

Setting the world to rights usually ends when the conversation does.

This time, let's turn talk into triumph and work together to improve life in East Preston.

Speak Up Preston is an innovative collaboration combining the strengths of Preston FM community radio, the Bespoke Project at the University of Central Lancashire, CSV's VolTV operation in Preston and hyper-local news site Blog Preston. Together we are recruiting, training and working with citizen journalists in Deepdale, Ribbleson and St Matthew's.

In late September 2011, we launched the East Preston Challenge: an exciting opportunity for people and organisations to come together to find and deliver local solutions to local issues. In return for your time and ideas, we've got some cash prizes and excellent practical support available to help the best ideas get off the ground and start making a difference locally.

We're running the challenge to encourage more people to work together to solve issues that are important to them; and to increase the number of activists and organisations working to make life better in East Preston.

We're challenging you to come together to create local solutions to local problems.



How does it work?

Step 1: Come to one of our "Autumn of Action" events. Bring your ideas, or join up with others to think creatively.

Step 2: We'll support the best ideas from the events to develop further and submit more detailed proposals.

Step 3: Cash prizes and further support will be awarded to the best ideas: those with the potential to make positive change happen.

Step 1: The Speak Up "Autumn of Action" events

We're running three day-long events in September and October, specially designed to help you think about and develop your ideas to make East Preston a great place to live. There'll be the chance to meet other people passionate about the area, to bring existing ideas along, or to develop new ones on the day.

During the events, we'll be trying to answer this question:

"How we can work together to make this a place we're proud to live in?"

We expect that some people will already have ideas, but others might come along with no ideas at all – either is OK. The events will be a good chance to help develop and shape your ideas, or work with other people to add your input into ideas that they have. There'll be no sitting listening to boring speeches, we promise!

Our team of citizen journalists will be at each event, showcasing the reports that they've been creating about East Preston over the past six months. We hope that some of the issues they've been covering will inspire ideas on the day, or beforehand: they've made reports on issues like empty properties; traffic; litter; activities for young and older people; safety; parks; graffiti; and loads more – you can view the whole collection at www.speakuppreston.org.

There will be three Autumn of Action events. You can come to any one of them – perhaps the one closest to where you live or work – or attend all three if you want to:

- Saturday 24th September – 10:30am-4:30pm – West View Leisure Centre, St Matthew's
- Saturday 1st October – 10:30am-4:30pm – Catherine Beckett Centre, Deepdale Road
- Saturday 8th October – 10:30am-4:30pm – Blessed Sacrament Club, Moorside Ave, Ribbleton

It's quite important that you are there at the beginning of the event, so we can explain how the process will work. Refreshments – including lunch – will be provided, and there will be a crèche available.

It will help us if you can register in advance. You can do that by visiting the "Take Action" pages of our website (www.speakuppreston.org) or by calling us on 01772 880791. It's particularly important that you register if you have any particular access needs or dietary requirements, or would like to make use of the crèche.

At the end of each event, there will be a chance to have your say about the ideas that have been proposed – you'll be able to choose what you think are the best ideas as well as indicating which ones you would like to get involved in making happen.

Step 2: Getting up and running

Following the three Autumn of Action events, the Challenge panel will meet to identify the best ideas that the project will support to move forward to the next stage. The panel will use the Challenge criteria to make their decisions.

Speak Up Preston will provide support for the groups or individuals leading these ideas to firm up their plans and further develop their ideas. The support offered will include:

- Practical advice and support in developing ideas and forming more detailed plans.
- Assistance in creating new community groups or organisations.
- Access to professional business and social enterprise support.
- Help in opening doors to and communicating with voluntary and public sector organisations who might be able to help things happen.
- Support in identifying and submitting funding applications to support the work proposed.
- Small amounts of money (up to £1,500 in total across all projects) to pay for meeting space, resources and other things that groups need to get ideas up and running.

The decisions will be announced by Friday 14th October.

We expect that some groups will need more support than others to get things going. We'll offer to meet with each group around once a week until mid-November as ideas continue to develop.

Step 3: Prizes awarded

We'll ask each group to submit more detailed proposals by Monday 14th November. This could be in the form of a written report, a podcast, a blog or a video – and should include details of how they'd like to take their idea further forward; along with information about what they think they'll need (cash, practical help, training, contacts, other support) and what members of their group will be able to contribute to the project.

The panel will then meet again and select a prize-winner (or winners), who will be awarded a share of up to £15,000, along with ongoing support from Speak Up Preston to make their proposals a reality.

Groups that are unsuccessful in winning a prize will still be offered ongoing practical support to continue with their ideas, if they want to, as well as help with identifying other funding sources to help finance their ideas.

Who makes the decisions?

Decisions about which ideas will be supported will be made by the Challenge Prize panel. Five people are on the panel:

- Three community leaders – one from each of the Deepdale, Ribbleton and St Matthew’s wards
- One person with a city-wide overview
- One person representing the Speak Up Preston project

None of the panel members will be able to apply to the scheme in their own right. They will have to declare any relationships with organisations applying to the scheme, and will not be allowed to take part in any discussions which involve organisations they are connected with. The judges’ decision is final.

What are the criteria?

In making decisions about which ideas to support, the panel will be bound by the following criteria:

- **Wide benefit:** Ideas which can show that they will improve lots of people’s lives will have a better chance than those that will only affect a handful of people. Ideas that are specifically targeted at helping a particular group of people with specific needs won’t be disadvantaged but, where these are supported, we’ll be looking to support a range of different beneficiary groups across the different projects.
- **New, local solutions:** We’ll be more interested in innovative ideas which offer specific, local solutions; as opposed to ideas that would operate city- or region-wide.
- **Speed and impact:** We’re looking for ideas that can get off the ground quickly and make a real difference to the neighbourhood(s) that they’re proposed to take place in.
- **Reflecting local views:** Ideas should seek to find solutions to issues that have been identified by local people. The reports created by Speak Up Preston’s community journalists will be the starting point for the panel in helping to identify these issues, and the views expressed by those attending the Open Space events will also be taken into account.
- **Involving participants:** We will prioritise ideas which have a critical mass of people and/or organisations involved – the panel will view ideas which actively involve and engage people more favourably than ideas which are going to need to spend time recruiting people to get involved before they can begin.

In addition to these criteria, the panel will be aiming for an even spread, ideally offering support across the three neighbourhoods (Deepdale, Ribbleton and St Matthews), with at least one prize-winner operating in each neighbourhood. We’ll also welcome ideas that tackle similar problems in two, or three, of the neighbourhoods simultaneously.

Who is eligible?

Anyone is welcome to attend and take part in the Open Space events but only ideas put forward by the following, working in one or more of the three Speak Up Preston neighbourhoods, will be considered for further support by the project.

Entries from all of the following will be considered:

- Individual residents (at least three people working together, but not necessarily formally constituted groups).
- Voluntary / community organisations (including charities)
- Faith groups
- Schools
- Social enterprises (businesses whose profits are applied for community benefit)

You don't necessarily need to be part of an existing group to take your idea forward – if you have an idea but no-one to work with on it, then the Autumn of Action events will be a good opportunity to find others who you could team up with.

The following organisations are not eligible for direct support from the project – but are still very welcome to be involved where they are able to offer support, help, encouragement or expertise:

- Profit-distributing businesses
- Public sector organisations (except schools)
- Any organisation not based or working in one of the three Speak Up Preston neighbourhoods.

Anything else?

A few other things you might want to know:

- Speak Up Preston is being co-ordinated by Prescap Ltd (trading as Your Preston FM), in partnership with the University of Central Lancashire, CSV and Blog Preston.
- Speak Up Preston is funded by the National Endowment for Science, Technology and the Arts (NESTA) and the Big Lottery Fund.
- Anyone taking part in the process described above should, except in particular and exceptional circumstances, be willing feature in marketing materials or publicity.
- All prize-winners agree to work with Speak Up Preston to help measure the impact that their work has on their local area.
- The panel's decision is final and no correspondence will be entered in to.
- The panel reserves the right to contact entrants in order to gain further information that may be required during the judging process.
- Any prize monies will be paid on receipt of an invoice supplied by the winner. The prize may be split into instalments at the discretion of Prescap Ltd.
- If a prize is awarded to an organisation, no payments will be made to a personal bank account or to an individual.
- Prescap Ltd reserve the right to withhold any prize fund amounts if any of the guidelines above have been breached or any misuse of funds as defined by Prescap Ltd is identified. Prescap Ltd also reserves the right to withhold any funds should an organisation be entered into administration or liquidation or should an individual be convicted of any serious criminal offence or be made bankrupt.