Brent Stop Tobacco Service – Community-led Project 2025

Essential details

1. Introduction and how to contact us

We welcome your interest in grant funding for tobacco cessation projects. The Brent Stop Tobacco Service wants to fund community-led 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 stoptobacco@brent.gov.uk.

2. What is Brent Stop Tobacco Community-led Project?

The Brent Stop Tobacco service provides grants of up to £4,000 per organisation to support reducing tobacco dependency in their community. It is proposed multiple organisations can deliver to individually targeted groups, not needing to address all groups identified.

The grant application opens on 24th November 2025 (09:00) and closes on 4th January 2026 (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?

   a. *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 asst 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).
   - Trust / Foundation.

- Registered Charity.

b. *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 project aims to increase our offer of stop tobacco support through community-led projects or increasing referrals to the Brent stop tobacco service. We particularly would like to invite applications from organisations that support at least one of the following targeted populations:

- Children and young people who use tobacco or vapes (e-cigarettes)
- Communities using smokeless tobacco/ chewing tobacco
- Regular shisha user
- Regular foodbank users who use tobacco
- Routine and manual (factory) workers who use tobacco

5. Who is not eligible?

The following types of organisations are not eligible for our grants:
- Statuary organisations, e.g. local authorities.
- NHS bodies.
- Schools.
- Unincorporated associations.
- Private limited companies.
- Individuals.

6. What can we not fund?

The grants cannot be used for:
- Activities that promote religious or political views.
- Purely commercial ventures (for profit).
- Spending that has ready take 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, sex or ethnicity.
- There must be no personal benefit attached to the grant.

- The organisations 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 Councils has responsibility for.

Organisations must be able to comply with the council's Grant Aid Standard conditions

7. How do I apply for grant funding?

- Applications can be made by completing the online application form (LINK)
- 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 Brent Stop Tobacco Service 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 Brent Stop Tobacco Service priorities set out in Section Five 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 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 six to eight 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
- Deliver the first session of the project by 31st March 2026
- 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.

Documents to submit for all grants (organisation 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	

Supporting Information

This guide is designed to help you develop your health-focused project idea and prepare a strong grant application. The Brent Stop Tobacco Community-led Project prioritises projects that support the reduction of tobacco use within the 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 and follow the planning tips in below:

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 Stop Tobacco Service area(s) your project addresses (criteria in Section Four above)
- Highlight how your project will improve health outcomes and reduce tobacco use
- 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:

- **Understand the lived experience**: Gain a deeper insight and understanding of challenges, needs and perspectives from the targeted groups
- **Identify gaps in service**: Highlight areas where current support may not meet the needs of the community

- **Work with groups to inform practice**: Provide evidence of community-led/ co-producing approach to reduce tobacco use in Brent
- **Raising awareness**: Raising awareness of the harms of tobacco use

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

Understand the lived experience:

- Set up a lived experience sharing group - recruit participants Week 1-2
- Deliver weekly community talks - every Tuesday starting Week 3
- Organise sharing session with regular shisha user - first Saturday of each month
- Plan end of project event - Week 6

Identify gaps in service:

- Recruit facilitators working with children and young people – Week 1-2
- Set up weekly creative workshops (art, music, dance) - starting Week 3
- Organise peer support group meetings – Week 4-5
- Create a visual service gap map support children and young people - Week 6

Working with groups to inform practice:

- Train community champions as stop tobacco advisor - Week 1-2
- Set up weekly drop-in sessions to help with stop tobacco use - every Thursday
- Organise information sessions about tobacco use and available local support - third Saturday of each month
- Create simple resource pack about accessing local stop tobacco service - Week 4-6

Raising awareness:

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

Practical planning tips:

- Allow 1-2 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 (weekly 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?

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?

Key health milestones

What health activities will you deliver and how often?

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

Outcome measurement:

Provide at least 2-3 SMART outcomes

Example:

- **Understand the lived experience**:
  "30 participants sharing personal stories or experiences by [end date]"
  "5 case studies or testimonials collected by [date]"
- **Identify gaps in service**:
  "Create a visual service gap map by [date]"
  "10 unmet needs or service gaps identified by children and young people"

- **Work with groups to inform practice**:
  "3 community champions trained as a stop tobacco advisor by [date]"
  "7 community groups or stakeholders engaged"

- **Raising awareness**: Raising awareness of the harms of tobacco use
  "Number of attendees reached (including demographics)"
  "Increase in service enquiries or referrals post-event"

Total project costs

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

Note: Salaries for staff cannot be funded through this grant

Project budget breakdown:

Itemise all 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 (travel/accommodation only): £X per speaker
- Insurance for community health activities: £X annually
- First aid training for volunteers: £X per person × X people = £X

- **Ineligible expenses:**
- Payment of salaries or stipends for new or existing staff to deliver activities which fall outside the remit of the Brent Stop Tobacco Community-led Project.
- Any form of employment or contracted services involving direct personal payment
- Salaries for project staff, coordinators or facilitators
- Fees for trainers, instructors or professional facilitators
- Payment for any form of employment or contracted services involving personal payment

Additional considerations:

- All activities must be delivered by volunteers 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 outcome evaluation materials and reporting

Final checklist for project applications:

✓ Clear need identified with evidenced

✓ Specific Brent Stop Tobacco 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 Stop Tobacco 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 intensions of the grant, provides full confidence and no concerns.

The End