Four Steps to Success

Many years of experience helping communities get projects off the ground have resulted in this, our **Four Steps to Success** guide. It will help you check that you have covered all aspects of what can be a complicated process, and may save you time, effort and money in the long run. You may be surprised to see that finding funding is not the first challenge – other, vital, processes should be considered first.

There are no guarantees that every project will be successful, but following these steps will help.

1

2

3

4

step 1

Identify

First stage information – identify

- **what** you want to happen
- **who** will benefit
- **whether** there are similar projects already running successfully elsewhere
- **when** it needs to happen – timescales
- **where** it will happen – finding a potential venue/premises
- **who** to approach for advice and who to involve at the very first stage
- **how** to gain and develop support in the community – methods of communication, consultation and publicity
- the **right people** to form a working group and their roles and responsibilities
- **suitable** meeting place for the working group and admin arrangements

Developing the Idea

Next stage information – develop the idea

- Prepare **plan of action**
- Find enthusiastic people **willing** to help
- Check suitability of chosen venue/**premises**
- Identify potential **partner organisations**/groups/statutory or voluntary
- Identify particular **skills/knowledge** and the need for any professional input e.g. architect
- Check **regulations** – health & safety, planning, need for licences, police checks etc.
- If you are **paying staff** – consider the implications e.g. wages/National Insurance/tax/conditions of employment
- **How much** will the project cost i.e. a realistic budget
- Identify potential sources of **funding** – who to contact
- **Bidding** – if appropriate write a formal bid
- Keep wider **community** informed

Implement

The work begins –
the idea starts to become a reality

- **Review** the Working Group responsibilities – clear and agreed rules and demarcation – review on a regular basis
- Keep wider **community** informed and review communications, consultation and publicity activities
- Keep an eye on **project progress** particularly timescales and budget
- Be **prepared** to modify the project if it doesn't go exactly to plan
- Key funders will expect a regular progress **report**. Think about how you will monitor your project and assess its impact

Longer Term

The longer term – sustaining the project

- **Be aware** of ongoing costs including maintenance of building/s and update cash flow accordingly
- **Funding** - review existing/explore new sources
- **Review** responsibilities/roles of your core management group
- **Identify** the need to keep people involved and consider bringing new people in
- **Review** training needs and research services offered by training providers accordingly
- **Keep** wider community and key funders informed
- **Be prepared** to review and adapt as circumstances and the people involved change
- **Encourage** creative thinking – explore ways of becoming self sufficient

And then consider.....

Is the project developing to the stage where it needs to be formalised?

Four Steps to Success

1 Identify

When

Who

...will make it happen

...in the community will benefit

Where

time-scales

How

What

...are the aims and objectives

...will it be based

...will you identify the need

...will you get support/raise awareness

2 Developing the idea

form a working group

find the people/partners to help

identify source(s)

make a bid

Skills needed

Funding

Premises

Cost

Regulations

seek advice e.g. working with children

suitability/ availability

prepare a budget

Communication...

...be seen and heard

3 Implement

monitor project

review tasks of working group

Roles & responsibilities

regular review

Progress

Contingency

Publicity

celebrate small successes

be prepared to modify the project

4 Longer term

review against developing needs

project direction

review aims & objectives

Resources

Community needs

Management

formalise structure & systems

transition from dependence to independence

Towards sustainability

build on success/maintain momentum

Key Contacts

Gloucestershire Market Towns Forum
www.town2town.org.uk

Gloucestershire Market Towns Forum www.town2town.org.uk
Market and Coastal Towns Association www.mcti.org.uk
Gloucestershire Rural Community Council www.grcc.org.uk
Action for Market Towns www.towns.org.uk
Gloucestershire County Council www.gloucestershire.gov.uk
Gloucestershire First www.glosfirst.co.uk

Cheltenham Borough Council www.cheltenham.gov.uk
Cotswold District Council www.cotswold.gov.uk
Forest of Dean District Council www.fdean.gov.uk
Gloucester City Council www.glos-city.gov.uk
Stroud District Council www.stroud.gov.uk
Tewkesbury Borough Council www.tewkesburybc.gov.uk