

# Tips on applying to us

The advice below is for those applying to Heathrow Community Fund grant streams, but is also worth noting for other funders. If you follow this guidance your application will demonstrate good project management.

**Contact us** - for an informal discussion about your project, in particular which grant stream would be the most appropriate one to apply to and what sorts of things we fund; we may be able to give you some useful pointers and help iron out any immediate queries. Having a chat to us at this point can help you understand the processes and allows us to give you the best support we can. Send us an email at [community\\_fund@heathrow.com](mailto:community_fund@heathrow.com) or give us a call on 01805 839 916.

**Follow the guidance** - read through this document, and the guidance for the grant stream that you have chosen to apply to, and the application form thoroughly before you start. Ensure your project fully meets the essential criteria and consider how you'll explain this in your application - it won't be obvious to someone unfamiliar with your organisation.

Your project should be inclusive (i.e. open to anyone to get involved) and consider how it can engage as many people as possible. With this in mind, please note:

- We won't consider projects in schools or colleges to deliver core curriculum or statutory requirements, but would consider projects which provide a facility or service to benefit the wider community, or where the work is clearly outside of the curriculum/ statutory requirements. The school should be contributing a minimum of 10% of the total cost of the project.
- We will consider projects run by local authorities, as long as it is activity outside that which they are statutorily required to provide and which would not otherwise be possible. Match funding must be demonstrated. Local authorities should also show clearly how they're engaging the local community and/or community or voluntary groups with relevant expertise.
- We will consider non-religious projects run by faith groups if they are accessible to all religions and benefit the wider community or clearly show how they'll increase community cohesion.
- We will consider projects run by particular ethnic community groups if they are accessible to all ethnic groups and benefit the wider community or clearly show how they'll increase community cohesion.
- As with capital projects for buildings or outdoor spaces, any applications for funding for vehicles need to clearly demonstrate their value in terms of outcomes for the intended beneficiaries (e.g. young people or members of the community).
- We prefer to fund organisations for one project at a time – if you would like to submit another application, having been successful the first time, please wait until you have submitted your final report from the first project (unless there are exceptional circumstances)
- You can submit bids to different grant streams – but they must be for different projects.

Showing evidence the project is wanted and needed is important – local research, pilot projects, or consultation are a good idea, as are letters of support from other partners who will be involved. Wider statistics can also be useful - the London Data Store is a reliable source [data.london.gov.uk](http://data.london.gov.uk) as are Surrey-I [www.surreyi.gov.uk](http://www.surreyi.gov.uk) and the Office for National Statistics [www.ons.gov.uk](http://www.ons.gov.uk), but they must be backed up by your own evidence of local need.

Check the overall project costs and how much you plan to request to ensure these figures meet the funding guidelines for the grant stream that you are applying to. Ensure you meet any requirements in terms of match funding (see list of other potential funders overleaf). When completing the form, your budget should be detailed and thorough, showing how you have arrived at these costings – e.g. figures for staff costs should tell us what the hourly rate is, costs for materials should give a detailed breakdown, costs for building work should include details of quotations from contractors or suppliers. Evidence of thorough research and planning will give the trustees greater confidence in your ability to manage any funds they may grant for your project.

When charging for staff time the maximum day rate we'd accept is £300 for staff – the rates we propose for valuing volunteer labour (£10/hour unskilled, and £20/hour skilled) are a useful guide for actual paid staff.

Funds for refreshments are unlikely to be awarded unless it is a key part of the project's route to developing community cohesion e.g. attracting the community to a volunteering event for example.

The application form asks you to tell us whether your grant will be used for capital or revenue costs: we define capital costs as those associated with one-off expenditure on the acquisition, construction or enhancement of significant fixed assets including land, buildings and equipment that will be of use or benefit for more than one year. Other costs are likely to be revenue.

The questions on the application form are designed to give you the opportunity to give us all the information we need to fully and fairly evaluate your project, so make best use of them, and please ask us if you are struggling to answer them.

Any information not on the form will not be seen by the judges. If you feel supporting images are crucial to understanding the bid, please paste them into or attach them to the form.

**Take your time** - writing a bid well is time consuming. Consider carefully how best to describe your project and your organisation, ensuring you have all the facts to complete the form fully and this information is laid out using language understandable to those unfamiliar with the project/ organisation. It's worth putting your final draft aside to double check with fresh eyes some time later, when you are more likely to spot errors or inconsistencies.

**BEFORE YOU SUBMIT YOUR APPLICATION, CHECK:** **1)** you have completed all sections of the form **2)** the project meets all our criteria **3)** the figures in your breakdown of costs total the correct amount **4)** any **crucial** supporting evidence is included with the application.

**If any of the information is inaccurate your application could be deemed ineligible.** If you want us to fully assess your application and give you the opportunity to make any adjustments, **please aim to get your application to us at least 2 weeks prior to the deadline.**

## Examples of clear, measurable outcomes of projects

Many organisations contact us as they are having difficulty articulating what outcomes their project will have in a way that will enable them to measure them. As a funder we are looking for clear change that can be measured – but we are not looking for very complicated measuring systems that cost a lot of money to implement. The following are **real examples from projects that we funded in 2016** and we hope they will help you to think about your own projects:

- ‘We will provide one-to-one mentoring support for 12 young people resulting in raised aspirations and increased understanding of employability skills. We will measure the young people’s aspirations and understanding of employability at the start of the mentoring period, and at the end, and based on our previous work, we estimate that 75% will show improvement’
- ‘How will you measure the success of your project? All youngsters complete pre/post evaluation forms, which are collated in an annual evaluation report. Results from previous programmes indicate: 78% of young people had not been in trouble with the police since attending our programme; 60% had improved behaviour.’
- ‘What change will take place or benefit be experienced by the participants? At least 85% of the participants will progress into education, employment or training (based on evaluation results from pilot project)
- ‘How will you measure the success of your project? Our monitoring and evaluation framework monitors the following outcomes: self-confidence, employability, stability, relationships and participants’ use of local services/opportunities. At the start of the project a baseline score is determined against the above along with identifying individuals’ course goals. Post-course monitoring against the criteria takes place at the end of the course and again 3 months post-course.’
- ‘Who will engage with the project and how will it benefit them? Volunteers gain skills, confidence and an opportunity to make a difference in their local community. Volunteers can gain accreditation for the training course. Families feel less isolated and improve their parenting skills and build social networks in their community’.
- ‘Who will engage with the project and how will it benefit them? The area in which this project will take place is in the top 5 most deprived wards in the borough and local residents are within the top 5% most deprived in England (IMD, 2010). This community-led project will directly engage at least 400 people as well as benefit thousands of underprivileged people in the area by providing access to high-quality green space in the built-up urban environment, supporting community cohesion and also equipping people with skills to maintain the woodland long-term. To ensure environmental and financial sustainability, we will look to engage a corporate sponsor to provide ongoing support through funding and volunteering’.
- ‘Who will engage with the project and how will it benefit them? [project is new roof for church hall] The building offers events for people of all ages with 84 hrs of activities/week and 18 different regular events:
  - Pre-school-age children: daily playgroup (8am-3.30pm) for up to 40 children; predominantly from the wider community. We are a major affordable childcare provider for the community
  - Parents/carers and toddler groups: Scramblers, Messy Church
  - School age children : 4-18, after school clubs and Dance class
  - Adults (especially elderly and vulnerable): Afternoon tea, Gent’s Supper Club, Choir, Band, Lunch club (for older people), Friends (all age), Bible study groups, Coffee mornings, Art Group
  - Community Courses are run from the building e.g. The Money Course, Parenting courses, Happiness Course, The Marriage Course
  - 3 large groups use the building for weekly/daily events (Playgroup, St R’s Church, Tamil language church)
  - We support the curriculum of four local Primary Schools through visits to the building.

According to our community survey, there is a clear need for all these groups to grow both numerically and/or to meet more regularly. A waterproof, insulated and sustainable building will allow for these activities to expand and new services to be added especially for children and the elderly’.

**Sometimes a poor example is just as helpful – the following is from an unsuccessful application:**

- ‘How will you measure the success of your project? Our organisation’s evaluation system monitors project performance through a variety of indicators and processes [no further explanation provided!]

## Example of good budget showing breakdown of costs

<i>Item/activity</i>	<i>Cost</i>	<i>Funding Source</i>	<i>Is it secured?</i>
15 Volunteer days run by The Conservation Volunteers @£325 per session to include insurance, trained leaders, tools and first aid cover.	£4875	Heathrow Community Fund	No
20 hours engagement with local residents and publicity @£35 per hour	£700	The Conservation Volunteers	Yes
14 half day school sessions including preparation and engagement	£3500	Heathrow Community Fund	No
3 Guided walks for local residents each lasting 2 hours @ £20 per hour.	£120	Carillion / The Conservation Volunteers	Yes
Support from Hounslow Heath Rangers (gift in kind)	£500	Carillion	Yes
Materials for bee/ insect bank -gloves @ £3/pair x 30 = £90 -soil @ £10/bag x 10 = £100 -plants @ £5/plant x 48 = £240 -wooden panels @ £7/panel x 10 = £70	£500	Team London	No
Volunteer refreshments and expenses (gift in kind)	£200	The Conservation Volunteers	Yes
(Gift in Kind) Volunteer Officer time @ £15/ hour x 60 hours	£900	The Conservation Volunteers	Yes
<b>Total</b>	<b>£11,295</b>		

Staff costs broken down to show hourly rate and total of hours

Show detailed costs of materials—how much each item costs and how many you will buy

Where something is being donated for free/in kind, show us its value if you had to buy it

Total figure adds up to the total costs of all items/activities and matches the figure stated on page 1

Clearly stating which items/ activities will be funded by the HCF grant

Clearly stating other sources of funding and which items/activities they will be funding

Total of all items/ activities requested from HCF matches the figure stated on page 1

Clearly identify whether or not you have secured the funding

# Other Funders

**Affinity Water** - Fund community projects around specific criteria, and link to their core business of supplying water. <https://www.affinitywater.co.uk/communityengagement.aspx>

**Awards for All** - Fund a wide range of community projects aimed at developing skills, improving health, revitalising the local environment and enabling people to become more active citizens. <http://www.biglotteryfund.org.uk/global-content/programmes/england/awards-for-all-england>

**Berkshire Community Foundation** - Funds community groups/ charities working in Berkshire, making a measurable difference to Berkshire residents suffering from disadvantage. <http://www.berkshirecf.org>

**Berkshire Fund for Carers Respite Breaks** - Awards for registered charities and voluntary groups providing respite breaks for carers. This may take the form of a holiday or to provide regular 'sitting' services. Available in Bracknell Forest, Slough and Windsor & Maidenhead.

**Big Local Fund** - Big Local is an exciting opportunity for residents in 150 areas around England to use at least £1m to make a massive and lasting positive difference to their communities. <http://www.localtrust.org.uk/big-local/>

**Big Lottery Fund Celebrate England** – Offering grants of between £300 and £10,000 for groups to hold one off events or activities which celebrate their local community. <https://www.biglotteryfund.org.uk/celebrateengland>

**Biffa Awards** - Looks to award grants to projects that provide or improve biodiversity, community spaces, cultural facilities, and places for outdoor recreation. You can apply for between £10,000 and £75,000, and the total cost of the project must be less than £200,000. [www.biffa-award.org/main-grants-scheme](http://www.biffa-award.org/main-grants-scheme) and [www.biffa-award.org/apply](http://www.biffa-award.org/apply)

**City Bridge Trust** - Supporting charitable activity across Greater London <http://www.citybridgetrust.org.uk/CBT/>

**The Community Chest** - Community Chest provides funding to community projects and charitable organisations Building neighbourhoods, Celebrating heritage and culture, Working for community change. <http://www.tvha.co.uk/Taking-Part/comm-investment/comm-chest>

**Ernest Cook Trust** – Grants for registered charities, schools and not-for-profit organisations wishing to encourage young people's interest either in the countryside and the environment, the arts, or in science, or aiming to raise levels of literacy and numeracy. <http://ernestcooktrust.org.uk/grants/>

**FareShare** – Helps charities and community groups to access the free, unsold, surplus food from the local supermarket and food industry. <http://www.fareshare.org.uk/>

## Gardening-related funding

<https://schoolgardening.rhs.org.uk/>

<http://www.gardeningwithchildren.co.uk/>

<https://www.homeretailgroup.com/corporate-responsibility/community-prize-draw/>

<http://www.recyclenow.com/what-to-do-with/gardening-tools> <http://www.conservationfoundation.co.uk/>

**Hillingdon Community Trust** - Small and large grants for projects in the southern six wards of Hillingdon. [www.hillingdoncommunitytrust.org.uk](http://www.hillingdoncommunitytrust.org.uk)

**Leapfrog** - Pure Leapfrog is dedicated to ensuring that community energy becomes a significant part of the sustainable energy mix in the UK. Their Community Energy Fund offers low interest loans for community renewable energy projects. [www.pureleapfrog.org](http://www.pureleapfrog.org)

**Heathrow Community Fund**



**One Stop Carriers for Causes** – Grants available for good causes within two miles of a One Stop shop. Grant of up to £1000 will be available to support projects that benefit local communities – helping improve lives and local places. <http://www.groundwork.org.uk/Pages/Category/carriers-for-causes-uk>

**Slough Social Fund** - Awards for registered charities and voluntary groups in Slough, focusing on the vital signs issues of deprivation, crime and employability.

**Tesco Bags of Help** – Local community grant scheme from the money raised from the 5p bag charge. [www.groundwork.org.uk/sites/tescocommunityscheme/pages/category/boh-grant-for-project-tes](http://www.groundwork.org.uk/sites/tescocommunityscheme/pages/category/boh-grant-for-project-tes)

**ThreeUK Fund** - Immediate grant funding to small voluntary and community groups and organisations in Windsor & Maidenhead, enabling them to continue or expand their work, including advocacy, community voice and service provision. The fund is seeking applications primarily from groups working with young people.

**Urban Community Energy Fund** - The Urban Community Energy Fund (UCEF) is a £10m fund to kick-start renewable energy generation projects in urban communities across England. Community groups will be able to access grants and loans to support the development stages of a renewable energy project that will bring significant benefits to the local community. <https://www.gov.uk/guidance/urban-community-energy-fund>

**WREN** - WREN helps benefit the lives of people who live close to landfill sites by awarding grants for community, conservation and heritage projects. Main Grants Scheme and Small Grants Scheme available. [www.wren.org.uk](http://www.wren.org.uk)

**Veolia Trust** - <http://www.veoliatrust.org/media/documents/gettingthebestfromyourproject.pdf> is a particularly useful document about Veolia Trust and their funding opportunities. Take note of Section 3 for further research and learning on playgrounds and recreational spaces, community buildings, biodiversity, and project sustainability.