

Dragons' Den Tool Kit



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East Devon District Council

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## Table of Contents

Dragons' Den Toolkit .....	1
Ethos of the Dragons Den .....	1
Quick Overview .....	1
In Advance: .....	1
On the Day: .....	1
Key Stakeholders and Roles .....	2
Detailed Guidance .....	2
Organisers .....	2
Funding .....	3
Preparation .....	3
Engagement .....	4
Appendices .....	5
Appendix 1 – Guidance Notes for Honiton Together Funding .....	5
Appendix 2 – Honiton Together Application Form .....	8
Appendix 3 – Ballot Card .....	11

## Dragons' Den Toolkit

This toolkit is brought to you by East Devon District Council, East Devon Volunteer Support Agency and Devon County Council. Through Our Place funding we have delivered two successful Dragons Den events, and now we are hoping to share our learning.

### **Ethos of the Dragons Den**

The Dragons' Den is a community oriented event, where funding is drawn in and promoted to local groups working hard to make a difference in the local area. All attendees get an equal say in the votes, and there are no concerns about 'packing the meeting', as people can vote for more than one project and anyway, if a group has a lot of local support, good for them!

The event also provides a valuable opportunity for local groups and statutory officers to network and find out more about what is happening in the local area. Feedback from our events has consistently shown what an important part of the Dragons Den networking is!

### **Quick Overview**

This is a brief summary of what you need to run a Dragons Den. More details are included in the 'Detailed Guidance' section.

#### **In Advance:**

- A pot of funding from local stakeholders
- Criteria for being eligible for funding
- A process for assessing who enters the 'den'
- Advertising to secure applicants and eligible entrants

#### **On the Day:**

- An Audience
- A panel of 3-4 'dragons'
- Entrants well prepared to give an engaging 'pitch'
- A 'compere'
- A ballot card and someone to count the votes!
- Refreshments

## Key Stakeholders and Roles

Local Devon County Councillors

Local District Councillors

Town or Parish Council

1-3 Organisers

2-4 'Dragons'

## Detailed Guidance



## Organisers

You'll need 1-3 people to take overall responsibility for co-ordinating and delivering your Dragons Den. (We recommend at least 2 people!)

Tasks will include:

- a. Drawing in funding for the pot
- b. Advertising the opportunity for potential applicants
- c. Advising potential applicants
- d. Reviewing applications for eligibility and completeness of application form
- e. Advising successful entrants and giving 'pitching' advice
- f. (Could run a coaching session)
- g. Advertising the event to generate an audience
- h. Identifying 'Dragons'
- i. Writing briefing notes for the Dragons on the applications
- j. Organising the running of the day, including refreshments, schedule, timing the 'pitches', counting the votes and compeering

## Funding

- Find £3-5000 for your funding pot. This could include funding from your Devon County Councillor and from your Town or Parish council. Engaging these stakeholders in the idea will be helpful for promoting your event too.
- Other costs you'll need to cover will include: Running the Dragons Den (venue hire and catering). We also recommend running a coaching session for entrants on making successful and catchy presentations in not more than 5 minutes (costs: venue hire; refreshments, and a coach.) Placing an ad in the local paper is advisable as it will help increase uptake of the opportunity.

## Preparation

- Write the qualifying criteria which all applicants will have to meet in order to be eligible for funding from your Dragons Den. This is public money, so your criteria need to be robust and aligned with your source funding. **Appendix 1** - is Honiton Together's 'Guidance Notes' which clearly explain the criteria, as well as the process for our October 2015 Dragons Den.

We received funding from Devon County Councillors' Locality budgets, and had already established local needs through Honiton Together work, so our criteria amalgamated those two sets of criteria.

If you draw funding in from the Town Council, it would be advisable to explore aligning your criteria to your Town or Parish plan or other local funding scheme(s).

- Develop an application form. Appendix 2 is the Honiton Together application form. This was based on the application form for Devon County Council's Locality Budget. Please feel free to adapt as you need. You will need to remove the Honiton Together logo though!
- Work backwards from your Dragons Den date to develop a timescale to include: Deadline for Applications, Meeting to review applications, Coaching session (if you are having one) and Briefing to Dragons (this could be done by email, but needs to be completed at least a week before the event).
- Identify and book your venue. Catering can be left until closer to the time, but don't forget about it!
- Plan the process. What is the maximum amount groups can bid for? How will the voting work? Honiton Together's process can be understood by reading Appendix 1 the Guidance Notes, and looking at the ballot card in Appendix 3.

## Engagement

- You'll want to let as many local groups as possible know about the funding opportunity. Placing an advert in the local paper can be a great idea. Asking East Devon Volunteer Support Agency or your local Council for Voluntary Service for a list of charitable groups in your area and emailing them all would be a very positive step.
- Find your Dragons. It's ideal if these can be a mix of well-respected local stakeholders and people with experience of awarding funding. Honiton Together was lucky to engage one of Honiton's County Councillors; Outreach Worker for Big Lottery and a representative from East Devon Federation of Small Businesses.
- Build your audience. A large part of the audience will be made up of the groups who are bidding, and their supporters. After some thought, Honiton Together decided that every person in the room could vote, and everyone had 5 votes. This kept the process simple and we understood that although everyone would vote for the group they came in supporting, they would also have the chance to listen to and vote for other groups.

Good Luck!!! We hope you have a successful Dragon's Den Event

## Appendices

### Appendix 1 – Guidance Notes for Honiton Together Funding

It's great that you have a good idea for a project that will improve the lives of people in Honiton. Here are some notes to give you more information about how to apply for Honiton Together Funding.

Remember: the deadline for applications is 10 October 2015.

#### 1. How much funding can we apply for?

You can apply for up to £750. It does not have to be matched with other funds. However, the Honiton Together funding should make a significant difference to your project being able to take place. It should not be another drop in a funding bucket to fund a large project. If you have offers of help or equipment that you can put down as 'in kind' funding, this all goes to show the support you already have for your project.

#### 2. Do we have to be a constituted group?

Yes, your group must have a previously agreed governing document. You should send this document in with your application.

#### 3. Do we have to have a bank account?

If you are successful in your Honiton Together application you must have a bank account in your group's name for the grant to be paid into. You do not need to have had this bank account set up by the time you apply for funding.

#### 4. What is Honiton Together funding for?

Honiton Together was set up to help local people make Honiton a better place to live and work.

Your application should show how your project or good idea will improve the lives of people in Honiton

There are likely to be more applications for Honiton Together funding than there is £. You should therefore aim to show:

- how YOUR project is different or distinctive
- is needed and wanted by local people
- has community support
- has been well-thought through and planned.

## 5. Are there things that Honiton Together will not fund?

Yes. Here is the list of things that cannot be funded by Honiton Together.

- Projects that have already started
- Day to day ongoing costs e.g. salaries, administration etc. of keeping an organisation going
- Services or activities that should be statutory
- Political activities
- Animal beneficiaries
- Trips or outings
- Private businesses
- Activities where individuals will directly benefit financially

## 6. How long do we have to spend the Honiton Together grant?

The grant must be spent within 12 months.

## 7. Who will make the decision about our application?

The community, who will vote at a Dragon's Den type event at The Beehive in Honiton on Tuesday 27 October 2015 from 2pm to 4pm.

## 8. Okay, now I'm scared!!! Tell me more about the process my application will go through.

- The deadline for applications is 10 October 2015
- Your application will be looked at first by a small advisory group. Honiton Together may ring you to discuss your application. This is so we can make sure that your application is a) eligible and b) meets Honiton Together criteria and c) is ready to go. If we think your application does not meet one or all of these criteria, we may be able to advise you on the next steps to take regarding your project and signpost you to someone who can advise you further.
- All applications that meet Honiton Together guidelines will then go to an open meeting of community supporters on 27 October 2pm to 4pm at The Beehive, Honiton. At that meeting you will be invited to make a presentation of not more than 5 minutes about your project and why it should be funded.



- A small panel of Honiton Together representatives will act as the 'spokespeople' for the audience – asking you a few questions (not difficult ones!!!) to help the audience get more information about your project.
- The audience will then be invited to vote for the projects they would like to see funded by Honiton Together. The projects with the most votes will be funded.

### **9. Okay, now I'm REALLY scared! Can we get any help and support on making these presentations?**

Yes. Honiton Together is running a '**Practice Session 9.30 am – 12 noon Thurs 22 October at The Beehive, Honiton**' for any applicants who will be making presentations in the Dragon's Den. Hannah Reynolds of East Devon Volunteer Support Agency will run the practice session, which will give applicants a chance to:

- Plan how to structure your Presentation
- Think about key presentation messages, what makes a good story and how to tell it
- Share tips on controlling nerves
- Discuss your project ideas with others
- Rehearse your Presentation.

It's not obligatory to come to the Practice Session – but as the saying goes... 'Practice makes perfect'. And there is free coffee, tea and biscuits!

### **10. Hmm ... interesting. We may apply for funding. How do we get the application form and more information?**

Christine Plowman will send you an application form and the guidance notes. Please email [cplowman@eastdevon.gov.uk](mailto:cplowman@eastdevon.gov.uk) or call 01395 516551 ext 2536

## Appendix 2 – Honiton Together Application Form

### APPLICATION FORM FOR HONITON TOGETHER FUNDING

#### Part A: ABOUT YOU AND YOUR GROUP

1. Your name	
2. position in organisation:	
3. Name of your group or organisation	
4. What was your group set up to do?	
5. When did your group or organisation start? <i>(Remember to send your organisation's governing document with this application)</i>	
6. Contact Address	
7. telephone number	
8. Contact E-mail address:	
<b>Bank account or building society details</b>	
9. Account name as shown on organisation's bank statement or passbook:	
10. Account number:	
11. Sort code:	

Part B: ABOUT YOUR GOOD IDEA	
1. Name of your project:	
2. Describe your project - what is the problem you want to address; what do you want to do about the problem through your project? (200 words)	
3. Where will the project happen?	
4. What has happened so far about your project e.g. talking to local people, planning etc.? (100 words)	
5. Project start date:	
6. Project end date:	

<p>7. What will be better for the lives of people in Honiton as a result of the project? (100 words)</p>	
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<p>8. Total cost of your project (£):</p> <p>9. Amount of Honiton Together funding requested (£):</p> <p>10. If there is a difference between the total cost of your project and the amount of Honiton Together funding requested, how will the funding gap be filled?</p>	
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I confirm that:

- I am authorised to sign on behalf of the above named organisation and that any funding will not benefit any individual or private business and will only be used for the purposes specified;
- any unspent monies will be returned to Honiton Together promptly;
- that I/we will provide Honiton Together with a statement of how the funding has benefited the organisation/local community
- that I/we acknowledge and understand that approval of any grant relating to this application does not commit Honiton Together to on-going funding

Signature: (not required if sending by e-mail) \_\_\_\_\_

Date: \_\_\_\_\_

## Appendix 3 – Ballot Card

### BALLOT CARD

<b>Your Name:</b>			
<b>Your Organisation:</b>			
<b>Organisation Name</b>	<b>Amount Requested</b>	<b>Your Votes</b>	
Honiton Youth Orchestra	£750		
Honiton Lions	£500		
Axe Valley Visiting Scheme	£750		
Honiton Community Complex (Beehive)	£680		
Honiton Youth Club	£750		
Honiton Netball Club	£350		
EDVSA	£450		
Danu Blue Natural Healing CIC	£750		
HALFF	£750		

Vote for your 5 favourite projects

Put an X in the box to vote for a project

X
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To cancel your vote, fill in the whole box

Cards with more than 5 votes will be discounted

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<b>Your Organisation:</b>			
<b>Organisation Name</b>	<b>Amount Requested</b>	<b>Your Votes</b>	
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