



**THE LENS**  
CHANGING PERSPECTIVES



## Clackmannanshire Family Wellbeing Partnership: Application Pack

*Building on the success of the first Clackmannanshire Family Wellbeing Partnership (FWP) Intrapreneurship Programme, we're delighted to be launching a second programme with The Lens and we'd like you to get involved.*

Clackmannanshire FWP have launched an investment fund of £75,000 for budding social intrapreneurs within the community to come forward with your ideas.

**We know that it is often the people closest to the problem who have the best ideas. The fund and programme are open to all across Clackmannanshire, whether community member, staff or parent.**

To enable you to turn your idea into action, successful applicants will be supported through the Intrapreneurship Programme, delivered by The Lens.

Clackmannanshire FWP launched the programme on the **17<sup>th</sup> November 2022** and applications are now being accepted. **The closing date for applications is 27<sup>th</sup> January at 12 noon.**

## Application Process

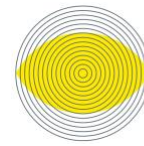
### What is the Intrapreneurship Programme?

Simply, an innovative programme that develops people and ideas! Delivered by The Lens, in partnership with Clackmannanshire FWP, the programme will support successful applicants who are committed to helping improve the lives of families across Clackmannanshire. It's a truly unique opportunity to bring your idea to life, learn skills and different ways of thinking.

To find out more about the work of The Lens and to hear an overview of the Programme, you can watch this short [video](#).

### Shortlisting and The Investment Team

Ideas will be shortlisted by a panel of peers from across Clackmannanshire who will form the Investment Team. The Investment Team will follow the journey of all shortlisted ideas through to the Investment Day in January 2023, where they will deliberate and allocate funding. All ideas will be measured against the set Criteria for Investment.



## Criteria for Investment

The Criteria for Investment has been developed by senior leaders in the Clackmannanshire Family Wellbeing Partnership. The criteria are explicitly tied to the partnership's mission and strategy, helping the Investment Team decide who should be selected for the Programme and which ideas receive investment. Ideas involving collaborative and/or partnership working are encouraged, as are team submissions.

**Across Clackmannanshire, our aim is to empower families and communities. We want families to be included in designing the right help and support at the earliest opportunity. That's why we are looking for an idea that can meet one or more of the following criteria:**

- Improve the wellbeing of individuals in our communities.
- Listen, amplify and respond to the voice of communities.
- Builds collaborative partnerships in and across communities.
- Improve the places and spaces that matter to families.
- Focus on prevention and support at an earlier stage.
- Demonstrate added value, creativity, innovation and have potential to be scaled.
- Support or help to contribute to the area wide target of Net Zero by 2045.

## Support with your application

If you have an idea and would like to talk about it further, The Lens team are here to help.

At this stage, your ideas don't need to be finely polished. So long as you believe you have the potential to meet the Criteria for Investment, you have every chance of your idea getting shortlisted.

If you are interested or are looking to find out more there are two types of sessions available. They are open to all and are designed to support you turn your idea into action. Delivered by one of The Lens' friendly Developers, these accessible sessions will help you shape your idea and complete your application.

**Activating:** If you want to find out more about the opportunity to secure investment and meet some like-minded people in your community, these fun, 90-minute interactive sessions are for you.

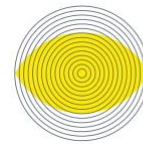
**Studios:** Perhaps you want to discuss your idea in more detail before putting in an application. Why not come along to a 1:1 Studio session to chat through further?

To find out more or if you have any questions, please get in touch with The Lens team by emailing [hello@lensperspectives.org.uk](mailto:hello@lensperspectives.org.uk).

Session	Date	Time	RSVP
Studio	11 January 2023	1.30pm – 4.30pm	<a href="#">RSVP here</a>
Studio	12 January 2023	1.30pm – 4.30pm	<a href="#">RSVP here</a>

## Application Form

Please fill in the application below and send your completed application by email to: [housing@clacks.gov.uk](mailto:housing@clacks.gov.uk)



There are maximum word counts for each section that we ask you not to exceed. The Investment Team will not read anything beyond the word count. If something isn't clear, please get in touch with The Lens team by emailing [hello@lensperspectives.org.uk](mailto:hello@lensperspectives.org.uk).

About You / Your Team	
<b>Applicant name:</b> (Include all team members)	
<b>Contact number:</b> (include all team members)	
<b>Email address:</b> (include all team members)	
<b>Your organisation:</b> (Include all team members)	
<b>Your role:</b> (Include all team members)	
<b>Your line manager and contact details:</b> (If applicable)	
About Your Idea	
<b>Idea Name:</b>	
<b>Image that captures the essence of your idea</b> (This can be your own scribbles or an image you find online. This is an easy way to bring your idea to life)	<i>Please attach in email with application form or insert the link to it here</i>
<b>What problem are you trying to solve?</b> (max. 200 words) <ul style="list-style-type: none"> <li>• Describe the problem.</li> <li>• How big is that problem? Give us an idea of its scale.</li> <li>• Does it affect many people or other services in your organisation?</li> </ul>	

**What's your solution to the problem?**

(max. 400 words)

- Tell us how your solution could solve the problem you identified.
- How many people might benefit?
- What outcomes will your idea deliver?
- How will you know it is successful?
- What risks might your idea create?
- What will you do to reduce those risks?
- Is anyone else doing something similar?
- What makes your idea different or better?

**How much are you applying for?****Breakdown of costs**

At this point we need a rough guide to what you will need the investment for. Its ok to have draft figures as you will refine these at a later stage in the Programme.

*Item or Activity**Cost***Optional Extra: Video Pitch**

In our experience, submitting a short 2-minute video helps the Investment Team to understand your idea, and we'd encourage you to give it a go!

Don't worry about the quality of your video or your presentation skills, what's important is how it helps the Investment Team understand and see the potential of your idea.

You can complete your video using any smartphone. You can either send the video file directly along with your application form to [housing@clacks.gov.uk](mailto:housing@clacks.gov.uk) or share a YouTube video via a link.

Uploading a video to YouTube is easy, and can be done using the following steps:

- Create a YouTube account
- Login with the account
- Click 'Upload' on YouTube homepage
- Change the privacy to 'unlisted'
- Click 'Select Files to Upload'
- Locate your file and upload it
- Once it has processed, take the link presented beside your video
- Copy and paste the link into the box below

**Video link:**



## Checklist before submitting

YES/NO	Signed up for Activating and/or Studio session?
YES/NO	Application filled in
YES/NO	Image attached with email
YES/NO	Video attached (recommended)
YES/NO	Developing Workshop Dates added to your calendar (see below)

## What Happens If You Are Shortlisted?

### Developing Workshops

These are highly engaging and interactive sessions which represent a fantastic development opportunity. This intensive series of workshops develops people and ideas, building skills, expertise and confidence. The workshops will be a hybrid of Face-to-Face and online, and will include:

Event	Date	Time
Business Storytelling	20 and 21 February 2023	09:30 – 16:30
Business Modelling & Value Proposition	8 March 2023	09:30 – 16:30
Prototyping	23 March 2023	09:30 – 16:30
Pitching	4 April 2023	09:30 – 16:30
Investment Day	27 April 2023	10:00 – 15:00

We recommend you save the dates in your diary to attend the Developing Intrapreneurship workshops. It's important you plan and assume that you will be shortlisted, to ensure you will have the best chance of attending the workshops.

Whilst the Intrapreneurship Programme is a competitive process, assume that you will be successful and plan how you will attend the training dates and the Investment Day. The workshops are critical to the success of your idea developing and will equip you with knowledge and skills you can use both professionally and personally. Most importantly, they are fun!