



Preparing a good application

**Manchester Youth Fund
Round 3**



Have you checked that you are eligible?

There is clear eligibility criteria stated in the fund specification document.

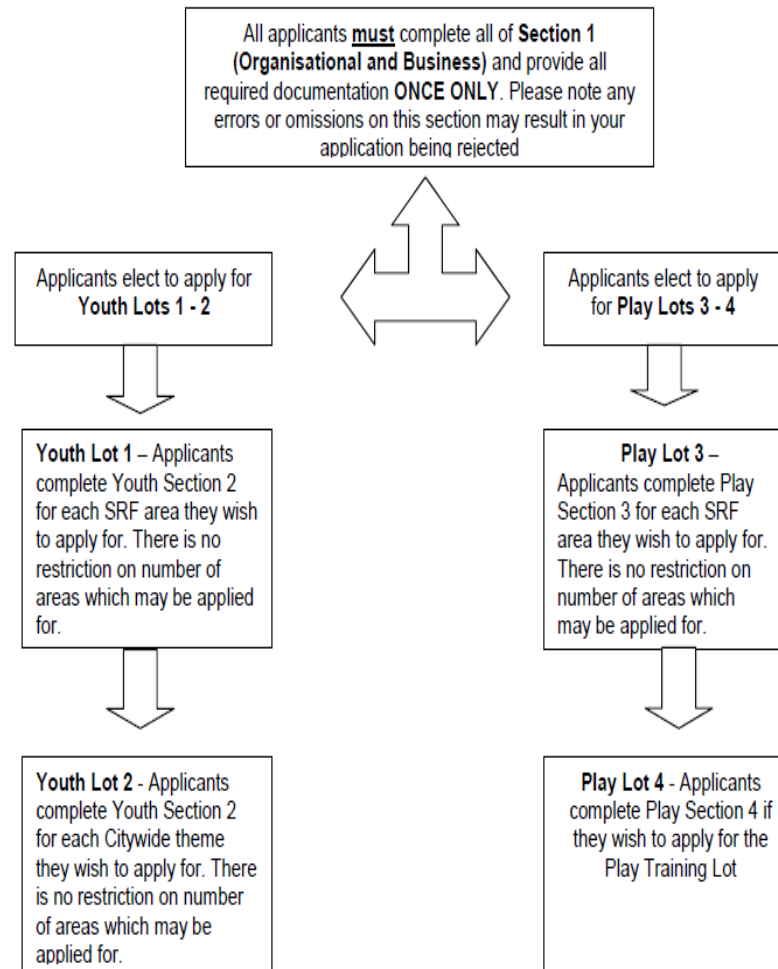
Please take the time to look through and ensure that you are eligible to apply.

Some of the key points to mention are...



Who can't apply

- non not-for-profit 3rd sector organisations
- Cultural organisations in receipt of strategic investment from Manchester City Council. These organisations cannot be included in partnership or consortium applications
- Any private sector (for profit) organisations
- Individuals
- Organisations based within or outside Manchester with no track record of delivering youth and/or play services/ activities to Manchester residents;
- Public sector organisations i.e. local authorities, education institutions, health authorities etc. These organisations can be included in formal partnership or consortium applications.





- Applicants submit completed applications via e-mail only to **csi@manchester.gov.uk** This must include:
- One **Section 1** plus supporting documentation
- A **Youth Section 2** for each SRF area applied for
- A **Youth Section 2** for each Citywide Theme applied for
- A **Play Section 3** for each SRF area applied for
- A **Play Section 4** if Training Lot applied for
- Applicants are responsible for ensuring all required documentation is supplied by the deadline set. **No requests for extensions will be granted**



The priority weighting for Youth fund lot1

- **North SRF:** Base amount + 21.6% weighting
- **Central SRF:** Base amount + 17.2% weighting
- **East SRF:** Base amount +19.8% weighting
- **South SRF:** Base amount + 16.3% weighting
- **Wythenshawe SRF** Base amount + 14.3% weighting
- **Citywide SRF :** Base amount + 10.8% weighting
- Indicative values from 5k-35k inclusive of weighting



The priority weighting allocation for Play fund lot 3

- **1. SRF North** 24.6%
 - **2. SRF Central** 20.3%
 - **3. SRF East** 21.2%
 - **4. SRF South** 18.0%
 - **5. SRF Wythenshawe** 15.9%
- *For information purposes and to provide an **example** for prospective applicants, the commissioning pot available should current budgets be cut by 10% would be £245,289 for Year 1 (9 months) and £350,571 for Year 2 (12 months),*



Assessment criteria weighting

1 Description of service	35%
2 Outcomes	20%
3 Performance measurement	10%
4 Marketing	5%
5 Partnership	10%
6 Risk assesment	10%
7 Value for money	10%
total	100%



Applications, queries, selection and appeals

- Please note you are required to submit your application **by e mail only**
- csi@manchester.gov.uk
- Closing date for applications 12:00noon
Friday Jan 25 2013



Important dates

- January 29 2013, the list of applicants will be shared with elected members
- Mid February selection panel convened, applications assessed, recommendations made



- Late February Central panel evaluates recommendations and submits ratification to Youth/Play Project board
- Applicants informed of decision
- 1 April- Contract agreed
- 1 July- Contract starts



Appeals

- Any appeals regarding the process must be **emailed only** to Anthony Decrop, Assistant Director, Children's Services at a.decrop@manchester.gov.uk



Key areas of investigation

Governance

Management

User centred services (customer relationships)

Staff and volunteers

Training and development

Managing money

Managing resources

Networking and partnership

Monitoring

Evaluation

Results- the outcomes



Performance measurement- service delivery

- Do you case manage your work?
- What recording systems are in place?
- What data are you collecting?
- Do you measure a baseline for service users?
- Do you establish outcomes with beneficiaries?
- Do you establish review points for your work and key indicators for any service outcome

- How do you monitor your service against agreed outputs and outcomes and impact
- How do you evaluate your service, do you do sessional evaluation, in year mid term evaluation, annual evaluation; project lifetime evaluation
- What format is your data in, can it be used to create graphs, bar charts, spreadsheets, spidergrams
- Do you have a range of qualitative and quantitative data

- Does your data enable you to build case studies.
- What key performance indicators do you have in place to indicate progress towards outcomes
- How do use your data to inform the planning of the project



Capturing data

- Baseline survey/initial assessment
- Interim survey (same questions)
- Satisfaction survey
- Interviews
- Client records
- Recorded observations
- Triangulation, Convergence and counterfactual analysis
- Self assessment
- KPI
- Outcome stars
- Output monitoring
- Hard and soft outcome measurement



Management Information System

What management information system do you use?

Minimum data you need to collect:

Forename

Gender

Last name

Ethnicity

Address inc post code

Disability

Ward of residence

Contact / Engagement

Date of birth

Achievements (For Youth
only)

Do you have adequate systems in place to record this?



Record keeping for milestones and outcomes

Outcomes

1. Young People access a range of positive activities that encourage and contribute to a healthy lifestyle
2. Young People are proactively engaged in the planning, design and delivery of activities and services according to their needs
3. Young People (particularly vulnerable young people) develop the strategies and skills that enable them to achieve social and economic independence
4. Young People make a positive contribution as good citizens, having a voice and influence on the decisions that affect them, their communities and their city

Your applications must provide detail, how you will **measure Outputs, Outcomes and Impact information** (Impact of your work in the local community)

Do you have adequate systems in place do record this?



Management Information Systems options

Mypas - Manchester City Council may not be hosting this system in the future. VYM are currently discussing the future for this system

Common Office

CiviCRM - The cheapest implementation is around £2,400 with setup, very basic data import, user guide, staff training. The average cost to implement is around £5,000-£6,000



Consultation or engagement



- Communicating
- Researching
- Involving
- Consulting
- Devolving decisions
- Supporting community action

Source: Manchester Partnership Community Engagement strategy



Your engagement strategy should reflect the following





The Golden Thread



Setting the scene...

Context is everything





Youth Fund Context

Community Strategy

- Ensure every young person will have the opportunity to achieve their full potential and benefit from the economic prosperity of the City as well as contributing to and benefitting from supportive, dynamic neighbourhoods.



Youth Fund context

Effective implementation of the VYPS

- Young people are supported to make a positive contribution as good citizens
- Able to contribute to their communities and decision-making that affects them
- Valued and realised aspirations
- Access ways into FE and HE, training or employment
- Access high quality youth provision at local level



Play Fund Context

- Strategic objectives
- Community Strategy (the Manchester Way)
- Manchester Family Poverty Strategy
- The Family Poverty Strategy



Play –what does success look like?

- Reaching full potential in education and employment
- Individual and collective self-esteem and mutual respect
- Neighbourhoods of choice
- Stronger, more self-reliant families (reducing poverty)





Youth –what does success look like?

Vulnerable young people will have skills, aspirations and resilience to enter and remain in education, training and employment and progress towards social and economic independence





3 Whats and a Why -successful applications

1. What is the need you have identified?
2. What do you intend to do about it?
3. What will change as a result of what you do?
4. Why are you the best organisation to do this?



What No. 1 - Need

- Be specific
- What have you identified as the need?
- What evidence do you have?
- Have you spoken with potential users of your project about the need?



What No. 2 –Activities/Services: Outputs

- Be specific about the activities you will undertake
- 6 Honest Serving Men: Who? What? Where? When? Why? How?
- Why those particular activities?
- An **output** is the **process of producing something**; it is the activity that **enables** a change to happen



What No. 2 –Activities/Services: Outputs

Looking for services that achieve outcomes by:

- Intervening early
- Appropriate advice, guidance and support
- Personalised and targeted support
- Reducing disruption for young people at transition points
- Young people have a say in developing services to meet their needs?



What No. 3 – So What?

- What will change? What are the **outcomes**?
- Outcomes are real life social, economic or environmental changes and benefits that happen as a result of the activities and services you provide
- SMART Outcomes:
Specific Measurable Achievable Realistic Timed



Outcomes

- Think about a person who will take part in your activities...
- What will they be like the first time they walk through your door?
- What will they be like **after** they have participated in services/activities?
- Use **words of change**: improved/reduced/increased/greater understanding of...



Youth Outcomes

1. Young People access a range of positive activities that encourage and contribute to a healthy lifestyle.
2. Young People are proactively engaged in the planning, design and delivery of activities and services according to their needs.



Youth Outcomes

3. Young People (particularly vulnerable young people) develop the strategies and skills that enable them to achieve social and economic independence.
4. Young People make a positive contribution as good citizens, having a voice and influence on the decisions that affect them, their communities and their city.



Play Outcomes

1. Our provision understands and meets the needs of communities at a locality and neighbourhood level, and is targeted to where need and demand is greatest to tackle child poverty and deprivation
2. The number of children from vulnerable groups (that have been identified as most at risk of exclusion) accessing play services increases



Play Outcomes

3. Local community involvement in delivery of play provision is enhanced
4. The quality of play provision is improved through participation in recognised quality assurance processes.



Impact

- Individual level – e.g. changes in people's knowledge, skills, abilities, and attitudes (outcomes)
- Group level – e.g. young people
- Community level - e.g. changes in job training, local employment rates, crime rates, school achievement rates
- Policy level – e.g. new laws, regulations or quality standards, public & private sector funding practices



No. 4 –Why? Track Record

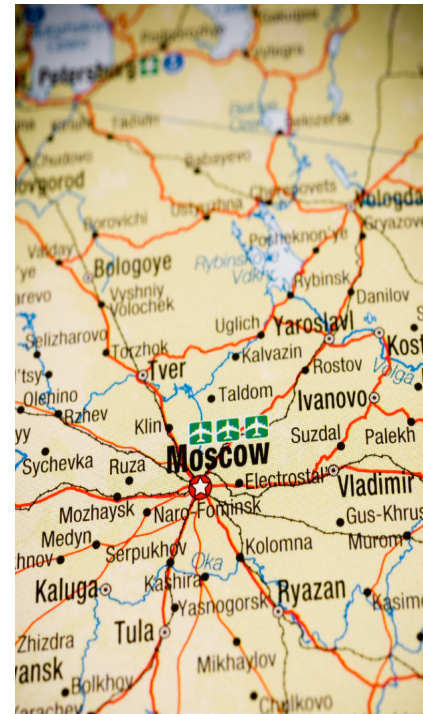
Why are you the best organisation to deliver activities and services?

- Experience of similar projects?
- Your relationship with potential service users?
- Resources, skills, knowledge?
- Provision gaps in your area?
- Who are you working with? Partnership work?



Are you where you should be?

- Indicators tell you that the outcomes are actually happening, e.g. increased confidence, skills
- Need to be measurable
- Tell you if you are on target or off-course
- Remember the 6 honest serving men





Indicators

- How will you track the indicators? Use realistic methods and the right tools for the job
- Know your intended beneficiaries and use creative ways to find out opinions and track changes
- Know the starting point; what are you comparing to?
- Plot out where you think you are going to be; what will you be looking for? What are the milestones?



The Golden Thread

You must be able to show a connection between:

- The need you have identified
- The activities you propose to deliver
- The Indicators that show you are on track
- The changes (outcomes) that will occur as a result of your activities



Remember

- The context within which the youth & play funds are being commissioned
- Indicators, 3 Whats and a Why
- The 6 Honest Serving Men
- The Golden Thread



Marketing



Communicating about your project

Who is your target audience?

young people, parents, families, schools, etc

Where is your target audience?

at school, youth clubs, doctors surgeries, community centres, etc

What do they do?

socialise with friends, read newspapers, surf the web (twitter, facebook, youtube), etc



How to reach your target audience

Your target audience will respond to different communication channels

What communications channels can you use?

- posters
- website
- facebook
- twitter
- ebulletins
- adverts in local papers / radio stations



Making sure your message is heard

- Be clear – use plain English
- Say what you want people to do
- Other languages
- Be engaging
- Always include your logo and contact details – people need to know who you are and how to contact you



Social Media Surgeries

Would you like to know more about how to use social media in your organisation? We are running Social Media Surgeries

These will listen to what organisations like you, want to achieve by using social media in your workplace

Next dates:

- Thursday 31 January 2013, 2-4pm
- Thursday 28 February, 2-4pm
- Thursday 28 March, 2-4pm



Considering Collaboration

Things to think about



Context for Collaboration

Voluntary organisations need to consider:

- Objects & beneficiaries
- Mission / purpose
- Quality of services
- Value for money
- Sustainability of services



The Collaborative Spectrum

1. Shallow-End Partnership Working:
2. Preparation for joint service delivery:
3. Sharing resources (inputs):
4. Joint service delivery (outputs):
5. Organisational merger



Benefits of Collaboration

In-depth collaboration may produce:

- Improved services
- Economies of scale
- Risk-sharing (new / large projects)
- Improved co-ordination
- Greater influence
- Organisational security / sustainability



Risks of Collaboration

In-depth collaboration may produce:

- Loss of independence / flexibility
- Conflict due to cultural incompatibility
- Mission drift
- Reputational damage if unsuccessful



Limitations of Collaboration

Outcomes may fail to justify the time and resources invested



For more detailed information on
collaboration visit:

www.manchestercommunitycentral.org/our-event-resources



Risk





Risk Assessment - Are you covered?

- Has a 10% weighting to applications
- Applicants will need to identify risks, the impact and demonstrate how the risk will be managed within the application form

Key areas (as stated in the application form):

Finance

Staff / Volunteer recruitment

Monitoring / Evaluation

Other

Policies / Procedures

Insurances

Delivery



Business Plan

Application states:

Youth / Play work organisations have a sustainable strategic plan that informs the direction and delivery of youth work.

- Have you got a business plan?
- Is it current and up to date?
- Do you need support?

Web: www.manchestercommunitycentral.org

Tel: 0333 321 3021



Quality Assurance

- QA is a continuous process that measures your organisational performance against set standards.
- QA is your showcase of what you do well, and how you have measured it.
- QA is what makes your organisation stronger



Quality Assurance

Organisations will be required to provide evidence of any existing quality assurance process / system that is currently in use.

Any organisations not currently using a process / system must show commitment to put an appropriate process / system in place and have completed the self assessment process by **1 April 2013**



What Quality Assurance processes are available?

- ISO9000
- Investors in people
- EFQM- Business excellence model
- PQASSO



Quality Assurance – further support

- Voluntary Youth Manchester will be offering a proactive support package from January 2013 for any organisations who need further assistance with quality assurance
- Contact Ross at VYM
Tel: 0161 830 4778



Budgeting

- What is a budget?
- Why have a budget?
- Where do I start?



Identify all the costs of the project

- wages / salaries / volunteer expenses
- overheads
- advertising for, recruiting and training staff and volunteers
- buying equipment / materials for the day to day running of the project
- finding premises and preparing them for use
- promoting the project
- monitoring and evaluation
- raising funds for continuing the project after its current funding is over



Application - Youth Fund Headings

- Staff Cost
- Young Peoples Cost
- Other Costs

Application – Play Fund Headings

- Staff Cost
- Other Costs

Funding runs from 1 July 2013 – 31 March 2015 (21 months)

Funding split into two periods

1 July 2013 – 31 March 2014 (9 months)

1 April 2014 – 31 March 2015 (12 months)



Don't forget

- £5,000 - £35,000 available
- Include employers NI and pension if applicable
- Calculate VAT on the costs, where applicable, if you are not registered for VAT



Common Mistakes

- Budgets don't add up
- Accurate costings have not been used
- Not included all costs associated with the project



Finance - Don't forget

- Applicants must enclose copies of **signed and dated audited accounts** for the last year.
- For organisations exempt from providing audited accounts (turnover below £5.6million) - applicants must provide accounting information comprising of a balance sheet and income statement which **must be signed and dated** by company secretary or professional accountant with your application.



Whats Next

Lets get writing!

We anticipate that by the next workshop organisations will have completed a first draft of the whole application.

Tuesday 15 Jan – Workshop
Strengthening and Submitting your application

After 15 Jan – one to one support available for those eligible

Tel: 0333 321 3021

Web: www.manchestercommunitycentral.org

Email: info@mcrcommunitycentral.org