



Love Where You Live: Celebrating Diversity Fund Guidance Notes

Love Where You Live (LWYL) provides funding for projects which 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. The Celebrating Diversity Fund part of this grant is focused on events that are dedicated to community cohesion and inclusion.

Is there a cultural occasion that you want to mark or celebrate? Perhaps you want to share your background and identity or learn more about Brent's various communities, cultures and identities. If so, we are empowering and supporting you to organise events centred around community cohesion and inclusion.

The LWYL Celebrating Diversity Fund focuses on occasions and events that are centred around the following protected characteristics captured within the Equality Act 2010 and other personal characteristics:

- Age
- Asylum Seekers and/or Refugees
- Care Experience
- Disability
- Gender Reassignment
- Marriage and Civil Partnership
- Pregnancy and Maternity
- Race and Ethnicity
- Religion or Belief
- Sex
- Sexual Orientation
- Socioeconomic Status



Who can apply – essential criteria

Grants are available for all **Brent** schools, community and voluntary sector groups registered in Brent at Companies House or The Charity Commission and **Brent residents** who would like to hold an event that aims to improve community cohesion and inclusion. **We particularly welcome organisation collaborations.**

This grant is for events taking place between March 2026 and December 2026. You will be notified of the outcome of your application within 12 weeks of the grant closing. This is to allow enough time for the application to be reviewed and all necessary due diligence checks to be completed.

An organisation can only submit or be part of **one** application.

Eligibility criteria

Schools need to be able to demonstrate that their event benefits the surrounding residents and communities and not only the school community.

Organisations from the community and voluntary sector groups must be registered in Brent at Companies House or with The Charity Commission.

Residents will need to be able to prove they live in Brent and aged 16 or over. Applicants aged between 16 and 18 need to have a partnership with a suitable adult who has a current DBS certificate while delivering the event. The adult will be responsible for the use of the grant award and achieving outcomes



Eligibility criteria for organisations

Your organisation must be one of the following

- 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

Organisations must provide all the following

- 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

Organisation governance

- At least two board or committee members who are not related

Related can mean:

- Related by marriage
- In a civil partnership with each other
- In a long-term relationship with each other
- Related through a long-term partner
- Living together at the same address
- Blood related



We cannot accept applications from:

- Organisations who are not registered on Companies House of the Charity Commission
- Sole traders
- Companies which can pay profits to directors, shareholders or members, including companies limited by shares.
- Organisations applying on behalf of another organisation

All applicants may be requested to provide additional evidence and documentation to support their application

How much you can apply for:

- Individual organisations or residents can apply for a grant of up to £1000.
- A collaborative of two or more organisations can apply for up to £5000.

Application Guidance

How to apply

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

Before applying, ask yourself key questions: -

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



This table below is a tool to help you develop your event idea and to prepare your LWYL Celebrating Diversity Fund grant application by guiding you through key application questions.

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

Celebrating Diversity Fund Question number	Question 1 Points to consider
C3 Event description	Describe your event clearly and briefly • Who is involved - team, partners, beneficiaries? • What occasion are you looking to mark and celebrate and what's the purpose of the event? • When do you plan to hold your event? Be as specific as possible, at the very least please provide the month • Explain the plan for the event, including how will you ensure the event is inclusive i.e. ensuring people from a range of different communities and backgrounds attend Tips • Make it easy for someone unfamiliar with your event to understand. • Highlight your goals and how they meet community needs.
C5 Beneficiaries and Publicity	Beneficiaries Which individuals and community groups will benefit and approximately how many (directly and indirectly) from your event? • What are the main benefits for them? • How did you identify their needs? • What makes your event unique?

	Publicity • How will you promote it to your target audience? • What is your publicity plan?
C6 Location	Where will the event be delivered? • Where in Brent do you plan to hold the event, be as specific as possible, e.g., X community hall, x park, online? • What are the risk factors? E.g. bad weather for outdoor events and sufficient staffing • What contingency plans do you have if an event cannot go ahead? • Do you have a communications plan in place to quickly reach all participants if needed in an emergency?
C8 Key Themes	How does your event meet the key Celebrating Diversity Fund themes? • Thinking about the needs you are trying to address, which one of the three themes are you focusing on with your event? • Explain how your event meets this theme and why it matters. • Can the priorities be fully achieved in this event?
D1 Measures of success	How do you plan to measure your event's success? • How will you be able to show that your event is a success? • Do you know what your key deliverables are? • What information will you record and capture to feedback on your success? E.g. surveys, attendance registers, videos, photos etc. • There are many ways to capture quantitative and qualitative data, consider which is the right method in the context of your event.

D2 Outcomes	Please provide three SMART (<i>Specific Measurable Achievable Realistic and Timebound</i>) outcomes using the table on the form. Outcomes are the changes the event will deliver for the target group. For example, the event will attract at least 100 attendees representing a mix of age groups, ethnicities, and faiths, and will be measured through registration data and photos.
E2 Total Event costs	This total should include any match funding and/or gifts in kind, if applicable. - This figure should be accurate, realistic and represent good value for money. - Gifts in kind are things that someone has given you for no charge such as hall hire, equipment and time. Please include the regular cost of these in the table.
E3 Match funding or gifts in kind	Provide details of who you are getting match-funding or any gifts in kind from. - Provide specific details of your match-funding and or gifts in kind, if applicable. - Provide evidence including the name, address and contact number of the organisation providing match-funding.
E4 Breakdown of how you will spend the grant	Itemise your specific expenses for which you are requesting grant funding. - Has each item been fully costed based on actual costs? - Provide a description of the expense and the amount of the budget which will be allocated to this expense. - 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.



Filling Out the Application:

Register 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 '**No Reply**' address 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.

If you need support to complete the application, please contact [CVS Brent](#)

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 unregistered:

- 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.

Applicants must

- Deliver an event that must be free of charge and open and accessible to everyone.
- Deliver an inclusive event, based in Brent. This means the event is open for anyone, from any background to attend and everyone is actively encouraged and invited to attend.
- Deliver an event align with one or more of the following characteristics: Age, Asylum Seekers and/or Refugees, Care Experience, Disability, Gender Reassignment, Marriage and Civil Partnership, Pregnancy and Maternity, Race and Ethnicity, Religion or Belief, Sex, Sexual Orientation, Socioeconomic Status.
- Ensure a brief post-event evaluation form is completed by attendees, this will help measure the event's impact.



Funding criteria

The event should be a one-off activity with a clear beginning and end.

Events should fit one or more of the key themes

1. Developing community cohesion, inclusion and bringing Brent's communities together - events which help create a sense of belonging, share cultures and identities and enable learning. This could include organising a community day or a day celebrating transnational communities in the UK.
2. Addressing inequalities and expanding local engagement. Particularly with marginalised and/or disadvantaged groups – reaching out to new communities, cultures, and neighbours. This could include organising an event bringing together residents of different backgrounds.
3. Tackling social isolation – supporting people who have little support or community involvement.

What we won't fund

- Alcohol
- Payment to members of the management committee.
- An organisations or group's on-going running costs.
- Salary costs for any paid staff.
- Organisations based outside of the UK.
- Retrospective costs incurred before you received a decision from us
- Political organisations or anything linked to a political party or organisations with primarily political objectives.
- Personal endeavors.

Key Information: Application Organisation 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> • Related by marriage • In a civil partnership with each other • In a long-term relationship with each other • Related through a long-term partner • Living together at the same address • Blood related	
We cannot accept applications from: • Organisations who are not registered on Companies House or the Charity Commission • Organisations based outside the UK • Companies which can pay profits to directors, shareholders or members, including companies limited by shares. • Organisations applying on behalf of another organisation	X
All applicants may be requested to provide additional evidence and documentation to support their application	



How we assess your application

We will assess applications to ensure they meet the Love Where You Live Celebrating Diversity Fund 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 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 aim to give you a decision within **12 weeks** of the grant closing. With successful events taking place between March 2026 and December 2026.



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 event and monitoring

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

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

- Photos/video showing the event taking place with appropriate permissions.
- Receipts/invoices as proof of event expenditure
- A record of how many people benefitted from the event.
- A short narrative detailing the event's outcomes, which may be put on the council website or other promotional material, with photos and/or video.