

**BUILDING  
A STRONGER  
BRITAIN  
TOGETHER**

**Guidance for Applicants**



Home Office



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# An introduction to Building a Stronger Britain Together

In Britain, each one of us is free to live the life we choose thanks to shared values that underpin our society: values that include democracy, free speech, mutual respect and opportunity for all. Such freedoms rely on a shared responsibility to respect the rights of others to live as they choose. But in recent times we have seen extremists operating at unprecedented pace and scale, seeking to divide communities and cause great harm. The Government is determined to tackle extremism in all its forms: violent and non-violent, neo-Nazi and Islamist.

At the heart of the Counter Extremism Strategy sits a partnership between Government and all those groups and communities who want to see extremism defeated. That's why the Home Office has launched Building a Stronger Britain Together (BSBT), to support civil society and community organisations who work to create more resilient communities, stand up to extremism in all its forms and offer vulnerable individuals a positive alternative, regardless of race, faith, sexuality, age, and gender.

The programme allows organisations that share these aims to bid for in-kind support and grant funding for specific programmes that deliver goals set out in the Counter Extremism Strategy.

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# 1

## What this guide provides

This guide aims to provide a clear overview of the kind of support available to community groups and the eligibility criteria for receiving support. It also offers a step by step guide to submitting an application, advice on how your application will be assessed and how grant and in-kind support is awarded. We encourage all groups to review this guidance before submitting an application.

# 2

## Before you submit

Before submitting an application, check basic eligibility. This includes signing up to our values and ensuring you meet key organisational criteria. There are a number of eligibility criteria you must meet for your application to be considered:

- The BSBT programme is built on a foundation of shared values, including democracy, free speech, mutual respect and opportunity for all. We will only work with organisations that share these values and are committed to acting and working in accordance with them. We will not fund organisations that do not fully subscribe to these values or conduct activities that attempt to undermine them.
- The process is open to any registered UK charity, Charitable Incorporated Organisations, companies limited by guarantee, not for profit registered Community Interest Companies, constituted community and voluntary sector organisations (all applicant organisations must have a registered bank account and a minimum of three unrelated committee members).
- Groups which have been established for less than 12 months are not eligible to apply. Consortia or partnership bids are eligible. All partners must meet basic eligibility criteria.
- The Building a Stronger Britain Together Programme is available in England and Wales only. Third sector and community groups looking for funding in Scotland for activities relating to building cohesive, resilient and safe communities should email [One\\_Scotland\\_Mailbox@gov.scot](mailto:One_Scotland_Mailbox@gov.scot) who will be able to provide more advice on appropriate funding opportunities.
- Individuals are not eligible.
- We will not award grants to pay for management or overhead salary costs, to fund trips abroad or to fund capital costs, including vehicles and building work.
- Robust and proportionate evaluation plans will need to be in place in all cases from the outset, to ensure that taxpayers receive good value for money and that projects have the desired impact. Successful bidders will be required to participate fully in such evaluation work.
- This is an open process and government will be transparent about the identity of successful bidders. This is likely to include publishing a list of successful groups in due course and asking groups to acknowledge government support openly on their website alongside the acknowledgement of the support provided by other organisations. Support will be conditional on groups being transparent in this way. The transparency required relates only to the support being provided under this programme, as requested in your bid.

# 3

## What we are looking for

We ask that your proposal is aligned with one or more of the Building a Stronger Britain Together programme (BSBT) outcomes:

- fewer people holding attitudes, beliefs and feelings that oppose shared values;
- an increased sense of belonging and civic participation at the local level;
- more resilient communities.

More detail on these outcomes is provided on page 10.

We are also particularly keen to receive applications that demonstrate the following criteria:

- demonstrating effective practice, with evidence that the methodology being used will be successful;
- the ability to work in partnership;
- where the proposal is supported by co-funding from other sources;
- grant investment to leverage match funding;
- long-term sustainability.

Once you have confirmed your eligibility, you will want to think about how best we can support your initiative. Two types of support are available within the BSBT programme:

### ‘In-kind support’

In-kind support helps organisations to build their capability to reach larger audiences and expand their reach, for example through the design and delivery of specific campaigns, professionally built websites, or social media training.

### ‘Grants’

Grants offer targeted funding for specific projects.

# 4

## Section 1 – Organisation details

In section 1 of the application form, we ask for some information about your organisation. This includes your organisation's objectives or mission statement, governance details, charitable status, annual income and expenditure, percentage of funding from public sources, staffing, examples of recent work and referees.



# 5

## Section 2 – Objectives, assessment, evaluation and requirements

### Part 1 – Objectives

In the first half of this section, you are asked to provide a brief summary of your proposal and an outline of how your proposed activity meets a need in your community.

**i.** Provide a summary of your proposal

What are you planning to deliver?

- It might be helpful to structure your answer as follows:
  - *We would like to...*
  - *With...*
  - *We will deliver...*
- When thinking about what you're planning to do, it's worth using words such as:
  - *Provide...*
  - *Run...*
  - *Organise...*
  - *Produce...*
- Make sure all activities are as specific as possible and include clear deliverables.

You may also want to provide a summary of your aims. If you are listing *both* organisational objectives and project objectives, these should be presented as two clearly different lists. If you are listing the objectives for more than one project (as the funding will support more than one project) each project should have its own list of aims. It is fine for these aims to overlap or for different projects to have the same aims.

When describing your aims, consider using words like:

- *Encourage...*
- *Improve...*
- *Increase...*
- *Reduce...*

**ii.** What need does your proposal meet?

This should include a clear description of the specific problem, challenge or gap that your work will help to address.

See the following worked example, demonstrating points i and ii, which relates to in-kind support:

**Worked example:**

We run a weekly discussion group for women who feel marginalised to meet to discuss challenges in their communities and seek professional advice where necessary. At present, awareness of our group is restricted to those who come into contact with it by word of mouth and those who see our posters. We would like to expand the networking potential of our group. To do this we need to attract a wider group of women.

We carried out a small trial last year in using LinkedIn and Facebook to target potential group members. A spend of £3000 helped to generate 80 new group members who in turn recruited a further 30. We know, therefore, that this channel works as a means of generating new recruits.

To do this, we had to seek support from our board members to generate the funds to pay for the freelance social media expert to undertake the activity. We would like to gain social media training that shows our group how to:

- target particularly relevant potential group members;
- maximise the impact of the content we produced across our social media channels;
- provide key members of the group with the relevant knowledge to develop social media campaigns without the need to hire expensive freelance support.

Without this support, our activity and reach would remain limited. It would be restricted by the time our board members have to assist, and the budget available. This would, in turn, significantly restrict the size of the group.

**iii.** Your proposal's start and end date

It is important to provide details of when you plan to start and finish your proposal so as to ensure it is achievable and you are able to measure the impact of your work.

**iv.** In which local authority area(s) will your proposal be delivered?

Please provide geographical details of your project.

v. How does your proposal fit with other projects or initiatives in your region?

Please provide details as to how unique this activity is in your region, and/or how it might complement similar activity running in your area. This will demonstrate the long term sustainability of your project and the potential to scale up and work in partnership.

vi. Which of the three BSBT outcomes does your proposal most align with?

It is vital that your proposal is aligned to at least one of the following BSBT outcomes:

### **OUTCOME #1: FEWER PEOPLE HOLDING ATTITUDES, BELIEFS AND FEELINGS THAT OPPOSE SHARED VALUES**

Extremists thrive when their hatred and prejudice goes uncontested. The result of this is that intolerance and bigotry become normalised and the rights of minorities and the vulnerable are eroded.

Therefore, the first outcome is focused on tackling the prejudice, discrimination and stereotypes that restrict the aspirations and actions of marginalised individuals, promote hatred towards others and divide communities.

### **OUTCOME #2: AN INCREASED SENSE OF BELONGING AND CIVIC PARTICIPATION AT THE LOCAL LEVEL**

Extremists seek to divide communities, eroding the shared values that bind us together by creating mistrust, suspicion and an emphasis on intolerance and separation. In doing so they try to separate groups of people – whether it be by race, faith or ethnicity – from mainstream community life.

Therefore, the second outcome is focused on building a common vision and sense of belonging within a community, reducing social isolation, increasing the stake people have in their local area, and broadening the social networks of vulnerable and isolated individuals and families.

### **OUTCOME #3: MORE RESILIENT COMMUNITIES**

Extremists exploit the fact that many vulnerable adults and young people either do not know how to respond to their propaganda and ideology, or are reticent to do so, and that those that do have the courage to challenge their bigotry and intolerance often can lack the tools and capacity to respond at scale in a compelling way.

Therefore, the third outcome is focused on increasing levels of trust and cooperation amongst individuals within a community, building the ability to critically evaluate and respond to arguments that promote hatred, prejudice and extremist ideas, and working with those who are prepared to stand up for shared values within a community to increase their reach and influence.

## Part 2 – Assessment

This section of the form explains how your application will be assessed.

Your application will be assessed against the answers you give to the following five questions. We've included a copy of the assessment matrix at Annex A.

**Question 1** Please write here a clear statement of the aims of the work you are proposing. Please link this to one or more of the three BSBT outcomes.

### Worked example:

A youth organisation operates in an area where far right groups are attempting to recruit vulnerable young adults who are out of work and at risk of becoming disillusioned. The organisation is seeking additional funding for a project to help 15-18 year olds find full-time employment or training on leaving school.

Organisation objectives:

- To empower 15-18 year olds in the community to make informed decisions about their future.
- To reduce unemployment amongst 15-18 year olds in the community.

Project objectives:

- To encourage 15-18 year olds to explore their career options through a series of talks hosted by representatives from different sectors.
- To equip 15-18 year olds with the skills to secure training or employment by helping them to develop their CVs and access tailored workshops.
- Increase resilience to extremist narratives by providing 15-18 year olds with alternatives, such as dedicated support and access to opportunities.

It is then worth looking back at the 3 BSBT outcomes:

- fewer people holding attitudes, beliefs and feelings that oppose shared values;
- An increased sense of belonging and civic participation at a local level;
- more resilient communities.

You should look to determine which of the above relates most closely to these outcomes.

### Worked example:

In this instance, the group felt their activity linked most closely to building more resilient communities.

The rationale they might provide includes:

- a recent study in the area showed that those who were involved in full time employment or training were 25% less likely to be involved in criminal activity;
- anecdotally, there's evidence amongst older group members to suggest that those 15-18 year olds actively looking for a job were less likely to become engaged with extremist activity and views;
- a new academic study outlines how those disengaged with their local community are 30% more likely to be vulnerable to extremist messaging.

**Question 2** Please tell us how your plans are realistic, deliverable and proportionate, by providing a project milestone plan, outlining what you plan to achieve by what date and what the impact of this will be.

### Worked example:

An organisation wants to modernise their branding to make it more attractive to their target community. They apply for in-kind support to develop their brand. They have a very clear idea of what they would like to deliver; a new, modernised website and 4 different sets of flyers, each targeting a particular group of people.

As part of their application, the organisation included the following:

- a detailed project milestone plan, outlining what they planned to achieve by each date;
- an overview of what the impact of the new website might be – e.g. increase in traffic leading to more expressions of interest in the group's employability workshops;
- an outline of the number of flyers they planned to produce.

**Question 3** Please demonstrate a clear and logical link between the problem to be fixed, the activity you are proposing as a fix and the evidence that this approach will work. Please provide supporting evidence if this is available.

In this section you should clearly explain **how** and **why** you expect your activities to help you to achieve your aims. This should include clear, logical links between

what you will be doing and delivering, the problem or gap you have identified and your stated aims. The how and why are both important:

The **how** refers to the activities you will undertake to help you achieve your aim. For example, an after school youth group for 15-18 year old boys might aim to help improve employment amongst a community. They might achieve this by running CV clinics every Thursday evening to help them develop their CVs ahead of leaving school.

The **why** are the things that make you think these effects will happen. For example, you may have worked on other similar projects elsewhere, and/or be aware of evaluations of similar activities that showed they can have the effects you expect.

Where possible, you should include evidence to support any suggested links and effects. The evidence may be anecdotal, could be based on other similar projects that have been run before, or it may be that you or someone else (e.g. an academic) has started collecting evidence which suggests your activity will be effective.

**Question 4** Please tell us how you will know you have met your aims and how you will measure this.

In this section you should tell us how you will know you have met your aims and how you will measure this. By doing this you will be able to demonstrate the 'change' that your initiative has brought about.

Try to link this directly to your aims and be as specific as possible:

- If you aim to encourage people to 'do' something, then how many more people would you want to be 'doing' that activity?
- If you aim to 'improve', how much 'improvement' do you hope to see?
- If you aim to 'increase', how big an 'increase' would you like to see?
- If you aim to 'reduce', how big a 'reduction' would you like to see?

If possible, try to attach numbers to this. For example, you want to see 50 more people doing something, or a 20% decrease in something. Where possible, you should provide evidence of the links you expect to see. This could be from other similar projects you are aware of, or from wider reports or research.

To measure the success of your activity, you could include a wide range of approaches. For example:

- Keeping track of participation at your events.
- Use of surveys or interviews to understand people's views or experiences.
- Using information captured by others to look at changes in your areas.

## Part 2 – Evaluation

We are asking for this information to help us evaluate the programme.

## Part 3 – Grant and/or in-kind support requirements

We ask that you think carefully about the type of support you need (in-kind, grant or both).

**Grants** are offered in two ranges: £1,000 - £14,999 and £15,000 - £50,000.

You should only apply for grants where specific activity has been identified and planned, which would otherwise be un-funded.

Examples might include: scaling up an existing initiative or campaign that has been operating successfully at a local level.

### What we will fund

- Grants cannot be used to pay for overhead salary and management costs but can pay for administrators supporting the BSBT project, sessional workers and volunteer expenses (including subsistence).
- ESOL courses that support activity to raise awareness of extremism are eligible.
- Room hire expenses for community events are eligible but we will not pay for refreshments.
- Community-led film-making is eligible for grant funding, except where it constitutes in-kind support.

### What we will not fund

In addition to the exclusion on page 5 and in line with Cabinet Office guidance, the following areas are not eligible for grant funding (but many will be eligible for in-kind support):

- all advertising e.g. TV; radio; digital advertising;
- marketing activities e.g. Design and branding; direct and relationship marketing;
- communication strategy, planning, concept and proposition testing and development;
- market research that informs marketing and advertising activity and evaluation of marketing and advertising activity;
- printing and publications;
- events, conferences and exhibitions;
- public relations (PR) activity;
- digital activity e.g. website and application development; search engine marketing, including pay-per-click.

Groups applying for grants of up to £14,999 must have an income of less than £200,000. For applications for grants between £15,000 and £50,000, we will prioritise groups with an income of less than £250,000. However, groups with a larger income will not be excluded from applying.

Applicants for grants should apply for no more than 25% of the group's annual income. In addition, applicants must declare if funding from public sources constitutes more than 50% of their annual turnover.

Consortia or partnership applications are eligible for up to 25% of the income of the combined partners.

You may submit multiple applications for multiple projects. However, the combined total value of these projects must not exceed 25% of your organisation's annual turnover.

**In-kind** support is more flexible, with opportunities for organisations to make multiple bids over time as their capacity increases and activity evolves. It connects organisations to private and public sector experts to build their capability to reach larger audiences and expand their reach.

Groups should apply for in-kind support where they believe there is opportunity to expand their reach, impact and audience through effective communications. In delivering in-kind support, we will work with successful groups to help identify the most effective means of supporting the initiatives and activities they identify within their bids. However, it is still important to be as clear and specific as possible in your application to help us start this process.

Examples might include: materials to help fundraising drives; help building your website; help building your social media platforms; making films or social media content; training and support on free tools to expand your reach; social media planning and implementation; creation of offline communications material; advice on your PR and media strategies; developing your organisation's networks or consortia; communications and media training for your staff.

In-kind support will be capped for this call at £75,000 in equivalent value.

We encourage applications for both grant and in-kind support where the support is mutually dependent. An example of this might be where an organisation has applied for grant money to set up a group to champion leadership and personal development opportunities amongst young, vulnerable adults. They then might benefit further from in-kind support from industry experts in helping to set up and train them how best to use social media platforms to promote their group.



# 6

## Section 3 – Consent

In this part of the form we ask for some additional details on your organisation. We also ask you to sign a declaration and a statement of values.

# 7

## Annex A

### Grant and In-kind Assessment Notes

#### Marking Scheme:

The following marking scheme will be used to assess each section over the page. Note that all applications must score a minimum of 50 for each section.

0	Failed to provide confidence that the proposal will meet the requirements. An unacceptable response with serious reservations.
20	A poor response with reservations. The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements.
50	Meets the requirements – the response generally meets the requirements, but lacks sufficient detail to warrant a higher mark.
70	A good response that meets the requirements with good supporting evidence. Demonstrates good understanding.
100	An excellent comprehensive response that exceeds the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.

		Weighting %
Aims	Applications should include a clear statement of your group's aims and the aims of the work proposed, as well as a clear link to one or more of BSBT outcomes.	15
Plans	Work plans should be clearly articulated, realistic and deliverable. The funding requested should be proportionate and add clear and meaningful value.	30
Links to aims	Applications should demonstrate a clear and logical link between the problem to be fixed, the activity proposed as a fix and the evidence that this approach will work. Account will be taken of supporting evidence.	30
Success	Applications should have a clear articulation of the scale of effect they want to see and proportionate plans for monitoring and/or evaluation.	10
Budget and management	All of the necessary details should be completed. The budget should be clearly stated proportionate to the work proposed.	15