

Camden Community Wealth Fund's Diversity Panel: frequently asked questions

1. What is Camden Community Wealth Fund?

Camden Community Wealth Fund is a £30 million investment fund that will provide repayable loans and equity finance to help local people grow businesses that empower young people or are run by a diverse group of people. In its first year, the fund will invest £4 million through two pilot programmes:

- **Our Youth Pilot will invest £2m in businesses empowering young people.** Local business owners can apply for investment via our Youth Fund this August and September.
- **Our Diversity Pilot will invest a further £2m in businesses increasing diversity in positions of power.** Applications are now open to join our Diversity Panel to help us decide which businesses receive investment.

2. What is the Diversity Panel?

The Diversity Panel will be a group of 1,000 people who live, work, or study in Camden who will help us decide how £2 million is invested in local businesses that are run by a diverse group of people. In setting up the Panel, we are implementing the principles agreed by Camden Council Cabinet Members to ensure Camden Community Wealth Fund genuinely reflects the views and lived experience of Camden people. This approach will put the views of local people at the heart of our decision-making process and will help build a more inclusive local economy.

3. Which businesses will be eligible to apply for investment?

The Diversity Fund will be open to businesses and other organisations that are run by a diverse group of people. The Diversity Panel will help us shape and decide the full eligibility criteria for applying for investment, which will be published on our website when applications open in 2026.

4. Who can apply to take part in the Diversity panel?

Applications are open to anyone aged 18 or over who lives, works or studies in Camden. We're particularly keen to hear from people who:

- are d/Deaf or disabled
- are from a Black, Asian or other ethnic community
- have a low income or receive benefits
- own or operate a local business

If you work for Camden Council, you can only apply if you also live in Camden.

5. Why are you encouraging applications from this group of people?

This is because business owners who meet one or more of the criteria in question 4 have often found it difficult to access finance under traditional models.

6. Do I need experience or qualifications to apply?

No, you do not need any experience or qualifications to apply.

7. What will Diversity Panel members do?

In setting up the Panel, we are implementing the principles agreed by Camden Council Cabinet Members when establishing Camden Community Wealth Fund to put fairness and lived experience at its heart. There will be two ways to get involved in the Diversity Panel:

- **Online panel:** This group will be made up of 1,000 local people and will regularly meet online to discuss how we can create a more inclusive business economy in Camden. Their input will help us decide which local businesses will be eligible to apply for investment.
- **Face to face panel:** This smaller group of 50 residents will be selected from the online panel. In addition to taking part online, they'll meet in person to discuss the Diversity Fund in more depth. They will help assess businesses based on impact, risk and return, and will help to shortlist businesses for investment. The group will also help the Council make the final decision on which businesses should receive funding.

8. What will Diversity Panel members get in return?

All panel members will be paid for their time (see next question for more details) and flexible options are available too. This is a fantastic opportunity to learn about how investment works and connect with other people who want to make a change in Camden.

9. Will I be paid expenses for my time?

Yes, we're committed to making sure all panel members are compensated fairly for their involvement. We expect to compensate people as follows, which is based on our current expected time commitment so this may end up changing slightly.

- **Online panel:** You will receive a £50 voucher for each stage you take part in – up to £150 of vouchers across 3 stages.
- **Face to face panel:** The face to face panel will be selected from the online group. If you're selected for this group, you'll be paid the London Living Wage for in-person sessions. You will also receive the vouchers for your involvement in the online panel as stated above.

10. What's the time commitment?

The panel will run from September 2025 to July 2026 and members will meet regularly depending on their level of involvement:

- **Online panel:** You'll take part in 3 online activities during the year. Each one may take between 1 to 5 hours, depending on the stage of the project. We'll share full details closer to the time.
- **Face to face panel:** If you're selected for this smaller group, you'll also join 3 in-person sessions during the year. These may take place over a few days for each session and include some online activities too.

We will share a full schedule by September, and flexible ways to take part will be available if needed.

11. How will the panel meetings be made accessible?

We're committed to making sure the panel meetings are accessible to all. If you need any support or adjustments at any stage of the project, we'll work with you to put this in place. This could include language interpreters, EasyRead materials, large print, or support with using online platforms.

There are several ways you can let us know about any accessibility requirements:

- In the application form
- By emailing us at CommunityWealthFund@camden.gov.uk
- During onboarding

12. How will the panel run?

Panel members will take part in several stages between September 2025 and July 2026.

Online panel members will join an online platform to take part in group discussions that will help to influence the decisions made by the Council and face to face panel. Support will be available for anyone who needs assistance to take part online.

Face to face panel members will meet in person at an accessible Camden venue. Regular breaks with food and drink will be provided, and all materials will be supplied.

Working together with independent facilitators and council staff, the panel members will help make recommendations on which businesses receive investment. This will be a new way of working together so we will keep Panel Members updated as the project develops and share a full guide before the panel begins to help you feel prepared and supported throughout.

13. What is the application process?

Anyone over the age of 18 who lives, works or studies in Camden can fill out an application form here: [CWF Diversity Panel Application - We Are Camden - Citizen Space](#)

You can also visit any Camden library to collect a paper copy of the application form from the reception desk or at libraries in Camden. If you require additional support to

complete the application forms, please email us at CommunityWealthFund@camden.gov.uk

14. What is the recruitment process?

Anyone who meets the criteria must complete the application form. You'll be asked to answer a few questions about yourself, why you want to apply and how you want to be involved. Capturing this information will help us make sure the Diversity Panel is representative of all of Camden's diverse communities – including those groups of people we have encouraged to apply.

Once applications close on 6 August, panel members will be selected through a randomised process, based on the information you provided in the application form. If you're selected, we'll send you an onboarding pack with more details about the panel and next steps. You'll also have the chance to ask questions and learn more about Camden Community Wealth Fund before getting started.

15. When will I find out if I've been selected?

We'll aim to let everyone know if they've been selected by the end of August. If you're not selected, you can choose to join a waiting list in case spaces open later. You'll also have the option to join our We Make Camden network, where you can get involved in other opportunities to help shape decisions in Camden.

16. Are there any other ways to get involved?

Yes, there will be opportunities to support the businesses that receive investment through the Diversity Fund. This will depend on the type of businesses that are selected.

To stay updated on ways to get involved, please visit: camdencommunitywealthfund.co.uk/partner-with-us/

17. I run a business in Camden. Can I join the panel and still apply for investment?

Yes, we encourage business owners to join the panel. If you're selected, we'll discuss how we can manage any potential tensions or direct conflicts of interest during the process to keep everything fair and transparent.