The whiteley community foundation  
Application Form

IntroductioN

The Whiteley redevelopment represents a significant investment into the local area that will transfer Queensway and Bayswater.

The project is based around creating a unique residential, retail and leisure opportunity in one of the most prominent central London locations.

Community is at the heart of our vision for The Whiteley, which appeals to and benefits the local community as well as future residents and visitors. Recognising a desire to contribute more and work collaboratively with the local community, The Whiteley Community Foundation has been established. This has been created to support social initiatives in the area such as food banks, helping young people, mental health charities, environmental work and poverty prevention.   
  
  
  
THE CRITERIA   
  
  
Following the inaugural Whiteley Community Foundation board meeting it was agreed that a certain criteria would be implemented to assess applications.

This criteria is:

1. The application has a local connection to the Bayswater or Lancaster Gate area.
2. The application is community focused and in particular will support young people.
3. Support from the Whiteley Community Foundation is a final attempt to secure funding after alternative sources have been explored.

Each application would be debated on its own merit but those that adhere to the above are preferred and will be given priority when allocating funds.

PRO FORMA

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| QUESTION | RESPONSE |
| How much funding is being requested? |  |
| What will the funds contribute to? |  |
| Who owns the subject of the application? |  |
| Who is driving the support for the project? |  |
| What are the reasons for seeking support? |  |
| How long will the requested funding last? |  |
| Why is support being sought now? |  |
| How many people (if applicable) will this funding support? |  |
| Have alternative sources of funding been explored? |  |
| Why should the foundation support this? |  |
| Is this the best use of Foundation resources? |  |
| Does the application meet the criteria for support? |  |
| Are there any further issues that the WCF should be aware of? |  |