



Guidance Notes Love Where You Live

If you require assistance completing the application form, please email lovewhereyoulive@brent.gov.uk

Love Where You Live provides funding for projects that aim to foster a sense of belonging amongst all communities, where diversity is celebrated and valued, and opportunities are available for all. It is about building upon the skills, of local people and empowering residents to come together to respond to local concerns and take action to develop stronger communities.

Maybe you need support to start a new community group or help to grow an existing one? Perhaps you want to run an activity or event that brings people together and reaches out to new communities or different cultures. If so, this is a quick and simple way to get the support you need.

Who can apply

Grants are available for all community and voluntary sector groups, residents and schools who have an idea to improve the environment, tackle social isolation or help to build better community relations. Applicants must be over the age of 16, living in Brent and able to demonstrate support from their neighbours for their proposed project. If under 18, permission needs to be given from an appropriate adult. We particularly welcome applications from new groups who have not previously been funded by the council.

How much you can apply for

Each applicant can apply for a grant of up to £500. Applications can be submitted at any time during the year and will be assessed monthly but should be within 2 months of your project starting. To allow support for a wide range of projects across the borough, you will not qualify for Love Where You Live if you have received this grant in the previous financial year April 2023 to March 2024.

Funding criteria

The project should be a one-off activity with a clear beginning and end. It should also support at least one of the Borough priorities

Projects should fit one of five key themes:

1. Developing community cohesion and bringing 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 – coming together to make your neighbourhood cleaner and greener. This could include brightening up a local area with flowers or maybe you are bringing eco-thinking to your community organisation when delivering services to Brent residents.

3. Addressing inequalities and expanding local engagement – reaching out to new communities, cultures, and neighbours. This could include organising an event bringing together residents of different backgrounds, or projects aimed at some hard-to-reach communities within Brent.
4. Capacity-building – to help support and grow a newly formed group. This could include training and education activities or building a community website.
5. Tackling social isolation – supporting people 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.

The project should be based wholly within one of five local 'Brent Connects' areas:

Harlesden (covering Harlesden & Kensal Green, Roundwood, and Stonebridge wards)

Kilburn (covering Brondesbury Park, Kilburn, and Queens Park wards)

Kingsbury and Kenton (covering Barnhill, Kenton, Kingsbury, Welsh Harp and Queensbury wards)

Wembley (covering Alperton, Northwick Park, Preston, Sudbury, Tokyngton and Wembley Central, Wembley Hill, and Wembley Park wards)

Willesden (covering Dollis Hill, Cricklewood & Mapesbury, and Willesden Green wards)

- The amount requested cannot exceed £500. Projects costing more must be match- funded.
- The activity must be open and accessible to everyone in the specified local area.

What we will fund	What we won't fund
<ul style="list-style-type: none"> • Project equipment and materials. • Food and refreshments. • Promotional materials. 	<ul style="list-style-type: none"> • Alcohol • Payment to members of the management committee. • A group's on-going running costs. • Salary costs for any paid staff. • Borough-wide projects. • Retrospective costs incurred before you received a decision from us

How to apply

- Read and acknowledge the funding agreement when completing your application form. The agreement will become binding if you are successful.
- Complete the application form in full.
- Each grant round opens the first day of the month and closes on the last day of each month. Your application will be considered for the month it was submitted.

Funding Agreement



Funding Agreement

1. For the purposes of the Funding Agreement, 'recipient' means the individual or group stated on the application form. The 'council' means Brent Council.
2. The recipient must be non-profit making.
3. The project activity must be targeted in Brent and bring direct benefit to residents of Brent.
4. Funds awarded must only be used for the purposes set out in the application form or approval correspondence unless changes are agreed by the council in writing.
5. The recipient shall not use any part of the council's award to support any political party or to engage in publicity, which could reasonably be regarded as designed to affect support for a political party.
6. Funds may not be used to promote any religion or for religious activity.
7. Funds may not be used for the purchase of alcohol.
8. Any allocation from this programme must be spent and accounted for within 4 weeks of completion of the project activity.
9. The recipient may be required to submit receipts as evidence of expenditure together with a monitoring and feedback form at the end of the project.
10. Individual items of equipment purchased with council funding with a value exceeding £500 must be insured by the recipient and shall become the property of the council if the project or group folds within two years of receiving the award.
11. The award cannot be used for expenditure made before the date of your offer notification.
12. Proper and appropriate financial and accounting records must be maintained e.g., an income and expenditure sheet, receipts, invoices, and quotes.
13. If the recipient owes an outstanding debt to the council, which is unrelated to the award, the council will not pay funding until such time as the entire debt has been cleared.
14. If the recipient has failed to submit the required monitoring information from previous council funding, the council will not consider any new application until this has been rectified.
15. Council support should be acknowledged on project literature, as appropriate e.g., Brent Council logo and Love Where You Live (LWYL) logo.
16. A council officer will be assigned to the funded project to provide liaison as necessary. The recipient must keep this officer informed of the progress of the project.
17. Monitoring information must be provided as outlined in the award confirmation and access given to the project at all reasonable times in order that council officers may provide development support and carry out monitoring and evaluation duties as appropriate.
18. The project must be inclusive of all sections of the Brent community and ensure it operates good practice in equal opportunities.
19. The recipient and any third-party project organisers must comply with all legal requirements in relation to employment, insurance, health & safety, child & vulnerable adult protection, service delivery, premises & other relevant matters.
20. No recipient or member of the organising group or management committee shall receive payment for services from this award.
21. Awards may not be used to subsidise fundraising activities.
22. Recipients will be expected to share information on their activities, outcomes and achievements, as and when required by the council.
23. Recorded consent is required from people appearing in photographs and videos