



## Love Where You Live in partnership with Wembley Stadium Foundation Application Criteria and Guidance

### ROUND TWO

The Love Where You Live (LWYL) grant provides funding for projects that bring people together, celebrate diversity and create opportunities for everyone. The goal is to help local people develop skills, support community organisations, and work together to make Brent a stronger, more connected place.

Since May 2025, (LWYL) has partnered with Wembley Stadium Foundation (WSF) to fund projects across Brent. WSF is an independent charity, using the power of Wembley Stadium to inspire, connect and transform communities.

The partnership will:

- Increase funding for Brent-based organisations
- Improve community pride, belonging, cohesion and empowerment
- Provide opportunities that are open to all

### Funding Criteria

**Projects should fit one of six key themes:**

1. **Developing community and social cohesion** – to bring the community together - activities or events, which help create a sense of belonging. This could include organising a community day or a day celebrating transnational communities in the UK.

2. **Climate change and tackling environmental issues** – to come together to make your neighbourhood cleaner and greener. This could include brightening up a local area with flowers/foliage or you are bringing eco-thinking to your community organisation when delivering services to Brent residents.
3. **Addressing inequalities and expanding local engagement** – to reach new communities, cultures, and neighbours. This could include organising an event bringing together residents of diverse backgrounds, or projects aimed at hard-to-reach communities within Brent.
4. **Capacity-building** – to help support and grow a newly formed group. This could include training and educational activities or building a community website.
5. **Tackling social isolation** – to support residents who have little support or community involvement. This could include organising a weekly away day or lunch club for residents in your area that might feel alone or isolated. As an example, elderly groups.
6. **Address physical activity and movement** - to help reduce health inequalities in the community.

### **Who can apply**

Grants are available to:

- **Brent schools**
- **Organisations, Community and voluntary groups** registered in Brent with Companies House or the Charity commission.
- **Brent residents** who want to hold an event that promotes inclusion and community spirit.

We especially welcome collaborations between organisations.

### **Important**

- Organisations must be registered in Brent with Companies House or the Charity Commission.

- Projects should commence no earlier than June 2026.
- You can only submit or be part of **one** application.
- Funding must be spent within 2 years of receipt.
- Demonstrate that 100% of the people benefiting from the project will be Brent residents.
- Organisations must have been in operation for a minimum of 12 months as of the application submission date.
- Relevant insurance and safeguarding documents must be provided where required.
- A project can be borough-wide or within a specific Brent Connect area or ward. For more information on your Brent Connect area, click [here](#) or for your ward click [here](#).
- **Residents and organisations that were successful in Round One are not eligible to apply in this round.**

## Eligibility

### Schools

Must show that their project benefits the wider community, not just the school community.

### Residents

Must provide proof of address (dated within the last three months):

- Council tax bill
- Bank statement
- Utility bill (not credit card or mobile bill)
- DWP, HMRC or government letter

Proof of ID:

- A valid passport
- Full or provisional photo driving licence

- Applicants aged 16 and 17 need to have a partnership with a suitable adult who holds a current DBS certificate and will manage the grant
- Residents cannot submit applications on behalf of an organisation

## **Organisations**

### **Must be:**

- Constituted voluntary or community organisation
- A registered charity
- Charitable incorporated organisation (CIO)
- Community interest company (CIC) limited by guarantee

### And have:

- Companies House or Charity Commission registration number
- Bank account with at least two signatories
- At least two board members who are not related

### **We cannot accept applications from:**

- Organisations not registered with Companies House or the Charity Commission (this only applies to lead applicants)
- Sole traders
- Residents applying on behalf of an organisation
- Companies that pay profits to directors, shareholders or members, including companies limited by shares
- Organisations applying on behalf of another organisation (except where applying as part of a consortium bid)
- Organisations with an income over £500,000
- Organisations less than 12 months old at the time of submission

## **Additional Requirements for Partnership, Consortium or Group Applications**

Consortium bids must meet standard eligibility requirements above. In addition:

- Only the lead partner must be a registered organisation; partners may also consist of informal resident groups.
- Only the lead partner needs to be registered in Brent
- Provide complete contact information for each partner and describe the nature of the partnership.
- Safeguarding and data protection requirements apply to all parties involved.
- Only the lead partner must have independently verified accounts.
- You must demonstrate that 100% of beneficiaries are Brent residents.
- Partnership organisations must be independent organisations with board members independent of each other

#### **How much you can apply for:**

Up to £15,000.00 - collaboration of two constituted organisations or more

Up to £ 5,000.00 - sole organisation

Up to £ 1,000.00 - sole resident

- Any project that exceeds the maximum amount stated above will need to provide evidence of match funding.
- The activity must be free of charge or low cost, and open and accessible to everyone in the local area.
- We reserve the right to offer part-funding to some projects if the assessment panel feels it is in the best interest of the programme's aims.

#### **What cannot be funded:**

- Alcohol.
- Payment to members of the management committee.
- A group's on-going running costs.

- Salary costs for any paid staff.
- Retrospective costs incurred before you received a decision from us.
- Political organisations or anything linked to a political party or organisation with primarily political objectives.
- Religious activities or activities that are primarily religious in nature or that promote specific religious beliefs.
- Individual or personal endeavors or gain.

### **Safeguarding children and vulnerable adults**

Should your funding request relate to the provision of services for young children and/ or vulnerable persons, you will need to:

- a) Confirm that any person connected to and or involved in the proposed project does not have any unspent criminal convictions, cautions, or warnings; and

If a registered organisation:

- b) Provide evidence of your safeguarding policies and procedures.

Subject to your response to (a) above, further information and a signed assurance declaration may be required.

If a resident:

- c) Required to sign up for Brent Council's 'Safeguarding Pack'

**Failure to provide any relevant documentation upon request may result in your application being rejected.**

## Application Guidance

We know that applying for a grant can sometimes feel like a big task, so we've put together this simple guide to help you get ready. Use it to gather the information you'll need, talk things through with colleagues or community members, give yourself enough time and feel confident about your project before you begin. A little preparation will make the whole process much smoother.

### How to apply

#### To apply for this grant, please follow the steps below:

Before submitting an application, ask yourself key questions: -

- Are we eligible?
- Does our project delivery and outcomes meet all the grant criteria?
- Do we have a well developed project or project idea?
- Do we have relevant experience?
- Can we deliver the project as promised?

This table below is designed as a tool to help you develop your project idea and to prepare your LWYL / WSF grant application by guiding you through key application questions.

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

LWYL Question number	Question 1 Points to consider
C3 Project description	Describe your project clearly and briefly: - <ul style="list-style-type: none"><li>• Who is involved - team, partners, beneficiaries?</li><li>• What will happen start to finish?</li></ul>

	<ul style="list-style-type: none"> <li>• Where will it take place?</li> <li>• When will it run - how often and for how long?</li> <li>• How will it be delivered - any unique methods?</li> </ul> <p><b>Tips:</b> -</p> <ul style="list-style-type: none"> <li>• Make it easy for someone unfamiliar with your project to understand.</li> <li>• Highlight your goals and how they meet community needs.</li> <li>• Include your sustainability plan, where applicable (what happens after funding ends).</li> </ul>
<b>C5/C6 Beneficiaries</b>	<p><b>Who and which community groups will benefit and approximately how many (directly and indirectly) from your project?</b></p> <ul style="list-style-type: none"> <li>• What are the main benefits for them?</li> <li>• How did you identify their needs (e.g. surveys, research)?</li> <li>• What makes your project unique?</li> <li>• How will you promote it to your target audience?</li> <li>• Do you have expert advisors involved?</li> <li>• Does this project already exist in Brent if so, what makes your project different or how does it compliment what things? Unique Selling Point (USP).</li> </ul>
<b>C8 / C9 Key Themes</b>	<p><b>How does your project meet the key LWYL themes?</b></p> <ul style="list-style-type: none"> <li>• Thinking about the needs you are trying to address, which 1 of the 6 themes are you focusing on with your project?</li> <li>• Show how your project meets this theme and why it matters.</li> <li>• Can the priorities be fully achieved in this project?</li> </ul>

<b>D1 Measures of success</b>	<p><b>How do you plan to measure your projects success?</b></p> <ul style="list-style-type: none"> <li>• How will you be able to demonstrate that your project is a success?</li> <li>• Do you know what your key deliverables are?</li> <li>• What information will you record and capture to feedback your success? E.g. surveys, attendance registers, photographs, reports etc.</li> <li>• Do you know what your baseline starting point is?</li> <li>• How often will you track your project to against your deliverables and what you said you would do?</li> <li>• There are many ways to capture quantitative and qualitative data, consider which is the most appropriate methods in the context of your project.</li> </ul>
<b>D3 Outcomes</b>	<p><b>Please provide no more than 3 SMART (<i>Specific Measurable Achievable Realistic and Timebound</i>) outcomes using the table on the form.</b></p> <ul style="list-style-type: none"> <li>• Outcomes are the changes the project will create for the target group, by the end of the project for example, an older people's exercise class may bring the following outcomes.</li> <li>• 1) Reduce social isolation for those attending the activity</li> <li>• 2) Improve the physical and mental health of those participating in the activity.</li> <li>• To make these outcomes SMART you could develop the outcomes into</li> <li>• 1) Reducing social isolation – 70% of older people attending the exercise classes will have made at least one new friend by June 2026</li> <li>• 2) Improving physical and mental health – 30 older people attending the project will feedback improved physical and/or improved mental health by June 2026.</li> </ul>

<b>E1 Total Project costs</b>	<p><b>This total should include any match funding and/or gifts in kind, if applicable</b></p> <ul style="list-style-type: none"> <li>• This figure should be accurate, realistic and represent good value for money.</li> <li>• Gifts in kind are things that you someone has given you for no charge such as hall hire, equipment and time. Please include the regular cost of these in the table below</li> </ul>
<b>E1.1 / E1.2 Match funding or gifts in kind</b>	<p>If applicable provide us details of who you are getting match-funding from.</p> <ul style="list-style-type: none"> <li>• Provide details of your match-funding if applicable. Provide the name and address of the organisation providing match-funding.</li> </ul>
<b>E2 Breakdown of how you will spend the grant</b>	<p><b>Itemise your specific expenses for which you are requesting grant funding.</b></p> <ul style="list-style-type: none"> <li>• Has each item been fully costed based on actual costs?</li> <li>• Provide a description of the expense and the amount of the budget which will be allocated to this expense.</li> <li>• Provide a detailed breakdown your costs e.g. wages how much per hour, how many hours and total. Another example venue hire, how much per hour, how many hours of hire and total.</li> </ul>

### **Filling Out the Application:**

#### **Registration or login to Brent's Grant Portal Benefactor Cloud:**

- Register or login on Benefactor Cloud using your email address.
- Follow the instructions provided during registration, including confirming your email address.

- If the confirmation email is not in your inbox, please check your junk or spam folder.
- Once your email address is confirmed, log in to the Benefactor Cloud platform using the same email address you wish to receive all updates.
- All communication including funding decisions will be emailed directly to you from the grants management portal using the '**NoReply**' address [noreplybrentgrants@benefactorcloud.co.uk](mailto:noreplybrentgrants@benefactorcloud.co.uk)

### Starting Your Application:

- Click the "Apply" button and select "Start an application" to proceed to the application form.
- By starting your application, you are agreeing to our [Privacy Agreement](#), accessible via the highlighted link provided.

### Key Information: Application Organisations Checklist

Organisations that are applying must meet the following criteria.

Section 1 - Organisation status (Need to be able to tick one box)	Tick
Constituted voluntary or community organisation and registered with Companies House or the Charity Commission	
Registered charity	
Charitable incorporated organisation (CIO)	
Community interest company (CIC) limited by guarantee	
School (providing your project benefits and involves the communities around the school)	
Section 2 – Can provide all the following (Need to be able to tick all boxes)	
Companies House or Charity Commission registration number	
Bank account in the name of the organisation or nominated bank account with at least two signatories	
Suitable level of insurance coverage for the event and activities	
Appropriate safeguarding policies and procedures for project activities	
Section 3 – Governance (Need to be able to tick the box)	
At least two board or committee members who are not related <i>Related can mean:</i> <ul style="list-style-type: none"> <li>• Related by marriage</li> </ul>	

<ul style="list-style-type: none"> <li>• In a civil partnership with each other</li> <li>• In a long-term relationship with each other</li> <li>• Related through a long-term partner</li> <li>• Living together at the same address</li> <li>• Blood related</li> </ul>	
<b>We cannot accept applications from:</b> <ul style="list-style-type: none"> <li>• Organisations who are not registered on Companies House or the Charity Commission</li> <li>• Organisations based outside the UK</li> <li>• Companies which can pay profits to directors, shareholders or members, including companies limited by shares.</li> <li>• Organisations applying on behalf of another organisation</li> </ul>	X
<b>All applicants may be requested to provide additional evidence and documentation to support their application</b>	

## How we assess your application

We will assess applications to ensure they meet the Love Where You Live / Wembley Stadium Foundation 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.

0	Inadequate	Substantially inadequate and does not meet the grant criteria in some significant areas. Very limited information and no examples or evidence provided.
1	Weak	Weak responses that do not fully meet the grant criteria. Response does not address the question in full, lacks detail and/or clarity to address the point and there is little evidence specific to the people and communities of Brent.
2	Good	Good response where all the relevant points have been addressed, sufficient evidence and examples relevant to

		Brent are provided to support response, demonstrating how the grant criteria has been met.
3	Excellent	Exceptional response that inspires confidence. The grant criteria have been fully met and is robustly and clearly demonstrated, providing strong evidence and examples relevant to Brent. No weaknesses or areas of concern with the content.

We can only fund a limited number of applications, and we will seek to give you a decision within **12 weeks** of the grant closing. With successful projects starting from **June 2026** onwards.

If your application is successful, we will notify you and send you the funding agreement, including our monitoring requirements and a request for your bank details.

Once we receive your bank details and the signed funding agreement, this will be counter signed by Brent and the payment will be processed.

### **Delivering your project and monitoring**

Once the funds are in your account you can begin your project or activity. You will be required to acknowledge Council/Wembley Stadium Foundation funding in any promotional material. Your local councilors' would also appreciate an opportunity to attend your project/activity.

You will be required to monitor the success of your project, details of which will be outlined as part of a funding agreement. You will need to submit evidence and information about your project within four weeks of the project being completed, including (but not limited to):

- Photos/video showing the project taking place with appropriate permissions.

- Receipts/Invoices as proof of project expenditure
- A record of how many people benefitted from the project.
- A short narrative detailing the project's outcomes, which may be put on the council website or other promotional material, with photos and/or video.