

Brent Health Matters - Community Grant 2025 Application Guidance

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A: Everything you need to know

1: Introduction and how to contact us

We welcome your interest in grant funding for Brent-based community projects. The council and NHS partners want to fund community-driven projects, which can draw on the knowledge, skills, and ability of local people to make a difference in their community.

If you have any questions, please contact BrentHealthMatters@brent.gov.uk

2: What is the Brent Health Matters (BHM) Community Grant?

The Brent Health Matters Community Grant provides grants of up to £10,000 to organisations to support improving health and wellbeing in their community.

The Community Grant opens on 1st October 2025 (09:00) and closes on 31st October 2025 (23:59).

Brent is divided into five Brent Connects areas:

- ☐ **Harlesden** (Harlesden & Kensal Green, Stonebridge, Roundwood)
- ☐ **Kilburn** (Brondesbury Park, Kilburn and Queen's Park)
- ☐ **Wembley** (Alperton, Northwick Park, Preston, Sudbury, Tokyington, Wembley Central, Wembley Park and Wembley Hill)
- ☐ **Kingsbury and Kenton** (Barnhill, Fryent, Kenton, Queensbury, Welsh Harp and Kingsbury)
- ☐ **Willesden** (Dollis Hill, Cricklewood & Mapesbury and Willesden Green)

3: Who can apply for a grant?

3.1: Eligibility and legal structures

To be eligible, there must be a signed governing document in place appropriate to the legal structure. This document should include an asset lock (or equivalent clause), and the purpose of all funded activities must be charitable (not for profit). The eligible legal structures include:

- Charitable Incorporated Organisation (CIO)
- Company Limited by Guarantee (CLG) - may also be registered as a Charity or a Community Interest Company Limited by Guarantee (CICLG)
- Community Benefit Societies (CBS)
- Registered Not for profit/Trust/Foundation
- Registered Charity status

3.2: Applications must have:

- Governance document
- Bank Account (Same name as the organisation applying)
- Constitution /Memorandum/Article of Association/Trust Deed – (Evidence organisation is constituted and organisational aims and objectives)
- Equalities and Diversity
- Adults Safeguarding
- Children's Safeguarding
- Data protection/GDPR

4: What is the criteria for funding?

The Fund's aim is to prioritise projects that support the health and wellbeing of local communities and contribute to improving health outcomes, specifically for Brent residents.

For all age groups

- Promoting health awareness and encouraging healthy lifestyles (e.g. diabetes, blood pressure monitoring, emotional health, etc.)
- Supporting mental health and wellbeing, especially for children, young people and vulnerable residents (through arts, music, dance, etc.)
- Supporting Brent residents to access health and care services, particularly for underserved communities including neurodivergent individuals
- Support local physical activity projects that make it easy and welcoming for all Brent residents, especially those who are less active or face barriers, by offering a variety of fun, inclusive and community-focused opportunities that help people stay active and healthy over the long-term

Age specific groups

- Increase the uptake of health screening (e.g. Bowel/Prostate/Breast/Cervical cancer screenings) through health education and awareness

For children and young people

- Increase the uptake of childhood vaccinations through outreach and awareness (e.g. MMR-V/Chickenpox)
- Support asthma and respiratory health by raising awareness and engaging the Brent Health Matters (BHM) team to provide specialised training to community members and Brent residents through a community programme
- Encouraging physical activity, especially among young women from diverse backgrounds to engage in sports and physical activities such as football, running and athletics
- Improve oral health through targeted programmes such as supervised toothbrushing and dental health awareness

Demonstrate impact by clearly explaining how you will measure the success of your project and show how your work helps reduce health inequalities in the community.

Priority for disadvantaged groups

Projects that target and benefit disadvantaged groups will be given priority. The following list indicates possible groups to consider targeting, but the grant is open to considering any other suggestions:

- Young people
- Elderly people
- Black, Asian, and Minority Ethnicity Background (BAME) groups
- LGBTQ+
- Digitally excluded individuals.
- Disabled people
- Isolated people
- Homeless people
- People living in overcrowded housing.
- Unemployed individuals
- Those on low incomes
- Individuals whose first language is not English.

5: Who is not eligible?

The following types of organisations are not eligible for our grants:

- Statutory organisations, such as local authorities
- NHS bodies
- Schools
- Co-operative societies
- Unincorporated associations
- Private companies limited by shares and guarantee.
- Individuals

6: What can we not fund?

The grant cannot be used for:

- Activities that promote religious or political views
- Purely commercial ventures (for profit)
- Spending that has already taken place (i.e. retrospective funding)
- Individual sponsorship or redistribution of a grant to individuals or other organisations
- Activities where people are excluded on the basis of religion, sexual orientation, gender or ethnicity
- There must be no personal benefit attached to the grant
- The organisation must not have defaulted in their submissions to the Charity Commission/Companies House within the last two completed financial years
- Items and activities that NHS and Council has responsibility for

7: How do I apply for grant funding?

- Applications can be made by completing the online application form
- Refer to this guidance handbook when completing the application form and gathering supporting documents
- Organisations may team up with individuals and organisations to apply

8: How will I find out if my application has or has not been successful?

- All applications will receive a letter explaining whether their application was successful or not. Where an application is unsuccessful, the reasons for this will be included in the letter. Further sources of support will also be highlighted.
- If a project demonstrates good potential to meet the BHM priorities, individuals and organisations may be asked to refine and resubmit applications.

9: Which projects and organisations are most likely to receive grant?

- Projects benefitting Brent residents
- Projects which align with, but do not duplicate, other services or projects in the borough
- Those with the best alignment to the BHM programme priorities set out in Section Four above
- The best quality projects from the applications received
- Projects that show how they are able to target and reach local people
- Projects that take into account equality and diversity issues
- Projects with clear outcomes and a clear approach to measuring success
- Projects that offer value for money and quality assurance
- Organisations that have a good record of delivery
- Organisations that work well in partnership, networking, and consulting with local agencies
- Organisations that have good financial management and meet financial assessment criteria
- Organisations must have a Safeguarding Children Policy and Safeguarding Vulnerable Adults Policy if working with children or vulnerable adults

10: Financial Assessment

- Grant is not available towards equipment that has already been acquired or events/activities that have already begun
- The financial assessment of accounts submitted looks to ensure awareness of the need for a diverse funding base, working capital and unrestricted reserves

11: What is the assessment process?

- We check that all paperwork has been received and is correctly completed and request further details if appropriate
- We will remove applications that do not meet the key criteria. Applications may be signposted to, or shared with, other grant funds operated by the Council or local organisations e.g. Neighbourhood Community Infrastructure Levy (NCIL), Voluntary Sector Initiative Fund (VSIF) or National Lottery Grants (CVS Brent).
- An evaluation panel, including locality community representation, will review and score the applications
- The scoring reports are agreed by the delegated lead officer
- We will notify applicants of the result

12: How long will it take to process my application?

- We expect to confirm decisions eight to ten weeks after we close to applications.

13: How are grant payments made?

Grants are paid as:

- Half payment initially
- The other half payment after completion of a halfway report

As an outline, you will be expected to:

- Attend a monitoring session at the beginning of the grant, which will inform you of what data you will need to provide and the process to follow to receive your grant
- Halfway into your project, and in order to receive the remaining 50% of your grant, you will need to submit a short mid-term report on the progress made so far
- No later than a month following the completion of your project, you will need to submit a final report that will outline the learning, reach, how residents benefitted from your project the wider impact achieved

Guidance for both mid-term and final report will be provided through a monitoring session that will be organised shortly after the completion of the grant selection process. There will be two sessions offered for you to drop-in on. If you cannot make either, you will be able to access the recording.

B: Documents to submit for all grants (organisations only)

Document	Why
Constitution/Memorandum & Article of Association/Trust Deed	Evidence organisation is constituted and organisational aims and objectives
Governance document: Your organisation must have at least three unrelated members who are legally responsible for its governance. These members can be Trustees, Directors, or a Management Committee, depending on your structure. Please note that the highest level of governance should be a board of Trustees (for charities and CIOs) or Directors (for CLGs or CICLGs). A Management Committee that sits below the board of Trustees or Directors does not count towards this requirement.	
Bank Account: You must have a bank account in the same name as the organisation applying.	
Safeguarding: Your organisation must have a safeguarding policy in place that meets the requirements listed in our safeguarding checklist. Children's Safeguarding Policy: You must include this if your organisation works with children, i.e. anyone under 18 years of age. Safeguarding Vulnerable Adults Policy: You must include this if your organisation works with vulnerable adults.	Evidence of adherence to legal requirements when working with the public
Previous Brent Council funding: If you have received any grants from Brent Council in the last three years, all conditions from those grants must be completed, and there should be no outstanding monitoring at the time of application.	Grant Name e.g. Brent Health Matters, NCIL, Edward Harvist, etc. Approximate date (Month/Year) Approximate amount (£0.00)
Data protection/GDPR	

If you have the following documents, please submit along your application form.

Additionally, if your application is approved, you may be asked to provide the following documents.

Employer's Liability Insurance, Indemnity Insurance Public Liability (third party) Indemnity Insurance If applicable: Property and Equipment Insurance against fire, theft, loss, damage Professional indemnity, if required Evidence of Vehicle Insurance, if vehicles are owned.	
Health and Safety Policy	
Equal Opportunity Policy	

Brent Health Matters Community Grant Application Guidelines 2025

This guide is designed to help you develop your health-focused project idea and prepare a strong grant application. The Brent Health Matters Community Grant prioritises projects that support the health and wellbeing of local communities and contribute to improving health outcomes specifically for Brent residents.

Use this guide to ensure your application is clear, concise, and meets the health-focused criteria.

Project description

Describe your health project clearly and briefly:

Key questions to address:

- Who is involved? - health professionals, community partners, target beneficiaries
- What health outcomes will be achieved from start to finish?
- Where will health activities take place within Brent?
- When will it run? - frequency and duration of health interventions
- How will health services/activities be delivered? - any evidence-based methods

Health-specific tips:

- Make it easy for someone unfamiliar with your health project to understand the health need being addressed
- Clearly identify which Brent Health Matters priority area(s) your project addresses (criteria in Section Four above)
- Highlight how your project will improve health outcomes and reduce health inequalities
- Include your sustainability plan for continued health benefits after grant funding ends
- Demonstrate an understanding of the target population's specific health needs

Priority areas to consider:

- Health awareness and healthy lifestyle promotion
- Mental health and wellbeing support
- Improving access to health and care services
- Physical activity initiatives
- Health screening uptake
- Childhood vaccination awareness
- Respiratory health/asthma support in Children and Young People
- Oral health improvement

Project deliverables timeline

Use the application form table to break down health-focused tasks and activities for these different community health project Examples:

Physical activity projects:

- Set up a walking group - recruit participants Week 1-2
- Deliver weekly community walks - every Tuesday starting Week 3
- Organise monthly sports sessions for young women - first Saturday of each month
- Plan end of project celebration event - Week 24

Health awareness projects:

- Design simple health information leaflets - Week 1-3
- Book community venues for health talks - Week 2
- Deliver monthly diabetes awareness workshops - second Wednesday of each month
- Invite local health professionals as guest speakers - confirm by Week 4

Mental health and wellbeing projects:

- Recruit arts/music facilitators
- Set up weekly creative workshops (art, music, dance) - starting Week 3
- Organise monthly peer support group meetings - first Monday each month
- Plan community showcase event - Week 20

Health access support projects:

- Train community volunteers as health navigators - Week 2-3
- Set up weekly drop-in sessions to help with GP registrations - every Thursday
- Organise monthly information sessions about local health services - third Saturday of each month
- Create simple resource pack about accessing healthcare - Week 4-6

Practical planning tips:

- Allow 2-3 weeks for initial setup and volunteer recruitment
- Book venues well in advance, especially for regular weekly activities
- Plan around school holidays for children/young people projects
- Consider cultural and religious calendars when scheduling activities
- Build in time for promoting your project in the community (2-4 weeks)
- Include regular review meetings with your team (monthly recommended)

Beneficiaries

Identify who will benefit from improved health outcomes:

- Which Brent residents and community groups will experience better health outcomes?
- What specific health improvements will they experience?
- How did you identify their health needs (e.g. health surveys, community health profiles, GP data)?
- What makes your health approach unique or culturally appropriate?
- How will you reach underserved communities or those facing health inequalities?
- Do you have health professional advisors or clinical input?
- How does your project complement existing health services in Brent rather than duplicate them?

Special focus areas:

- Children and young people (vaccination uptake, asthma management, oral health, physical activity)
- Underserved communities, including neurodivergent individuals
- Those facing barriers to health service access
- Communities with specific health screening needs

Location and health service delivery

Where will health activities be delivered in Brent?

- Ensure locations are accessible for people with health conditions or disabilities
- Consider proximity to existing health services or transport links
- What are the health and safety risk factors for each activity?
- What contingency plans do you have for health emergencies during activities?
- Do you have safeguarding protocols in place, especially for vulnerable participants?
- Is there adequate space for confidential health discussions or screenings?

NHS 10 Year Plan alignment

How does your project align with the NHS 10 Year Plan priorities?

Key NHS Plan priorities to consider

Prevention and early intervention:

- How does your project focus on preventing illness, rather than just treating it?
- What early intervention approaches will you use to address health issues before they escalate?
- How will you promote healthy behaviours and lifestyle changes?

Reducing health inequalities:

- Which specific health inequalities will your project address?
- How will you reach underserved or marginalised communities?
- What barriers to healthcare access will you help remove?

Community-centred care:

- How does your project deliver care closer to home and in community settings?
- What role will community members play in delivering or supporting your project?
- How will you build community capacity for ongoing health and wellbeing?

Emotional and mental health support:

- How does your project address mental health alongside physical health?
- What mental health support or awareness will you provide?
- How will you reduce stigma around mental health in your community?

Digital health and innovation:

- Will you use any digital tools to improve health outcomes or access?
- How might technology enhance your project delivery or monitoring?
- Can you innovate in how you deliver community health services?

Application guidance:

- Choose 1-2 NHS Plan priorities that most closely align with your project
- Provide specific examples of how your project contributes to these national priorities
- Explain how your local community project supports broader NHS transformation
- Consider both immediate project outcomes and longer-term system benefits

Key health milestones

What health activities will you deliver and how often?

Health project planning:

- Create a realistic timetable that allows for health behaviour change
- Consider the time needed for sustainable health improvements
- Plan for regular monitoring and assessment points
- Include milestones for partnership development with health services

Examples of health activities:

- Weekly health and wellbeing workshops
- Monthly health screening events
- Quarterly health outcome assessments
- Ongoing physical activity sessions
- Regular mental health support groups

Health outcomes (SMART)

Provide at least 2-3 SMART health outcomes.

Health outcome examples

Physical health:

- "We aim to improve physical health of the participants by hosting regular 30min of physical activities"
- "Comparing initial health assessment of the participants with the end of project feedback"

Mental health:

- "Participants will report improved mental wellbeing scores using a validated tool by [end date]"

Health access:

- "Residents will be encouraged to register with a GP practice and attend health appointments" (capture number of residents that had better health access following your project)

Health knowledge:

- "Parents will demonstrate improved knowledge of childhood vaccination schedules through post-training assessment by [date]"

Total project costs

Health project budget considerations (excluding salaries):

- Include costs for volunteer training and support (but not volunteer payments/staff salary)
- Factor in costs for health equipment, materials or resources
- Consider expenses for accessible venues suitable for health activities
- Include volunteer expenses such as travel costs and refreshments
- Account for any equipment, insurance or safety requirements

Health project budget breakdown

Itemise health-focused expenses (no salaries allowed)

Eligible expense examples:

- Volunteer training costs: £X per training session
- Volunteer expenses (travel, refreshments): £X per volunteer × X volunteers = £X
- Health education materials and printing: £X per participant × X participants = £X
- Equipment for physical activities: £X per item
- Venue hire for health activities: £X per session × X sessions = £X
- Guest speaker expenses (per session/travel/ect): £X per speaker
- First aid training for volunteers: £X per person × X people = £X
- Fees for trainers, instructors or professional facilitators

Ineligible expenses:

- Paying salaries/stipends for new/existing staff to carry out organisation business as usual activities outside of Brent Health Matters grant funded project.
- Any form of employment or contracted services involving personal payment

Additional considerations:

- All activities must be delivered by volunteers/professionals or through in-kind partnerships
- Show how volunteer recruitment and retention will be managed
- Demonstrate that volunteer-led delivery is sustainable and safe
- Include costs for volunteer support, training and recognition
- Factor in costs for health outcome evaluation materials and reporting

Final checklist for health project applications:

- ✓ Clear health need identified with evidenced
- ✓ Specific Brent Health Matters priority area addressed
- ✓ Target population and health inequalities clearly defined
- ✓ Measurable health outcomes specified
- ✓ Realistic timeline for health behaviour change
- ✓ Partnership with relevant health services considered
- ✓ Budget demonstrates value for health impact
- ✓ Sustainability of health benefits planned
- ✓ Compliance with health and safety requirements considered

How we assess your application

We will assess applications to ensure they meet the Brent Health Matters criteria.

The table below outlines the scoring criteria that will be used to assess the responses to the questions in your application. Please use this to review your application responses against these criteria to help you to answer each question fully.

Score	Explanation
0	Unacceptable - The information required is either omitted or fundamentally fails to meet the relevant submission requirements to answer the question. Insufficient evidence to demonstrate that the relevant submission requirements or the Council's requirements can be met.
1	Major reservations - The information submitted has insufficient evidence that the specified requirements can be met. Significant omissions, serious and/or many concerns.
2	Some reservations - The information submitted has some minor omissions in respect of the relevant submission requirements. The application satisfies the basic minimum requirements in some respects, but is unsatisfactory in other respects and raises some concerns.
3	Satisfactory - The information submitted provides some good evidence to meet the relevant submission requirements and/or the Council's requirements. It is satisfactory in most respects and there are no major concerns.
4	Good - The information submitted provides good evidence that all the relevant submission requirements and/or the Council's requirements can be met. Full and robust response, any concerns are addressed so that the proposal gives confidence.
5	Outstanding - The information submitted provides good evidence that all the relevant submission requirements and/or the Council's requirements can be met and the proposal is outstanding. Exemplary proposal completely aligned to the intentions of the grant, provides full confidence and no concerns.

Delivering your project and monitoring

Once the grant funding has been received, you may begin delivering your project or activity. Please ensure that Brent Council funding is acknowledged in any promotional materials related to your project.

As part of the Brent Health Matters Community Grants programme, funded organisations will be expected to adhere to a monitoring framework that aligns with GDPR-compliant data collection practices. This includes:

- Notifying Brent Health Matters when your project goes live
- Registering service-users for each session delivered
- Collecting feedback from participants after every session
- Providing mid-term and end-of-project monitoring reports, detailing progress, outcomes and learning
- Scheduling a meeting with your local Brent Health Matters Coordinator, who may also wish to attend one of your sessions or activities.

We also encourage organisations to monitor the success of their project. This will be outlined in the funding agreement and may include:

- Photographs or video footage of the project in action, with appropriate permissions
- Receipts and invoices as evidence of project expenditure
- A record of participant numbers, including demographic information where relevant
- A short narrative summary of the project's outcomes, which may be featured on the Brent Council website or other promotional platforms, accompanied by photos or video content

This monitoring process helps ensure transparency, supports learning and showcases the positive impact of your work in the community.