2022 – Strategic Support

our Footholds Programme is ...

Responsive

Footwork knows that each innovator receiving our support will be at different stages of their journey. You will have different areas of strength and face different challenges. Our approach is therefore designed to be responsive to your specific needs and context.

Concrete

It comes in the form of dedicated strategy sessions delivered by 'Footwork Friends' – a network of people with expertise in particular areas who we can bring in to give you bespoke support.

Each innovator receives support in two strategic areas, identified through conversations together and the completion of a 'snapshot' of where you feel you're at with your idea or initiative. The design and delivery of this support is bespoke to each innovator – we'll shape it together around your needs.

Flexible

We check in with our innovators regularly and are open to adapt the offer as needed.



Our Focus in 2022 – Strategic Support

What are the building blocks?

As part of the Footholds Programme, areas of support on offer to innovators include but are not limited to:

- Strategy development and business planning
- Theory of Change/evaluation framework
- Fundraising strategy development and fundraising techniques
- Communications and marketing
- Financial management

How do I decide what help I need?

During the second stage grant application process to the People and Place Fund, we will discuss what your specific areas of need might be and how the Footholds Programme support might be most appropriately tailored to meet your requirements.

If you are successfully awarded a grant, we will agree with you where you want us to focus our support – around 1 or maximum 2 subject areas e.g. Theory of Change and Fundraising Strategy.

Given Footwork's own limits in terms of capacity and resource, our support through each Foothold has to be focused and time limited; our aim is to help you develop specific tools and skills that you can subsequently use when you go out into the world and make your project happen!

Our Focus in 2022 – Strategic Support

How does it Work?

To deliver the Footholds Programme, Footwork partners with a small range of individuals and organisations – our ‘Footwork Friends’ – each of whom has specific expertise across the support areas on offer. Many of them have been/are innovators and social entrepreneurs themselves and understand the needs and pressures early-stage projects and initiatives (and their founders!) are under.

Footwork will liaise with you and your allocated Footwork Friend to establish what timeline works best for you to take part in this support package, what you’ll do with your time together and what you will expect to achieve by the end of it.

What does it cost?

Footwork covers the full cost of the Footholds Programme (around £2,000); this is covered on top of the direct grant to the innovators.

We do ask that you allocate approximately 2 days of your time to engage with the Foothold Programme and that you include this cost for your time as part of your budget/funding request.

What is FootWork's role?

Footwork is here to provide you with a grant and the specific strategic support on offer as part of the Footholds Programme. Beyond this, we will champion you and welcome you into our network of social innovators.

As recipients of our support, you’re also welcome to use our space at the Footwork Factory if you’re ever working in central London!



About the People & Place Fund

About Footwork:

Footwork in a nutshell

Our Goals

Our Focus in 2022

About the People & Place Fund

Nuts and Bolts:

Idea-into-Action application

Action-into-Impact application

Supporting Information

How to submit

What to expect from us



About the People & Place Fund

the PROBLEM

We want to know more about the problem you are tackling, why it matters and how this problem impacts your community. Specifically we want to understand the ways in which it:

- Impacts on people's sense of belonging in the place they call home
- Directly affects community connection – between one another or between people and place
- Removes the right of a community to control what happens around them and that fuels a sense of exclusion, insecurity and distrust
- Limits people's ability to take self-driven action and to make change happen from within

some examples of local problem areas that you might be addressing;

- poor or insecure housing
- homelessness
- people feeling isolated or excluded
- lack of access to local activities (eg. Unaffordable)
- shortage of activities (eg. for families and young people)
- poor connections (eg. between people, social groups, generations)
- not having a say (eg. in important local decisions)
- threatened venues and buildings important to the community (eg. community centres, pubs)

About the People & Place Fund

the IDEA

We are looking for game-changing, innovative ideas that tackle these problems head on and which have the support and interest of the community involved. These ideas will:

- Build and cultivate connection between the community, one another and the place they call home
- Empower community members to take self-driven action that address challenges in their area and feel included in decision making
- Be unique or innovative responses to the problem
- Have local support and interest from people for whom this project is aimed and who will engage with the activity
- Be well thought through and well planned out
- Have the potential for wider replication and/or long-term legacy

About the People & Place Fund

the PEOPLE

Identifying and supporting budding social innovators with bags of potential is the most important factor we consider when making decisions about funding.

Footwork is prepared to take risks on untested ideas. In doing so, we give people the opportunity to turn their ideas into reality, supporting them to develop a proof-of concept and case study example that they can then leverage to secure further funding from elsewhere. This objective shapes our criteria to focus on the people behind bold ideas.

We are looking for people who ...

- Have real potential and the determination required to deliver their idea and make it happen
- Have direct experience of the problem area and/or community they're working in
- Are passionate about addressing this problem and supporting their community
- Are open to ideas and advice and will clearly benefit from the additional non-monetary support on offer from Footwork
- Are strategic and rigorous in their project design and approach
- Are bold and ambitious thinkers who are willing to take risks

About the People & Place Fund

EXCLUSIONS

The People and Place Fund is open to applications from individuals, groups or organisations (i.e. you do not have to be a constituted organisation to apply).

The People and Place Fund does **not** fund:

- Any group or organisation with an annual turnover of more than £100,000.
- Individuals / groups / organisations whose work does not have a direct or long-term benefit in a community / communities in the UK.
- Grants of over £5,000 for 'Idea-into-Action' and grants of over £10,000 for 'Action-into-Impact'.
- Capital costs including building work, renovations and equipment.
- The promotion of religion or political campaigning.

Idea-into-Action application

About Footwork:

Footwork in a nutshell

Our Goals

Our Focus in 2022

About the People & Place Fund

Nuts and Bolts:

Idea-into-Action application

Action-into-Impact application

Supporting Information

How to submit

What to expect from us



Idea-into-Action application

the PROBLEM

If you choose to write your answer, please try to answer the problem section in between 300-700 words

Tell us about the problem you're trying to solve and who it affects.

- How does this problem specifically impact people in your community?
- How do you know this is a problem?
- What evidence or examples can you share that build your case for support?

Tips

- Clearly explain the problem
- Explain how the problem specifically impacts your local community
- Use examples to strengthen the case for the problem

Idea-into-Action application

your IDEA

If you choose to write your answer, please try to answer the idea section in between 300–700 words

Tell us about your idea to tackle this problem and explain to us why you think your idea is bold or unique.

- What strategic and practical steps have you already taken to develop this idea?
- What would success look like and how will you know the project is making a difference?
- What is the potential long-term legacy of this idea for your local community and beyond?

Tips

- Explain the idea in a succinct but clear way
- Explain the link between the your idea and the problem
- Set out why this project idea is needed, innovative and unique
- Tell us about any initial development that led up to this project idea
- Make the outcomes/impact for the project clear and explain how these outcomes/impact will be evidenced
- Think about how this idea could applied to and replicated in other communities

Idea-into-Action application

all about you

If you choose to write your answer, please try to answer the people section in between 300-700 words

Tell us why you are well placed to make this idea happen.

- What motivates you to do this work?
- What's your direct knowledge of the problem area you want to address?
- What qualities define you as a social innovator?

Tips

- Don't be modest! Tell us about your experience to date and special insight into the community, people and place in question
- Include current or previous examples of your work in this area and tell us about how you made it happen

Action-into-Impact application

About Footwork:

Footwork in a nutshell

Our Goals

Our Focus in 2022

About the People & Place Fund

Nuts and Bolts:

Idea-into-Action application

Action-into-Impact application

Supporting Information

How to submit

What to expect from us



Action-into-Impact application

the PROBLEM

If you choose to write your answer, please try to answer the problem section in between 300-700 words

Tell us about the problem you're trying to solve and who it affects.

- How does this problem specifically impact people in your community?
- How do you know this is a problem?
- What evidence or examples can you share that build your case for support?

Tips

- Clearly explain the problem
- Explain how the problem specifically impacts your local community
- Use examples to strengthen the case for the problem

Idea-into-Action application

your IDEA

If you choose to write your answer, please try to answer the idea section in between 300–700 words

Tell us what you are already doing to tackle this problem and how you want to build on it.

- What impact has your work in this area had so far and how do you know?
- Tell us about your proposed next steps to develop this idea and your longer-term ambition to build on its impact i.e. project legacy or the ability for the project to be replicated in other places?
- What would success look like and how will you know the developed idea for the project is making a difference?

Tips

- Explain the idea in a succinct but clear way
- Explain the link between your idea and the problem
- Set out clearly what the project has achieved so far with examples
- Explain your next steps
- Tell us how your work is/could being/be applied to and replicated in other communities

Idea-into-Action application

all about you

If you choose to write your answer, please try to answer the people section in between 300-700 words

Please us why you are well placed to deliver this project

- What motivates you to do this work?
- What's your direct experience or knowledge of the problem area you want to address?
- What qualities define you as a social innovator?

Tips

- Don't be modest! Tell us about your experience and special insight into the community, people and place in question
- Include current or previous examples of your work in this area and tell us about how you made it happen

Supporting Information

About Footwork:

Footwork in a nutshell

Our Goals

Our Focus in 2022

About the People & Place Fund

Nuts and Bolts:

Idea-into-Action application

Action-into-Impact application

Supporting Information

How to submit

What to expect from us



Supporting Information

In addition to your answers to the application questions, please include the following supporting information:

- **Safeguarding Information** – a safeguarding policy (if you are an organisation/initiative) or a DBS check (if you are an individual)
- **Financial Information** – a top-level project budget (including expenditure and secured/projected income) and the amount of funding you are requesting. Don't forget to include funding approx. 2 days of your time to participate in the Foothold Programme of strategic support.

If you proceed to Stage 2 and we meet up, then we will ask for:

Community Reference

- **What?** A testimonial from an individual who has been a participant in your work (or a partner/other stakeholder if you have not yet delivered work).
- **Why?** The reference is important to demonstrate the innovator's capacity to deliver on their idea.

Financial Situation

- **What?** If you're an organisation: an annual report/audited accounts (or management accounts if you don't have these)
- If you're an individual/initiative: a detailed income and expenditure cost report on previous work delivered (or a detailed income and expenditure projection for upcoming work if you don't have this)
- **Why?** To demonstrate responsible use of money.

How to Submit

About Footwork:

Footwork in a nutshell

Our Goals

Our Focus in 2022

About the People & Place Fund

Nuts and Bolts:

Idea-into-Action application

Action-into-Impact application

Supporting Information

How to submit

What to expect from us



How to Submit

Format

Please answer this application form as a Word / PDF / google docs / slides / audio file / face to camera – (however works best for you). Please keep your answers short and to the point – bullet points are fine.

We recommend not going over 700 words per section.

How to submit your expression of interest

Please send your application to applications@footwork.org.uk – Please use the following format for the subject line;

'Apply for Idea-into-Action_[Your Name]' or **'Apply for Idea-into-Action_[Your Name]'** in the subject line, depending on what fund you are applying for.

Timings

We will receive applications between **13th May 2022 – 12th September 2022**.

Applicants will be contacted within four weeks of the Fund closing.

What to expect from us

About Footwork:

Footwork in a nutshell

Our Goals

Our Focus in 2022

About the People & Place Fund

Nuts and Bolts:

Idea-into-Action application

Action-into-Impact application

Supporting Information

How to submit

What to expect from us



What to expect from us

Application Stage 1 – Receiving your “Tell us about you” application

We will be reviewing applications after the closing deadline of 12th September. We will notify you as soon as possible if it's not a match, and only provide feedback at Stage 2 onwards.

Application Stage 2 – “Meet-up”

If we feel we could be a good match, we value meeting in-person to further discuss your idea and better understand what support looks like.



Application Stage 3 – Final Step

Following from our chat with you we will make a final decision on what support Footwork will be able to provide and enter a formal agreement with you.

If you are unsuccessful for this round of funding, with your permission will keep your information on file should any future opportunities arise.