

# Idea-into-Action application

Send your answers to us as a Word / PDF / google docs / slides / audio file / face to camera - however works best for you - at;

[applications@footwork.org.uk](mailto:applications@footwork.org.uk)

Please use the following format for the subject line;  
Apply for Idea-into-Action\_[Your Name]

Please see our **'How to Apply'** information for details on what we're looking for in this first stage application.

## People & Place Fund 2022

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**Your full name**

**Email address**

**Contact number**

**What is the name of your group/organisation/idea?**

**Please provide an address (if relevant)**

**If available, please provide a link to your organisation's website**

**What type of organisation are you?**

- Registered charity in England, Wales, Scotland or Northern Ireland
- Social enterprise/Community interest company
- Non-profit organisation
- For-profit organisation
- I'm an individual, small group or initiative

**If applicable, please enter your registered charity/company number**

**Please tick the types 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)
- Other, please specify

# 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

# 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

# all about you

If you choose to write your answer, please try to answer the idea 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

# extra information

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

- **Safeguarding Information** – for example; a DBS check (if you are an individual) and/or safeguarding policy (if you are an organisation)
- **Financial Information** – a top-level project budget and the amount of funding you are requesting

**If you proceed to Stage 2 and we meet up, then it's likely we will ask for;**

- Community Reference (testimony from beneficiaries or collaborators) – The reference is important to demonstrate the innovators capacity to deliver on their idea
- Financial Situation – Annual report/audited accounts if an organisation, or a detailed project budget/or management accounts in an individual/initiative to demonstrate responsible use of money