Love Where You Live Fund

Project Design Notes

Guidance *For NHG Sponsor and Partners/Applicants*

These **Project Design Notes** are intended to support organisations and partners to **design, structure,**

and present a strong project proposal for the Love Where You Live Fund.

The notes provide **practical guidance** on:

- shaping a clear and coherent project idea,
- structuring your proposal effectively,
- explaining how your project will be delivered,
- clearly demonstrating need, outcomes, and value for money, and
- presenting information in a way that is easy for reviewers to understand.

The Project Design Notes focus on **how to present your project well**.

They are designed to improve the quality and clarity of applications and to support

applicants at the project-planning stage.

Important: how this document should be used

These Project Design Notes:

- ✅ support **project design and formatting**, and
- ✅ provide helpful tips and prompts for writing your application.

They **do not** set out the fund rules, eligibility requirements, governance arrangements, monitoring obligations, or decision-making process.

All applicants **must also refer to the relevant Love Where You Live Fund Application Guidance**, which sets out:

- eligibility and exclusions,
- the role of the NHG staff sponsor,
- GDPR and data protection expectations,
- how applications are assessed,
- monitoring and reporting requirements, and
- grant conditions and due diligence.

The Application Guidance takes precedence where any requirements are set out.

The Tenancy Sustainment Team is the central point of contact throughout the application, panel, approval, monitoring, and close-out process.

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

Date last updated: October 2026


Notting Hill Genesis
Love Where You Live
Project Delivery
Approved project delivery begins in line with agreed timescales and monitoring requirements.
6 Due Diligence and Supplier Set Up
Who: Tenancy Sustainment and Procurement Team
Following approval, the tenancy sustainment team:
• carries out due diligence on the applicant organisation, and
• sets the organisation up as an NHG supplier for current and future funded projects.
Funding arrangements are confirmed once due diligence is complete.
5 Decision
Who: Tenancy Sustainment Team / LWYL Panel
The applicant will be informed of the outcome within 14 working days of the review or panel presentation.
Possible outcomes:
Approved
Declined
Further information requested before a final decision is made
4 Panel Presentation (for large grants only)
Who: Applicant and LWYL Panel
The tenancy sustainment team will contact the applicant and NHG sponsor within 14 working days to confirm the presentation date.
Presentation format:
• 10 minutes – Project presentation
• 10 minutes – Panel questions
3 Review Route
Who: Tenancy sustainment team
Applications are reviewed according to the funding level:
Small Grants
Reviewed weekly by the tenancy sustainment team, subject to fund availability.
Large Grants
Reviewed quarterly by an LWYL Panel, subject to fund availability.
2 Application Submission
Who: Applicant (with NHG sponsor support)
The applicant completes the Love Where You Live (LWYL) Fund application form, supported by guidance and input from the NHG staff sponsor.
The completed application is formally submitted to NHG.
1 Project Idea Development
Who: NHG staff sponsor and applicant/delivery partner
The NHG staff sponsor works with the external applicant or partner to develop a project idea that responds to resident need and aligns with NHG priorities.

NHG Staff Sponsor – Promotion and GDPR

NHG staff sponsor role in promotion
The NHG staff sponsor will support the promotion of approved projects to NHG residents.

This may include sharing information through NHG communication channels or directly contacting residents, where appropriate.

Due to **GDPR and data protection requirements**, NHG cannot share residents' personal data (including names, addresses, or contact details) with external partners or applicants.

All resident engagement and promotion that involves access to residents' personal information must therefore be carried out by NHG staff or through NHG-approved channels.

Checklist

Please note: this list is an aid to creating a project and you may or may not find it useful.

It is not required to submit.

Be prepared –

Your partner organisation will need to have the following for their application:

- Organisation's aims and objectives, annual accounts, bank details, constitution
- Organisation track record, insurance, policies, and procedures
- Staff and volunteer profiles, how the organisation is managed

Be clear

Your partner organisation should use your **Idea Brief** to guide them with completing the application and consider:

- Purpose and goals, activities, target audience/participants, project duration
- Delivery staff, any key volunteers
- The need the project addresses, the difference the project will make
- Project milestones (major moments such as workshops or sessions, any celebrations, etc.)
- Sustainability or maintenance plan – will the project spark further projects or outcomes? If so consider this.
- Total costs

Evidence the need

Gather any evidence that reinforces the need for the project. This could be:

- Consultation reports, letters of support from tenants and community groups
- Quotes from community questionnaires
- Expert testimonial (eg advocates for play, wildlife etc)
- Demographic/statistical data, ward information, Government reports about your neighbourhood

Leave enough time

- Review the application form and the application process, assess whether you need further information and speak to the **Tenancy Sustainment Team** if you have any questions.
- Proofread and edit, make sure every question has been answered
- Double check the budget

How to write a great application for community and wellbeing grant funding

(Preparing to write your application for community grant funding)

Writing funding applications is much easier, and you are more likely to be successful, if you have prepared well with your group. Funders require very specific information about what you want their money for, how it will be spent, and what this will help you to achieve.

Different funders fund different things. Having a good idea about what you need funding for will help you apply to funders that are more likely to give you funding.

Below is a list of planning activities that will maximise your chances of a fundraising bid being successful.

Do you have all the documents you need?

Most funders of community grant schemes will want to see evidence that your group has:

- A committee
- A bank account
- A statement of your accounts for the last financial year (unless you are a new group).
- A governing document (e.g. constitution, trust deed, memos and articles)

Some funders will also ask for evidence of:

- Insurance
- A health and safety policy and/or risk assessment
- An equal opportunities policy
- A child protection or safeguarding policy if you work with children or vulnerable adults

Do you know exactly what you want money for?

Plan your work carefully so you know what you need money for. Before you start to write an application, you should be able to answer these key questions:

- What do you want to do?
- How much will it cost?
- Why is your work important?
- How will you know if you are doing a good job?

LWYLF has their own priorities. Key things to think about are:

- Does the project meet the fund's criteria?
- Will the project meet an identified need or address a gap in service provision?
- Can you deliver the outcomes – do you have access to the right specialisms or expertise?
- Do you have robust financial and project management systems?
- Is the budget realistic, cost effective and good value for money
- How will the project benefits be sustained? Who will maintain the project?

Before you can apply for money for an event or activity, you need to know *exactly* what the activity is going to be.

- How often will it take place, what will it involve and how long will it last?
- Who is the activity for? Families? Children? Unemployed people? People who share a particular identity or experience?
- Who will organise and run the activity?
- Where will the activity take place and how will it be promoted?

How much money do you need?

Funders will want to know exactly what you want to spend their grant money on. Make a budget for your project or activities. Include:

- A list of everything you will have to pay for, and how much each item will cost. This might include, for example, venue hire, equipment, transport, paying workers, volunteer expenses, publicity, and insurance.
- A list of any income you are already expecting (for example, from membership fees, donations, grants you've already received etc.).

Budget tips:

- **Be accurate**. Get quotes for each item in your budget. Funders may come back and ask you what you have based your budget on, and you need to be able to show them that you have found out how much everything will really cost.
- **Don't underestimate**. Trying to make the budget look less than you really need could lead to financial problems that affect the other activities your group is involved in, and funders will be concerned if they think you are not being realistic.
- **Prepare a budget for your whole organisation for a year**. It's useful to do this, even if you are only applying for funding for a few things or a specific project. It will help you work out whether there is anything you need that you haven't already thought of.

Why is your work important?

Funders want to know that the money they give to groups and projects will make a difference to people's lives. They want to know what change will happen because of your activities if they give you a grant. Many funders refer to this as the outcomes of your project.

Ask people who are involved in your group what the group means to them, what they get out of it, and why it is important in their lives. This could help you show that you are meeting people's needs.

You could also use statistical information to show the needs of the communities you are supporting. Contact your local authority, police and health authority, or look on their websites, to try to find information about deprivation, crime and health problems in your community. They may have this from the national census survey, or from their own local surveys. You can also use the Index of Multiple Deprivation, which provides detailed information about a range of problems faced by different neighbourhoods.

Be sure to source information from reputable sources e.g. office of national statistics, council websites, Government reports etc.

There are several ways that you can evidence community need, which can be included in your funding application, such as:

- A community consultation report
- Letters of support from voluntary and community groups, local Councillors, Police, local schools, youth groups etc.
- Research on the geographical location, population, project theme
- Quotes from the community or intended beneficiaries of the project
- Links with local and regional government strategies and initiatives
- Statements from recognised professional institutions e.g. University research on the benefits your project will make to your target group.

How will a funder know that you will do a good job?

Funders will want you to demonstrate you will be able to make your project a success. There are several ways that you can evidence your track record and organisational sustainability such as:

- A profile of the qualified and experienced people within your organisation and level of volunteer support
- Case studies of similar projects delivered by your group and what they achieved
- Evidence of long-term support from local institutions such as the local authority.

Top tips for writing a good application

1. Have a clear outline of the project –know exactly what you want to do
2. Assume the funder knows nothing about your organisation or the subject matter.
3. Do not use jargon, use plain, succinct and simple language.
4. Pick out key words in questions which the funder wants to see in each answer – use the funder's language.
5. Stick to the question, do not deviate.
6. Use positive statements, not weak / negative words ('We will try …' is weak, 'We will…'is strong).
7. Think of your audience – use headlines, bullet points etc to make it easy for the funder to read.
8. Use visual aids –photographs which will pull on the emotions and show a difference.
9. Don't waffle -remove any redundant words.
10. Draft a detailed budget based on real figures and do not apply for the maximum amount if you do not need to.
11. Read it aloud to someone else to see if they understand what you are asking for.
12. Allow time to proofread – attention to detail is important.