

Protecting against failure

Creating Your Concept

As we know Shopping Centre Managers are at the heart of their communities, making you well placed to understand what your area needs. However, it is still vital to test your ideas with your community networks to ensure your idea is something that local residents will get behind.

Projects can often fail when the people it is aimed at do not feel it reflects their needs or is something that is forced on them.

Speaking to your community networks will throw up ideas you may not have thought of and at the very least will give you feedback on making sure your project concept will deliver something of value to the wider community.

As a grassroots funding tool, success will ride on the project responding to the needs of your location and those living and working in it.

Finding Support

You have your idea and you know it's a good one, but to ensure support for your project and increase the likelihood of securing your funding, it is important to think about who you think would like to support the project and approach them early.

Again, they will likely have some thoughts on making sure the project is something that the community will get behind. It can also help you to secure some promises of funding and give your project more credibility.

Consider Your Role

The great thing about this platform is that you can be the project leader or the catalyst for projects. But this needs to be made clear from the onset so the project can be resourced properly and all parties involved understand what is being asked for in terms of involvement.

Do you want to be the project leader or do you want to enable community groups to take advantage of the tool?

You should think about the resource requirements if you wish to be the project leader; how much time will be needed to gain support and funding, will you resource to deliver the project? Or do you want to act as more of a facilitator and have you made your involvement clear to partners so that they do not expect you to deliver?

If you want to act as the catalyst, it will still be important to understand the project proposal to avoid confusion at a later stage.

Project Team

Have you considered who will support in the delivery of the project?

It is important to consider the range of skills you will need.

It is also very important to consider how these people will work together and that they have the resource to dedicate over the lifetime of the project.

Will you need the full team throughout the project?

Fundraising

Have you considered all costs? What is the likelihood of the project going over budget and do you have a contingency plan? Are you asking for funding only or donations in kind as well?