

SUPPORTED BY
MAYOR OF LONDON

The Violence Reduction Unit: MyEnds Programme

I AM Brent

Community Microgrants – Round 1

Prospectus January 2025



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1. About MyEnds – I AM Brent

The I AM Brent consortium, consisting of six grassroots organisations, has successfully obtained funding from the Mayor of London’s Violence Reduction Unit (VRU) to support young people and their families to stay safe from violence in five hyperlocal areas in Brent. The grassroots organisations are Step Up Hub (lead), Connect Stars, PLIAS Resettlement, Sport at the Heart, United Borders and Hilltop Circle.

The **community microgrants** form part of a wide range of interventions. Step Up Hub will lead on the application process.

1.1 Community microgrants objectives

Microgrants will be awarded to organisations in Brent. The aim of the microgrants is to **improve community safety for young people aged 25 and under, their families and associated community members in:**

- Chalkhill Estate
- St Raphael’s Estate
- Stonebridge Estate
- Church Road Estate
- Harlesden Town Centre.

A “funder plus” model will be incorporated which means that, alongside grant funding, I AM Brent will provide capacity building workshops and customised 1-2-1 consultancy support to each successful organisation to help them deliver the project. I AM Brent will also offer capacity building support to all applicants who are unsuccessful to help them strengthen future project applications.

1.2 Key funding principles

Working with I AM Brent consortium partners, Step Up Hub has reviewed similar grassroots grants programmes and listened to community-led organisations to understand and remove the barriers to their applying for support. Step Up Hub has adopted the eight commitments from the [Institute for Voluntary Action Research](#) which underpin the approach of this programme of microgrants.

2. About the support

2.1 What will I AM Brent fund?

I AM Brent will fund projects designed to benefit young people aged 25 and under, their families or associated community members with an aim to deliver prevention or diversionary work at a local, neighbourhood level to reduce violence in the community.

The project may aim to achieve one or more of the following:

- improve community relations
- develop the confidence and social skills of beneficiaries
- amplify community voice to reduce violence involving young people
- improve mental health
- have a positive impact on educational outcomes
- enhance employment prospects.

Applications from small local organisations or those working with minoritised groups are encouraged.

2.2 How much money is available?

Each applicant can apply for a grant of up to £5000. The grant must be for a new project and be enough to cover the project's full cost. An applicant can submit only one application. One or more individuals may apply but must do so in partnership with an organisation that meets the criteria in 2.3.

2.3 Applicant eligibility

To be eligible for a grant, an organisation must:

- Be a charity, not-for profit organisation or unincorporated association based in Brent.
- Have at least 25% of the organisation's senior team and/or trustees from protected characteristic backgrounds.
- Have a total annual turnover of less than £200,000.
- Have a bank account in the name of the organisation and which requires two different people to authorise payments.

To be eligible for a grant, an applicant must:

- Demonstrate that their project is designed to benefit young people aged 25 and under, their families or associated community members who live, work, study or spend substantial time in at least one of the following hyperlocal areas:
 - Chalkhill Estate
 - St Raphael's Estate
 - Stonebridge Estate
 - Church Road Estate
 - Harlesden Town Centre.
- Demonstrate how their project will reduce violence in the community.
- Demonstrate understanding of the community needs that underpin their project.
- Demonstrate ability to deliver services to the stated beneficiaries.
- Demonstrate an ability to recruit the intended beneficiaries to the proposed project and sustain their engagement.
- Demonstrate involvement of beneficiaries in design or delivery of the project.
- Demonstrate that they will be able to describe the impact of the project.
- Demonstrate commitment to inclusivity.
- Demonstrate that the project's provision is free to users.
- Demonstrate good value.
- Demonstrate how they will deliver the whole project and spend all of the grant within 12 months of allocation.
- Agree to take up and utilise the free capacity building support (worth £2000) which will be provided by I AM Brent and managed by Step Up Hub.

Applicants will need to be able to demonstrate and report on achievement against one or more of the outcomes in Table 1 below.

Table 1

Offending, violence and victimisation	<ul style="list-style-type: none"> • Reduced offending of identified individuals • Reduced violence committed by and against the identified individuals • Reduced risk of harm to self and others • Reduced seriousness of offending • Reduced involvement in gangs
Behaviour	<ul style="list-style-type: none"> • Improved engagement with support services • More individuals in education and employment • Improved likelihood of entering employment • Decreased drugs and alcohol misuse

Attitudes and relationships	<ul style="list-style-type: none"> • Improved family relationships • Improved peer relationships
Personal skills and attributes	<ul style="list-style-type: none"> • Improved self-esteem
Mental health and wellbeing	<ul style="list-style-type: none"> • Improved mental health and improved wellbeing

2.4 Fundable items

I AM Brent provides a full cost recovery approach to funding the projects. This includes direct delivery costs and proportionate overheads. Funding can be received for:

- staff salaries
- project activities
- overheads
- equipment (i.e. small capital costs).

I AM Brent will not fund:

- Projects that are already funded.
- Costs incurred before the start of the project.
- Work that is unlawful.
- Petitioning for funding.
- Projects that are for the benefit of only one individual.
- Course fees.
- Proposals for loans or social finance.

2.5 Package of support

I AM Brent believes it is important to offer organisations capacity building support alongside a grant. Step Up Hub's work with small organisations within the Black, Asian and Minority Ethnic (BAME) sector and the wider voluntary and community sector has shown that it is important to strengthen organisations in areas that will enable them to develop and grow.

To add value to the grant awarded, each successful organisation will receive:

- Free consultancy support of 1.5 days provided by I AM Brent vetted consultants, to strengthen their project and organisation.
- Access to six thematic workshops including business planning, measuring impact, financial planning, relationship management, artificial intelligence and fundraising.
- Access to three group learning sessions.

Also, unsuccessful applicants will be offered:

- Access to six thematic workshops including business planning, measuring impact, financial planning, relationship management, artificial intelligence and fundraising.
- Access to three group learning sessions.

2.6 Monitoring, evaluation and learning

I AM Brent through Step Up Hub will carry out an evaluation process and will aim to capture learning for the Violence Reduction Unit, for I AM Brent and for the sustainability of the funded projects.

2.7 Community microgrants management

- Step Up Hub will be responsible for management and monitoring of each grant to ensure effective delivery and value for money.
- The whole community microgrants programme will be subject to Step Up Hub's evaluation, which may include monitoring visits.
- The grantee will be expected to report directly to Step Up Hub as and when requested.

3. Applying for a grant

3.1 How to apply

Read the whole prospectus.

Complete the application form, which can be requested by email at:

kalen@stepuphub.org or sham@stepuphub.org

Applicants must email their completed application form to info@stepuphub.org

Alternatively, apply online using the Brent Council Grant Portal, which can be accessed here:

www.brent.gov.uk/neighbourhoods-and-communities/community-funding-and-support

Applicants will need to register for this service and follow the instructions provided on the website.

3.2 When to apply

Round 1 of the community microgrants programme opens on Tuesday 21 January 2025 and closes at 11.59pm on Thursday 20 February 2025.

A briefing session for interested applicants is on Tuesday 21 January from 5.30pm to 8.30pm at the Drum, Brent Civic Centre, Wembley HA9 0FJ.

3.3 Deciding on the award

Decisions will be made in four stages:

- **Stage 1: Complete the application form**
- **Stage 2: Interview**
Shortlisted applicants will be invited to a 45-minute online or face-to-face meeting. This will take place to understand more about applicants, their organisation, and their project.
- **Stage 3: Due diligence**
From applicants successful at the interview stage, further information including references, finances, policies and insurance will be requested.
- **Stage 4: Final decision**
A decision-making panel will review information and make a final decision.

3.4 Communicating decisions

Step Up Hub will notify all successful applicants by email and work with them to finalise the delivery plan and contractual agreement. Successful applicants will be invited along with all grantees to an online welcome meeting to discuss the community microgrants programme in more detail and to network with other grantees.

Step Up Hub will provide constructive feedback to all unsuccessful applicants by email.

4. Further information

If you have any questions about the application process, please email

kalen@stepuphub.org or sham@stepuphub.org