

## Westway Trust | Charity Lettings decision matrix



We aim to provide affordable space to socially minded individuals and charities making a positive impact in the local North Kensington community. We're particularly interested to work with individuals or charities in our priority areas of arts and culture; environment; enterprise; economic wellbeing and health and wellbeing.

Applications are moderated by an internal panel of Trust staff based on selection criteria that scores applicants for:

1. The quality of their Business Plan or proposed business activities.
2. Financial viability
3. The benefits provided to the local community (as evidenced in the written statement submitted as part of the application)

Final selection will also take into account the need to encourage a complementary mix of tenants who provide a good range of services for the local community.

### Criteria Explained

Quality of Business Plan	<p>We are looking for a plan or outline of business activities that is realistic, and provides evidence that it can successfully be implemented. This would include:</p> <ul style="list-style-type: none"> <li>• Services: A clear description of the key areas of business activity? The services being offered and how they are distinctive.</li> <li>• Marketing: A workable marketing or promotions strategy</li> <li>• Skills &amp; Experience: Clear evidence of the skills and experience the people running the business have and will need moving forward.</li> <li>• Finance: A realistic outline of the businesses income and expenditure.</li> <li>• Risk: What potential problems have been identified. How will these be mitigated?</li> </ul>
Alignment to the Trust's strategic objectives	<p>The Trust is particularly interested to work with individuals or charities which support our own objectives in the areas of arts and culture; environment; enterprise; economic wellbeing and health and wellbeing.</p> <p>We are looking at ways in which prospective tenants can work with us or in partnership to achieve our own objectives most effectively.</p>
Financial viability	<p>We want to see evidence that applicants that can show evidence they will be able to meet their financial commitments – in particular the level of rent of the property.</p>
What difference would it make to your organisation & the local community, to have this office space?	<p>A written statement in 500 words or less, describing what impact having the space would have for your business and what the impact for the local (North Kensington specifically) community will be. This should include information about your target customers/audiences/local partners &amp; suppliers, how many local people (estimate) will benefit from your services and in what ways they will benefit, and why the services you are providing are important for the local area.</p>