VIDEO Application GUIDE

How to create a 3 Minute Expression of Interest video

Use this slide outline to guide you if creating an expression of interest video application.

Applicants must ***answer all the same questions as are required in the Expression of Interest (Part 1)*** *form.*

Connecting Cysylltu Torfaen

COMMUNITIES CHOICE

1. Introduce Yourself and tell us which area you are applying for?

Tell us:

- Your **name(s)**
- Your **organisation or group** name
- The **type of organisation** you are *(i.e. charity / CIC, etc)*
- Which **Communities' Choice area** your project is in

Our 3 Key Areas:

Blaenavon

Thornhill & Upper Cwmbran

Trevethin, Penygarn & St Cadocs

Example:

"Hi, my name is Jo and I'm applying on behalf of Cwmbran Youth Hub. Our project will take place in the Thornhill & Upper Cwmbran Communities' Choice area."

2. Tell us about Your Project Idea?

Explain:

- **What** your project is doing
- What **activities** will happen
- What you want to **create** or deliver?

Example:

“We want to run weekly youth wellbeing workshops for young people aged 11–16. The sessions will include sports, mental wellbeing activities and mentoring.”

3. Tell Us Why Is This Needed?

Explain:

- What problem or need your project addresses
- Why it matters locally

Example:

“**Young people** in our area have told us they want more safe places to meet and activities outside school. This project will give them somewhere positive to go.”

4. Tell us Which Priorities your project aligns with?

How does your idea link to the **Communities' Choice** priorities for the area?

Explain:

- Which of the **top 6 priorities** your project aligns with
- How you feel your project will support / address / improve this

Example:

"This project supports the priority of **youth services**, and **health and wellbeing** by offering free, weekly local outdoors activities"

***Find all information related to our three key areas **TOP 6 PRIORITIES** in the 'Pb 1.2 'Our Priorities' Report 2026 in the application section of the Communities' Choice page on TVA's website*

5. Tell us WHO Will Benefit?

Explain:

- **Who** will take part?
- Approximately **how many people** will benefit?
- **Why** they will benefit?

Example:

"We expect around **40 young people** to take part over the course of the project. It will help to improve their social skills and provide heathy activities to take part in"

6. Tell us WHERE your project will happen?

Explain:

- **Location** and **venue**
- Any **partners** involved
- Any **space** you will be using in local **community hubs**

Example:

“Sessions will take place at **Thornhill Community Centre**, and we are working with **local youth volunteers**.”

7. Tell Us WHEN Will It Happen?

Provide:

- Your projects **Start date** (can be approximate for now)
- Provide your projects **duration** (how long will your project be?)
- Projects can be either **3 / 6 / 9** or **12 months**
- One-off activities may qualify (see Application Guidance)

Example:

"We hope to start in September and run weekly sessions for six months."

**Projects must start between:
1st September 2026 and **1st December 2026**

8. Provide a short BUDGET Overview

How Much Funding Will You Need?

Explain:

- The **total amount** you are requesting
- **What** will the funding **pay for**?

Guide: **2–5 main costs for the project should be provided.

Example:

"We are applying for **£4,500**. This will cover **staff time**, **equipment**, **venue hire** and **activity materials**…

…The **main costs** are **£2,000** for **session staff**, **£1,200** for **equipment**, **£800** for **venue hire** and **£500** for **materials**."

9. Marmot Principles & Wellbeing of Future Generations Goals

Tell us which of the **Marmot Principles** & **Wellbeing of Future Generations goals** your project is supporting.

Explain:

- Which **Marmot Principle**(s) you project aligns with?
- Which **WFG Goal**(s) your project helps to move your local community towards?

Example:

"Our project aligns with the Marmot principle of **a healthy standard of living for all** and the Welsh Future Generations goals of **a healthier Wales** and more equal Wales"

You can find this information in the **Application Guidance** document and on the **Expression of Interest Form (Part 1)** on **TVA's website

10. Final Summary

End with a short closing statement.

Example:

"We believe this project will create a safe and positive space for young people in our community.

Thank you for considering our idea."



COMMUNITIES CHOICE

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Make sure you have answered each question and

GOOD LUCK!