



Love Where You Live in partnership with Wembley Stadium Foundation

Application Criteria and Guidance

ROUND THREE

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, planting or introducing environmentally sustainable practices into your organisation.
3. **Addressing inequalities and expanding local engagement** – to help new communities, different cultures and neighbours participate in community activities. 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 are keen to fund projects that make a positive difference to children and young people. We welcome organisations working together to deliver greater benefits for local communities.

Important

- Organisations must be registered in Brent with Companies House or the Charity Commission at the time of application submission.
- Projects should commence no earlier than March 2027. You may only submit, or be named as a partner in, one application. Applicants must demonstrate that 100% of beneficiaries will be Brent residents.
- Organisations must have been in operation for a minimum of 12 months as of the application submission date.
- Organisations must have an annual income of less than £500,000.
- Activities must be free or accessible at a nominal cost that does not create a barrier to participation.
- 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. Find more information on your [Brent Connect area](#), or find your [ward](#).
- Applicants must demonstrate they have the appropriate skills, experience, and/or qualifications/accreditations to deliver their project.
- By applying, you confirm that all information provided is accurate and complete.
- Funding must only be used for the approved project.
- Any significant changes to the project or use of funding must be agreed with Brent Council in advance.
- Evidence of how funding has been used may be requested.
- Any required permissions or approvals (for example, road closures) must be in place before funding can be released.
- AI tools may be used to support the drafting of applications. However, applicants remain responsible for ensuring that all information submitted is accurate, relevant, project-specific and truthful. Generic, inaccurate or misleading submissions may be marked down or rejected..
- **Funding must be spent within 1 year of receipt.**

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 must be supported by a suitable adult who holds a current DBS certificate and agrees to 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..
- Organisations registered outside the London Borough of Brent.

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 - for applications involving a formal partnership between two or more eligible constituted organisations.

Up to £ 5,000.00 - sole organisation

Up to £ 1,000.00 - sole resident

- If your total project costs exceed the limits above you must provide evidence of match funding.
- 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 ongoing running costs.
- Salary costs for any paid staff.
- Retrospective costs were incurred before you received a decision from us.
- Political organisations, 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 endeavours or personal gain.
- Events/activities in private homes and private gardens/driveways.

Safeguarding children and vulnerable adults

Should your funding request relate to the provision of services for young children and/ or vulnerable people, 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?

The table below is designed 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
A6.3 Details of partnership	Please provide details on how your partnership will work: • Why are you partnering? • What roles will each partner play?

LWYL Question number	Question 1 Points to consider
	• What benefits does the partnership bring? • How will decisions be made? • How will funding be managed and shared between partners? • How will any issues or disagreements be resolved? *It is suggested you develop and sign a Partnership Agreement that clearly sets out how you will work together, reporting and finance.
C3 Project description	Describe your project clearly and briefly: - • Who is involved - team, partners, beneficiaries? • What will happen start to finish? • Where will it take place? • When will it run - how often and for how long? • How will it be delivered - any unique methods? • Do you have expert advisors involved? Tips: - • Make it easy for someone unfamiliar with your project to understand. • Highlight your goals and how they meet community needs. • Include your sustainability plan, where applicable (what happens after funding ends).
C4 Experience/Background	Describe your experience, background, skills and/or qualifications/accreditations to be able to deliver your project. • Who will be leading the delivery? (Is it you, staff, volunteers or an independent organisation/individual.) • How long have you or your organisation been delivering similar projects?

LWYL Question number	Question 1 Points to consider
	• Where have you delivered similar projects? (Brent or elsewhere). • Is your delivery team and/or volunteers trained, qualified or experienced in similar project delivery? • Do you have expert advisors involved?
C6 Beneficiaries - - What difference will your project make?	Who and which community groups will benefit and approximately how many (directly and indirectly) from your project? • What are the main benefits for them? • How did you identify their needs (e.g. surveys, research)? • What makes your project unique? • How will you promote it to your target audience? Does this project already exist in Brent? If so, how does your project differ from, complement or add value to existing provision? What is your Unique Selling Point (USP)
C9 Key Themes	How does your project meet the key LWYL themes? • Thinking about the needs you are trying to address, which 1 of the 6 themes are you focusing on with your project? • Show how your project meets this theme and why it matters. • Can the priorities be fully achieved in this project?

LWYL Question number	Question 1 Points to consider
D1 Measures of success	How do you plan to measure your project's success? • How will you be able to demonstrate that your project is a success? • Do you know what your key deliverables are? • What information will you record and capture to feedback your success? E.g. surveys, attendance registers, photographs, reports etc. • Do you know what your baseline starting point is? • How will your monitoring and evaluation track your project against your deliverables and what you said you would do? • There are many ways to capture quantitative and qualitative data, consider which are the most appropriate methods in the context of your project.
D3 Outcomes	Please provide no more than 3 SMART (<i>Specific Measurable Achievable Realistic and Timebound</i>) outcomes using the table on the form. • 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: 1) Reduce social isolation for those attending the activity 2) Improve the physical and mental health of those participating in the activity. • To make these outcomes SMART you could develop the outcomes into:

LWYL Question number	Question 1 Points to consider
	1) Reducing social isolation – 70% of older people attending the exercise classes will have made at least one new friend by June 2026. 2) Improving physical and mental health – 30 older people attending the project will feedback improved physical and/or improved mental health by June 2026.
E1 Total Project 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 goods, services or resources provided at no cost, such as venue hire, equipment or volunteer time. Please include the regular cost of these in the table below.
E1.1 / E1.2 Match funding or gifts in kind	If applicable provide us details of who you are getting match-funding from. • Provide details of your match-funding if applicable. Provide the name and address of the organisation providing match-funding.
E2 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:

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

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> • 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 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. • Organisations based or residents who live outside of the London Borough of Brent.	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 / 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 **March 2027** 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 Brent Council/Wembley Stadium Foundation funding in

any promotional material. Please invite your local councillors, who may appreciate the opportunity to attend your project or 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):

- An online monitoring form for qualitative and quantitative reporting.
- 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.