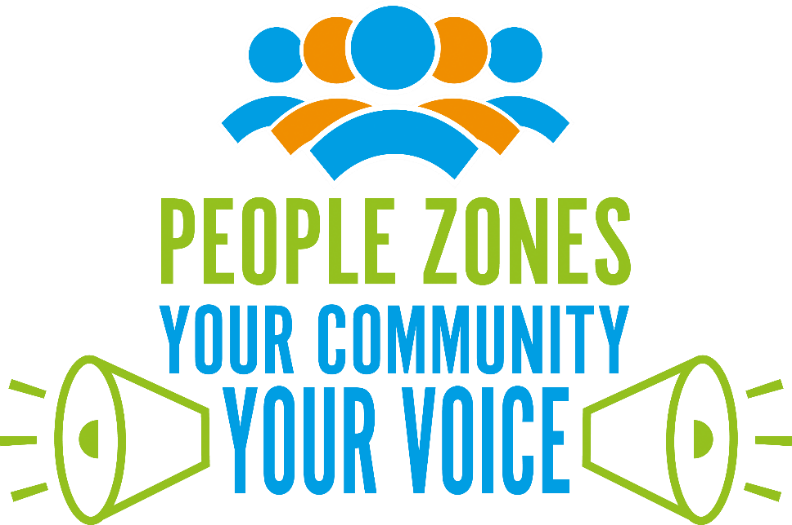
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PEOPLE ZONE

GRANTS APPLICATION FORM

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| People Zones are locations with a boundary attached that has been identified through crime and public health data.  People Zones follow an Asset Based Community Development approach which focuses on highlighting what assets are in the area and how we can help communities to build upon and enhance them. The People Zones vision is to ‘grow safer communities by building on strengths, creating connections, and empowering everyone to play a role’.  In 2021, a community consultation was undertaken by an external provider called Mapping for Change. Data was collected through semi-structured interviews, informal conversations, online and paper surveys, workshops and focus groups.  The views and opinions of residents and workers across the community have since been collated into research reports. For more information and links to the research reports, please go to the People Zone website: [**www.peoplezones.co.uk**](http://www.peoplezones.co.uk)select your specific Zone and click on ‘reports and downloads’.  Please note, to apply for People Zone funding, you must be living, working or providing a service within a People Zone, and your project must meet on or more of the themes identified with the research reports (identified themes can be found on pages two and three). |



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| When you have completed this form, please submit it with your Eligibility Statement and relevant documentation to: [**people.zones@leics.police.uk**](mailto:people.zones@leics.police.uk)**.**  **Please ensure you have adhered to the word limits for each question. Anything written beyond these limits will be disregarded and not taken into consideration.** |

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| **Key Themes Breakdown:**   * **Youth Provision –** Perceived poor access to youth activities for young people in the area, with residents believing this is a direct link to increased anti-social behaviour. * **Health and Wellbeing** – Including the support for people’s emotional wellbeing, support relating to unhealthy coping mechanisms such as drug use as well as the perceived lack of resource in the area. * **Access to Services –** Perceived poor access to services and facilities such as, health and wellbeing, shops, public transport and with an increased approach to digitalising services, a digital divide across the older generation has emerged. * **Community Safety** – Including issues such as people feeling safe outside of their homes, street lighting, anti-social behaviour, drug dealing and drug use, knife crime and public nuisance with motorbikes and scooters. * **Crime and Anti-Social Behaviour** – Perceived to be a large issue in the area and major concern for residents, particularly including Knife Crime, Domestic Abuse and Violence Against Women and Girls, as well as low level crime caused by motorbikes and scooters in inappropriate areas and at late hours. * **Substance Use** - Perceived to be a considerable issue across the community, involving a wide range of age groups, regarding substances and alcohol. * **Pride of Place** – Enhanced pride in the community through tackling issues including littering and fly tipping as well as area enhancement projects. * **Community Cohesion -** Enhance community relationships and bring people together across the People Zone. * **Celebrating the People** – Harnessing the great work and desire of residents to enhance and celebrate the community and increase access to opportunities linked to skills development (including volunteering).   These themes will be a point of focus for the People Zone project going forward, in order to support the People Zone communities in their journey to become stronger, safer, more cohesive and self-sustainable.  Please remember to align your application to one or more of the below identified themes in order to be eligible for People Zone project grant funding.  Selected themes must align with those highlighted within each areas specific People Zone Research Report – As seen below in the tick box. |

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| **CONTACT DETAILS** | | | |
| **Organisation Name:** | People Zones CIC | | |
| **Organisation Address:** | Bell Foundry Community Centre  New Parks Road  Thringstone & Whitwick  LE9 0XD | | |
| **Project Name:** | People Zones YDA (Youth Diversionary Activity) | | |
| **Contact Name:** | James O’Connell | | |
| **Email:** | People.Zones@leics.police.uk | | |
| **Phone Number:** | 0116 229 8980 | | |
| **Social Media Accounts and webpage:** | Facebook - <https://www.facebook.com/leicpeoplezones> (@LeicsPeopleZones)  X (Twitter) – [https://www.x.com/LeicPeopleZones](http://www.x.com/LeicPeopleZones) (@LeicsPeopleZones)  Website - [People Zones | Leicester, Leicestershire & Rutland](https://www.peoplezones.co.uk/) | | |
| **Amount of funding applied for one year:** | £8, 955.00 | | |
| **People Zone location and themes project will meet:**  **(Please tick which location and all themes your project related to).** | **Bell Foundry** | **New Parks** | **Thringstone & Whitwick** |
| Health and Wellbeing | Health and Wellbeing | Youth Provision |
| Community Safety | Community Safety | Community Safety |
| Pride of Place | Crime and Anti- Social Behaviour | Access to Services |
| Celebrating the  People | Substance Use | Community Cohesion |
|  |  | Pride of Place | Pride of Place |
| **What will the funding be used for?**  (Please check one of the boxes and explain your reasoning below) | 1. For a new initiative | | |
| 1. To expand existing services | | |
| 1. Replacement funding | | |
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| **Data Protection 2018** | Should you be successful, do you consent to the People Zone team to hold your contact information for three financial years from the point of the award of the funding? | | |
| Yes:  No: | | |
| **How did you hear about this funding?** |  | | |

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| **PROJECT DETAILS** |

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| 1. **Which theme(s) does your project cover?**   Please clearly list any themes that your project will address and provide a brief explanation as to how your project will meet said theme(s).  **Word limit 400 words max (Medium)** |
| The New Parks People Zone Research Report identified that the greatest area of concern for people within area was crime and anti-social behaviour (ASB). It goes onto suggest that regularity and continuity to the youth provision “would be a step forward in tackling ASB and potential involvement with drugs. Providing young people with a safe space would not only serve them but would reduce the likelihood of them hanging around unsupervised in parks and on the streets and would also serve to comfort concerned residents.”  ASB is clearly a problem that needs addressing and aligns with the Neighborhood Crime priority within the Police and Crime Plan as well as being clearly defined as a key theme within the New Parks People Zone Research Report.  Whilst we cannot provide exact figures on how many people in New Parks are affected by ASB, it will of course have an impact on community groups, businesses and those who live / work in and around the area. It also has an impact on the amount of time the police have to spend dealing with incidents.  From our experience, we know that many young people can become involved in crime or ASB when there is a lack of youth provision in an area. In providing alternative, engaging, and accessible diversionary activities, we hope to develop social opportunities with positive reinforcements in safe spaces for our local young people who have common ground through shared experiences. Our groups will reduce crime and ASB by:   * Developing consequential awareness through positive problem solving and decision making * Providing constructive uses of time * Empowering young people to have a voice   (Word Count: 273) |

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| 1. **What will your project do?**   Please provide a project plan that includes mobilisation, key milestones, named persons of responsibility, delivery locations and key activities. Your plan should clearly set out:   * 1. What will be delivered/provided and how frequently.   2. Who will deliver/provide it.   3. What resources are required to deliver the project.   4. When the key activities will take place (including days of the week and timings).   **Word limit 500 words max (High)** |
| We already have an established offer of sporting activities to CYP aged 16-24 in and around the New Parks area, who may be potential perpetrators of ASB. The aim of our project is to steer young people away from unwanted behaviour and provide a safe space for them to socialise and engage in a positive way.   1. We currently offer two football sessions a week on a Friday and Saturday. We have approximately 15 participants in each session (30 per week). We intend to increase the number of sessions to four per week, as well as the number of activities to include: Hockey, Rounders, Football and Badminton. Each activity will occur every week, for the entire year (excluding bank holidays). 2. The sessions will be delivered by the qualified head coach with experience of training CYP, and youth worker. Both are supported by three community volunteers. We will recruit a qualified assistant coach who also has experience in delivering to underserved CYP if we successfully secure funding, enabling us to increase capacity and offer more sessions. The activities will take place during known ASB hotspot times. Before and during this time, our youth worker will go out into the community and conduct detached youth work to try and redirect the young people into our sessions. 3. The £8, 955 requested will enable our provision to expand. In order to achieve this we will require additional sports materials such as hockey, rounders, and badminton equipment. We will also require a qualified assistant coach on a sessional basis to support in delivering the extra activities. If the project sees the expected growth, we will incorporate this staffing into our annual organisational costs   We make great use of local volunteers, some of which are previous participants in our projects. Some costings have been allocated to facilitate their expenses.  Due to the nature of the programme and the safe space provided, we’ve allocated some resources to refreshments, to keep our participants hydrated and well-nourished throughout their engagement  Our venue is at the heart of the community. We have included a cost breakdown of hire that includes an increase for this provision.  We are aware that promotion is essential to the success of any project and we have researched some of the ways of maximising this online and in print, to reach different audiences.  (iv) The activities will be delivered on a Monday, Wednesday, Friday and Saturday evening every week, including school holidays but excluding bank holidays. The activities will take place at the Bell Foundry Community Centre in New Parks. The proposed timetable can be seen below:  Monday – Badminton – 7-9pm  Wednesday – Hockey – 7-9pm  Friday – Football – 7-9pm  Saturday – Rounders – 6-8pm  (Word Count - 446) |

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| 1. **How will you demonstrate the sustainability of your project?**   Please describe how your project will meet our key requirement of long-term sustainability in the community, to ensure services are long lasting and readily available to the community at all times. Your response should set out:   * 1. How accessible your project is to the community.   2. How you will ensure engagement of the community in your project.   3. How you plan to ensure your project continues after 12 months, once the People Zone funding has been spent.   **Word limit 400 words max (High)** |
| This is a new section for this year’s People Zone Grant Fund as it is key to our aims  We want your project to thrive well beyond the 12-month operational period that this funding provides  We know some of you will have vast experience in operating year on year and that some of you grass roots organisations will be launching projects for the first time, based on the gaps in provision you’ve identified  Whatever the nature of your organisation or project, it will need to demonstrate our key requirement of sustainability.  Your response should be clear, detailed, and cover things such as   1. How accessible is your project to the community:  * Identifying local assets: Highlighting existing resources that your project will utilise or enhance e.g. physical spaces, local organisations, individuals, existing networks * Remove barriers: Explain how you will incorporate inclusive design to be accessible to all community members, including those with disabilities, different age groups, and diverse cultural backgrounds. * Location and Availability: Describe where your project will be located and how its physical or virtual setup ensures easy access for the community. * Affordability: Detail any measures taken to ensure that cost will not be a barrier for participation in your project. * Communication and Outreach: Outline your strategies for informing and reaching out to the community about the project, such as using social media, community newsletters, local events, or partnerships with local organizations.  1. Ensuring Community Engagement  * Community Involvement: Describe how you plan to involve the community in the planning, implementation, and evaluation stages of your project. This could include volunteer opportunities, advisory boards, or co-design workshops * Volunteers and Local Partnerships: Identify local community leaders or champions who will help drive the project and develop community ownership. Highlight any partnerships with local organizations or recruitment of volunteers to support and run the project. * Ongoing Communication: Outline how you will maintain regular, open communication with the community to keep them informed and engaged. This could involve newsletters, community meetings, or social media updates. * Feedback Mechanisms: Explain how you will gather and incorporate feedback from community members and how you will use this information for the benefit of your project * Community Ownership: Detail how you will foster a sense of ownership and responsibility within the community to encourage active participation and support.  1. Ensuring Project Continuation After 12 Months  * Capacity Building: Outline how you will build the capacity of community members, participants and volunteers to manage and sustain the project in the long run e.g. training, mentorship, and skills development * Scalability and Adaptability: Discuss how your project can adapt and scale to meet changing community needs over time. Flexibility and responsiveness are key to long-term sustainability * Long-term Partnerships: Highlight any long-term partnerships or collaborations with local organizations, government bodies, or other stakeholders that will support the project's continuation. * Evidence of impact: Describe your plans for ongoing evaluation to measure the project's impact and effectiveness, using data and success stories to build a case for continued support * Diversified Funding: Discuss plans for securing additional funding from other grants, donations, fundraising events, or partnerships with local businesses. * Revenue Generation: If applicable, explain any revenue-generating activities or services your project will offer to become self-sustaining. |

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| 1. **How will you promote your project around the community?**   Please describe how you will do this. Your response should clearly set out:   * 1. What promotional methods you will use.   2. How active you will be in promoting your project.   3. How you will ensure you reach the whole community   4. Is your project filling a gap in provision? Are you avoiding duplication in the area?   **Word limit 500 words max (Medium)** |
| This is another new section to the application, and a crucial one at that!  It is important to outline a clear and comprehensive communication and promotional strategy. Your response should detail the methods you will use, your level of activity in promotion, and how you will ensure as much of the community as possible is reached.  This answer should also inform your marketing strategy and subsequent budget  The key things to consider here are:   1. What promotional methods will you use?  * Partnerships and Collaborations: Highlight collaborations with local organisations, schools, religious institutions, businesses, and other community groups / networks e.g. People Zones Steering Groups, to help spread the word. These partnerships can amplify your reach * Community Media: Discuss the use of press releases, local newspapers, community newsletters, podcasts, radio stations, etc to announce and promote your project * Digital Media: Explain how you will use social media platforms (e.g., Facebook, X (Twitter), Instagram, Linked In), community / project websites, email newsletters, etc. Detailing specific strategies for each one e.g. regular posts, event pages, online discussions, tagging, etc * Public Events and Meetings: Mention any community events, meetings, or forums where you can present and discuss your project * Printed Materials: Describe the distribution of flyers, posters, and brochures in strategic locations like community centres, libraries, schools, and local businesses  1. How active you will be in promoting your project.  * Engagement Activities: Outline a schedule of activities that will actively promote your project e.g. community events, workshops, webinars, leaflet drops, etc * Community Involvement: Detail how you might involve the community to spread the word about your project. Include how these volunteers might be upskilled or supported to ensure effectiveness * Consistent messaging: Ensure that your promotional efforts are ongoing and consistent * Frequency of Promotions: Detail a timeline of promotional activity and regular updates to maintain community interest and engagement e.g. weekly social media posts, monthly newsletters, etc * Dedicated Promotion Team: Describe if you will have a team or designated individuals responsible for managing and executing promotional activities * Ongoing Engagement: Explain your plans for maintaining continuous engagement with the community through regular updates, events, and interactive sessions  1. How you will ensure you reach the whole community  * Broad reach: Detail strategies to ensure the project reaches a wide audience. This may include partnerships, inclusive programming, etc * Diverse Communication Channels: Ensure a mix of online and offline methods to cater to different demographics, including those who may not have internet access * Language Accessibility: Provide materials and information in multiple languages spoken within the community * Targeted Outreach: Identify and reach out to specific groups within the community (e.g., youth, seniors, minority groups) through tailored messages and collaborations with relevant organizations * Feedback Mechanisms: Implement feedback tools such as surveys or suggestion boxes to understand if your promotional efforts are effective and to identify any gaps in reach  1. Is your project filling a gap in provision? Are you avoiding duplication in the area?  * Gap analysis / asset identification: Describe how you identified the community need your project will address e.g. surveys, research, links to the community, etc * Complementary Collaboration: Explain whether your project complements existing services without duplicating them. Mention any collaborations with other organisations to ensure a coordinated effort e.g. referral scheme, etc * What sets you apart: Explain what makes your project unique and how it fills the gap in existing provision e.g. innovative approaches, or underserved demographics you’re aiming to reach |

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| 1. **How will you demonstrate that your project has been successful?**   Please describe the impact your project will have. Your response should clearly set out:   * 1. Who you expect to impact with your project.   2. What the impact of the project will be.   3. How you will measure this impact.   4. How you will raise awareness of and acknowledge People Zones.   **Word limit 500 words max (Medium)** |
| 1. We expect to impact a minimum of 15 CYP per session. These CYP will include at-risk individuals, acting as an early intervention and crisis prevention. This in turn will reduce the impact on the local residents, businesses, and wider community, as well as reducing strain on statutory services and other organisations.   We will have four sessions a week, so this totals a maximum of 60 young people per week with an annual cap at 3,120 for the year (not taking into account bank holidays).   1. The impact of the project will be to reduce and deter young people from engaging in anti-social behaviour throughout the week, including Friday nights and school holidays, when ASB is at its highest. This is assessed as being linked to a lack of constructive uses of time when usual resources aren’t available to local CYP.   In providing social opportunities in a free-to-access environment for local participants. Being a part of something, particularly in a team or sporting environment is a powerful feeling that reinforces positive behaviours.  The project will also have a significant impact on improving the lives of residents, business owners, organisations and to provide reassurance to everyone in the community.   1. We will measure the impact by:  * Reviewing and monitoring the demand – each new participant will register with us when they join, which will be added to our data management system. This will be reviewed monthly to establish whether the number of increased activities has any impact on demand. Where numbers are not as hoped, we will seek to increase marketing and outreach activity * Feedback from local residents and police to establish whether the project is successfully deterring ASB activity – we will measure this through consultation and market engagement events. Crime data will reflect deductions in ASB however, as the data is not live, we will have to wait until the next report is published to see the statistical impact. * Feedback from the CYP engaged in the activities - we will carry out baseline assessments from the CYP involved which can then be compared with the monthly feedback that we will obtain from service users to get an idea on how they are finding the service and what impact it has had for them. This comparison will highlight any changes in values and beliefs in the participants  1. We will raise awareness of and acknowledge People Zones by:  * Following @LeicPeopleZones on social media and tagging them in appropriate content, acknowledging their funding * Using the People Zones logo on all branding / promotional materials linked to the project, ensuring we are explicit that it was funded by the scheme * Request promotional material, such as posters, banners, stickers, and other paraphernalia, to permanently place onsite, distribute to participants, etc * Through newsletters, AGM, and other opportunities, ensure that participants, the community, and partnership organisations are aware of the People Zones funding * Invite the team and/ or the Police and Crime Commissioner (PCC) to attend sessions and to thank them for enabling the project to run   Word Count (500). |

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| 1. **What relevant experience do you have that will be beneficial for this project?**   Please describe your skill set or experience in delivering similar projects which will enable you to deliver this project successfully. Your response should set out:   * 1. Any previous experience in delivering a project or initiative. Include details of when this took place, any relevant stakeholders, and the target audience. Please demonstrate the success of this project or initiative, including evidence and detail how this was measured.   OR  The relevant skill set and personal experience within your organisation which would enable you to deliver this project. Please detail how these skills will enable you to do so.  **Word limit 400 words max (High)** |
| The activities will be delivered by our experienced and qualified head coach, Adam Smith. Adam studied Sports and Business Management at The University of Leicester in 2011 and graduated with a First-Class Degree. He began working as an after-school club sports teacher for five years and has since developed strong connections within his community by providing diversionary sports activities for young people.  We have a qualified youth worker, Amit Patel. Amit is from the local community and has existing strong relationships with some of the young people and their families. We also have three volunteers aged 17, 26 and 32. We plan to recruit an assistant coach with a level 1 football coaching qualification. All of our staff and volunteers are DBS checked and receive regular training and updates from People Zones CIC Safeguarding Lead.  In 2021, we ran the project ‘football fanatic’. During the Euro Championships, the opportunity for young people to be out on the streets hanging around pubs, getting involved in substance misuse and causing disturbance to the neighbourhood was on the increase and was a concern. We used football to divert young people away from this.  Throughout the summer holidays we had a staggering 1,800 participants! Some of the young people who were involved in our project ‘football fanatic’ have gone on to achieve great things. Please see the below case study from Keely, a 17-year-old girl who engaged with Football Fanatic last year:  “I used to struggle to focus and would become bored easily. During school holidays, I used to hang around Co-Op with my friends causing trouble.  When the Euros was on, I thought how I’d like to play football and I heard about People Zones CIC and the work they were doing down at the Community Centre. I really enjoyed it and the staff were good role models. They took the time to get to know me, seen potential in me and helped me get on the right path.  I want to go to university to become a sports coach, like Adam, and give back to the community and give young people the opportunity like I had. I’m volunteering with People Zones CIC now to get some experience and act as a positive role model for young people. I’m really grateful for the support and positive influences, as do not think I would be in this position if it wasn’t for them!”  Word Count (399) |

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| 1. **Please provide a breakdown of the costs of your project.**   Please show how the funding will be used using **TABLE A**.   1. This should reflect all aspects of the project that are dependent on People Zone funding. 2. Your response should also **demonstrate value for money.** 3. If your project is being co-funded, i.e., with another party then please provide these costs in **TABLE B**. Only leave blank if not applicable.   **(High)** |

**TABLE A**

The costs below are provided as a guide. Please populate as relevant and add additional costs as required. **If you plan to purchase equipment or resources with this funding, please submit any quotations along with this application.**

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| **WHAT?** | **BREAKDOWN** | **COST?** |
| Equipment | Badminton rackets - £15 x 20 units = £300  Shuttlecocks - £3 x 20 units = £60  Hockey sticks = £10 x 20 units = £200  Hockey balls - £2 x 20 units = £40  Hockey goals - £50 x 10 units = £500  Rounders ball - £5 x 5 units = £25  Rounders bat - £10 x 3 units = £30  Rounders posts - £50 for 4 | £1, 205.00 |
| Sessional Worker | £12.50 p/h  Each session is 2 hours long x 4 times a week = 8 hours a week  £12.50 x 8 = £100  Weekly cost = £100  £100 x 52 weeks = £5, 200 | £5, 200.00 |
| Training |  |  |
| Marketing | Posters - £1.10 x 300 units = £300  Social media campaign (including targeted ads) - £200 x 3 over the year = £600 | £900.00 |
| Venue | £150 – see attached quotation document | £150.00 |
| Other | Volunteer expenses (travel, etc) - £25 per week x 52 weeks =  £1, 300  Refreshments (inc. water, soft drinks, snacks and fruit) - £200 | £1, 500.00 |
| **GRAND TOTAL** | | **£8, 955.00** |

**TABLE B**

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| Please provide a breakdown below of all aspects of the project that are reliant on **additional** **funding** being acquired.  Please note, this is for any funds outside of what you require from the People Zones Grants Fund. For example, if this is a co-funded or match-funded project.  We need all of this information to accurately inform our decision. |

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| **WHAT?** | **BREAKDOWN** | **COST?** |
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| **GRAND TOTAL** | | **£** |

What would be the impact should you not be awarded this additional funding?

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How can we support you to mobilise your project should you be successful?

E.g. Commencement meeting, Networking contacts, Promotion on social media etc.

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| This is our final new section, designed to help you understand or identify ways of supporting your project to get off to the best possible start  It also helps us to understand the level of support you might require in getting things moving and to help continually grow the project’s successes  It is important to identify specific types of support that will be most beneficial in the initial stages of your project  Things to consider here are:   * Setting expectations from the offset for both the People Zones team and your organisation / project. This would include the need for monitoring and its regularity, as well as clarifying roles and responsibilities * The level and extent of collaboration, networking and communication with the wider community through things like steering groups and the People Zones Network. Collaboration and connecting with other grant recipients and community organisations can enhance your project through shared knowledge, resources, and even mentoring * How we can support you with your marketing campaign e.g. on social media, community newsletter contacts, email, etc |