



Guidance Note Everything you need to know

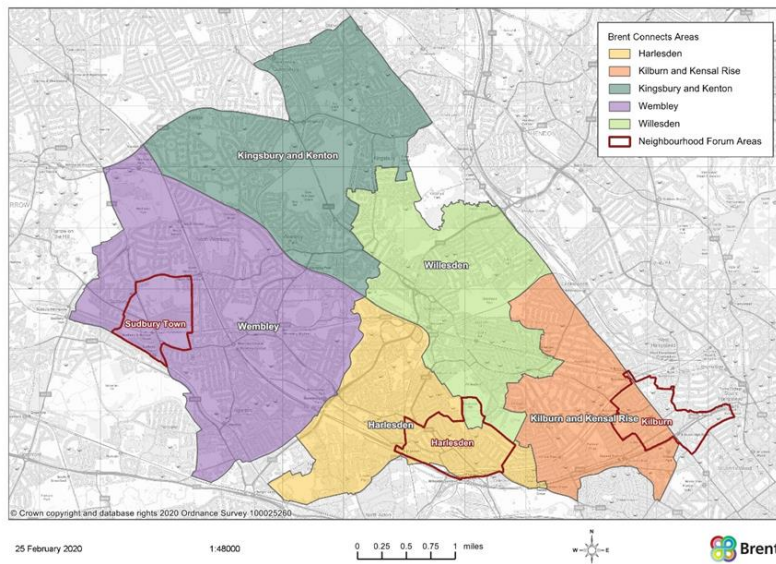
Please read this guidance note carefully before completing your application.

All applications will be checked to make sure they meet the criteria. Your project will be checked against the eligibility criteria below:

Your project **must**:

- Be a physical infrastructure project, such as improving or renovating a building, installing a new facility like a play area, or repairing failing existing facilities. Some examples of past successful projects include: the construction of a new community garden to help educate people about sustainable living, renovations to increase venue capacity of a local community centre, installation of a new sports pitch, creating new pieces of street art to improve the local area and celebrate its culture, provision of new equipment and furniture to help a children's centre become more welcoming for local families.
- Supports growth and development in Brent and benefits new and existing communities
- Support the delivery of a Brent Council strategic priority
- Be a one-off idea that will not incur further costs to the council. We cannot fund existing projects or ongoing services

Your project must be delivered within one of the Brent Connects areas. Please look carefully at this map to check the Brent Connects areas:



About you and your organisation

The name of the person completing the application must be the name of the main point of contact for the project. We need to know the registered address of the organisation delivering the project, along with appropriate contact details. Applicants must be aged 18 and over. We can only accept one application per organisation.

To be eligible for You Decide, you must be a registered organisation based in Brent. Your organisation can be:

- A community, voluntary group or charity
- Not-for-profit organisations such as a social enterprise
- A business – if 100% of your project is delivered in the London Borough of Brent and beneficiaries of your project are 100% Brent residents
- An educational establishment

Organisations must comply with the council's Standard Conditions of Grant Aid, which you can read at www.brent.gov.uk/ncil.

In order to be considered for funding, registered organisations must have a written constitution. This is the governing document of your organisation that details your purpose and the rules and decision-making structures.

Your organisation must have a bank account in its own name.

Brent Council cannot be a delivery partner and cannot partner with individuals to submit applications. We cannot accept applications from Brent councillors.

For groups or individuals who have a project idea, please get in touch with us at youdecide@brent.gov.uk. We can connect you to a local organisation who can work with you to develop your funding application.

Projects that **CANNOT** be funded by You Decide include:

- Business investment
- Items that Brent Council have a budget for and are statutory obligations
- Those that address needs in neighbourhoods that are pre-existing and not related to development
- Funding to specifically support religious, political purposes, or individual causes
- Large scale one-off events or festivals
- Projects to be delivered in more than one Brent Connects area

Please select at least one Borough Plan strategic priority that fits your project. The council has set out its strategic priorities in the Brent Borough Plan 2021/22. Your project must support at least one of these priorities:

- Strong foundations
- Every opportunity to succeed
- A future built for everyone, an economy fit for all
- A cleaner, more considerate Brent
- A borough where we can all feel safe, secure, happy and healthy

Who will benefit from your project?

Please tell us the age, background, gender or other characteristics of the people who will take part in your project. For example, you can say young people aged under 18, or older people who are over 50.

About your project.

In no more than 250 words describe:

- The name of the project
- What the project will do
- When the project will start and finish
- Where the project will take place

- What difference the project will make
- How it supports regeneration in the borough
- How you know the project is important to your local community
- You are welcome to submit recordings of yourself and your project idea – but please obtain consent from everyone in any film or recording you send with your application

It is important that your project is accessible and supports communities within Brent. You need to describe how you will support residents in your local area and explain how they will benefit from your project. You must demonstrate that your project is inclusive and can be accessed by people with a range of needs.

You will also need to show that local people are interested in your project. This could be through things like questionnaires, polls on social media, or a video demonstrating support for your project. Please email any supporting documents with your application.

Some examples of past successful projects include: the construction of a new community garden to help educate people about sustainable living, renovations to increase venue capacity of a local community centre, installation of a new sports pitch, creating new pieces of street art to improve the local area and celebrate its culture, providing new equipment and furniture to help a children's centre become more welcoming for local families.

If your application meets the eligibility criteria we will distribute a brochure including all of the eligible ideas received, so please take your time to complete this section as we will produce the brochure using your words.

Which Brent Connects area will your project be delivered in?

Please look closely at the map at the beginning of this guidance note to check which Brent Connects area your project will be delivered in. You are also asked to specify the ward. Please use the Wardfinder tool at www.brent.gov.uk/find-my-ward to check the name of your ward.

How much total funding are you applying for to run your project?

Please tell us how much total funding you are applying for to run your project. You are also asked to provide a breakdown of costs for your project. If successful on 'Decision Day', you will be asked to provide a detailed budget.

How will you communicate your project to the community?

You Decide is an opportunity for a range of projects to be delivered and provide valuable lessons on what makes a difference to Brent communities. It is very important that you communicate your project from the start and be prepared to evaluate its effectiveness.

A previous project, which constructed a new community garden to educate people and improve wellbeing, gives some good examples of how to communicate positive impact on the local community. The project decided to implement:

- A survey of everyone they supported to measure wellbeing levels and highlight the improvements to participants' mental health
- Attendance registers to showcase how many people visited the garden and attended workshops, as well as capture how many people used the lesson plans and resources that were developed to support local residents
- The creation of regular social media stories to promote their project online
- A case study for local publication. By taking pictures and videos, recording interviews and gathering feedback from participants and volunteers; the full journey of the project was documented and publicised.

- A dedicated webpage to highlight the activities delivered, how they supported the wellbeing of the local community and improved their knowledge on topics of nutrition and sustainability

The council is required to monitor and evaluate how the NCIL Fund is spent, and will monitor all projects until completion. Following the You Decide event, all successful projects will be required to attend a monitoring and evaluation workshop, so that we can support you to deliver your project.

Please describe the community support you have for this project

We want to know that the local community supports your project. Please describe who you have spoken with, if you have conducted any local intelligence such as a survey, and why you think the community are backing your project. If you have letters of support, videos, or other evidence, these can be emailed to youdecide@brent.gov.uk clearly stating the name of your project.

Do you have the support of local ward councillors?

Please let us know if you have spoken with any Brent councillors and if they are supportive of your project. You can find out who your local councillor is on our website <https://democracy.brent.gov.uk/mgFindMember.aspx>

How will you present your project at the You Decide event?

All applications that meet the eligibility criteria are invited to present their project idea to residents who live in your area. You must confirm if you will present your project in person or will submit a short film. You will be allocated three minutes to present your project. If you prefer to submit a film then your film must not be longer than three minutes.

Declarations and confirmation

Please declare any interests or tick the box to confirm and declare that you do not have any conflicts of interests.

A conflict of interest occurs when personal interests – family, friendships, financial, or social factors – could compromise his or her judgment, decisions, or actions. Brent Council takes conflicts of interest seriously and works hard to ensure transparency when allocating grant funding. This is why disclosing conflicts of interest is important.