

# The Pentagon Community Fund - Guidelines and Criteria -

## Contents

- Page 1 & 2 – Criteria (the rules)
- Page 3 – Guidelines (the hints for answering the questions)

Thank you for considering applying to the **Pentagon Community Fund**. This document explains a background to the grant and also helps you answer the application form.

## What's it all about?

- The Pentagon Centre enabling local community initiatives in Chatham to achieve their goals
- Easy access and “light touch” grants being made available to a diverse range of local community projects
- The Pentagon Centre creating a legacy by celebrating the good news stories with the wider community and offering opportunities for further engagement
- Local help from local people - Local stakeholders working together to improve their neighbourhoods
- Championing Chatham’s community spirit, creativity and potential

## What do you get?

£15,000 of grants are available in total. Projects can apply for funding up to £2,000 each.

## Who decides?

Each entry will be judged by a panel from Ellandi, the company that owns The Pentagon Shopping Centre.

## Judging criteria

The panel will take into account the following criteria when selecting the winning projects:

- **Level of community need**, and the social impact
- **Location** – available only to projects in Chatham, proximity to the Pentagon Shopping Centre is considered - see map overleaf
- **Attainability** – how achievable is it?
- **Impact timeframe** – goals should be well planned and deliver impact within 6 months
- **Quality of application**, including level of detail and impact

## Delivery Timeframe:

It's a quick turnaround, winning projects will be selected by mid March. The selected projects will need to achieve their objectives **within 6 months of receiving the funding**.



### By location – which projects qualify?

This grant is available to and aimed at projects that are operate within **Chatham – ideally within 1.5 miles of the Pentagon Centre.**

If your project is outside the catchment area but only just, you can still apply but remember projects nearer the centre have an advantage.

← See adjacent map as a guide, click to enlarge.

### Types of Projects - who can enter?

**Community projects** - Any non-profit making organisations can apply including charities, not-for-profit organisations, Community-Interest-Companies and also informal community groups with their own bank accounts. Individuals cannot apply for their own personal projects.

**Social Enterprises** - entrepreneurial business ideas with a social or environmental mission, are also encouraged to apply.

### How to Apply and Deadlines

The application form can be found [here](#).

Please submit your application form by **midnight on Sunday 12<sup>th</sup> March 2017.**

### Further reading for keen beans

Make sure you read the Application Guidelines on the page below. If stuck for ideas get inspired and check out some existing projects currently on Project Dirt [here](#).

The Project Dirt team is here to help. Email us on ([pentagoncentre@projectdirt.com](mailto:pentagoncentre@projectdirt.com)) if you need anything.

Apart from all that – **GOOD LUCK!!**

## Application Guidelines

Please see the guidelines to the questions below which relate to the longer questions.

### Q. Please provide a background to your community project

- Who, Why, What - what solution, service or benefit are you providing?
- The specific benefit(s) of the project. For example:
  - How do the members benefit from the project's activity?
  - What improvement does it make to the local area?
- What is the final goal (if you have one)?

### Q. Please outline what you hope to achieve with the money

- In one sentence what do you want to achieve?
- How will you achieve your goal?
- How long will it take?

### Q. What will the environmental and/or social benefits be?

- List the positive impacts your project has on the environment and/or the people in your local community
- Be specific about how your project does this and evidence your points
- Environmental doesn't have to mean solar panels and wind farms simple, although they are great, simple steps like planting flowers to improve wildlife habitats and local resident's mood also count.

### Q. Are there any wider/secondary benefits from getting this funding?

- Think about the knock-on positive effects your project will cause to the people in your local community
- Ideas would include: improvements to an environment have big impacts on resident's mood and mental health, bringing people together outside creates more community activity, creating more active lifestyles and general happiness.
- Does your project open another opportunity for local business or entrepreneurial ideas?

### Q. How would you spend the funds?

- How would you invest the funds to try and overcome your constraints?
- What would you specifically purchase?
- How much would this cost (breakdown for each item)?
- Who would be responsible for overseeing the spending of the funds?

### Q. Could your project benefit from using vacant space/units within the Pentagon Centre?

- How could your project use the vacant space if it was provided?
- You could utilise it in a one-off event or on a regular basis providing your service
- Be creative – how could extra space could help? But don't worry if it isn't needed either

### Q. Other information

- What are your main sources of funding?
- Have you applied to any other funders or match funding for this project?
- Are you part of a wider network (eg, Transition Towns, LLCCN)?
- Outline past successes
- Any other information you believe we should know.