Love Where You Live Fund

Large and Small Projects

Application Guidance

For Partners bidding

Funding levels
The Love Where You Live Fund offers two funding routes:

- **Small Grants:** up to **£1,500**
- **Large Grants: £1,500 – £20,000**

Funding levels should reflect the scale, complexity, and reach of the proposed project.

Please email lwylf@nhg.org.uk with any questions.

Date last updated: October 2026

About the fund

The Love Where You Live Fund was set up to help meet the Notting Hill Genesis' (NHG) Corporate Strategy objective to deliver 'improved social & economic wellbeing of the communities we serve.' NHG's aim is to do this by supporting organisations with the ability, people and drive to tackle the challenges that our residents face and which meet at least one of our three themes.

Our themes are focused on:

1. **Building financial resilience** e.g. employment, training, debt, budgeting (e.g. food pantries, food support, energy support, baby banks etc), financial education and advice.
2. **Health and wellbeing** Supporting physical, mental, and emotional wellbeing through activities that reduce social isolation and build community connections.
3. **Safety/reduce ASB and increase community cohesion and engagement** Supporting positive resident engagement to strengthen community relationships and reduce anti-social behaviour.
4. **Enhance our places** Enhancing neighbourhoods via creative, inclusive, and sustainable initiatives e.g. gardening projects, murals, community art…etc
5. **Skills learning and employment** Improving skills, confidence, and access to learning, training, and employment opportunities for residents of all ages.

What we fund

We want to tackle the serious challenges that our residents face through a flexible and responsive approach to the projects and organisations we fund.

Each theme that we aim to fund is described in more detail below and with the key outcomes that we want to see. Applications should aim to meet at least one of these themes and outcomes.

Health & Wellbeing

Key Aims:

- Decrease social isolation.
- Increase community and individual engagement and participation.
- Health promotion including mental health and wellbeing, counselling, physical activity, confidence building and nutrition.
- Increase in volunteering.

Key Outcomes:

- Residents accessing activities to improve mental wellbeing.
- Residents accessing activities to improve health.
- Residents accessing activities to reduce social isolation.

Financial Resilience

Key Aims:

- Financial education initiatives.
- Debt advice.
- Budget alleviation projects.
- Fuel poverty.
- Supporting people to develop their capabilities and progress into education, training or work.

Key outcomes:

- Residents accessing financial education and/or budgeting advice.
- Residents receiving debt advice.
- Residents accessing employment or employment related training.
- Residents receiving budget alleviation support (e.g. food pantries).

Safety/ Reduce Antisocial Behaviour and increase community cohesion engagement.

Key Aims:

- Education/ training initiatives on community safety.
- Community events and activities which bring members of the community together.
- Diversionary activities for young people during holidays/after school.

Key Outcomes:

- Early intervention and prevention of ASB.
- Residents to feel safer.
- Residents to feel better connected to their community and neighbours.
- Improve safety of residents in our estates/communities.
- Promote community cohesion.
- Support residents to live in a safe and secure environment.
- Community and multi-agency partnership working.

Enhance our places

Key aims:

- Encourage creativity and/or make positive impact to the environment.
- Promote inclusivity and diversity for all community members.
- Foster positive community engagement and interaction
- Educational/ training projects.
- Improve Safety, health, and wellbeing of residents.
- Comfortable and safe spaces for all residents.

Key outcomes:

- Creation of attractive and functional well utilized spaces residents take pride in.
- Community creative expression and improved quality of life.
- Increased community engagement and unity.
- Improved accessibility and inclusivity for community members.
- Space that emphasises strong local culture, values, and identity.
- Safer communal environment with reduced incidents of crime.

Skills learning and employment

Key aims:

- Improve digital and employability skills.
- Build confidence and independence.
- Increase access to training and learning.
- Reduce barriers to work and education.
- Support progression into work or volunteering.
- Improve financial resilience and stability.

Key outcomes:

- Residents improve their digital skills.
- Residents gain new skills or qualifications.
- Residents feel more confident and independent.
- Residents access training or learning opportunities.
- Residents move into work, volunteering, or further learning.
- Residents improve their financial wellbeing.

Assessment Criteria

All bids must be supported by a Notting Hill Genesis member of staff and must show some demonstrable benefits to Notting Hill Genesis residents. When evaluating bids we will look for:

1. Evidence of need and a plan to ensure referral numbers will be achieved.
2. Clear description of the project aims proposed delivery methods and quality of intervention.
3. Clear evidence that the proposed outcomes will be achieved within the timeframe.
4. Evidence that your project is value for money.
5. Evidence that you have identified potential risks with mitigations
6. How you will monitor and evaluate the success of your project.
7. What is your organisation's relevant experience for the type of work you propose and how will you apply it here? If you are new organisation, please talk about how your values and skills will enable you to deliver your founded pro.
8. How will your project contribute to achieving the objectives, outcomes and priorities of the Love Where You Live Fund?

Who we fund

Who can apply:

- Organisations that are registered charities or other eligible non-profit organisations based in the UK and that work in areas where we manage stock (see list of local authority areas).
- Not for profit organisations such as community interest companies, social enterprises and other properly constituted voluntary groups.
- New and emerging charities and not-for profit organisations or very small organisations that are not registered but have a constitution.

What we will fund:

- Proposals must meet our themes and at least one outcome associated with that them, described above, for Notting Hill Genesis residents.
- Proposals must have the support of a named Notting Hill Genesis colleague.

How much and how long:

- We expect most grant applications to be in the £1,000-10,000 range however, for exceptional projects we will consider applications for up to £20,000. Successful projects may also re-apply for further funding.
- We will only make larger grant awards (i.e., £10,000-20,000) for exceptional and innovative projects, that can demonstrate a significant number of residents, over several geographical areas will benefit significantly.
- We may not fund the proposal if we feel the organisation has enough to pay for the proposed activities itself. Priority for funding will be given to those organisations that show genuine need for funding as well as a competent project proposal. However, we will not penalise organisations for holding reasonable reserves to meet organisation liabilities.

Where we fund:

We expect Notting Hill Genesis residents to be able to benefit from all funded projects and therefore prioritise projects in high stock areas. Please indicate where your project will be delivered.

Costs we cover:

- We will fund revenue costs such as a contribution to salaries.
- Small items such as office equipment, furniture and computers.
- We will not fund capital projects or purchases of equipment, such as building costs, purchase of vehicles or heavy equipment unless it forms a small part of your overall project cost.
- We will contribute a maximum of 10% of project costs to cover reasonable wider organisation costs (i.e. overheads) as part of running your proposal under a 'full cost recovery' approach, if those costs can be shown to be essential to delivering your proposal.

Monitoring and reporting

All approved projects must complete **monitoring updates and a final project report**. Monitoring requirements are **proportionate to project length**:

- **Projects up to 2 months:**
  One monitoring update mid project and a final project report.

- **Projects up to 6 months:**
  A project monitoring update every two months and a final project report.

- **Projects of 12 months or longer:**
  Quarterly monitoring updates, mid project report and a final project report.

Monitoring updates focus on **progress, compliance, and any risks or material changes**.

Monitoring updates must be submitted using the **Love Where You Live Fund monitoring form**, available via Love Where You Live fund

Any **material changes** to the approved project must be discussed with NHG as soon as possible. Failure to provide monitoring information when requested may result in **delays or withholding of payments**.

Specific Exclusions

- National/International charities enjoying widespread support
- Activities that promote political or religious beliefs
- Projects that support people who live in another country
- Purchase of alcohol
- Hospitals and health authorities
- Medical care or equipment
- Animal charities
- Military charities
- Academic research
- Capital projects
- General appeals

Eligibility reminder

NHG staff members, and any businesses or organisations owned or managed by NHG staff, are not eligible to apply for funding under this programme due to conflict-of-interest considerations. If you are unsure whether this applies to you, please contact lwylf@nhg.org.uk before applying.

Please email any questions and additional information/documents to lwylf@nhg.org.uk.

How to apply

Your NHG sponsor will have completed an Idea Brief which you should use when completing your application. Please complete all sections of the application form and answer all the questions, paying attention to how your project meets our themes, outcomes and the priorities and principles we've identified.

Please send your completed application form to your NHG sponsor who will submit the application to the panel.

How we make decisions

Stage 1: Pre-panel triage
Before submissions go to panel, we will first check:

1) Is your proposal eligible?
2) Has the form been properly completed? and
3) Does it meet the requirements in the "who and what we fund" section?

Stage 2: Panel decision
If you're shortlisted, your application will be submitted to our panel of staff for a decision.
If the panel have any queries or request additional information, we will let you know and hold off making a final decision until we have the additional information.

Our final decisions are based on an assessment of the quality of the work proposed, the strength of your idea and the difference your work is likely to make to our residents.

If your application is unsuccessful, we will let you know at this stage and give you some feedback.

Stage 3: Due-diligence checks
If the panel approve your application, we will let you know and carry out our due diligence and compliance checks. Please note funding approval at this stage is provisional and dependent on the outcome of our due-diligence checks.

We will check your organisation's legal status and your previous year's accounts have been appropriately verified.

You will also need to submit the following documents at this stage:

- constitution/memorandum and articles of association
- two most recent sets of annual accounts
- safeguarding children and vulnerable adults' policy (if applicable)
- equal opportunities/diversity policy
- evidence that appropriate insurances are in place or will be obtained
- project plan if available

If you are successful

Stage 4: Project starts

Once satisfactory due-diligence checks are completed we will let you know and issue a decision in writing.

You'll need to accept our offer of a grant in writing and return a signed copy of the Service Level Agreement of conditions of grant from.

We'll then agree a project start date.

We need regular reports on your work and will want to see evidence that you're monitoring and evaluating your progress.

Usually, funding will be released quarterly or at appropriate agreed intervals depending on the level of funding.

If we feel there is not enough evidence evaluating your progress, we may without funds until we are satisfied.

We may also visit you during the lifetime of your grant and may ask you to work with our Media and Communication teams to help us demonstrate the impact of our grants to other organisations, funders and the public by asking you to be involved in case studies, interviews and other marketing material.

If you have any further questions you can email lwylf@nhg.org.uk or speak to your project sponsor. Alternatively, you can contact the manager at: lauren.picton@nhg.org.uk.

Governance documents required after approval

Following **panel approval**, organisations will be required to submit governance and compliance documents as part of NHG's **due-diligence process**. Funding will not be released until due diligence has been completed to NHG's satisfaction.

Depending on the nature of the project, organisations may be asked to provide:

- governing document (constitution or memorandum and articles of association);
- most recent annual accounts (or management accounts for new organisations);
- safeguarding policy (where working with children or vulnerable adults);
- equality, diversity and inclusion policy;
- evidence of appropriate insurance (e.g. public liability);
- confirmation of GDPR and data protection arrangements; and
- any additional documents reasonably required to support compliance and assurance.

NHG reserves the right to request further information where necessary.