

Part two – About your project

9. What is the name of your project?

You can write up to 70 characters with spaces (about 10 words)

Liskeard Community Journalism Project

10. What project or activities do you want us to fund?

You can write up to 2,500 characters with spaces (about 300 words)

This project is focused on advancing community development through the recruitment and development of 'Community Journalists' to create, debate and report community news, whilst empowering people to drive positive change for themselves.

The project will be run in collaboration with other local partners including schools, community, cultural and heritage organisations. Journalists will work closely with the community magazine, 'About Liskeard', and arrange debating events as a platform from which to communicate news on their town and how it should develop.

The funding will deliver:

1. Recruitment of community journalists and project coordination

The project team will work with the community and local businesses and organisations to coordinate the project and enroll and involve local people of different ages and backgrounds.

2. Content and local skills development

The project will support the development and design of content for the magazine. Local media, cultural and community organisations will provide coaching to Community Journalists to ensure skills development and market connections are made and that content is of the right quality. The project will help those involved to develop their skills and improve employability.

3. Connecting the community

Developed content will be included across three editions of the community magazine that will be delivered quarterly to over 4,000 households in Liskeard. Delivery will be made to isolated individuals such as the elderly or those who live alone. It will improve cross generational connection and help local people understand more about what is happening in Liskeard and how they too can become involved in the community.

4. Debating events

Two debating events involving the school and other local groups to discuss issues will be organised during the project. Local people will be mentored to organise and facilitate debates on local issues. They will provide a platform for different groups in Liskeard to communicate openly and allow participants to develop invaluable skills, particularly young people, helping them with public speaking, developing an argument, structured reasoning and drawing conclusions. These events will also provide an opportunity for the community to give feedback on the project, debates, and content they have read in the magazine.

11. When will your project take place?

- ▶ Your start date should be at least four months after you send us your application.
- ▶ Your end date must not be more than 16 months after you send us your application.

Start date:
dd/mm/yyyy

01 04 2017

End date:
dd/mm/yyyy

01 04 2018

Is your start date:

Fixed

Flexible

Read these help notes

Question 9

Give us a short title that we could use for publicity purposes. Try to make it unique to your project.

Question 10

Describe your project. By 'project' we mean the event or activities you plan to carry out using our grant.

Be specific about what you will do, how you will do it and what you would spend the grant on.

There is more detailed information about what we will and will not fund on page 9 of the guide for applicants. Read this carefully to check that we can fund what you want to do.

WEB

13. How much will your project cost?

a) How much will each item or activity cost and how much do you want from Awards for All?

Item or activity	A Total cost	B Amount requested from Awards for All
Recruitment of journalists	£ 1,500.00	£ 1,500.00
Create content - coaching by consultant/ media org	£ 2,500.00	£ 2,500.00
Design and layout - coaching by media organisation	£ 2,500.00	£ 2,500.00
Project Coordination	£ 1,000.00	£ 1,000.00
Events - town/school debates	£ 2,000.00	£ 2,000.00
Administration - travel/ printing/	£ 500.00	£ 500.00
	£	£
	£	£ 0.00
	£	£ 0.00
	£	£
Totals	£ 10,000.00	£ 10,000.00

Read these help notes

Question 13 a)

List all of the individual items or activities that make up your project.

Provide a breakdown for each item if necessary. For example, don't just put furniture, list the different items:

5 tables
30 chairs
5 desks

Include everything you will need for the project, even if you are not asking us to fund it.

Give the total cost of each item or activity in column A and put how much you want from us in column B.

If you want us to fund all your project costs then the figures in column A and column B will be the same.

You must not include any VAT that you can claim back from HM Revenue and Customs.

The total requested from Awards for All must be between £300 and £10,000.

Please check that you have added up the totals correctly.

Part three – The difference your project will make

15(a). Why is your project needed?

You can write up to 1,500 characters with spaces (about 200 words)

Liskeard is a rural community that has suffered from a decline in traditional agricultural industries, public and retail sector. This has led to reduced opportunities for local people and a move to a more of a low waged economy. More widely 68% of digital companies in Cornwall said there was limited local talent (PFA Research, 2016) from which to recruit. Liskeard has a higher percentage of unemployed, unemployed aged 16-24, long term unemployed and JSA claimants compared to Cornwall. The town is in the 20% most deprived areas in the UK. Levels of intolerance and prejudice have risen across the UK recently and Cornwall has in the past recorded high levels, especially amongst the most deprived communities.

Liskeard Town Council is pro-actively driving change and a number of positive developments are taking place in and around the town including the modernising of the library as a community hub, media businesses moving into the town and regeneration of the old cattle market. The town and surrounding area is the focus of cultural and economic initiatives such as the Arts Council Great Places programme, European CLLD programme and integrated health provision. A method is needed to communicate these developments, break down stigmas, build tolerance and community cohesion. The magazine offers a unique vehicle to involve disengaged groups through peer connections and bringing different groups together with the appropriate skills to address issues and encourage social change.

15(b). What evidence do you have to show that your project is needed? How have you consulted with the people who will benefit from your project and what did you find out?

You can write up to 1,500 characters with spaces (about 200 words)

Over the last few years a number of engagement activities have been taking place with the community that have enabled us to collect and record evidence to support the project:

2013-4 - Council developed a set of aims with input from the community following door-to-door research with local residents on what was required to improve the town. The developed aims include: 'Boost prosperity and increase employment opportunities in Liskeard' and to 'Market what Liskeard has to offer to local people, businesses and visitors'. These aims were adopted towards the start of the current Council term.

2015 - the community magazine group first met. This has drawn together the views of a large number of people and groups representing the community. A need for different groups to connect and communicate and to breakdown barriers between groups has been identified through these meetings.

2014-16 - Over 600 people took part in major community engagement for Liskeard Neighbourhood Plan. The plan identifies a lack of employment opportunities, especially amongst 16-24 year olds and also a shortfall in skilled people to fill employment positions. Community organisations have said they felt disengaged from the community and weren't aware of what was happening in the town or where to find out.

Ongoing - Comments, views and input are received through the Town Council's social media. Both the Town Council and Town Forum also hold regular public meetings.

Read these help notes

Question 15(a)

Make sure you:

Tell us about the problems or issues your group aims to address.

Question 15(b)

Examples of the types of evidence you might use are:

- ▶ Organising a meeting that anyone interested in your project can come to.
- ▶ Carrying out a survey of people who use your service or those who might use it.
- ▶ Keeping a waiting list of people who want to get involved in your activities or use your service.
- ▶ Finding out if there is a lack of your type of facility, service or activities in the local area and whether people would use it if it was available.
- ▶ Researching any statistics about the people who would benefit from your project.
- ▶ Finding out if your project supports any local or national strategies.
- ▶ Evaluating previous projects or seeking feedback on a pilot project.

A consultation can include community surveys, focus groups and public meetings; the findings should be less than two years old.

If you can't consult with the people that you want to help, tell us why.

We also want to know how:

- your project has been influenced by what people have told you
- you know that the people you want to help will use your project.

WEB

16(a). How will you promote and publicise your project?

You can write up to 1,200 characters with spaces (about 150 words)

Throughout the process we will be engaging with schools, community groups and other stakeholders which will help to spread the message and encourage further participation.

The partners involved in the project have established networks and will use email, social media, notice boards, meetings and planned events to promote and publicise the project.

The magazine will promote and publicise the project when distributed to 4,500 households, plus 1,500 copies will be available at pick up points around the town.

It will be promoted via the liskeard.gov.uk website, Facebook, Twitter pages and Your Liskeard website.

16(b). How will your project actively seek to involve as wide a range of people as possible?’

You can write up to 1,200 characters with spaces (about 150 words)

Throughout the project we will be engaging with organisations and business that represent different groups in the community. These include primary and secondary schools, youth groups, sports clubs, church groups, community groups, health providers, local businesses, heritage and cultural organisations and other stakeholders which will help to spread the message and encourage participation.

The project team already has interest for involvement from the Liskerrett Community Center, chamber of commerce, the Town Traders Association, Liskeard School, Town Forum, Liskeard museum, Heritage Centre and Liskeard Community Action.

The above stakeholders will be engaged and invited to attend community events. These include 2 community business events planned at the secondary school in 2017, monthly Town Forum gatherings and public Town Council meetings. The above groups will use their established networks to engage with the community more widely. The magazine will be delivered directly to households some of which will be of the most hard to reach and isolated households.

The project will feature on radio station LiskeardFM and included in quarterly editions of the community magazine.

Read these help notes

Question 16(a)

Explain what you will do to make sure that people from different backgrounds know about your project and how to benefit from it.

Question 16(b)

If you have identified any groups who could benefit but are less likely to take part, explain why this is the case and what you will do to tackle it. If your project will involve the wider community tell us how. If you plan to restrict who can take part in your project you should explain why, so that we can consider if this is acceptable.