

# Salford CVS

## Active East Salford Fund Grant Guidance

### 2025



## Contents

- [About the fund](#)
- [Priorities of the fund](#)
- [Important dates](#)
- [Who can apply?](#)
- [What can the grant be spent on?](#)
- [What can the grant \*\*not\*\* be spent on?](#)
- [What policies and other documentation are required?](#)
- [What support is available for applicants?](#)
- [How do we apply?](#)
- [How will applications be assessed?](#)
- [What happens if we are awarded a grant?](#)
- [How will our project be monitored and evaluated by Salford CVS?](#)

We want our grants programme to be accessible to everyone. If you would benefit from submitting your application in another format (for example as a video or voice recording) or require adaptations to the guidance and / or application form, please get in touch with the **Grants Team** by emailing [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk) or phone 0161 787 7795.

## About the fund

Moving our bodies more and being more active in our day to day lives has huge benefits to both our physical and mental health. It helps improve our mood and reduces rates of depression and stress, it helps build our muscle strength and in turn improves our balance and risk of falling. It gives us better general energy levels, helps us sleep better, improves our brain function and even reduces our risk of developing certain diseases such as diabetes, some cancers, dementia, heart disease and stroke.

We are currently less active than ever before and need to increase the amount we spend moving our bodies however we also know that when it comes to being more active everyone faces different challenges and barriers and are motivated in different ways.

The Active East Salford fund is looking to support projects that will;

- help break down the barriers people face when it comes to being active
- provide new activities that meet the needs and interest of the communities they work with in East Salford
- Adapt a current activity to incorporate more moving

As part of this fund we are looking to engage a variety of VCSE organisations working with East Salford residents, not just organisations delivering sports and exercise projects, although this is definitely an element of this fund. The fund is keen to see applications from VCSE groups that are strongly embedded in the East Salford area, that have a deep connection and understanding of the needs and wants of the communities they work with and who can deliver simple, enjoyable, accessible projects that empower and encourage people to move more. So, whether you deliver a youth service, a small knitting group, a support service for refugees or are a walking club we want to hear your ideas on what you think the best way is to improve the health of your East Salford community and encourage people to move more and sit still less.

To help VCSE organisations to increase the activity levels of East Salford residents the Active East Salford fund will be offering grants of up to £5000 & £10,000 to Salford-based VCSE organisations. **Please note: the maximum you can apply for depends on your organisations last full financial years turnover.**

Turnover of up to £50,000	Max grant of £5000
Turnover from £50,001 - £400,000	Max grant of £10,000

Please refer to page 7 on the question-by-question guidance under 'About the Money' for more information. If you are unsure how much to apply for we highly encourage you contact the Salford CVS Grants team.

## Priorities of the fund

The main purpose of this grant is to encourage people living in East Salford to start moving their bodies more and increase their general physical activity levels. Projects should be community led, which means we are looking for projects that understand and overcome barriers to being more physically active.

We are also keen to see applications to the fund that demonstrate the project meets **one or more** of the following priorities:

- A clear plan and ability to engage people in East Salford who are less active or inactive, including people outside of current beneficiary group.
- Deliver a project in Broughton engaging Broughton residents. **Please note projects delivering within this area will be prioritised by the panel.**

As previously mentioned, this fund is focused on movement, we want projects that communities will enjoy, that are fun and provide a balanced approach to being physically active as we know for some people and communities the mention of 'exercise' can cause assumptions and put people off taking part. The fund is looking for projects that people look forward to, that raise awareness of the importance of movement on our health, that are encouraging and help empower people to move more. For some communities' general exercise sessions might be what people want and this fund is also open to applications for these types of projects too. For examples of potential projects go to **page 9**.

### **Lets change the narrative on what it means to be physically active!**

Although not a priority of the fund the Active East Salford fund welcomes applications from organisations that are looking to link in with other organisations and services e.g. other VCSE organisations, health & care systems e.g. a local GP practice, schools & colleges, housing providers; etc. If this is something you are interested in but would like some support on how to do this, please contact the Grants team.

Unsure if your project is a good fit for the Active East Salford fund or want some support linking in with other organisations and services? Please contact the

**Grants Team** for an informal conversation before applying (contact details are available on page 10, 'Support with your application').

## East Salford

This fund is looking for projects predominantly in the Kersal & Broughton Park & Broughton wards of Salford however we know that people do not live their lives in wards and understand some activities or organisations applying might be slightly outside these wards. Therefore, projects in the East of Pendleton & Charlestown and the north of Blackfriars & Trinity are also able to apply. Please refer to the blue line on the map below. If you are unsure about whether you fit into this boundary please contact the Grants team (contact details are available on page 10, 'Support with your application')



## Barriers and motivators to moving more

As part of this fund Salford CVS carried out some insight gathering to try and better understand some of the barriers people face when it comes to being active as well as some of the motivators and wants of the communities. Below is a list of some of these however please note this isn't an exhaustive list and as part of the grant application we want to know what stops your communities from moving more and what would encourage them to increase their physical activity levels.

### Barriers

- Low mental health & self-esteem/ confidence

- Childcare responsibilities
- Financial barriers
- Lack of knowledge on the importance of movement on health / Physical activity not on people's priority list
- Timings and location of activities
- People are isolated and lonely
- Ability levels
- Culturally appropriate activities
- Feeling unsafe in local area after certain times

### **Wants and needs of communities**

- Activities and projects with socialising opportunities and a space to meet and connect with others
- Family friendly sessions – lets get everyone moving together
- Support on how to encourage children to be more active
- Projects which communities feel ownership of and strong involvement
- Activities in local parks and venues
- Achievable and basic activities
- No competitive sessions
- No commitment opportunities
- Culturally appropriate activities
- Sessions during evenings and weekends

## **Important dates**

<b>Fund opens</b>	Early February 2025
<b>Application deadline</b>	12.00pm (midday) on Mon 24 <sup>th</sup> March 2025
<b>Decisions expected</b>	Within 4-6 weeks of the closing date
<b>Delivery period starts</b>	Mid-May 2025
<b>Delivery period end</b>	Mid-May 2026
<b>of project report due</b>	Within one month of project completion

Salford CVS will be hosting an online **Meet the Funder session** to discuss the grants in more detail, how to apply, and tips and tricks on writing a strong application. There will also be the opportunity to ask questions. Click the link below to register to attend.

**Meet the Funder session – Tuesday 18<sup>th</sup> February, 11am – 12pm**

[Click here to book](#)

There will also be a **Grant drop in** in the foyer of **Broughton Hub, 11am – 1pm on Thursday 20<sup>th</sup> February 2025**. This is an opportunity to speak to Ashley Chapman from the Grants Team about your potential project idea and to get some support with your application form.

## Who can apply?

To apply, your group or organisation must meet the following eligibility criteria:

- Constituted as a voluntary, community or social enterprise (VCSE) group or organisation
- Turnover of up to £400,000 in the last full financial year.
- Full membership of Salford CVS at the time of application
- Based in Salford **OR** have a strong track record of delivery in Salford
- Have an organisational bank account with two signatories who are not related to each other **OR** a holding account with Salford CVS
- Fully up to date with grant reporting to Salford CVS

## What can the grant be spent on?

The grant can be used to pay for project costs, including (but not limited to):

- Venue hire
- Purchase or hire of equipment/materials
- Sessional worker/facilitator and/or staffing costs
- Volunteer expenses (linked to a project)
- Refreshments (including for participating staff and volunteers)
- Promotion
- Public liability insurance
- A contribution to overheads/management costs (must be proportionate to the project)
- Training
- End of project reporting costs (including time of staff and volunteers)
- Travel costs
- A contribution to overheads/management costs (must be proportionate to the project)

## What can the grant not be spent on?

- Costs for meals, trips or one-off events unless there is a clear and compelling need and benefit for the community
- Alcohol
- Retrospective costs (i.e. costs that have already been incurred or for activities that have already happened before a grant has been awarded)
- Costs for work that statutory bodies (such as schools or local authorities) have a duty to fund
- Projects or activities taking place outside Salford, unless a clear rationale is given

## What policies and other documentation are required?

All organisations will be expected to have the following policies in place at the time of application:

- a) Health and Safety policy
- b) Equality/Diversity Statement or Policy
- c) Public Liability Insurance (cost can be included in budget)
- d) Risk assessments

...and if applicable to project activities:

- e) Volunteer Policy
- f) Safeguarding Adults policy
- g) Safeguarding Children policy

**Please note:** If your project involves working with children or adults at risk of harm you will need to include a copy of your Safeguarding Policy with your application form.

## Examples of projects

Not all people and communities have the same interests and or priorities and therefore what encourages one group of people to get involved in a project trying to increase movement may be completely different to another.

Please note this is not an exhaustive list; activities should be designed to meet the specific needs and wants of the people **you** plan to work with. If you are unsure whether your project idea is a good fit please contact the Grants team to discuss your project idea.

- A walking bus which collects and walks beneficiaries to a local knitting group.



- Weekend family games in the park including games such as a sack race, egg and spoon race, musical statues; etc.
- DIY Skill session for young people which they can put to practise in their own homes.
- An evening social space for people to meet others and take part in interactive digital games such as Wii Sports.
- A girls gym class in a culturally appropriate venue.
- A community allotment group and cooking class.
- A walking tour ESOL class
- Wheelchair basketball
- Circuit training sessions for parents / carers waiting for children at their weekly activities
- Educational workshops, community walks and a befriending service helping spread awareness and supporting people locate and attend local venues, community groups and activities.

## How do we apply?

Complete and submit the application form by email to [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk) in Word format before the application deadline **Monday 24<sup>th</sup> March at 12pm.**

Alternatively, applications can be posted to: Salford CVS, The Old Town Hall, 5 Irwell Place, Eccles, M30 0FN

**Please note, late applications will not be accepted.** When you send your application over via email you should receive an automatic reply, if you do not receive this please phone the Grants Team on 0161 787 7795.

## What support is available for applicants?

### Accessibility

We want our grants programme to be accessible to everyone. If any part of our application process is a barrier to applying, please contact the Grants Team at [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk) or phone 0161 787 7795.

### Support with your application

If you have any questions or concerns about completing the application form, or you would like to discuss your project proposal with a member of the Grants Team, please contact the Grants Team at [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk) or phone 0161 787 7795. The Grants Team are also available to provide a pre-application read-through and feedback.

There is also a question-by-question support guide available for you to download to help you answer the questions within the application form. [Please click here to access.](#)

### Wider development support

The Development Team at Salford CVS offer practical support to VCSE organisations with developing policies, accessing volunteers, and accessing wider funding. For further information, visit our website at:

[www.salfordcvs.co.uk/development-support](http://www.salfordcvs.co.uk/development-support)

See our online Safeguarding in Salford resources:

[www.salfordcvs.co.uk/safeguarding-salford](http://www.salfordcvs.co.uk/safeguarding-salford)

You can also contact our Development Team by phone 0161 787 7795 or email at: [office@salfordcvs.co.uk](mailto:office@salfordcvs.co.uk)

## How will applications be assessed?

- On receipt of applications, Salford CVS will undertake eligibility checks
- All applications that are eligible will be independently scored by a panel consisting of representatives from Salford Community Leisure, a large VCSE-sector organisation and Salford CVS
- The assessment panel will meet to agree the awards
- Unsuccessful applicants will be provided with a summary of feedback from the assessment panel

In the event of more than one application receiving the same or a similar score, tipping factors may support the decision-making process. These include:

- To get a wider range of beneficiaries from East Salford

- To get a wider range of activities across East Salford for a variety of communities
- To fund applicants who have not been funded before, or who have not received funding from Salford CVS in the current financial year
- Where the applicant has a poor or weak monitoring track record for previously funded work

## What happens if we are awarded a grant?

Successful applicants will be notified of their grant by email. Please read the offer letter attached to the email in full, which contains important information about the grant including the amount awarded, any conditions, and next steps to claim the grant. Once the required documents have been received we aim to issue the grant by bank transfer within 5-10 working days.

## How will our project be evaluated by Salford CVS?

Salford CVS has a three-fold approach to evaluation:

- **Assessing impact** – the difference your project made in words, numbers, stories, quotes and photos
- **Gathering learning** – what you have learned as an organisation, how your organisation has developed and what you would do differently next time
- **Providing assurance** – demonstrating good management of public money

In practical terms, this means providing feedback to Salford CVS in the shape of a simple report form when your project is complete. We may also select your project for a monitoring visit (in person or remotely) to help us understand how you are getting on and if you're in need of any support. With the Active East Salford fund there is also a dedicated Development Worker who will remain in contact with you during the duration of your project who will be able to help support you manage any project issues or concerns you may be facing at the time.

As guardians of public money, Salford CVS requires all funded organisations to keep receipts for all project spend. We undertake spot-audits every year and you may be asked to provide evidence of your spending.

With your help in providing simple feedback Salford CVS can demonstrate how grants and investments can make a real difference encouraging people to become more active and incorporate moving more into their everyday lives. This is important in helping us report back to our funders and wider partners and helps secure investment in our sector over the years to come.

## **Any further questions?**

Please contact the Grants Team by phone 0161 787 7795 or email at:  
[grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk)