

Assignment 1/2: Demonstrating HOW I would mobilise resources in an enterprise/venture.**Task 1: Three Business Model Canvas (BMC) Iterations:**

Each iteration will focus on a different type of accommodation:

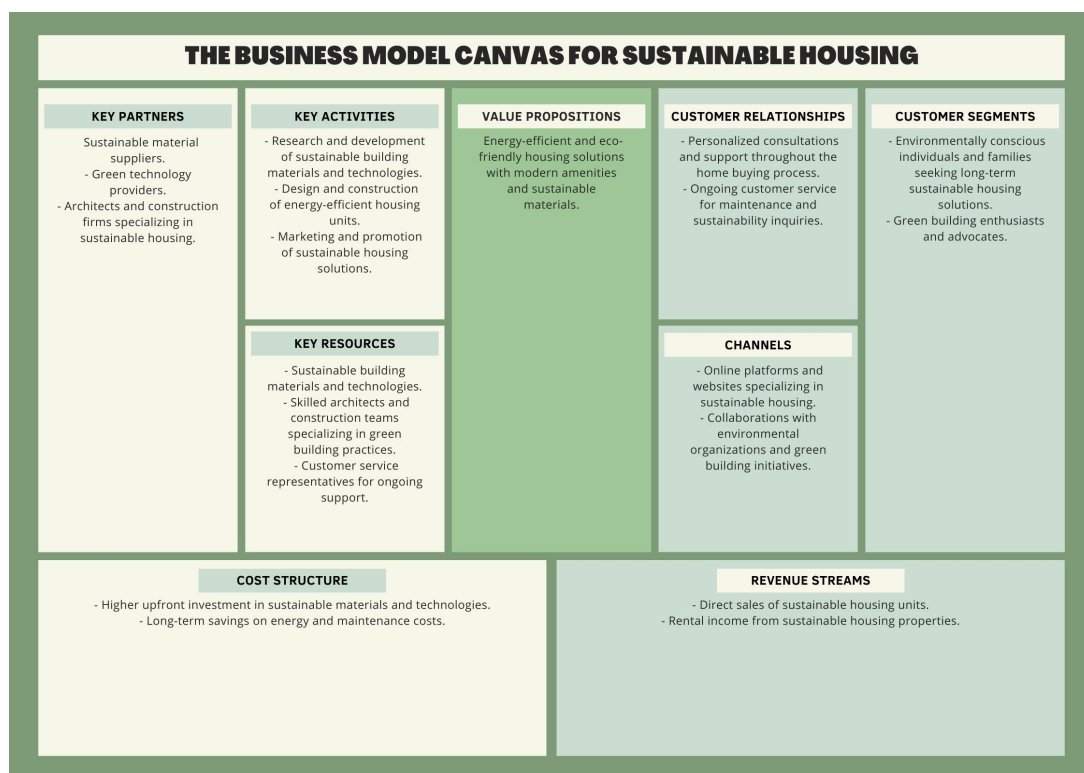
Sustainable housing.

Chalets.

Timber shepherd huts.

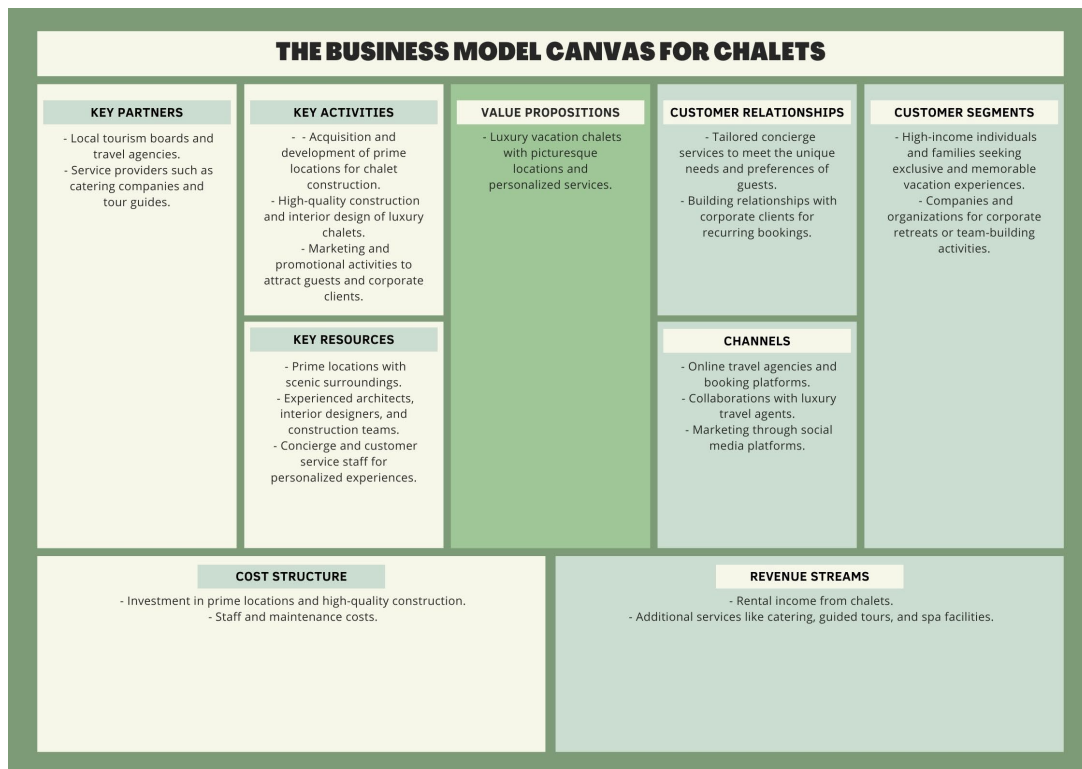
Each iteration will capture the critical elements of my enterprise, to include Key Partners, Key Activities, Key Resources, Value proposition, Customer relationships, Customer Segments, Channels, Cost Structure and Revenue streams.

I will explain the changes made in each iteration following each canvas image.

1. Sustainable Housing BMC:**Explanation of Changes:**

In this iteration, the focus is on providing sustainable housing solutions. The value proposition emphasizes energy efficiency and eco-friendliness. The customer segments include individuals and families looking for long-term sustainable housing, as well as enthusiasts and advocates of green building. The channels and key partners are aligned with the target audience, aiming to reach them through online platforms and collaborations with environmental organizations. Although there will be higher costs due to the need for sustainable materials and technologies this will be outweighed by the long-term savings on energy and maintenance costs.

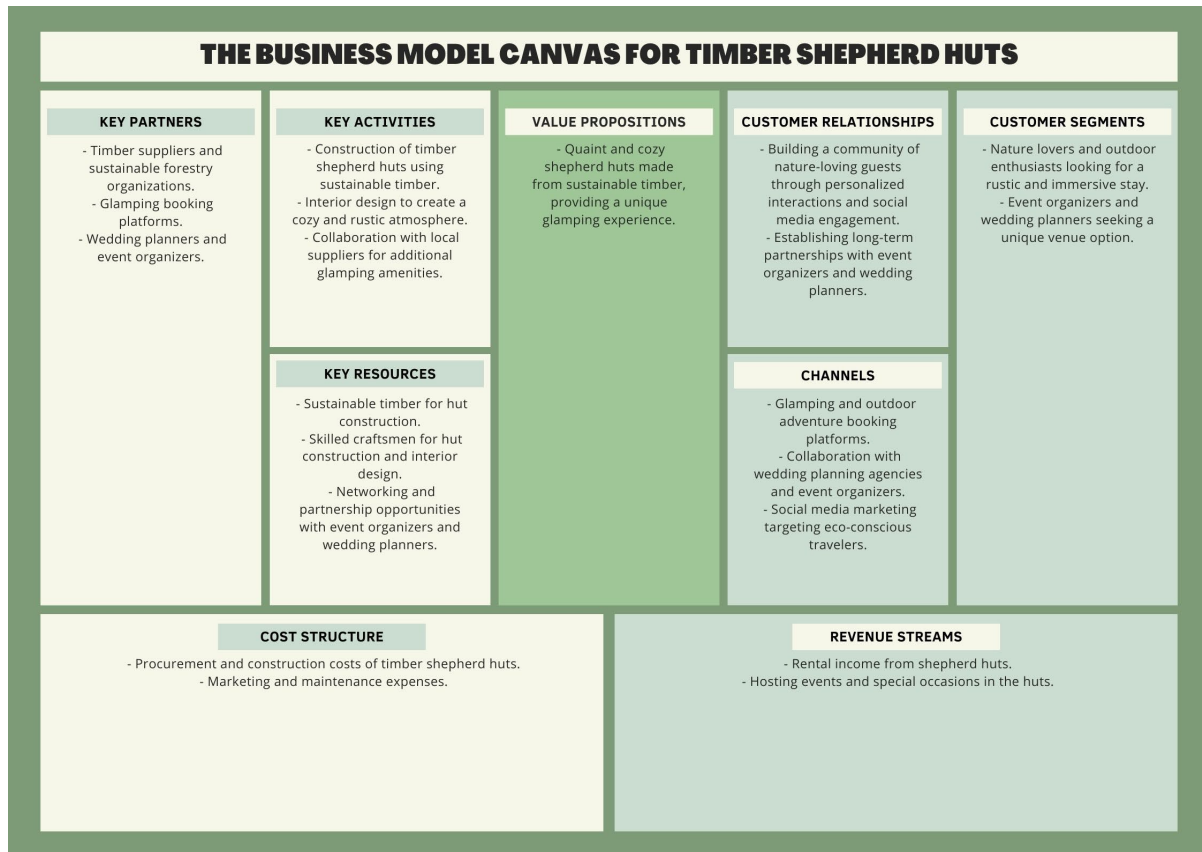
2. Chalets BMC:



Explanation of Changes:

In this iteration, the focus shifts to offering luxury chalets for vacation experiences. The value proposition highlights personalized services and picturesque locations. The customer segments include high-income individuals and families seeking exclusivity, as well as companies for corporate retreats. The channels now involve online travel agencies, luxury travel agents, and social media platforms. The revenue streams expand to include additional services, such as catering and guided tours.

3. Timber Shepherd Huts BMC:



Explanation of Changes:

In this iteration, the focus is on timber shepherd huts for a glamping experience. The value proposition emphasizes the quaint and cosy nature of the huts, made from sustainable timber. The customer segments include nature lovers and outdoor enthusiasts, as well as event organizers and wedding planners. The channels involve glamping booking platforms, wedding planning agencies, and social media marketing. The revenue streams expand to include hosting events and special occasions in the shepherd huts.

These iterations showcase the adaptation of the BMC elements to cater to different types of accommodation, ensuring alignment with the unique value propositions and target customer segments of each concept.

Assignment 2/2 Identify an authentic (real-world opportunity) source of finance appropriate to your enterprise/venture, such as an application for a grant, bank loan, crowd funding, or equity investor.

Task 2.1 Funding Application

Submit funding pdf document into Turnitin (see People and Places Lottery Funding application)

Task 2.2 - Using the comments feature of Adobe Acrobat (included as part of your UWTSD license) make the following comments using a total of 700 words between them:

i) Loving Critic (or Mentor) Feedback:

Demonstrate that you have sought feedback from a loving critic or mentor on your initial funding application by making comment where and how you have responded to improve it. This exercise should showcase your ability to reflect critically and incorporate feedback to improve the quality of your funding application. ***(Please see Adobe Acrobat comments on application form)***

ii) Emphasis on Personal Resource Mobilization:

Include comments on how you have identified and mobilized your personal resources to the enterprise. This should highlight your ability to leverage your personal strengths and resources to enhance the viability and sustainability of your enterprising venture. ***(Please see Adobe Acrobat comments on application form)***

Section one

Before you fill in your application

- Save a copy of the form to your own computer.
- Make sure you've read the programme guidance (and the capital guidance if your project includes land and buildings). This describes who can apply to People and Places, what we will pay for, and how we will assess your application.
- This form is also available in Welsh. To complete the form in Welsh please visit tnlcommunityfund.org.uk/pawbailemawr. We welcome application in Welsh or English and are committed to treating applications in either language equally.

Help with your application

If you have any questions about People and Places or completing this application form, or if you need it in a different format (for example large print), please contact our Advice Team by email at wales@tnlcommunityfund.org.uk or by phone on 0300 123 0735 or by text relay on 18001 plus 0300 123 0735.

Our website tnlcommunityfund.org.uk/wales has further information, advice and tips to help you complete your application. It also provides information on sources of local support that give advice on funding.

Section two

Your organisation and contact details

1. What is the full legal name of your organisation (as shown in your governing document)?

Please check this - if the full legal name is incorrect, it may delay your application

PEN POM PREN PROPERTIES

2. Does your organisation use a different name in your day to day work?

☐ Yes ☒ No

If yes, what other name do you use?

3. What is the address of your organisation?

If we offer you a grant, this is the address we'll send our offer letter to, so make sure you can safely receive post at this address. We recommend this to be your organisation's office address but if you don't have an office your registered address may be a home address.

Address	PEN POM PREN Drefach Llanybydder, Ceredigion
Postcode	SA40 9YB
Phone number one (landline)	01570480733
Phone number two or textphone	07973840285
Website	
Email address	hazel.thomas@penpomprenproperties.com

We will use this email address to keep you up to date with useful information, other funding available, and to share useful information and stories from grant holders.

4. Does your organisation use social media?

If so, please let us know the:

Facebook name

PenPomPrenProperties

Twitter handle

#pppp

5. What type of organisation are you?

We need to report on how much money we award to each sector. What sector does your organisation fit into?

Public sector	☐
Voluntary and community sector	☒
Other, please describe	

If you are an unincorporated association and not registered with the Charity Commission please send us a copy of your approved and signed governing document (for example your constitution, set of rules or trust deed) with your application form.

Give any reference or registration numbers you have:

Charity Commission for England and Wales

Companies House

Other reference or registration number

Please give details:

6. When was your organisation set up?

Give the date when your organisation adopted its current legal status. This should be in your governing document. All organisations need to provide this.

Day

Month

Year

/

/

7. What is your VAT status?

For more information on VAT see the HM Revenue & Customs website hmrc.gov.uk/vat.

- ☐ VAT registered ☐ Not VAT registered

8. Is your organisation independent or a branch or department of a larger organisation?

If you are a branch of, or related to, another organisation, tell us who they are, as they may have some legal responsibility if we make a grant. Please tick the appropriate box below. Please see page 7 of the 'Before you apply' guidance notes.

- ☒ Independent - An independent organisation will have its own governing document, produce its own annual accounts and can manage its own funds and staff.
- ☐ Branch or department - To be able to apply to us a branch must have its own governing document (or will have adopted its parent organisation's governing document), produce its own annual accounts (which may be included in its parent organisation's accounts) and have a bank or building society account in the legal name of the branch as shown in its governing document and be responsible for how the funds in it are spent.

If you are a branch, what is the name and address of the larger organisation?

If you are not sure whether you can apply, please contact us (details on page 2).

9. What is your organisation's current financial position (not applicable to public sector organisation)?

Select one option and fill in the amounts from your accounts or projection.

- ☐ Information from the latest accounts approved by your organisation.
- ☐ 12 month projection because you've been running less than 15 months. This should give your expected income and expenditure for the 12 months from the date your organisation was set up.

Accounting year ending	Day	Month	Year
Total income for the year	£		
Total expenditure for the year	£		
Surplus or deficit at the year-end	£		
Total savings or reserves at the year-end	£		

Your contacts

We need some personal details for **two different people** involved in your application - a **main contact** (the person we will usually deal with on a day to day basis) and a **legally responsible contact**. This includes a previous address if they've not lived at their current address for three years.

We use this to carry out some basic identity checks as part of our standard fraud prevention process, so please check that the information provided is correct. All organisations, including statutory organisations, need to provide this.

Our identity check may appear on a credit report, but it's not a credit check and can only be seen by the person we're checking, so their credit rating won't be affected. You can find out more in our Guide to risk analysis, available at tnlcommunityfund.org.uk/informationchecks.

10. Please provide a main contact for your application

They must be someone from your organisation who is familiar with the proposed project. We will contact this person if we have any questions about the application.

Title

Forenames

Surname

Date of birth (dd/mm/yyyy)

 / /

Job title or position

Home address

Postcode

Daytime phone

Evening phone

Mobile number

Email

The email address should be one used by the main contact on a day to day basis in your organisation. We will use this email address to keep you up to date with useful information, other funding available, and to share useful information and stories from grant holders.

If they have lived at the above address for **less than three years** please give their previous address.

Previous address

Postcode

If your main contact has any communication needs, please give us details.

Which language would you like us to use whenever we get in touch with your main contact?

☐ Welsh

☐ English

Which address should we use for any correspondence? Select one:

☐ Main organisation address

☐ Home address

☐ Other address

If other address, what is it?

Postcode

11. Legally responsible contact

This cannot be the same person as the main contact and they must be over 18 years old. This person is responsible for ensuring that this application is supported by the organisation applying, that the funded work is delivered, and that the organisation keeps us updated on progress. If you are a registered charity or a company, the person should be listed by the Charity Commission as a trustee or as a Director/Secretary with Companies House.

Title	
Forenames	
Surname	
Date of birth (dd/mm/yyyy)	/ /

What is their job title or position? The legally responsible contact must hold one of the following positions. Please tick just one box:

Organisation type	Legally responsible
Company	☐ Director or ☐ Company secretary
School	☐ Head teacher
Local authority or health body	☐ Chief executive or ☐ Director
Town or parish council	☐ Clerk to the council (or office bearer)
All other types of organisations	☐ Chair or ☐ Vice chair or ☐ Treasurer

Home address

Postcode

Daytime phone

Evening phone

Mobile number

Email

We will use this email address to keep you up to date with useful information, other funding available, and to share useful information and stories from grant holders.

If they have lived at the above address for **less than three years** please give their previous address.

Previous address

Postcode

If you're legally responsible contact has any communication needs, please give us details.

Which language would you like us to use whenever we get in touch with your legally responsible contact?

☐ Welsh

☐ English

12. Your organisation's bank account

All organisations that receive a grant from us must have a bank or building society account in the name of the organisation as shown in your governing documents. Cheques must be signed by at least two people who are not related. You can send us an application without having this but you will need to set up an account before we can pay you a grant. Do you meet with these requirements?

Yes ☐ No ☐ (This will be in place if we are successful)

Section three

About your project

13. What would you like to call your project?

Give your project a short title, something we can use in publicity if you are successful. Write up to 70 characters (including spaces)

PEN POM PREN PROPERTIES 'SOCIAL HOUSING AT THE HEART OF THE COMMUNITY'

14. Tell us about your community?

Your community may be a place, such as a village, or a group of people with shared interests or experiences:

Please tell us:

- who/what/where is your community?
- what is good about your community. This could include its organisations, buildings, activities or the skills and experience of people.
- about any challenges your community has identified.
- how you already work with your community.

The community is a small village in West Wales called Drefach, which is in the Parish of Llanwenog. It is very much a tight knit community and has a Community Council made up of members from the 7 villages that make up the Parish of Llanwenog. The Community Council members all work closely with the community to address any issues or concerns raised. These are then fed back to the County Council, where support or solutions are provided.

The Parish once had 3 junior shcools which have been replaced by a modern junior school that now supports children from the within the wider Parish and is located in the village of Drefach.

The village itself has an active community group called Clwb Cledlyn which has developed a recreational park for children and adults to enjoy. Other activities are also arranged by additional groups within the community, who either use the Village Hall, Park or the new school grounds as the venue. The Village Hall is a venue which can be hired for a wide range of activities and has modern WiFi facilities with large screen etc which can be used for Film nights and Zoom meetings etc.

The village faces several challenges in as much as it no longer has a shop or a pub, which once were the focal point for the community as places to meet. The only

community spaces in the village currently are the Park and Village hall. The school grounds are allowed to be used for outdoor activities of a charitable and fundraising nature. Because of Covid however which has resulted in stricter guidelines on how the school buildings can be used outside of teaching hours, it is not possible to hold public events inside the school (apart from events organised by the school)

Families with children who attend the school now must travel from villages within the community which can be anything from 1-3 miles, where normally they would have attended one of the 3 schools closest to their own villages. This has led to higher travelling costs for several families. There has been a high demand for available houses in the village because of the new school being open and with parents wishing to re locate to the village. Rising energy costs were becoming a concern for parents not currently living in the village and needing to transport their children to and from the school were feeling the strain on finances as a result of this.

There are currently no social houses available in the village and that is mainly due to changes in council policies which led to the selling of social houses in the Thatcher era. There is also the issues of an aging population who have either lived in the village all their lives, or have retired to the village, and therefore do not have any connections with the school or the younger generation. This means that once the school has closed for the day, the village becomes quiet and apart from the village hall and the social group who try to create community led activities in the evening, there is little to attract young families to settle in the village as it currently is not appealing for them.

A community group, made up of potential home owners, was created to look at the potential for a social housing project development, which would utilize available land in the heart of the village and which would, with careful planning, provide the ideal location for this project. As the landowner my role within the group was clear from the onset, that the investment made into the project should leave some kind of legacy for the future. It was important that the group who would eventually become the homeowners, were given the right to determine how the estate should look and function. It is important that for the success of this project, and as the landowner, I maintain an open minded approach towards the development which is focused on creating a healthy and vibrant community for the future success of the village and the school.

Suggested word limit: 500 - 750

15. Describe your project, telling us how you plan to enhance your community.

Please tell us:

- what you will do, including the activities that will take place 
- who will benefit and how, including the number of people
- how your community will be involved in delivering it
- how you will connect with other people and services
- about any staff or volunteers involved in the project

Suggested word limit: 500 - 700



The idea for developing a social housing project was born from the realization, that the new and modern school at the village, was attracting a number of families from within the parish, who were bringing their children to the school, and had raised concerns about the lack of available property in the village, for some of the families who were considering re-locating to the village, to save on energy costs. In response to this and as a landowner in the village, I offered to develop Pen Pom Pren Properties as a social housing project which will offer affordable housing for young families who wish to create a new community for sharing and living. This would be based on a rent to purchase scheme allowing the families to work towards raising a mortgage in time.

Taking into account the current global issues with high energy costs, the project is hoping to establish a community focused housing project which is led by the people who will live in the houses. The planning and development of this project will be done in a democratic manner with shared responsibilities and cohesion as the primary driving force.

Within the project brief it is the intention to develop an area for a shared community garden space for growing food. Areas of the land could also be set aside for sustainable agriculture or even renewable energy. There is a river nearby which potentially could be utilized in some way as a feature of the development for fishing or recreation. This could also support the Ceredigion Nature Partnership in their work to deliver the Ceredigion Nature Recovery Plan.

We hope the project would attract partnership opportunities from a local business in order to provide a public area or space that could be used for office or other workspace on the land. This would be vital for individuals who wish to work from home but need to get away from the home environment without that extra travel. A community led hot desking service area would also help to build a community of likeminded individuals with a shared vision.

We also feel there would be opportunities for the land to be used for weekly farmers market by using an area designated for communal space activities. According to arch20 "The best and most efficient way to promote such social behaviour within your building is by adding communal spaces in it. These may include co-working areas (if it is an office building), party spots, walking tracks, playgrounds, coffee shops, community centres, or simply a common courtyard. Such spaces encourage social interaction, thus making your building user-friendly. Once you could accomplish neighbourliness by means of these spaces, your structure would not just qualify as one building but as a whole thriving community."

Taking from this quote it would be fair to suggest that the social housing project would benefit enormously from the addition of a multi purpose communal area which the residents can adopt and adapt as they feel best suits their needs.

It will be vital to connect with the junior school and to include the wider village community as well as those of the nearby villages which form the greater parish. This could then lead to more community led activities thus creating a closer knit community where people share a common belief and look into the future with a renewed hope.

16. How do you know this is the best approach to strengthen your community?

Please tell us:

- how the community came up with the idea for your project
- who you've spoken to (other organisations and people) please include details of when this took place, the methods used and how it shows the project is needed
- how it fits with other available and planned activities or services
- about any research and consultation that you have carried out.

For continuation of existing activity, please also tell us how you have shaped your project using:

- any learning
- evidence that your approach has been successful
- any external changes affecting the way you work

Suggested word limit: 500 - 700

The community group came up with the idea following a public meeting to discuss the current situation in the village where there are no available houses of any kind for families with children at the new school to relocate to.

Issues raised during the public meeting identified the need for social housing in the village to accommodate the increasing families in the area who take their children to the village school. Many had had to move schools as a result of the amalgamation of the 3 previous schools in the Parish.

A survey was created to determine the main factors and requirements for the social housing project. These included suggestions on design, carbon footprint, eco friendly sustainable and green priorities, utilising locally sourced materials such as wood and stone.

Representatives of the group attended the Woodknowledge Wales conference at the University in Lampeter to hear how about new developments within the building sector which are being developed to respond to the current climate issues. The project has been shaped by involving experts in the field of housing development.

This social housing project has the potential to strengthen the community in several ways:

Social housing provides affordable housing options for individuals and families with lower incomes. By addressing the housing needs of vulnerable populations, it helps create a more inclusive and diverse community. Affordable housing allows people to live in stable and secure environments, reducing the risk of homelessness and displacement. This stability contributes to stronger social ties and a sense of belonging within the community.

Social housing projects can stimulate economic growth and development. Construction and maintenance activities associated with these projects create job opportunities, generating employment within the community. Additionally, affordable housing enables residents to redirect their financial resources towards other essential needs, such as healthcare, education, and local businesses. This increased consumer spending can boost the local economy and contribute to the overall prosperity of the community.

Social housing projects often incorporate community spaces, shared facilities, and green areas, fostering social interaction and community engagement. These spaces can serve as venues for community events, gatherings, and recreational activities, promoting positive social connections among residents. By facilitating social interactions and creating opportunities for neighbors to get to know each other, social housing projects help build a sense of community and enhance social cohesion.

Many social housing projects include on-site or nearby community services such as childcare centers, healthcare clinics, education facilities, and recreational amenities. These services improve residents' quality of life, enhance access to essential resources, and create a supportive environment within the community. Convenient access to such services can lead to improved educational outcomes, better health, and increased social mobility for residents, strengthening the overall fabric of the community.

Social housing projects can contribute to the revitalization of neighborhoods that have experienced disinvestment or neglect. By introducing well-designed and well-maintained housing, these projects can improve the physical appearance of the area, increase property values, and attract further investment. This revitalization can have a cascading effect, encouraging residents and businesses to invest in improving their properties and contributing to the overall improvement of the neighborhood.

Empowerment and Participation: Social housing projects often involve community engagement and resident participation in the planning, design, and management processes. This inclusion empowers residents to have a voice in decisions that affect their lives and allows them to take ownership of their community. By involving residents in decision-making processes, social housing projects build a sense of pride, empowerment, and collective responsibility, resulting in a more engaged and active community.

Overall, a well-executed social housing project can provide affordable housing, stimulate the local economy, promote social cohesion, enhance community services, revitalize neighborhoods, and empower residents. These factors contribute to a stronger and more resilient community, fostering a sense of belonging, social equity, and shared prosperity.

17. What changes will your project make?

Please tell us the difference your project will make by listing up to four intended outcomes for your project. Your project outcomes will help you run your project and measure your achievements.

We'll review your project outcomes to see how they fit with the People and Places programme aim of:

- Working together, people and communities will use their strengths to make positive impacts on the things that matter to them the most.

What will your project do to make things better for your community, and how? In each outcome, please tell us who, and how many people will benefit from the change and how.

To learn more about outcomes read our funding guidance, which is available at the following link, and has examples of project outcomes:

tnlcommunityfund.org.uk/guidancetrackingprogress.

Write up to 150 characters in each box (about 30 words).

- | |
|--|
| 1. Provide a community led social housing project which can accommodate 10 families living in Harmony and sharing responsibilities for the estate. |
| 2. Provide opportunities for a communal garden and recreation spaces which will help support health and wellbeing for the whole family |
| 3. Reduce energy bills by ensuring the houses are built to the best specifications in line with current thinking on eco friendly homes for the future. |
| 4. Encourage other houses in the village to consider retrofitting for their current homes which will maintain their properties well into the future |

18. Where will your project be delivered?

Please tell us where you plan to deliver your project activities? Please state the full postcode(s). For example CF10 2DY. If your project will be delivered in multiple areas, please list the full postcode for each location (up to five locations). If your project is a Wales wide project, please use the main delivery office postcode.

Building name (or number) and street	Postcode	Per cent per location	Main location
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		0%	☐
		0%	☐
		0%	☐
		0%	☐
		0%	☐

19. Project start and end dates

Please estimate your start and end dates. Your project start date should be at least three months after you send us your application.

Start date / /

End date / /

20. How much will your project costs and how much would you like from us?

Please let us know how much you think your project will cost.

We appreciate that you may not have a definite idea of costs at this time, and that they may change as you develop your project, but please give a basic estimate here.

	Total cost (£)	Amount from us (£)	How many years is this funding for?
Capital			
Revenue			
Total			

If you are not asking us to fund the total cost of the project, please outline your plans for securing the other funding needed.

We are planning on approaching Banc Cymru for an investment loan to help develop this project.

Section four

Finishing your application

Data protection

The National Lottery Community Fund is a public body with a duty to distribute National Lottery and other money in grants for good causes. We use the personal

data you provide, such as contact details for individuals at your organisation, to help you apply for a grant and to assess your application. We may also carry out checks on the individuals as described below. If a grant is awarded, we will use the personal data to manage and monitor the grant, carry out evaluations and research, and to check the money is being used appropriately.

We may share your personal data with organisations which help us with our grant making activities or others which have a legitimate interest in our work or have funded your grant. We will only share personal data which they need to carry out their work and subject to appropriate safety measures.

We may keep in contact with you throughout the life of your grant and send you advice about your grant by email. This will contain useful information on a range of things including how to publicise your grant, information on other funding available and project ideas and tips from other grant holders.

Our Data Protection and Privacy Notice gives more information about how we store and use personal data and the lawful basis for this. Please read the full Notice which is published on our website at tnlcommunityfund.org.uk/data-protection or contact us to request a hard copy. The Notice may be updated from time to time.

Freedom of Information Act

The Freedom of Information Act 2000 gives members of the public the right to request any information that we hold. This includes information received from third parties, such as, although not limited to grant applicants, grant holders and contractors. Please read our full policy published on our website tnlcommunityfund.org.uk/freedom-of-information. This policy may be updated from time to time.

If you think that there is information in your application that may be exempt from release if requested, then you should let us know when you apply. We will not usually release information about your project whilst it is being assessed. Otherwise we will use our judgement as to whether any exemptions may apply, which we may seek your opinion on. Personal information would be withheld subject to the requirements of data protection laws.

Our approach to tackling fraud

We know the vast majority of the many thousands who seek and use our funding are genuine. However, we sometimes receive fraudulent applications and so we have a duty to carry out checks on individuals at organisations which apply for grants.

The personal information we have collected from you will therefore be shared with fraud prevention agencies who will use it to prevent fraud and money-laundering and to verify your identity. If fraud is detected, you could be refused certain services, finance or employment.

Further details of how your information will be used by us and these fraud prevention agencies, your data protection rights and how to contact us, can be found in our full Data Protection and Privacy Notice which is published on our website tnlcommunityfund.org.uk/data-protection. Contact us to request a hard copy.

Welsh Language Standards

Under the Welsh Language Measure 2011, all public bodies in Wales and organisations that receive funding from public bodies in Wales, including funding from The National Lottery Community Fund, must meet the requirements of the Measure in providing a bilingual service to the public in Wales. Further information about our Welsh Language Standards is available to download at tnlcommunityfund.org.uk/managingprojectbilingually.

Check your application is complete

By submitting this application you confirm that:

- ☐ the legally responsible contact named in question 11 and the board or committee that runs the organisation have authorised this application
- ☐ you have met our requirements if your organisation is a branch or department of a larger organisation
- ☐ that your management committee is made up of a minimum of three unrelated people aged over 18
- ☐ if your activity will involve working with children, young people or vulnerable adults you have the relevant policies and processes in place
- ☐ you agree we may use the information you have provided for the purposes described under our Data Protection and Sharing Policy which you can find at tnlcommunityfund.org.uk/data-protection
- ☐ you accept that if information about this application is requested under the Freedom of Information Act we will release it in line with our Freedom of Information Policy which you can find at tnlcommunityfund.org.uk/freedom-of-information

You have enclosed / emailed the following information as part of your application:

- ☐ the completed application form
- ☐ a copy of your governing document (if you are an unincorporated association which is not registered with the Charity Commission)

Submitting your application

Email your completed form to peopleandplaces@tnlcommunityfund.org.uk putting the name of your organisation into the email subject line. We prefer to receive application forms by email, however if you don't have access to email please post your application to:

The National Lottery Community Fund,

One Canal Parade,
Dumballs Road,
Cardiff,
CF10 5FE

Please don't send us any additional information at this stage, unless we have specifically asked you to do so when we sent you the application form. We may ask you to send any further supporting information you mention when we are assessing your application.

Should you need to send us any additional information by email, sometimes the file size of the attachments prevents you from doing this. If you experience any problems, please contact us (details on page 2).

Section 3 14:

The funding application for the social housing project shows promise, addressing community housing needs thoughtfully. It starts by clearly describing the motivation behind the project, emphasising the need for affordable housing due to an influx of families from the modern school. Adding supporting data or statistics would strengthen the case.

Highlighting the potential social impact is essential. The project not only meets young families' housing needs but also fosters a close-knit, sustainable community. Positive outcomes include improved social cohesion, reduced energy costs, and enhanced residents' quality of life. Mentioning a shared community garden and potential for sustainable agriculture and renewable energy are strong points.

To attract sustainability-focused funders, elaborate on eco-friendly features and alignment with the Ceredigion Nature Recovery Plan. Organise the content into distinct sections, covering project background, objectives, strategies, and expected outcomes for clarity.

Summarise key points and reiterate the project's potential impact on the community. End with a compelling call-to-action, urging funders to support the project and be part of positive change.

Hazel Thomas reply to the critic Thank you for your critic - I take on board all that you have suggested as these are valid points.

I should indeed include more information regarding the benefits of eco-friendly features - which I could do easily with the information gained from Woodknowledge Wales.

I also agree that I have not included a clear enough call-to-action which would urge funders to support this project. This would add to the vision impact for the positive change suggested by the project outcomes.

Section 3 15: The funding application for the social housing project appears well-prepared and comprehensive. It identifies a crucial need for social housing in the village, especially for families with children attending the new school. The project's focus on sustainable and eco-friendly design, using locally sourced materials, reflects a commitment to environmental responsibility. Involvement in conferences like the Woodknowledge Wales event demonstrates a dedication to seeking best practices and knowledge.

The application highlights numerous strengths, including Affordable Housing and Inclusivity, economic growth, community spaces, access to essential services, neighbourhood revitalisation, and empowerment through participation. To enhance the application, include a detailed budget with estimated construction, materials, and community service costs. Provide financial projections for long-term sustainability and demonstrate potential partnerships with local organisations, businesses, or government agencies.

Testimonials from community members expressing support and potential positive impacts are beneficial. Address potential risks and challenges with mitigation strategies. Describe plans for long-term maintenance, community engagement, and support to ensure the project's success.

Hazel Thomas reply to the critic - Thank you again for your critic.

I agree that this application would be much stronger if I had included reference to a detailed budget cost. I could also include more information on additional partnerships which would support this initiative.

Having referred to the public meeting I can see added value in including evidence of these meetings and comments noted.