

**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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# What this guide provides

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

# Before you submit

Before submitting an application, check the 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.
- 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@scotland.gsi.gov.uk](mailto:One_Scotland_Mailbox@scotland.gsi.gov.uk) who will be able to provide more advice on appropriate funding opportunities.
- Individuals are not eligible.
- 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.
- 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.
- The Building a Stronger Britain Programme will be evaluated independently to ensure that taxpayers receive good value for money and that projects are having the intended effects. Successful bidders will be required to participate fully in evaluation activities.

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.

# 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 pages 14 and 15.

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

- 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.

# Support available

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:

## Grants

You should only apply for grants where specific activity has been identified and planned, which would otherwise be un-funded. For example, you might scale up an existing initiative or scheme that has been operating successfully at a local level.

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

Grants of up to £14,999 are only available to groups with an annual income of less than £200,000. For applications for grants between £15,000 and £50,000, although we will prioritise groups with an income of less than £250,000, groups with a larger income are not excluded from applying.

If you have a proposal that meets the counter-extremism strategy objectives and you anticipate it will cost more than £50,000 to deliver, please contact us directly at [BSBT@homeoffice.gsi.gov.uk](mailto:BSBT@homeoffice.gsi.gov.uk).

You should apply for no more than 25% of your organisation's annual income. In addition, you must declare if funding from public sources constitutes more than 50% of your 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.



### **What we will fund**

- 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, we will not pay for refreshments.
- Community-led film-making, 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):

- Overhead salary and management costs.
- 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 an 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.

## In-kind support

In-kind communications 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. It connects organisations to private and public sector experts to build their capability to reach larger audiences and expand their reach.

In-kind support is flexible, giving you the opportunity to submit multiple applications over time as your capacity increases and activity evolves.

Communications assets available through the programme can include anything from posters, brochures and leaflets to films and websites, to name but a few. These assets can be vital tools in conveying key messages about your organisation to a specific target audience.

Examples might include:

- Materials to help fundraising drives.
- Help with building your website.
- Help with 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.

**Note we will not fund private forums or paid-for subscription services.**

The total value of in-kind support you receive cannot exceed £75,000 in equivalent value per application.

This means that if your application is successful and you have asked for lots of expensive deliverables, we will work with you to prioritise which of your selected items can be delivered in your successful application.

**Note:** We encourage applications for both grant and in-kind support, in particular 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.

## Section 1 – About your organisation

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.

# Section 2 – About your project

In section 2 of the application form, we ask for information about your project, including a summary of your project and planned activities and information about the people who will benefit from your project.

## **What is the name of your project?**

## **How long will your project last?**

We accept applications for multi-year projects.

## **When will your project start and end?**

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.

## **Is this a consortia bid?**

We encourage applications from organisations working in partnership. One organisation must submit the application as the 'lead' applicant and provide details for the partner organisations.

**Provide a summary of your project, including project activities.**

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...

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...

## Which 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.

*Projects supporting this outcome will enable a rejection of extremist narratives through the promotion of positive counter narratives and will increase a sense of understanding and shared values between different groups.*

### **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.

*Projects supporting this outcome will build strong networks between different communities; the projects will reduce feelings of isolation and improve cohesion and engagement in the democratic process. Projects should also look to develop leadership skills in disadvantaged groups and promote positive role models.*

### **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.

*Projects supporting this outcome will work with individuals and groups to build resilience through critical thinking, confidence building and education. Projects should also look at building capacity and capability in groups to counter extremist narratives within their communities.*

**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.*



### How will your project help to achieve this BSBT outcome?

If your project will achieve more than one of the outcomes, you can explain this here.

#### **Worked example:**

*In the example above, 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 showing that those who were involved in full time employment or training were 25% less likely to be involved in criminal activity.*
- *There's anecdotal 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.*

### What are the main types of activity your project will deliver?

#### **Give one primary and secondary activity.**

For example – if you are applying for grant funding – you might be delivering one or more of the following:

- **Workshops:** e.g. delivering BSBT outcomes through workshops exploring and promoting ideas or themes countering extremism or building skills to increase individual resilience to extremist messaging through lectures, discussion, producing art work, cultural and educational activities.
- **Activity based group work:** e.g. delivering BSBT outcomes through creating groups and bringing together diverse community groups to participate in shared activities e.g. sporting activities, cultural exchange, film-making.

- **Classroom-based group work:** e.g. delivering BSBT outcomes through educational sessions with vulnerable young people in school or other youth-service provider settings to increase understanding of shared values and build skills to support resilience to extremist messaging.
- **Individual- level engagement:** e.g. delivering BSBT outcomes through provision of training, support, opportunities to disadvantaged or vulnerable individuals in order to e.g. reduce isolation, increase sense of belonging, increase leadership skills and develop role models and ambassadors for counter extremism, and increase intercommunity understanding and networks.
- **Whole community events:** e.g. delivering BSBT outcomes through one-off or series of events that target whole or sections of the community to e.g. promote counter extremism messages, build intercultural and intercommunity understanding, build community resilience through increasing active citizenship.
- **Toolkit development:** e.g. developing programmes and resources to help counter extremism and help deliver BSBT outcomes e.g. story books, teaching materials.
- **Capacity building for individuals or organizations:** e.g. applying BSBT funding to expand the scale or scope of your organizations activities aligned with BSBT outcomes; or to increase engagement from volunteers from within the community and increase their capacity to act as promoters of counter extremism.

### **What would success look like for your project?**

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** refers to 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.

### **How will you measure the success of your project?**

In this section you should tell us how you will know you have met your aims and how you will measure this. This approach will mean that you are 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 available, attach numbers to this e.g. you want to see 50 more people doing something, or a 20% decrease in something. If you can, please also provide evidence of the results you expect to see. This could be from other similar projects you are aware of, or from wider reports or research.

You might measure your success in the following ways:

- Keeping records of the number and nature of activities you deliver and the details of who participates.
- Asking your project team or other stakeholders to provide feedback on how they think things are going.
- Gathering feedback from participants through surveys or interviews asking about views or experience of your project, what has been learnt, what has changed.
- Gathering statistical evidence or other documentary evidence about changes in your area that your project might have affected or that might have affected your project.

### What are your key performance indicators (KPIs)?

KPIs help you measure the success of your activity. To measure success you need to set out at the beginning of your project what you plan to deliver. This should then be reflected as you go along and at the end of your project on how well you have achieved what you planned to achieve. It can also be useful to gather information about what has worked well and less well and why.

KPIs will vary according to the activities you deliver.

### Measuring how your project is doing

It is a good idea to measure the progress of your project once it starts to make sure that it stays on track. This can be helpful for you to understand how things are going and what is working. It also allows you to build up an evidence base of the good work you are doing which can help you to access other sources of funding in the future. To measure the success of your project you need to set out at the beginning of your project what you plan to deliver (your activities) and also what you are hoping to achieve through these activities (your outcomes). You can then set some measures against each of these areas to help you monitor how things are going. There are some examples in the table below of activities and outcomes and some ways that you might choose to measure them.

Activity	Activity Measures	Outcome	Outcome Measure
<b>IN-KIND SUPPORT</b> Build a social media presence for your organisation	Numbers of memes created Numbers of online films created Numbers of posts or tweets published	Engage more people with your organisation online Encourage people to sign-up to your organisation	Number of likes/shares/retweets Number of views Number of new followers Number of new members
<b>GRANT SUPPORT</b> Build a social media presence for your organisation	Numbers of schools engaged Numbers of sessions run Numbers of students attended	Increased understanding of what online bullying is Increased acceptance that online bullying is wrong	Change in response to attitudinal questions about online bullying ( <i>participant survey</i> )

Activity measures are a good way of knowing if you are delivering the things that you said you would deliver at the start of your project. Outcome measures help you understand if your activities are leading to the desired change you had hoped for. It is also a good idea to set some targets for each of your measures at the start of the project (e.g. how many sessions do you plan to run; how many new members would you like to reach). This will help you to measure the extent to which you have achieved what you set out to achieve.

**We are keen to ensure that the projects we support continue after the grant has been spent. Can you tell us how or whether your project will continue to be sustainable after the BSBT funding has finished?**

## Section 3 – Who will your project reach

In which local authority area(s) will your proposal be delivered?  
If your activity will be delivered in more than one area, select the main area and provide additional details when summarising your project.

What need in the community 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, 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.*

### **Is your project new and innovative or does it complement other projects in your area?**

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.

### **What are your quarterly project delivery milestones?**

Grants are paid quarterly so it is important you plan your activity.

#### **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.*

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.

# Consent

You will need to declare you have read and understood all the statements in the consent section before submitting your application.

# 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.



# Annex B

		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