

How to Complete the WGF Application Form

This guide explains what we are looking for in each part of the application form and how you can give clear, strong answers. Use it while completing your form.

Before You Start

Read the WGF Webpage and FAQs all of which explain:

- who can apply
- what we can and cannot fund
- the WGF themes
- what “Innovation & Growth” means
- the criteria for Multi-Year Funding
- the documents you must include

Understanding this first will help you complete the form more effectively. We also encourage you to collect your supporting documents ahead of time. You must attach the documents listed at the end of the form (e.g., safeguarding policy, accounts, insurance, constitution). Missing documents may make your application ineligible.

Throughout the application, remember to use clear and simple language, try to use short paragraphs and bullet points, and avoid jargon – all of this will enable our reviewers to better understand your project.

SECTION ONE – ORGANISATION & CONTACT DETAILS

1.1. Organisation Name

Tell us the official details of your organisation. Use the name shown on your governing document or Companies House/Charity Commission register. If you have a registered name and a different name you are known by, let us know both.

Example: “ABC Community Hub” — 15 Riverside Road, London SW18 2XX — www.abccommunityhub.org

1.2. Registered Address

Please tell us the registered address for your organisation. If you are an unregistered group or community organisation, tell us the address that correspondence should be sent to.

Example: 15 Riverside Road, London SW18 2XX

1.3. Website address

Please provide us with the web address (URL) for your organisation’s website. If you do not have a website, state N/A.

Example: www.abccommunityhub.org

1.4. Legal Status

Tick the option that best describes your organisation. If you select “Other,” briefly describe your structure.

1.5. Registration Numbers

Include any Companies House or Charity Commission registration numbers.

Example:

Charity No.: 1234567 - Company No.: N/A

1.6. Date Established

Enter the month and year your organisation began. This helps us understand your track record.

Example: Established: March 2017

1.7. Do you have 3 unrelated trustees, directors or committee members?

We need to confirm that governance is independent and compliant. Best practice is to have a minimum of three unrelated trustees, directors or committee members. If you select “No,” use the guidance note to review eligibility.

1.8. Will your project be delivered in Wandsworth?

Select “Yes” if your project activities physically take place in the borough/directly benefit Wandsworth residents. Broadly we would expect funded activity to take place in the borough however in limited circumstances we can fund activity in other locations – e.g. excursions for children and young people.

1.9. to 1.12. Primary Contact Details

List the person we should contact about the application. Officers may be in touch with them to ask questions about the application

SECTION TWO – ORGANISATION BACKGROUND AND TRACK RECORD

2. Tell us about your organisation

When answering this question, briefly describe:

- What your organisation does
- Who you support
- Why your work matters
- Any recent achievements that show you are effective

Example:

“ABC Community Hub supports low income families in Roehampton by offering parenting courses, free children’s activities, and weekly drop ins. Last year, we supported 320 families and launched a new partnership with two local schools.”

2.1. Previous Wandsworth Council Funding

If applicable, list grants, service contracts, or awards you’ve received in the last two years.

Example:

Date: April 2024 — Wandsworth Grant Fund — Amount: £4,000

If you received no Council funding, write: “**None.**”

SECTION THREE – PROJECT DETAILS

3. Project Title

Use a short, clear title that describes what the project is.

Example:

“Digital Skills for Young Adults”

3.1. Project Timeline

Give realistic start and end dates in the DD/MM/YYYY format. Your start date should be within 3 months of any award being made. Your project timeline should not exceed 12 months for Innovation and Growth, and 24 months for Multi-Year. Your timeline should match your budget and delivery plan.

3.2. WGF Themes

Tick all themes your project covers, then choose one **main** theme.

Tip: Pick the theme most central to your project's purpose — not the one with the broadest reach.

3.3. Overview of your project

The project overview is important because this will give us the best idea of what you are doing. When answering this question, please explain clearly:

- What the activities are
- When and how often they happen
- Where they take place
- Who will deliver them and their experience

Example:

“We will run weekly two hour digital skills classes for young people aged 16–25 at Roehampton Library from June to November. The sessions will be delivered by our qualified digital trainer, who has 10 years’ experience.....”

3.4. How your project meets the themes you have chosen

Describe how your activities directly support the WGF theme(s). Reference the priorities within the theme.

Example:

“Our project supports the Health & Wellbeing theme by reducing social isolation among young adults.....”

3.5. Evidence of need

Demonstrating evidence of need is important because it shows **why your project should exist** and **why funding it matters**. Providing a mix of information and data allows you to show how you are addressing a real, demonstrated problem rather than just an assumption.

This is also different from demand – you may have a really popular project that is in high demand but it doesn't automatically mean you are tackling a particular problem. You may be delivering a really popular sports project, but the problem you are looking to tackle is youth inactivity and improve health and wellbeing. To show us why youth inactivity is a problem, you could use a mix of:

- data
- consultation feedback
- waiting lists
- insights from past projects
- local statistics (e.g., [DataWand](#))

Example:

“Our recent youth sessions showed that over 65% of participants reported doing less than one hour of physical activity a day, and many told us they wanted more opportunities to be active in a safe, social environment. Local youth workers have also raised concerns about rising inactivity, and schools we partner with report increasing numbers of pupils struggling with weight-related health issues. In addition, [DataWand](#) figures show above-average rates of childhood obesity in several wards we aim to work in.”

3.6. Who will benefit & how you will involve them

When answering this question, explain the following to us:

- your target group: Describe clearly who the project is for. Include age range, background, specific needs, and any barriers they face.
- how you will reach them: Explain how people will find out about your project. This could include existing referral routes, partnerships, marketing activities, or outreach work.
- how they helped shape the project: Show how you involved the people you want to support in designing the project. This could be through surveys, conversations, feedback from previous sessions, or consultation events.
- how the activity will be accessible: Describe how you will remove barriers. Think about location, transport, timing, language, cost, disability access, and any support you will provide to ensure people can attend.

Example:

“We expect to support 40 young adults aged 16–25 who are not in education or training. We will recruit through colleges and youth centres. During consultations, young people requested digital skills training, which shaped this project.”

SECTION FOUR – INNOVATION AND GROWTH OR MULTI-YEAR GRANT APPLICATION

This section is different based on which grant you are applying for:

Innovation and Growth Fund

Please tell us how your project meets our innovation and growth criteria

For this fund, we want to fund projects that **drive positive change** in new, creative, or scaled up ways. Your answer should clearly show **how your project does at least one** of the four things listed in the criteria. Below is guidance for each area, plus examples of what strong answers look like:

- **Pilots something new**

Explain what is genuinely new — either new for your organisation, new in Wandsworth, or new in the sector.

Example: “This is the first time this project has been offered in the borough.”

- **Uses new technology or tools**

Describe the technology you’ll use and why it improves the project.

Example: “We will use wearable activity trackers to help young people monitor their physical activity.”

- **Responds to new local needs or trends**

Briefly reference what has changed locally and how your project addresses it.

Example: “Schools report rising inactivity since the pandemic, so sessions target young people most affected.”

- **Scales up or expands successful work**

Show that your model already works and explain how you will reach more people or new areas.

Example: “Our existing girls only sports sessions are oversubscribed, so we are adding two new locations.”

Multi-Year Grant Fund

Please tell us how multi-year funding would improve the overall impact of your project?

This question is asking you to show why longer-term- funding (more than one year) will make your project stronger, more effective, and more sustainable. A strong answer should explain what you can achieve with multi-year support that you could not achieve through a one-year grant. You may want to consider:

- challenges or limitations that arise with single year funding and how multi-year funding overcomes them: more time could help build trust or engagement; could support organisational stability to plan ahead; time to train staff, volunteers, or participants.
- multi-year could strengthen impact: more residents engaged and supported; longer term outcomes; the ability to run follow on activities; more reliable monitoring and evaluation over time.
- scale or deepen the project: If your project will grow, reach new communities, or improve quality over time, explain how – through expansion into new areas or schools; additional sessions or service improvements; testing, learning, and refining the project year on year.

SECTION FIVE – IMPACT AND MONITORING

5.1 Number of people supported

Please tell us the total number of unique participants you think will take part in your project. and the number of those who will be Wandsworth Residents.

Example:

Total supported: 40

Wandsworth residents: 35

5.1 Monitoring and Evaluation

When completing the monitoring and evaluation question, applicants should show that they have a planned, structured, and realistic approach to understanding the impact of their project. You should consider telling us about:

- The different tools you will use to collect evidence - ideally combining quantitative (numbers) and qualitative (stories, feedback) approaches including attendance registers, baseline and end of project surveys, interviews/focus groups, case studies, staff observation logs or other specialist tools.
- How the data collected will be used, to track progress against outcomes, to improve the project and share successes.

Example:

We will use attendance registers, baseline and end-point surveys to capture quantitative and qualitative impact across the project. We will monitor the project using a mixture of quantitative and qualitative tools, including attendance registers, baseline and end-of-programme surveys. The Project Lead will oversee monitoring, with session facilitators collecting weekly attendance and feedback. We will use this data to track progress against our outcomes, adapt delivery and improve programme design.

5.2 Project Outcomes

Please complete our outcomes table to tell us the outcomes your project aims to achieve. To help keep these clear and meaningful, we ask you to write SMART outcomes. SMART is a simple way of making sure your outcomes are Specific, Measurable, Achievable, Relevant and Time bound.

- **Specific** - Be clear about exactly what will change and who will benefit

- **Measurable** – How will you know the change happened. Think about numbers, percentages, surveys, attendance, or feedback.
- **Achievable** - Set outcomes you think you can realistically deliver with the time, budget and staff available.
- **Relevant** - The outcome should link directly to your project aims and the WGF theme(s) you selected.
- **Timebound** - State when the change will happen i.e. ‘by the end of the project.’

Example: if you put all this together, you may end up with an outcome like this: “By the end of the 12 week programme, at least 60% of participants will report being more physically activity than when they started.”

SECTION SIX – FINANCE

6. Budget Table

Please complete the budget table within this section and provide a breakdown of costs – please only detail what you are the requesting from the WGF. The amount should match the figure provided in question 6.1.

When completing your budget, provide a short, clear description of what each cost covers and how it has been calculated. This helps assessors understand whether your costs are reasonable, good value for money, and directly linked to the activities in your project plan.

You do **not** need to write long explanations — just enough detail to show what the cost relates to and how you arrived at the amount. Use simple, practical descriptions

Examples:

- “Room hire: 3 hours × 12 sessions at £20/hour”
- “Volunteer travel reimbursement: £5 per volunteer × 10 volunteers × 6 sessions”
- “Project management: 2 hours/week × 12 weeks at £25/hour”

6.1 Funding requested

Please put the total amount you are asking from WGF.

Example: £10,000

6.2 What is your total project cost

Please tell us here what your total project costs are.

Example: £14,000

6.3 Please tell us about any match funding you have secured or applied for

Please complete the match funding table and tell us about any other funding you may have applied for or secured. This can include in-kind support, as well as grant funding and your own reserves/funds.

Example:

Funding Source	Cash/In-Kind	Secured?	Amount
Local business sponsor	Cash	Secured	£1,000
Free venue hire	In-kind	Secured	£1,500

XYZ Trust	Cash	Unsecured	£1,500
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6.4 If there is a gap in funding between the total project cost and the funding you have secured at the point of application

If there is a gap in funding between your total project cost and the amount of funding you have secured at the point of application, please outline your plan to address this gap in funding. WGF funding may form part of that, as well as any funding you have identified, applied for and not yet secured.

Example: “Our total project cost is £14,000 and we have already secured £2,500 in match funding and we have also submitted an application to XYZ Trust for a grant of £1,500. If funding from XYZ Trust isn’t secured, we will utilise our free reserves to ensure that the project is delivered.”

6.5 Do you have all required permissions or consent before undertaking your project?

This question asks you to confirm whether you already have – or still need to obtain – **any official permissions, approvals, or consents** in order to safely and legally deliver your project. We want to see that you have considered the practical requirements of your project and that nothing will delay or prevent delivery once funding is awarded. It is the responsibility of all applicants to ensure that you have all the necessary permissions and consents to undertake their project, from their own governing body (Trustees, Management committee) and/or a regulatory body e.g., planning, highways, parks, landlords, land or property owners.

Example: “Our sessions will be delivered at Battersea Youth Centre. The Centre Manager has given verbal approval and will issue written confirmation once funding is confirmed. As we will be working with young people, all staff and volunteers hold DBS checks and follow our safeguarding policy. We therefore have the key permissions needed and will finalise venue documentation before the project start date.”

6.6 Once WGF funding has come to an end, what plans do you have to ensure the continued delivery and sustainability of the project?

We are keen to understand what will happen with your project once WGF funding has come to an end. A strong answer shows that you have thought about how the project (or the benefits of the project) will continue into the future, even if delivery changes shape or scale. You don’t need a guaranteed long-term funder in place, but you should have a realistic and practical plan.

SECTION SEVEN – COUNCILLOR ENDORSEMENT

7. Councillor Endorsement

All applications must be endorsed by at least one local Councillor and it must be a full endorsement, that includes the Councillor’s comment. The priority is for the project to be endorsed by Councillors in the Ward where the project is mainly going to take place. To find your Council Ward and Ward Councillor. However, applicants can also seek the endorsement of a different Councillor who may know your organisation and project well.

If the project will take place in two or more Wards, then at least two Councillors must endorse your application. Endorsement is to support the project in principle rather than the detail. If the project is ‘Borough-wide’ then at least two Councillors must endorse the project.

It is the applicant's responsibility to ensure that Councillor endorsement(s) reach the Grants Team. You can include the endorsement in the application form or you can ask the ward Councillors to email the grants team directly at wgf@wandsworth.gov.uk. But it is applicants responsibility to ensure it is received – the Grants Team will not contact councillors directly to request an endorsement.

SECTION EIGHT - DECLARATION, SUPPORTING DOCUMENTS AND DATA PROTECTION

8. Under this section we ask that you provide us with your full name, position and authorised signature to confirm the following:

1. I confirm that I am the main contact in relation to the request for grant funding and that I am authorised to sign and represent this application on behalf of the applicant/organisation.
2. I confirm that the information given in the application is correct and that the project/service is not, in any way, established or conducted for profit or individual gain.
3. I undertake to inform Wandsworth Council of any changes to the project/service, management or organisational circumstances that would affect this application post submission.

This section also includes a helpful checklist for all the documents you are expected to provide with your application, including:

- A copy of my organisation's Constitution/ Memorandum or set of rules
- A copy of my organisation's most recent accounts, financial statement or similar; or last Income Tax Return if Sole Artist/Professional
- Safeguarding Children & Vulnerable Adults Policy
- Current Certificate of Public Liability Insurance

8.1. When you apply to the Wandsworth Grant Fund, the information you provide is handled in line with the UK Data Protection Act 2018. This means the Council must keep your information safe, use it appropriately, and only share it where there is a lawful reason to do so.

It details how the information included in your application may be used - For assessment and recommendations to be made we will need to share your application details within the Council including its designated officers, with other grant funding partners of the Council and at Council Committee meetings (the latter of which are made available to the public online). If your application is successful, information may also be used for:

- Wandsworth Grant Fund publicity purposes.
- Processing grant agreements, grant monitoring and payment administration.
- Future mailings and correspondence targeted at the voluntary and community sector

You are asked to sign to confirm your acceptance of the following statement: "By submitting this application, and signing below, you consent to your data being processed for the purposes described above."

Failure to do so may mean we are unable to assess your application

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