



Main Grants

Project Application Form Guidance

December 2019

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Purpose of the guide






This document will guide you through each question on our Project Application Form.

Please make sure that you are using the most up to date version of this guidance by [checking our website](#).

This guidance is specifically for the Project Application Form. If you are looking for guidance for our Organisation Registration Form, [please click here](#).

Completing the Guide

Here are some helpful tips to help you with completing this form.

-  Read our [minimum standards for grantmaking](#), and [A-Z Guidance](#) to make sure your project is eligible. This form will ask you about your project's outcomes, staffing, budget and safeguarding. It will also ask for more information if you are a partnership of organisations applying for funding.
-  Please answer all the questions in this form unless we state that the question is optional.
-  Many of the questions have a character limit. This means you can only type a certain amount of letters in to each answer. Letters, punctuation and spaces all count as characters. Once you have reached the character limit, you will not be able to type any more. Please keep your answers clear and concise.
-  If you wish to complete part of the form at a later time, please click the 'Save & Finish Later' button at the end. This will save your current progress, allowing you to finish the form at another time.
-  We advise that you save your work every 15-20 minutes to ensure you do not lose any work.

If any part of this guidance is unclear or you need further help, please contact us. You can do this by calling 0345 609 0015 or by emailing us at pudseygrants@bbc.co.uk

Question by Question Guidance

1. Contact Details

1.1 Organisation's Name

Use the legal name of your organisation. Your legal name will be on your governing documents and your bank account. Please ensure this is the same name which you gave us when your organisation registered with us.

1.2 Organisation's Address

The address should be the registered address of your organisation. Where possible, this should be an operational address and not a post office box (PO BOX) or mail exchange. If this has changed since you registered with us, please let us know by e-mailing pudseygrants@bbc.co.uk.

1.3 Primary Contact Details

Please enter the details of the person we can contact at your organisation about this application. This person will also be the primary contact for this project in the future.

1.4 Alternate Contact

Please enter the details of the person we can contact about this application if your Primary Contact is unavailable.

2. This Application

2.1 Have you spoken to a member of BBC Children in Need about this project?

Please let us know if you have discussed this project with a member of BBC Children in Need staff before applying. This is optional. You do not need to talk to us before you apply. If you haven't talked to us before, we may be able to give you advice on your application or your eligibility. You can find details of how to get in touch [here](#).

2.2 Have you used a bid writer or other external professional to write this application?

We understand that some organisations use professional bid writers to submit their applications. We ask this question as it helps us understand how people apply to us. It will not have an impact on your application.

BBC Children in Need fund a wide variety of organisations and projects. When considering applications we prioritise the positive outcomes you make in children's lives and how well you have planned your project over how you write the application.

3. References & Supporting Information

3.1 Referee Details

A referee is a person who knows your organisation and the work you do. They will support your application by telling us about their experiences of your organisation and the work you deliver. Referees are often professional people who you have worked with.

Your referee must be someone who is external to your organisation. They should be someone who:

- 🐱 knows your organisation in a professional capacity for at least 6 months
- 🐱 does not work, volunteer or is a beneficiary of your organisation this includes: current trustees or employees, volunteers, current or past service users and their families.
- 🐱 has a good understanding of the project you are applying for. This is because we may ask them to discuss your application by email or on the phone.

If you have not worked with children and young people before, your referee should comment on the work that you have delivered within the past 12-24 months and also be in a position to comment on your suitability to deliver the project you are requesting funding for.

We will accept references from a clinical supervisor or external consultant to your organisation, as long as they are not direct employees of your organisation.

Please give us the best contact details for this person. You must make sure that you have this person's permission before giving us their details. The contact details you give to us should be the referee's professional work email address and contact number.

4. Children & Young People

4.1 Please describe the disadvantages experienced by the children and young people you work with, and how these disadvantages affect their lives

Please tell us about the disadvantages which young people you work with experience. We know that disadvantages come in many forms. They could include:

- 🐱 Illness, distress, abuse or neglect.
- 🐱 Any kind of disability.
- 🐱 Behavioural or psychological difficulties.
- 🐱 Living in poverty or situations of deprivation.

In your answer, we want you to tell us what you know about the young people you work with. Whilst statistics can be useful, they often do not show how well you know the children you work with.

We also want to know how this disadvantage impacts children and young people. Make sure you describe how the disadvantages they experience affect their lives.

4.2 Overall, how many children and young people each year will directly benefit from your project?

We support projects where the majority of young people experience disadvantage. In many projects, some children who do not experience disadvantages will also attend. Please tell us how many children you will work with each year in this project. This number should include all the young people you work with, not just those who experience disadvantages.

This should be the total number of children and young people each year. If some of the children and young people attend your project for more than one year, please ensure you include them in each yearly total.

For example, if ten children attend in year one, and then the same ten children attend in year two, then your answer for both years should be '10'.

4.3 Overall how many of the children and young people each year who will benefit from the project are disadvantaged?

Please tell us how many children you work with each year who experience disadvantages. This may be the same as the previous question, if all the children and young people you work with experience disadvantage.

This should be the total number of children and young people experiencing disadvantages each year. If some of the children and young people attend your project for more than one year, please ensure you include them in each yearly total.

For example, if ten children attend in year one, and then the same ten children attend in year two, then your answer for both years should be '10'.

4.4 Please give us the breakdown of the age groups of these children and young people.

Please tell us how old the children and young people you will work with will be. This should include all the young people who attend your project – not just the ones experiencing disadvantage. You can apply for funding from us if most of the children benefiting from the project are 18 years old or under. This age limit also applies to projects working with disabled young people.






Please note: we will only fund the costs associated with working with the young people aged 18 and under.

4.5 How have the children and young people influenced the planning of this project, and how will they continue to be involved in the running and development of the project?

It is important that children and young people are heard and listened to. They should be able to influence the project's activities and any decision making that concerns them. Please tell us how children and young people have been involved in the design of this project. We also want to know what plans you have for this in future.

4.6 Who did you consult to identify the need for this project and develop it?

Please tell us who you spoke to when designing this project. This might include




-  Children and young people
-  Your local authority
-  Similar organisations to yours
-  Your community
-  Other groups

We want to know how you know that there is a need for this project.

We also want to know how and why the chosen project will have an impact in the lives of children and young people.

4.7 How will you make sure that you reach the children and young people who would most benefit from your project?

It is important that your work targets and reaches children and young people who experience disadvantages. Explain how you make sure children and young people know your project is taking place and encourage them to attend. We also want to know how you will make sure that your project is accessible:

-  Physically
-  Financially
-  Socially

In this question, you should outline your plans to achieve this. This could be through their schools, their parents, other groups, or by talking to them.

Whilst some projects work with specific groups of children and young people, many of the projects which we support are 'open access'. This means that any young people can come along. Having a strong plan to make sure you reach the children and young people who experience the most severe disadvantages is very important for an open access project.

5. Keeping Children Safe

5.1 What date was your Safeguarding Children and Young People policy last updated and by whom?




Please tell us the date when your Safeguarding Children and Young People Policy was last formally updated and signed off by your organisation. This is usually signed off by your organisation's chair or entire board.

5.2 What date will you next refresh your Safeguarding Children and Young People policy?

Please tell us the date when your Safeguarding Children and Young People Policy is next due to be formally updated and signed off by your organisation.

5.3 What is the name and job title of the person responsible for safeguarding children and young people in your organisation?

The person at your organisation responsible for safeguarding is often referred to as:


-  Designated Safeguarding Lead
-  Designated Safeguarding Officer
-  Nominated Child Protection Lead


This is not usually their job title. Please tell us the name and job title of the person who is responsible for the overall safeguarding of children and young people at your organisation.


5.4 Will your project include any of the following?

(Residential/Overnight Stay, Befriending/Mentoring Activity, Counselling/Therapeutic Work, Child Sexual Exploitation (CSE) Work)


For these types of work, we need to carry out extra safeguarding checks on your application. Please select any options from the list which apply to your project. For information about our eligibility criteria for these categories, please see our [A-Z Guidance](#).


 **Residential/ Overnight Stay:** This includes any projects that include holidays or overnight stays away from home.


 **Befriending/Mentoring Activity:** We define mentoring or befriending as a formal and structured arrangement which is “a voluntary, mutually beneficial and purposeful relationship in which an individual gives time to support another to enable them to make changes in their life”.







 Sometimes part of a project may include staff and volunteers giving ad-hoc advice to children and young people. We do not define this as mentoring or befriending in a formal sense.

 For more information refer to the [NCVO Mentoring and Befriending Services](#) or our [A-Z Guidance](#).

 **Counselling/Therapeutic Work:** We define counselling as any therapeutic intervention involving the “the provision of professional assistance and guidance in resolving personal or psychological problems.” Interventions can include counselling, group therapy, play therapy and art therapy.

 For more information refer to [BACP \(British Association for Counselling and Psychotherapy\)](#) or our [A-Z Guidance](#).

 **Child Sexual Exploitation (CSE) Work:** Child Sexual Exploitation is a form of Child Sexual Abuse. It occurs when an individual or group coerce, manipulate or deceive a person under the age of 18 into sexual activity. This could include:

-  Grooming
-  Trafficking
-  Violence
-  Coercion
-  Intimidation/Blackmail
-  Gang related sexual exploitation

Child Sexual Exploitation does not always involve physical contact. For more information refer to the [NSPCC](#) website and our A-Z guidance..

6. Your Project



6.1 Name of your project (if this is different from the name of your organisation)


Please tell us the name of your project, club or activity.

6.2 Please describe the activities or services you are asking us to fund.

Please be as specific as possible when describing the type and content of work you want to carry out. We will not have any prior knowledge of your project, so please refer to individual activities, staff positions and services.

Please **do not** use this question to talk about:

-  The disadvantages which young people face
-  The local community or context of the project

 Your organisation

There will be opportunity to discuss these at other times in the form.

6.3 When will your project take place?

Please select all the days which your project will take place on.

If your project does not have a regular day timetable, please select 'No Set Day'.

6.4 How frequently will your project run?


Please tell us how often your project will run. This could be daily, weekly, fortnightly (every two weeks) or monthly. If your project does not repeat regularly, please select 'Other'.


6.5 How many hours of contact time with young people will this project deliver per year?


Please tell us how many hours per year will your project deliver face-to-face work with children and young people. Please do not include any time which will not work directly with children and young people.


6.6 How long will your project run for?


Please tell us how long your project will run for.


 **Short Term:** This means any project which will take place over a short period of time, such as a weekend or single day.

 **All Year:** This means projects which will run for the entire year, for the whole duration of the grant. This also includes projects which run for the vast majority of the year, but may have short break at certain times (e.g. Christmas).

 **Term-Time Only:** This means projects which run alongside school time, but do not run in school holidays.

 **School Holidays:** This means projects which run during school holidays, but do not deliver at other times of the year.

 **Fixed Term:** This means projects which have a set start and end date. This could happen once or at the same fixed time each year.

 **Irregular:** This is for projects which do not fit any of the above categories, or do not follow a set pattern in their delivery.

6.7 If your project will take place at irregular intervals please explain this here:


Please tell us the details of when your project takes place. This should include how often and at what times. You should outline the rationale behind when you decide to run your project on each occasion.


6.8 Does this project overlap with any other statutory obligation?

We want to know if your project duplicates any activities which should be delivered by the local authority or government.

Common examples of projects which sometimes duplicate statutory work are:

 Mental Health Work

 Homelessness projects

 Medical based projects






6.9 If your project works with Children and Young People of school age, will your project or activities take place during school hours?

Please also tell us if your project takes place in school hours. This is considered to overlap with statutory work as it removes young people from statutory education provision.

6.10 If you have answered yes to either of the two previous questions, please outline the rationale for this.

We will only fund projects which overlap with statutory obligation in exceptional circumstances.

If your project does overlap or is similar to statutory work, please explain your rationale for this here. We expect to see:




-  How your project provides an additional service to the statutory service
-  A clear rationale for why you are delivering:
 -  This type of work
 -  Work at this time
-  That the decision to deliver this work is based on the needs of children and young people.

6.11 Please select the main venue where the activities will take place.

If your project takes place in more than one location, please select up to three options. Please make sure the main venue you use is the first one you select.

6.12 Does your project work with Children and young people who live across the UK?

By 'across the UK', we mean projects which work with:

-  Young people from all over the United Kingdom.
-  Young people from multiple local authorities/counties
-  Young people from more than one nation (e.g. Wales, England, Scotland, Northern Ireland)

6.13 If yes, please confirm where the majority of the children and young people live.


Please tell us where the majority of young people you work with will live. If you deliver work across multiple nations within the UK (i.e. England, Wales, Scotland, Northern Ireland), please select UK-Wide.



6.14 Where in the UK will your project primarily take place?

Please tell us which area your project will mainly take place in. For example, if your project takes place in Brighton, you would state Brighton and Hove Council.

If you are unsure of your local authority area it can be checked here:

<https://www.gov.uk/find-local-council>

-  If your project takes place in more than one region, please select the main area first. You can add additional areas after this. By 'main area', we mean the area in which you will carry out the most work.

-  If your project takes place across an entire nation, please select the relevant option (i.e. England Wide, Scotland Wide etc.).
-  If your project takes place in multiple nations, please select UK Wide.

6.15 Please enter the post code of the location where the majority of your project's activities take place.

Please enter the post code of the location where the majority of your project's activities will take place. We understand projects may take place over many locations. Please give us the post code of the location which is considered your primary location. If that is not possible, please give us the post code of your headquarters / registered address

6.16 Please tell us when you will begin spending this grant.

Please tell us the exact date you plan to begin spending this grant. This date can be discussed with your grant officer if your plans change later, however you will not be able to begin your project before this date.

6.17 Is this date flexible?

Please tell us if the date above could be moved, or if it is a fixed date.




6.18 Is this project an existing project?

Please tell us if this project is currently being delivered. This includes if it is running on a smaller scale, and you are applying to us to grow your project.

If you have run this project before, but have not delivered it within the eighteen months, please select 'No'.

6.19 If this application is to fund existing work, how is it currently funded?

If this project does currently exist, please tell us how it is currently funded.

-  **New Project:** This means a project that has not been delivered before, or has not been delivered in the eighteen months.
-  **BBC Children in Need:** This means that the project currently exists and is funded by BBC Children in Need. If you are currently funded by BBC Children in Need, please make sure you speak to your Grant Officer before submitting this form.
-  **Other Funder:** This means that the project currently exists and is funded by any other source (e.g. your own reserves, another funder etc.).

7. Partnership Working

7.1 Is this an application from a partnership of organisations?

By a partnership, we mean a group of two or more organisations working together. Please select 'yes' if you are working with another organisation to deliver this work.






For more information about our approach to partnerships, please see our [A-Z Guidance](#).

7.2 If so, please tell us the name of the Organisation(s) you are partnering with.

If you are working with another organisation to deliver this work, please tell us the name of this organisation(s) here.

7.3 Will your organisation be the main delivery organisation for this project?

All partnership projects must nominate a lead organisation. This organisation must be the organisation which applies to us. This will also be the organisation which will be responsible for:

-  Managing the grant money and reporting back.
-  For project delivery.
-  Management of any workers funded by the project.
-  Ensuring that the project achieves its stated outcomes.
-  Safeguarding

7.4 If not, please tell us who will be and why?

If you are not the lead organisation, please tell us why. We want to know what makes you the appropriate organisation to apply for our funding. We will need to understand how you will manage any risks regarding safeguarding, delivery and finances.

We would only award a grant to an organisation who is not the main delivery organisation in exceptional circumstances.

7.5 Do you have a partnership agreement in place in the form of a memorandum of understanding?

It's important that a partnership has a clear structure and agreement in place. We would usually expect this to be in the form of a memorandum of understanding between the organisations which form the partnership. The agreement should clearly detail how the partnership will be run in terms of structure, accountability and safeguarding.

7.6 Please outline your partnership agreement, including management, impact monitoring and safeguarding arrangements.

Please give us the details of the agreement between you and your partner organisation(s). We would expect to see who in the partnership is the safeguarding lead and how the partnership works in terms of following safeguarding policy. Please also detail any arrangements around managing the project and monitoring its success.

8. The Difference You Will Make (Outcomes)

8.1 Please describe the first/second/third difference your project will make in children and young people's lives

The differences which you make are also known as your outcomes. Here we want to know how you are going to make a positive difference in young people's lives. We want to see differences which are:

-  Clear – Do not over complicate them.

- 🐱 Measurable – Think about how you will measure your differences. Will it be possible to tell if you have succeeded?
- 🐱 Realistic – It is important to make sure your differences can be achieved. Even the smallest changes in children's lives can often make a huge impact. Make sure you focus on the young people you work with and not the bigger picture. It is also important to consider if your differences can be achieved within the length of your project.
- 🐱 Child Focused – We fund projects which make differences in the lives of children. If you work with a young person's environment (i.e. their parents, the community), make sure you only talk about how it will benefit the child.

Here are some tips for writing your differences:

- 🐱 Keep them simple. Try to write a single statement about how you will change young people's lives for the better. Avoid joining multiple differences together with words like 'and'.
- 🐱 Use language which shows change. A strong difference often revolves around words like 'improved', 'reduced', 'increased', 'less', 'strengthened' etc.
- 🐱 Keep them child focused. Think about what each difference would mean to a young person.
- 🐱 Make sure they are relevant. It is always good to make sure it is clear how your differences link to the disadvantages the young people you work with experience.

For more detail on how we want our projects to improve Children's lives in the UK, please [click here](#).

8.2 Please describe how the activities or services you provide will bring about this first/second/third difference.

Please tell us how the project you're planning will help contribute to making this difference happen. You should think about how the activities will make positive changes in their lives.


8.3 Please describe what information (such as statistics, feedback, observations etc.) you will collect to measure how well this difference has been achieved.


The difference you make in the lives of young people needs to be measurable. Please tell us what information you will use to know your project has been a success.


You should:


- 🐱 Consider using different information for each of your differences. Make sure you think about the best way to measure each one individually.
- 🐱 Think about using a mixture of numbers and stories. Numbers and statistics are very useful for measuring trends and patterns. Stories are better for gathering real life examples which will make your project come to life when we read about it. You hear these referred to as 'qualitative' and 'quantitative' types of data.
- 🐱 Think about the best way to gather information. There are many ways to do this. Some examples are:
 - 🐱 **Observations:** What do you hear/see when you watch the young people over time? This is good for large numbers of young people. But you need to be careful that your project workers are consistent.
 - 🐱 **Questionnaires/Feedback Forms:** These are good for getting specific information from large numbers of people. They can be hard to design and sometimes uninteresting for children.
 - 🐱 **Placing Yourself Exercises:** These involve creating your own scale. This is often between one to ten or yes and no. Children can then 'place' themselves on the

scale. They do not need to be on paper. These can be fun and creative. Young people often do not realise they are giving feedback.


 **Conversations:** These could be with children, parents, teachers or anyone linked to the project. These take longer, but could give you a strong insight in to individuals. It is also important to make sure the feedback is honest.

 **Recognised tools:** There are lots of recognised tools which you can use. Many have their own pros and cons. These include things such as [Blob Trees](#), The [Warwick-Edinburgh Wellness Scale](#), STAR Self Assessments or the House/Tree/Person Test.

 **Make your own:** Often, the best way to gather information is to be creative and think about the young people you work with. Think about what would suit them best.

 Think about when you gather this information. Your information will be much more useful if you collect it throughout the project, rather than just at the end of each year.

For more information and resources, please visit:

 [National Charity Evaluation Services \(NCVO\)](#)

 [Inspiring Impact](#)

 [Evaluation Support Scotland \(ESS\)](#)

8.4 We understand that the three differences you have described above may not show the full picture of what your project will achieve for children and young people. Please tell us about any other differences you expect the children and young people to experience.

We ask you to give us the main three differences which your project will achieve. If your project will make any more differences that the ones you have told us about, please tell us here. Remember to tell us what the differences are, how they are relevant and how you will achieve them.

We do not need to know how you will measure these differences. We will only ask you to measure your three main differences.


8.5 For projects that are already running, previously funded by BBC Children in Need or another funder, please briefly describe the differences your project has achieved for children and young people to date, and describe what evidence you have that your project made that difference.


If your project already exists, please tell us about the differences you have made in the past. Please also tell us about any additional information you have gathered to show this.


9. Staffing

9.1 How many staff will this grant employ who are: Full Time/Part Time/ Sessional




There is no legal definition around the meaning of 'Full Time' or 'Part Time'. Please tell us how many staff this grant will employ who are:

 **Full Time:** Please include any staff members who are contracted to regularly work 35 paid hours or more per week.

 **Part Time:** Please include any staff members who are contracted to regularly work 35 paid hours or less per week.





-  **Sessional:** Please include staff members who work on a sessional basis. These are workers who are not under a contract of employment with your organisation. They are often used to deliver sessions on a short-term or 'as needed' basis.

We also want you to break this down in to staff who are:

-  **Newly Recruited:** Please include staff who you will specifically recruit for this project if it is funded.
-  **Existing Staff currently funded from elsewhere:** Please include any staff who you already employ, and are funded from your reserves or another funding source.
-  **Existing Staff currently funded by BBC Children in Need:** Please include any staff who you already employ, and are funded by a BBC Children in Need Grant.

9.2 What relevant qualifications and experience do/will your staff have to deliver this project effectively?

Many projects need specialist skills and knowledge to be delivered properly. Please tell us what qualifications and experience your staff will have to ensure they are able to do this. This could include:

-  Education
-  Previous Work Experience
-  Vocational Qualifications
-  Membership of Professional Bodies (e.g. BACP, HCPC etc.)

9.3 How many staff will this grant employ who are involved in the direct delivery of this work?

Please tell us how many staff members this grant will employ who will directly deliver work to children and young people. Please do not include staff who do not carry out child facing work e.g. Management, Admin etc.

10. Budget & Finances

10.1 Do you charge fees to access your project?

Please tell us if any part of your project requires young people to pay a fee to attend. This includes even if they pay fees from personal budgets or other funds which you assist with.

10.2 If so, do you have a policy in place to ensure that this does not prevent any children and young people from accessing this work?

Please tell us if you have any policies in place to make sure that children and young people could attend your project, even if they were unable to pay.

This often comes in the form of a fee waiving policy.

10.3 How much will your project cost in total, including any costs that you are not asking BBC Children in Need to fund?

Please tell us exactly how much this project will cost in total. This includes all costs, including ones you are not asking us to fund.










If you are asking us for the full amount, this figure should match the budget below. If you are only asking us to fund some of the costs, then this figure will be higher.

Please only include costs related to this project. Do not include any costs relating to the general running of your organisation.

10.4 Please provide a breakdown of the costs you are asking BBC Children in Need to fund using the headings and description boxes below. Do not include any costs which you are not requesting from BBC Children in Need.

Please outline how much money you are applying to us for. This should be broken down in to the various categories, year by year.

These categories are:

-  **Salary:** This includes any costs relating to wages for employed staff, both Full Time and Part Time. This also includes costs such as National Insurance and Pension Contributions.
-  **Other Staffing Costs:** This includes any other costs relating to staffing, including supervision or management costs.
-  **Sessional Staffing Costs:** This is for any staffing costs related to sessional or uncontracted staff. This should include their whole costs.
-  **Volunteer Costs:** This includes any costs related to volunteers working on the project. This could include reimbursing expenditure or travel.
-  **Small Equipment and Materials:** This includes any minor equipment or material purchases. These could include supplies for sessions, materials, decorations or small equipment purchases (e.g. sports equipment).
-  **Large Equipment:** This will include any large purchases over £250. Common items include computers or music equipment.
-  **Trips/Outings/Activities/Residential costs:** Please include any costs relating to trips and activities. This could include entrance fees, travel, food or overnight accommodation.
-  **Project Related Overheads:** This involves any overheads directly relating to your project. We can make small contributions to your running costs, but only if they are a direct result of your project. We do not fund Full Cost Recovery. For example: We could fund insurance costs, marketing, venue hire or a small contribution to utilities. We will only fund these costs if you can evidence they are a direct result of your project.
-  **Other:** Please use this category for any expenditure which does not fit the above categories.

10.5 If you are not asking BBC Children in Need for all of the costs associated with your project please tell us how you will fund the others costs

If you have not asked us to fund your whole project, please tell us where how you will raise the rest of the money needed. Please outline what funding is already secured, and what funding you are still looking to raise.