

Application guidance version

This guidance version of the £500 - £25,000 Smethwick Pride in Place programme application form has been produced to help applicants understand the information that the Smethwick Pride in Place Programme is looking for when reviewing Expression of Interest submissions and assessing full applications.

The prompts included throughout this document are intended to support applicants in developing high-quality applications by explaining the purpose of each question, the level of detail expected, and the types of information that can help demonstrate need, impact and value for money.

There are no "right" answers. Every project and organisation is different. However, applicants are encouraged to use the guidance to ensure they provide sufficient information for the assessment panel to fully understand their proposal.

What makes a strong application?

Strong applications typically:

- Clearly explain the project and its activities
- Demonstrate a genuine community need
- Show how local people have been involved in shaping the proposal
- Clearly identify who will benefit and how many people are expected to benefit
- Explain how the project aligns with the Smethwick Pride in Place investment themes
- Demonstrate value for money and a realistic budget
- Show how the project will be managed, monitored and sustained

Before you apply

Applicants must contact the Neighbourhood Development Officer before submitting an Expression of Interest. The officer can provide advice on eligibility, project development and completing the application form. Please also refer to the [guidance documents available here](#).

Neighbourhood Development Officer Contact Details (Monday to Friday, 9am – 4pm)

Name: Annabel Fudge

Mobile: 07831 120248

Email: Annabel_Fudge@sandwell.gov.uk

Using this guidance

Throughout the form you will see sections titled:

- **What we're looking for** - These explain how responses will be assessed
- **Helpful prompts** - These provide examples of information you may wish to include.
- **Avoid** - These highlight common issues that can make applications difficult to assess

The guidance is designed to support your application and should be used alongside the official application form and programme guidance documents.

Please note: Meeting the guidance provided in this document does not guarantee funding. All eligible applications will be assessed against the programme criteria and available funding.

Smethwick Pride in Place Expression of Interest Form

Please contact the Neighbourhood Development Officer before you complete this form.

1. Applicant details

1A. Name of organisation	Name of the organisation/ group
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1B. Full address of organisation including postcode	Provide the registered organisation address (If a community group, the address listed within the constitution/ articles of association)
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1Ca. Primary Contact	
Title	
Name	
Role/ position	
Telephone	
Email	

1Cb. Secondary Contact	
Title	
Name	
Role/ position	
Telephone	
Email	

1D. Organisation type (Please tick all that apply)	
☐ Community Group	☐ Public Body
☐ Community Interest Company (CIC)	☐ Business – (Energy Saving Grants only)
☐ Registered charity	☐ Other (please specify below)
☐ School or Academy	
If Other, please specify:	

1E. Charity Registration Number (if applicable)			
1F. Company Registration Number (if applicable)			
1G. Are you VAT Registered?	☐ Yes ☐ No	If yes, VAT Registration Number:	

1H. Does your organisation have a governing document? e.g. constitution, articles of association.	☐ Yes ☐ No
1I. Does your organisation have a managing body/ committee/ director which consists of at least 3 members with designated roles?	☐ Yes ☐ No
1J. Does your organisation have a bank account in the organisations name?	☐ Yes ☐ No
1K. If yes, does your organisation have at least two unrelated signatories on the bank account?	☐ Yes ☐ No
1L. Can your organisation provide bank statements from the last three months?	☐ Yes ☐ No

Applicants are not eligible if they have answered no to any of the above 5 questions.

If shortlisted, applicants will be required to provide evidence of the above at full application stage.

1M. Please confirm which of these policies your organisation has in place. (Tick all that apply)	
Safeguarding Policies must be evidenced as supporting documentation during the full application stage if the project involves activities with children and vulnerable adults.	
☐ Public Liability Insurance (mandatory)	☐ Privacy Policy (Data protection)
☐ Safeguarding policy (where applicable)	☐ Equality and Diversity
☐ Health and Safety (where applicable)	☐ Procurement Policy

1N. Please give a brief description of your organisation’s mission, aims and main types of activity.
(Word Limit: 200 words)

What we're looking for

Tell us:

- Why your organisation exists
- Who you support
- What activities or services you deliver
- How long you have been operating
- Any relevant experience delivering similar projects

Helpful prompts

- What is your organisation's purpose?
- Who are your beneficiaries?
- What regular activities do you provide?
- What achievements are you most proud of?

Avoid

- Copying your constitution word-for-word
- Providing only a one-sentence description
- Including details of the project proposal in this section

10. What is the average yearly income of the organisation?		£	
Please list any grant funding your organisation currently receive, are about to receive or are in the process of applying for.			
Activity Funded	Funder	Amount	Start and end date of funding
Description of what the funding is for	Name of the funder	Amount (£)	Received: start and end date of funding OR Applied for: anticipated start and end date OR Awaiting decision: anticipated start and end date
Please note, Section1 will not be used as part of the scoring assessment or determine how much funding can be awarded.			

2. Project details

2A. Project title			
2B. Project location: Please provide the address and postcode.			
2C. Is this funding for a new project or to enhance an existing one? Note: ‘Enhance existing’ means proposals to expand or scale up an existing project or service.	☐ New ☐ Enhance existing		

2D. Please provide a detailed description of your project, including the key activities that will be delivered and the intended beneficiaries. Explain how the project adds value or contributes additional impact and describe how it will address local needs.

If this is an existing project, please highlight what additional impact this funding will enable, identifying the specific benefits or improvements your project will deliver for both the beneficiaries and wider community.

What we're looking for

We want to understand:

1. A description of the project
2. What you will do
3. Who will benefit
4. Why the project is needed
5. What the funding will be used for
6. How the funding will make a difference
7. What outcomes the project will achieve

Helpful prompts

Project activities

- What activities will take place?
- How often will they happen?
- How many people will take part?
- Where will they take place? (Clarify if location/ venues are identified or actually confirmed with an agreement in place)

Need

- What local problem or opportunity have you identified that this project will address?
- What evidence do you have?
- What feedback has residents given?
- If there are similar projects being delivered within Smethwick, why is this project needed?

Beneficiaries

- Who will benefit?
- Why are these groups important?
- Are there barriers your project will help overcome?

Added value

- What would not happen without this funding?
- What new opportunities, facilities or services will be created?

Funding

- Detail on what the funding ask will be used for/ spent on
- Confirmation if quotes have been obtained/ costs are estimated at this stage

Existing projects only

If this project already exists, explain:

- What additional activities will be delivered?
- How many extra people will benefit?
- What improvements will be made?

Avoid

- Vague statements such as "improve the community"
- Focusing only on what you will buy rather than what difference it will make

2E. Please indicate which theme your project fits within - [Investment themes and priorities](#)

- | | |
|--|--|
| ☐ Regeneration, high streets and heritage | ☐ Housing |
| ☐ Community cohesion | ☐ Transport |
| ☐ Health and wellbeing | ☐ Work, productivity and skills |
| ☐ Safety and security | ☐ Community Power |
| ☐ Education and opportunity | |

2F. How does your project align to the Pride in Place investment themes selected above? (Word limit: 250 words)**What we're looking for**

Explain exactly how your project contributes to your chosen theme(s).

Helpful prompts (e.g. top 5 priority themes)**Community Cohesion**

- How will the project bring different communities together?
- How will it increase participation and volunteering?

Health and Wellbeing

- How will it improve physical activity/ mental wellbeing?
- How will it reduce loneliness and isolation?

Education and Opportunity

- How will people gain skills or qualifications?
- How will it improve confidence or employability?

Safety and Security

- How will people feel safer?
- How will it reduce anti-social behaviour?

Regeneration, High Streets and Heritage

- How will it improve community spaces?
- How will it increase use of local facilities?
- How will it celebrate local heritage?

Clearly connect project activities to the chosen theme rather than simply restating the theme title.

2G. Please tick who will benefit from the project? *Please tick all that apply.*

- | | | | |
|--|---|---|--|
| ☐ Age 0 to 10 years | ☐ Age 11 to 25 years | ☐ Age 26 to 59 years | ☐ Age 60+ years |
|--|---|---|--|

2H. How much funding are you applying for? This funding round is for projects between £500 - £25,000

Pride in Place Capital Funding ask:	£
Pride in Place Revenue Funding ask:	£
Other funding sources:	£ <i>In-Kind contributions are not classed as match funding therefore should not be included.</i>
Total project cost:	£

2I. In broad terms, what will the Pride in Place funding be used for? Tick all that apply and provide approximate costs. Please note this is high-level and not a breakdown of exact expenditure.			
☐ Staff costs	£	☐ Overheads/ premise costs	£
☐ Venue hire/ room hire	£	☐ Equipment (tools, ICT hardware, furniture)	£
☐ Activities/ materials/ consumables	£	☐ Construction/ refurbishment/ minor building works	£
☐ Marketing/ publicity/ engagement	£	☐ Safety/ security (CCTV installation, safety equipment)	£
☐ Capacity building/ training	£	☐ Other (please specify below):	£
Specification:			

2J. When will the project start and end? (month, year)	Start:	End:
Please note the project must be completed within 12 months of Grant Agreement		

2K. Will you work with any partners to deliver this project?	☐ Yes ☐ No
If yes, please describe partners and their role: What we're looking for Tell us: - Who your partners are - Why they are involved - What they will contribute - Confirmation if partnership agreements are in place or whether these are being explored at this stage - Are there existing partnership referrals in place e.g. beneficiaries (individuals being referred to take part/ benefit from the project) <i>(Please note: To ensure a strong full application, where applicants advise they are working in partnership with other organisations, evidence of this partnership working is required)</i> Helpful prompts - Are organisations, local schools, charities etc. involved? - Will organisations refer beneficiaries? If so, how? - Will volunteers support delivery? - Are partners providing venues, equipment or expertise?	

3. Signatures

By signing the below, you are confirming that the information you have provided above is accurate and you have the appropriate authority within your organisation to submit this Expression of Interest.			
Name of the organisation's representative completing this Expression of Interest form:		Name of Neighbourhood Development Officer supporting the applicant (advice and guidance)	
Signature:		Signature:	
Date:		Date:	

Smethwick Pride in Place Full Application Form

The following sections are to be completed after your Expression of Interest has been agreed in principle.

Section 1 – Confirmation of Application Details

1A. Are there any changes to this application since the Proposal was agreed in principle?	☐ Yes ☐ No
If yes, provide details of changes: What we're looking for Confirmation if any changes have been made following the approval of the EOI. Helpful prompts • Changes to project proposal, funding ask, partnership working arrangements, etc.	

Section 2 - Project details

2A. Describe how you will manage this project. (e.g. staff, volunteers, partner delivery). Please include roles and responsibilities where possible.
What we're looking for We want confidence that you can successfully deliver the project. Helpful prompts • Who will lead the project? (name and organisation) • What experience do they have? • What will staff, volunteers and partners do? • How will progress be monitored? • How often will the project team meet?
2B. How does your organisation plan to promote and raise awareness of this project? (e.g. social media)
What we're looking for How will you reach your target audience? Do not just list methods of promotion. Include who will promote activities, estimated timelines and the target audience of each method. Helpful prompts • Social media • Flyers and posters • Community events • Schools and colleges • Faith organisations • Local businesses • Community centres • Word of mouth

2C. Equality and Diversity – Please list any impact that your project may have on any of the protected characteristic: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

What we're looking for

How will the project be accessible and inclusive?

Helpful prompts

- How will disabled people access activities?
- How will you engage people from different backgrounds?
- Will information be available in different formats?
- How will you remove barriers to participation?

Demonstrate proactive inclusion rather than simply stating that everyone is welcome.

Section 3 – Engagement with communities and beneficiaries

3A. Please explain how you have identified the need for this project and any engagement or consultation activities carried out with beneficiaries or the local community.

What we're looking for

Evidence that the project is wanted and needed. Where possible, attach evidence as a supporting document to the full application submission.

Examples of evidence

- Surveys
- Focus groups
- Community meetings
- Feedback forms
- Waiting lists
- Local statistics
- Requests from residents
- School or partner feedback

Helpful prompts

- What did local people tell you?
- When did you consult?
- How many people were involved?
- How has feedback shaped the project?

Section 4 – Project benefits/outputs/outcomes and milestones

4A. How many people will benefit from the project? Please provide estimate numbers for the following groups.

Age 0 -10 years:		Age 11 – 25 years:		Total:	
Age 26 – 59 years:		Age 60+ years:			

4B. Please detail the benefits/ outputs/outcomes of your project and demonstrate how they will be measured. Please note this is what Sandwell Council will use to monitor your project. The Neighbourhood Development Officer will support you in completing this section.

Benefit/ output/outcome (what will be achieved)	Percentage/ Number/ Sq m	Current provision (before project)	New provision (during/ after project)
e.g. Number of people on training courses	Number	50	90

What we're looking for

We want measurable results.

Outputs

Direct things delivered.

Examples:

- 20 workshops delivered
- 100 residents engaged
- 10 volunteering opportunities created
- 500m² of space improved

Outcomes

The difference made.

Examples:

- Improved confidence
- Improved wellbeing
- Increased community participation

Please note: The outputs and outcomes listed in your full application will be used to monitor your project. Please ensure you have measures in place to monitor all outputs and outcomes, including the relevant permissions e.g. sharing personal data recorded by training providers.

Percentage/ Number/ Sqm

This is the method of measuring the output and outcome.

Current and new provision

- Without this funding, what is the current provision?
- With this funding, what is the new provision?

For example:

20 Digital Skills workshops (Example evidence: Flyers, posters, bookings)	Number	0	10
20 individuals gaining Digital Skills certificates (Example evidence: Copy of certificates awarded)	Number	0	200
Number of beneficiaries supported (Example evidence: Bookings/ attendance sheet)	Number	0	200

4C. Please outline the key stages for your project and when they will be achieved. This should show the main stages of your project from start to finish.

Project Plan (key stages of the project)	Target completion date
e.g. Youth Events	November 2026

What we're looking for

A realistic project timeline.

Example

- Grant award received – January 2027
- Staff/ volunteers recruited – March 2027
- Equipment purchased – March 2027
- Activities launched – May 2027
- Final event delivered – December 2027

Section 5 – Financial arrangements

5A. How much funding are you applying for?	£	
Type of cost	Capital	Revenue
<i>e.g. venue hire (10 x 3-hour bookings)</i>	£0	£500
What we're looking for A realistic budget that represents good value for money. Helpful prompts Provide details of: • What will be purchased/ what does the spend relate to? • Total cost (capital or revenue) Avoid • Rounded estimates with no explanation • Costs unrelated to project activities		
Grant Total		
Please submit quotes already obtained to support the above costs. Applicants are encouraged to support the local economy by spending grant funding within Smethwick, Sandwell or the wider local area (West Midlands Combined Authority Area). See Payments, procurement and local spend guidance document for more information.		

5B. Will this project receive funding from other sources?	☐ No ☐ Applied for ☐ Secured
Please provide details of match funding applied for/ secured, including source, amount, how funding will be spent, how it links to this project and timescales associated with spend: What we're looking for We want to understand whether other funding sources are contributing to this project and how they fit alongside your Pride in Place funding request. In-Kind contributions are not classed as match funding therefore should not be included in this section. Match funding can demonstrate wider support for your project and may help increase the overall impact of your proposal. However, applicants should only include funding that is genuinely linked to the delivery of this project. Helpful prompts Please tell us: • Who the funding is from • Whether it has been secured, applied for and when you will receive a response • If secured, how much funding has been or will be provided • What the match funding will be spent on • How it supports the project • When the funding will be available and spent Examples of match funding • Grants from other funding organisations • Monetary contributions from partner organisations • Funding from charitable trusts • Monetary contributions from schools, public bodies or community organisations • Your organisation's own monetary contribution to project costs (not in-kind)	

Please submit evidence of match funding where secured.

5C. Please describe how your project will continue or be sustained after the grant ends.

What we're looking for

What happens after the grant finishes?

Helpful prompts

- Will volunteers continue activities?
- Will equipment remain available?
- Is other funding being sought?
- Will the project generate income?
- Will partners continue support?

Section 6 - Risks

6A. Please provide details of key risks associated with the delivery of your project.

What we're looking for

We do not expect projects to be risk-free. We want to know that risks have been considered and managed. Include a description of your risk and mitigation.

Section 7 - Subsidy

7A. Please confirm if your organisation has received over £315,000.00 public funds in the last three financial years (from 2024/25 onward). Please note a full subsidy assessment will be required if selecting 'yes'.

☐ Yes ☐ No

Section 8 - Declaration of Interests

Please provide the names of any Elected Members or Council Officers who have provided advice or have had any involvement leading to your expression of interest for grant funding

Involvement may have included:

- Encouraging you to apply
- Helping you to plan the project
- Advising on budget, costs, suppliers or other potential income
- Providing guidance on completing the application form
- Offering to advocate for your proposal within the Council
- Agreeing to assist in implementing the project if approved

Please also include the name and details of any Board Member, Elected Member or Sandwell Council Officer who:

- Is a member of your organisation, managing body or paid staff
- Is (to your knowledge) a relative or close associate of any of your management members, senior staff or a member of the organisation
- Is (to your knowledge) likely to derive any direct personal benefit or advantage either financial or in kind from the award of this funding
- Is involved with any company or organisation who is or would likely derive any contract or benefit whether financial or in kind from the award of this funding.

Name:

Nature of involvement

Declaration - I confirm that to the best of my knowledge and belief (choose one):

- ☐ I have listed above the names of Sandwell Council Officers or Councillors with an involvement in this project or grant application.
- ☐ No Sandwell Council Officers or Councillors (Elected Members) have any involvement in this project or application.

Section 9 – Data protection

The Data Controller for any personal information held for this purpose is Sandwell Metropolitan Borough Council, Council House, Freeth Street, Oldbury B69 3DB, Tel 0121 569 2200. The Data Protection Officer can be contacted at the above address and through email at dataprotection_officer@sandwell.gov.uk.

Any personal information on this form/ section where you have given us consent to use, will ONLY be used for the purpose stated and for no other. For unsuccessful applications, personal data will only be kept for maximum of 12 months. For successful applications, in accordance with financial regulations data will be retained for a maximum of 7 years in line with our Document Retention procedures. Where you have not provided us with consent that information will not be used by the Council.

Any personal information provided under consent will only be used and shared for the purposes outlined on this form, however when a legal duty is placed upon the Council then the Council will consider the sharing of your information in accordance with that duty (e.g. police, etc.). You have the right to withdraw your consent at any time, should you wish to do so please contact: Smethwick_pfn@sandwell.gov.uk.

Section 10 – Declaration of signatory**By submitting this application form our organisation confirms that:**

- | | |
|--------------------------|---|
| ☐ | All the information on this form is full, accurate and correct |
| ☐ | We understand that completion this form is not a guarantee of receiving funding |
| ☐ | We have completed the Declaration of Interests section and noted all Elected Member and Council Officer involvement in the organisation and on the project. |
| ☐ | We understand that any canvassing of Elected Members or Council Officers after the application has been submitted will render this application invalid. |
| ☐ | We confirm that this application is being submitted with full approval of the applicant organisation |
| ☐ | We consent to Sandwell Council holding and sharing of any personal data provided for the sole purpose of grant administration. |
| ☐ | We understand that the funding panel's decision is final and that there is no right to appeal. |

Three authorised representatives e.g. Chairperson, Secretary and Treasurer (or Director/Trustees if applicable) of the organisations must sign this application form and also the main contact/project lead (if he/she) is not one of those authorised representatives.

Signed		Signed	
Print Name		Print Name	
Position		Position	
Email address		Email address	
Date		Date	

Signed		Signed	
Print Name		Print Name	
Position		Position	
Date		Date	

Submission Checklist

Documents submitted to support your application	
The last 3 months' worth of bank statements from all accounts in your organisations name (including statement from bank showing two unrelated signatories)	☐
A signed copy of your organisation's governing documents (set of rules/ terms of reference/ constitution, articles of association).	☐
Evidence of costs/ quotes	☐
Copy of your Public Liability Insurance, Safeguarding policy, Health & Safety policy, Procurement policy etc.	☐
Names, addresses, and roles of your management committee / trustees.	☐
Evidence of match funding where applied/ secured (if applicable)	☐
Any additional papers used to answer the questions above.	☐

Before submitting, please check you have answered all questions, signed the form and attached any requested supporting documentation. Incomplete applications will not progress to the next stage.

Email the completed application form and supporting documents to: Smethwick_pfn@sandwell.gov.uk