



### What's it all about?

We've teamed up with **ITV**, **STV** and **The National Lottery** to celebrate some of the incredible projects – like your own – that we've funded through our small grants programmes.

The People's Projects is an opportunity to take part in a high profile, national campaign competing for public votes, for a chance to win up to £50,000 of National Lottery funding. It is an exciting and demanding campaign, which will require time, dedication and a committed team to get your organisation the votes you need.

### Who can enter?

We're looking for projects that:

- have a focus on strengthening their local community
- have received funding of up to £10,000, through National Lottery Awards for All, over the past two years
- are run by a voluntary or community group, such as a charity, co-operative or social enterprise
- have imaginative ideas on how to grow their group or further develop the project that they received funding for
- have the support of people in their community and will bring people together
- can make the most of the opportunity to publicise their great work

Your current project may have finished, and if you haven't already told us about how it went, then we may ask you for more information before we decide which projects to shortlist.

### Wait – I'm going on TV?

If you are one of the five projects that make the shortlist in your region, then yes!

To have a chance of winning you'll need to inspire people to get behind your project. To help with this ITV, STV and UTV will visit the shortlisted projects to make a short film which will be shown on TV.

From January through to February 2019, we will offer support and training to help you prepare for the public vote. When the vote opens you'll need to dedicate time and resource to capture the public's imagination and persuade them to vote for you.

**You will need to consider whether you are comfortable with this kind of campaigning and the level of publicity it will bring to your project before applying to The People's Projects 2019.**

## I'm interested. How do I get started?

To enter, all you have to do is follow the link in the email you received from us, fill in your details and answer the following questions:

- **personal details**
- **organisation name**
- **project ID number** – which can be found in the invitation email we sent you
- **ITV region for your project** – which studio background do you see when watching ITV's regional news at 6pm? Ask everyone who will be involved with the project, as people living in a cross-over area can see different regional programmes depending on how they access ITV. More guidance for this is at the end of this document.
- **phone number and email address**

### You will need to answer the following questions in up to 500 words

- What has your group achieved since receiving your recent funding from our Awards for All programme?
- How will you develop your work with up to £50,000, to make your community stronger?
- How will you involve your community and bring people together?

You can apply in writing or via a short three minute film.

Please note that applicants should submit up to 500 words in total, split across the three questions. As a recommendation we suggest the following word count:

- approximately 200 words for question 1
- approximately 200 words for question 2
- approximately 100 words for question 3

If you are submitting a video, we ask that you upload this to your website or social media channels and provide a link which we can use to view the video. **Please make sure you test the link before you include it in your application.**

In addition to text or film you can also provide links for up to three photos that showcase your work.

## How will we shortlist projects?

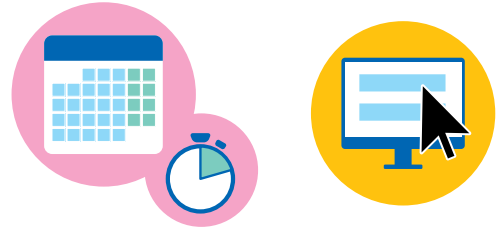
Firstly we will check that your organisation is suitable to enter and eligible for the funding requested. We will then consider the following factors:

- How will the project strengthen the local community?
- How has the local community been involved in shaping the project?
- Will the project bring people together within the community and is there strong support from local people who are involved in the project delivery?
- Are the plans for the additional funding realistic?
- How will additional funding expand the reach or impact of the organisation across the community?

## What happens when?

**Friday  
28 September  
2018  
at noon**

Deadline to enter The People's Projects and complete the online entry form.



**Friday  
12 October  
2018**

Projects will be notified whether they have been invited to provide a more detailed proposal.



**Friday  
9 November  
2018**

Deadline to return detailed proposal.

**Friday  
14 December  
2018**

Shortlisted projects will be notified.

**January  
2019**

Support and training provided to help projects prepare for TV and campaigning for support in the community.



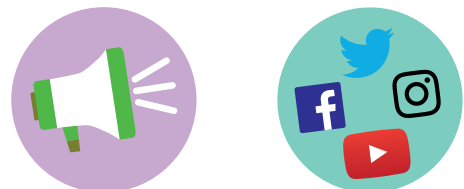
**February  
2019**

ITV, STV, UTV and ITV Wales will film shortlisted projects.














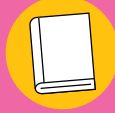





**March and  
April 2019**

The public vote will take place and projects will campaign for support! ITV, STV and UTV will announce the results and projects which receive the most votes will receive up to £50,000 each.



## What can I spend the money on?

Here are some examples of what we can and can't fund, although this isn't exhaustive, please contact us if you're unsure. We'll fund all of the project costs which must be completed within a year of receiving the money.

YES			NO		
					
Training costs	Volunteer expenses	Staff costs	Alcohol	Profit making/fundraising activities	Recoverable VAT
					
Small capital projects	Transport	One-off events	Statutory activities	Contingency costs, loans, endowments or interest	Political or religious activities
					
Equipment	Utilities / running costs		Paying someone else to write your application	Electricity generation and feed in tariff payments	Things already paid for

## Where can I find out more?

Get in touch with our Advice Line on 0345 4 10 20 30.

# Where are you on the ITV map?

If you are one of the shortlisted applicants, your project will appear on ITV regional news to win the support of your local community.

With 19 ITV regions (including STV, UTV and ITV Wales), covered by The People's Projects, it is critical that you let us know where you are located on the ITV map.

In some locations, the most appropriate region may not be as clear cut as others. Many households and locations may receive different signals depending on a number of local geographical and technical factors.

You should select the regional ITV news programme that you and the people who will be involved with your project watch.

To find out which ITV region your project is located in, simply tune in to the **ITV regional news aired daily at 6pm** (make sure you aren't watching on HD or ITV+1 as this may affect the service you receive) **and take a look at the backdrop behind the presenters. Match that with the one supplied below and that will tell you which service you are watching.**

The regional news you see can depend on which way the TV aerial is pointing. Make sure you ask people involved in your project which background they see as neighbours can sometimes see different regional news. Areas such as South Yorkshire, North Nottinghamshire or North Derbyshire are often affected by this.

**Remember, it is your responsibility to choose the right region as both the Big Lottery Fund and ITV are unable to do this for you.**

**Anglia East**



**Anglia West**



**Border**



**Calendar North**



**Calendar South**



**Central East**



**Central West**





## Granada



## London



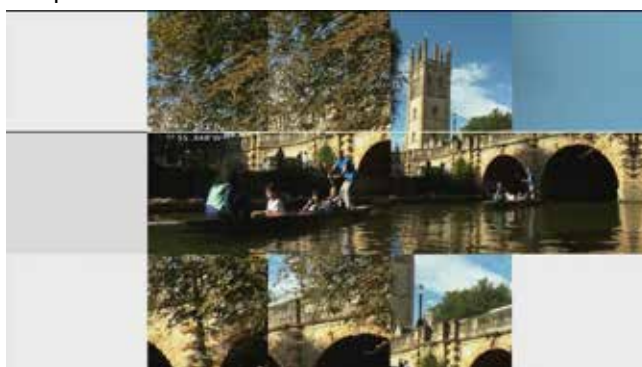
## ITV Meridian East

– please look for the following title sequence

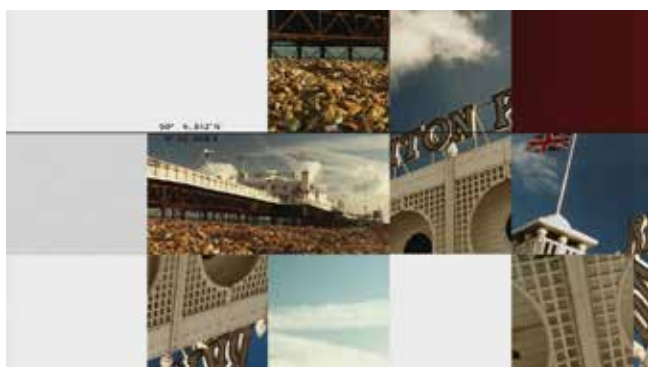


## ITV Meridian West

– please look for the following title sequence



In Meridian West you might also see the following title sequence. If you do please select ITV Meridian West



## Tyne Tees



**Wales**



**West Country East**



**West Country West**



**STV East**



**STV North**



**STV West**



**UTV**



If you need further guidance on what region to select please contact our Advice Team on 0345 4 10 20 30.