YOUR TURN: CREATING A PROJECT

Rosie Fraser
Tales from the Crypt – Project Manager
WHERE TO BEGIN?

1. What does success look like?
2. Articulate this in a vision
3. Project scoping
4. Understand need for the project
5. Collate evidence eg consultation, pilot activities etc
6. Establish project aims and objectives
7. Develop Outcomes Matrix
8. Project evaluation
DEVELOPING A PROJECT VISION

1. Write down how you would describe your project in one sentence.

2. Compare all trustee responses.

3. Collectively agree project scope in one sentence.

4. Discuss and expand to agree a short vision for your project.

5. Use a facilitator if required.
DEVELOPING A PROJECT VISION

1. Write down how you would describe your project in one sentence.
2. Compare all trustee responses.
3. Collectively agree project scope in one sentence.
4. Discuss and expand to agree a short vision for your project.
AGREED PROJECT VISION

Regenerate Chance Glass Works to protect and celebrate its highly significant industrial heritage to act as a beacon of hope and create a new vibrant, urban community generating employment, training, learning and leisure opportunities for all.

“A foot in the past and a foot in the future”.
PROJECT SCOPING

1. What is the need?
   i. Building
   ii. Archive

2. Who will benefit?
   i. Heritage specialists
   ii. Local community (all ages and backgrounds)
   iii. Visitors

3. Collating evidence
   i. Consultation
   ii. Surveys
   iii. Pilot activities
HOW DID WE DO IT?

• Undertook a Community Audit
• Employed a fundraiser
• Developed a project team
• Discussed and debated ideas
• Consulted with potential partners
• Set out our project proposals
• Identified our project outcomes
• Submitted a Project Enquiry form
• Developed a grant application
FUNDRAISING

• Writing the application – consultant, volunteer, member of PCC?

• Fundraising research:
  – Trust and Foundation search engine
  – [https://www.parishresources.org.uk/resources-for-treasurers/funding/](https://www.parishresources.org.uk/resources-for-treasurers/funding/)
  – [https://www.heritagefundingdirectoryuk.org/](https://www.heritagefundingdirectoryuk.org/)

• Local fundraising to provide match funding

• Common sources:
  – National Churches Trust
  – All Churches Trust
  – Listed Places of Worship
  – Local trusts and foundations
PROJECT AIMS AND OBJECTIVES

• Think of a staircase. The aim is the top of the staircase. The objectives are the steps taken along the way to reach the top of the staircase.

• Your project may only have one or two key aims, but a number of objectives along the way to achieve these aims.

• **AIM: To deliver a volunteer-led research project to explore the stories of the people buried in the Crypt between 1829 and 1854.**

• **OBJECTIVES (SMART):**
  • Fundraise £[x] to enable the research to be delivered by [x] date.
  • Recruit [x] volunteers by [x] date.
  • Hold [x] archive training workshops by [x] date.
  • Undertake research and write up [x] summary histories by [x] date.
OUTPUTS AND OUTCOMES

• What will you actually achieve?

• Which outputs are essential and which are desirable?

• How will you measure your outcomes?

• What evaluation will you undertake
**LOGIC MODEL**

<table>
<thead>
<tr>
<th>1. Inputs</th>
<th>2. Outputs</th>
<th>3. Outcomes - IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>What resources are going in...</td>
<td>Activities</td>
<td>Short</td>
</tr>
<tr>
<td>Time</td>
<td>Participation</td>
<td>Medium</td>
</tr>
<tr>
<td>Money</td>
<td>In-kind support</td>
<td>Long</td>
</tr>
<tr>
<td>In-kind support</td>
<td>No. of events</td>
<td>These are the things that result from the participation or engagement...</td>
</tr>
<tr>
<td></td>
<td>No. of attendees</td>
<td>In the short-term:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Awareness, Learning, Knowledge, Skills</td>
</tr>
<tr>
<td></td>
<td></td>
<td>In the medium-term:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Actions, Behaviours, Practice, Decisions, Policies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>In the long-term:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Contribute to large scale changes at an economic, social or environmental level</td>
</tr>
</tbody>
</table>

4. Assumptions
The underlying assumptions behind the project/activity

5. External Factors
Factors that are likely to influence and/ or hold back change
## OUTCOMES MATRIX

<table>
<thead>
<tr>
<th>OUTCOME</th>
<th>INDICATOR</th>
<th>E/D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building is renovated and provides community facilities</td>
<td>Building is renovated and provides community facilities</td>
<td>E</td>
</tr>
<tr>
<td>New volunteering opportunities created</td>
<td>No. of people who volunteer at construction phase and operational phase.</td>
<td>E</td>
</tr>
<tr>
<td>New employment opportunities created</td>
<td>No. of new jobs, FTE/PTE, and duration over 12 months.</td>
<td>E</td>
</tr>
<tr>
<td>New training opportunities created</td>
<td>No. of training placements and long-term outcomes.</td>
<td>E</td>
</tr>
<tr>
<td>New uses identified</td>
<td>Area of commercial, residential and community space created.</td>
<td>E</td>
</tr>
<tr>
<td>Reduced travel time</td>
<td>Reduced carbon footprint. Proportion of people saying travel time reduced.</td>
<td>D</td>
</tr>
<tr>
<td>Community group has improved confidence</td>
<td>Proportion of members reporting increased confidence on project.</td>
<td>D</td>
</tr>
</tbody>
</table>
Touch and Tell, 2019, The Place Where We Live: Tales from the Crypt. Image of the work as installed at the end of term show at New River Primary
HINTS AND TIPS

• Ensure there is a genuine need for your project.
• Ensure you document and record consultations as evidence.
• Take lots of photographs!
• Ensure your proposals are realistic and deliverable.
• Try to identify costs and include a contingency!
• Be as precise as you possibly can at this stage.
• Use early stage funding to refine your ideas before going for a larger grant.