



# Developing your community project

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**This simple guide will help you plan your  
community project. It covers:**

- 1** — Developing your project idea
- 2** — Getting people involved
- 3** — Developing an action plan
- 4** — Working out your budget





# 1 – Your idea

**All community projects start with an idea! You may have seen some issues in your community that you want to address, you might want to provide a service or activity for your community, or you may simply want to bring people together so they can get to know one other better and have fun.**

Whatever your idea, here are some key things to think about:

## What?

- Be clear about what you want to achieve through your project and what success will look like
- Can you explain what will happen and what activities your community will be able to get involved in?
- Will it be a one-off event or a series of activities?
- When will it take place?

## Who?

- Who is your idea for? Who will benefit from your project?
- Who is going to help you deliver your project? How many people will you need on your team? (It might help to assign specific roles to make sure all areas of the project are covered.)

## Why?

- What is your motivation for developing your project?
- Why is it important and needed by your community?
- What difference do you want to make?

## Where?

- Where will your project take place?
- Have you spoken about your project with the people who manage the space you'd like to use?
- Is the space accessible for people with disabilities?
- Is it easy to reach on public transport? Is car parking available?



## 2 – Getting people involved

**We know that people are more likely to get involved in an idea if it is something that personally resonates with them. It's important to consider how you talk about your project so your community can see how it is relevant to them and why they should get involved.**

How and where you share information about your project is key. Social media platforms are often the obvious place to start as they are free to use and can have a good reach. But it's important to remember that not everyone has access to social media. Leaflets and posters displayed in local community spaces can be really helpful too.

Word of mouth is also a great way to spread the word about your project and help you gauge what local people want from it. Have conversations with your community about what you are planning and be sure to listen to the responses. You may get good ideas about how to tailor your project to what the community wants.

Remember to be accessible as possible. Think about the barriers people might have to getting involved in your project. How can you help them to overcome these issues? Some things to consider when engaging with the community might include different languages spoken, lack of access to the internet, or limited transport options.

Make it easy for people to get involved in what you are doing. Let them know how to contact you to offer their support - and be clear about the sort of help you need. Don't be afraid to ask for help.



## 3 – Developing an action plan

**When you are clear about your project idea and what you want to achieve, you can start developing an action plan. Think about your plan logically and break it down into stages and different elements.**

**Tasks** – It might be helpful to think about your project as a series of tasks leading up to your event or main activity. What needs to have been completed or put in place for you to be able to move onto the next stage? You might need to think about one-off tasks such as hiring space or buying equipment, as well as carrying out ongoing activities like promotion and community engagement.

**Timeline** – Start with the date you plan to deliver your activities and work backwards. Give yourself plenty of time to complete each element of your planning, especially if you need to get responses/information for people not directly involved with your project.

**Roles** – Assign specific tasks to people in your team – don't assume that things will just get done. If you are working with volunteers ask them about the skills they can contribute. Help them to be clear about how much time they are able to give, so you can allocate tasks accordingly.

**Communication** – Decide the best means of communication for your team. It could be online via email or a co-working platform, a WhatsApp group, face-to-face meetings or a combination of different methods. Check in regularly with your team so that you know how things are progressing and if tasks are falling behind schedule. You don't want to be surprised at the last minute if something hasn't happened.



## 4 – Costing your project

**There will be some obvious costs associated with delivering your project – such as hiring space, buying equipment and so on. But when costing your project it is important to make sure you include all items you will spend money on. Some costs that often get overlooked are small items such as stationery, printing costs for leaflets/posters, and refreshments.**

If your project is supported by volunteers you are unlikely to be paying them for their time. However you might want to offer reimbursement for expenses such as travel, or to provide them with food and refreshments.

Remember: if you need to spend money on it - no matter how small the amount - include it in your costings.