

# Heathrow Communities Together

## Guidance and Criteria

### Overall Guidance

These awards help groups in the areas around Heathrow to run projects focussing on 4 areas: 'protecting and enhancing our environment', 'bringing communities together', 'improving quality of life through increasing social inclusion' and 'improving community facilities for all'. Funding for these awards comes from Heathrow Community Fund, part of the independent grant making charity, LHR Airport Communities Trust.

**Follow the guidance** – you **MUST** read through this document thoroughly as well as the full 'Grant-making Policy', our 'Tips on Applying' document and the application form **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.

Applicants can apply for up to £2,500 per year for up to two years, for projects costing no more than £10,000 per year (total £20,000 for 2 year projects). There are four rounds each year. The scheme is open to local authorities, schools, charities, community groups and not for profit companies. Community groups could be a youth club, residents association, charity, or even a group of like-minded neighbours. Groups should have a constitution and a bank account in the name of their organisation. For new or less formal groups, you may need to work in partnership with another organisation that could hold the funds for you and provide other guidance and support.

Heathrow Community Fund won't award a grant where alternative sources of funding are available, for general running costs, appeals in support of a sole person (whether health or education related), commercial sponsorship, private companies, third party advertising or political campaigning. While there's no limit to the number of submissions you can make in a round, we will only grant one award to an organisation in each round.

*For further advice on this or any other grant streams, please contact us on 01895 839916 or [community\\_fund@heathrow.com](mailto:community_fund@heathrow.com).*

### Judging your application

Representatives from Heathrow Community Fund, local authorities, voluntary sector organisations, Heathrow Airport and Groundwork South look at every application and mark it according to set criteria, outlined overleaf. 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 contact us on 01895 839916 or email [community\\_fund@heathrow.com](mailto:community_fund@heathrow.com).

### To submit your application

Applications must be completed online and can be found <http://www.heathrowcommunityfund.com/need-funding./for-community-projects> If you would like to discuss your project please phone us on 01895 839916 or email us with your questions at [community\\_fund@heathrow.com](mailto:community_fund@heathrow.com). Please consider the time you will need to complete the online form before the closing date deadline as late entries will not be accepted. **If any of the information is inaccurate or the form is incomplete your application could be deemed ineligible.**

Once you have submitted your application you will receive an email with a copy of your application. Please keep this safe. After the closing date deadline you will receive an email notifying you of your URN number to confirm that your application has been submitted for that round. Please contact us if you do not receive the URN email within five days after the deadline date on 01895 839916 or [HCF@Groundwork.org.uk](mailto:HCF@Groundwork.org.uk).

### Payment of the award

Successful applicants will receive our 'How to invoice' document for more information on payment of the award. For 1 year projects, funds will be released in two batches, and for 2 year projects funds will be released in three batches. All payments are subject to the receipt of required supporting documents and/or required reporting on the project. All applicants should claim funds within 2 months of receiving notification of the award, and the final sum should be claimed within 1 year from the same date for 1 year projects, and 2 years from the same date for 2 year projects.

### The HAPi Option

If your organisation has a volunteer who is a staff member at Heathrow Airport, encourage them to apply via the HAPi grant stream instead. HAPi applicants can apply for grants up to £2,500 for projects costing no more than £10,000. The scheme is open to Heathrow Airport Ltd staff who are regular volunteers with schools and community groups. Contact [community\\_fund@heathrow.com](mailto:community_fund@heathrow.com) for more information.

## Criteria

Below are the criteria the judging panel use to assess your application. We're looking for applications that demonstrate a thorough consideration of the Guidance and Criteria and provide full and detailed responses.

**Support the themes of the Communities Together grant stream – All applications should clearly show how they meet one of the following themes:**

**S1 Protecting and enhancing our local environment** - the protection and promotion of the physical and natural environment for the purpose of improving community wellbeing, including but not limited to, the conservation and protection of wildlife, the provision of community green spaces such as allotments or gardens, and programmes to raise community awareness of such issues. E.g. you could improve a local pond, woodland or communal garden; run a native flower or tree planting scheme in your street; or even run a bird box building project. Your project may need to consider conserving local habitats and increasing people's awareness of them. You may also need advice and support from other organisations in the area concerned with nature and wildlife conservation.

**S2 Bringing communities together and increasing community cohesion** – projects to enable different groups within the community to come together, or to increase understanding between different members of the community. E.g. this could include running an arts festival; running a club to promote health and exercise; promoting a healthy walk scheme; performing a show; running a lunch club for the elderly; holding a summer fete or projects which specifically facilitate understanding and friendship between different groups in the community. The project would need to be sustainable and allow access for all members of the community. How will the project build on community spirit and increase pride in the local area?

**S3 Improving quality of life through increasing social inclusion**– projects to reach specific isolated or under-represented groups in the community and provide them with additional support. E.g. This could include projects that address the causes of financial hardship and disadvantage; projects that support upskilling adults; projects that bring together currently isolated members of the community; running English language classes; or programmes advising about debt management.

**S4 Improving community facilities for all** – your project will enable more people to make use of local facilities This could include providing disabled access to a community facility; installing a disabled toilet or wet room; installing new kitchen equipment to enable food to be served; or installing new flooring to enable a community hall to be used by more groups. • When drafting your application please consider carefully the way(s) in which you will measure the impact of the project, possible impact measures for projects include: o number of people involved in community events and programmes bringing the community together o number of people with greater feeling of involvement in local community o increased number of people/variety of groups using community facility o area of land enhanced or protected for the community  
11 Classification: Public o number of people showing an improvement in a specific aspect of quality of life (e.g. more self-confidence, greater participation in exercise, wider social interaction, specific skill acquisition)

- A. Demonstrate that you are a responsibly managed organisation** – tell us about your financial situation and what training you provide to Trustees or management committee on governance issues such as risk and financial management. If your accounts show a clear profit or deficit, explain why.
- B. Project Beneficiaries** – tell us who specifically will benefit from your project and how. Involve the target community in all stages of the project planning. How have your beneficiaries been involved in developing the project? What skills and help could they provide? How will people be encouraged to value the end result? Projects taking place in public access sites must not exclude any section of the community. If your project is for young people, how have they been involved in developing the project? Clearly indicate either that you have already identified your beneficiaries, or that you are partnering with organisations that have identified beneficiaries.
- C. Demonstrate this project will meet an identified need** - Showing evidence that the project is wanted and needed is important – local research, pilot projects, or consultation with potential beneficiaries are a good idea, as are letters of support from other partners e.g. schools or health professionals who will be involved in helping you to reach beneficiaries.

- D. Consider and plan how your project will give lasting benefits** - What plans do you have to maintain and build upon the achievements of this project once our funding has finished? Is it part of a wider scheme? How will you make sure funds aren't wasted? How will you measure the lasting benefits to your beneficiaries?
- E. Demonstrate sustainability of the project** – what will happen after HCF funding ceases? If applying for 2-year funding consider how you can plan to diversify your income during the life of the project so that you can ensure it will continue beyond the life of this grant. It's very important to ensure your project is lasting and sustainable and has been fully thought through.
- F. Provide clear information about how the project's impact will be measured and relate this to the specific theme(s) of the grant programme to which you are applying (see specific grant programme criteria below for themes and suggested impact measures).** E.g. if you are applying for funding for a project to increase resilience of young people then how will you measure that increased resilience?
- G. Community cohesion considerations** – All applications should clearly show how the project will contribute to greater community cohesion by demonstrating an understanding of any particular issues relevant to the local community (e.g. ethnic or demographic issues, for example if recruiting volunteers how will you ensure they are representative of the local demographic).
- H. Environmental impact considerations** - All projects should demonstrate a consideration of environmental issues, with measure in place throughout your project to minimise waste through reuse and recycling wherever possible.
- I. New or tried and tested?** If new, is this an innovative project? If it is work you have not done before, what expertise do you have to deliver the project? How do you know the new service or project is what is needed? If an existing project what information do you have on its impact on beneficiaries to date? Explain how you have adapted your project from lessons learned during delivery to date.
- J. Experience and Capacity to deliver** – tells us about your track record of delivering this sort of project, or working with this type of beneficiary. How well do you know the geographical area? How well are you connected to local organisations that could help you deliver the project?
- K. How will you reach the beneficiaries?** Tell us how you will make sure that you will reach those who will most benefit from the project. Will you be taking referrals from statutory bodies? Or do you already have a waiting list? How will you ensure that you do not exclude potential beneficiaries?
- L. Explain why this funding is not currently available elsewhere** e.g. in the case of energy advice why is this not funded by energy companies, or in the case of activities in schools why is your project not part of the core curriculum, etc.
- M. Match funding** –
  - For Large grant programmes (Environment & Sustainability Grants, Projects for Young People, and Communities Together Large Grants)** - You should have already secured at least 10% of the total project costs when you apply either in cash or funding in kind. Demonstrate that you have explored all funding options. Voluntary labour, donated goods or services may be counted as matched funding in kind (unskilled labour costed at £10/hour, skilled at £20/hour; goods costed at retail price).
  - For small grant programmes (Development, Communities Together Small and HAPi)** – Match funding (either in kind or cash) is not required, however you should demonstrate that you have explored all funding options. All costs should be listed in your budget, including voluntary labour, donated goods or services (unskilled labour at £10/hour, skilled at £20/hour; goods at retail price).

In addition to the above, Heathrow Community Fund sees great value in organisations working in support of each other, either through formal or informal collaboration and partnership – this could include sharing information, contacts, resources or learning and experience.