

Community Ideas Grants Application Guidelines 2025

Application deadline: 10.00, Monday 8 September
2025

Introduction

The Community Ideas Grants awards funding of up to £5,000 to deliver projects that remove the barriers and enable all communities to enjoy the benefits of walking and cycling.

The Community Ideas Grants have six aims:

- Increase walking and cycling in London (including new, lapsed or occasional walkers or cyclists)
- Increase confidence in walking and cycling
- Make funding more accessible to groups who may not have accessed funding before
- Make cycle ownership more accessible
- Introduce exercise via walking and cycling to people who are particularly inactive
- Reduce social isolation and get people involved and together in their local community

Before completing your application form, please make sure you are able to meet the following requirements:

- Your project and organisation must operate within Greater London
- Your organisation is one of the following:
 - a. A constituted or unconstituted community group (an organisation or association of persons with the primary aim of working to provide services and benefits to the community)
 - b. A Community Interest Company (CIC), social enterprise, or non-for-profit organisation
 - c. A charity or other Third Sector organisation
- Your organisation must have received either grants of less than £10,000 last year, or have an income of less than £50,000, or both

- Your organisation cannot have previously been funded by Walking and Cycling Grants London (WCGL)
- Activity Criteria: your project will encourage participants to walk or cycle as a means of transport, exercise or leisure for infrequent, lapsed or new walkers or cyclists. This should include but it is not limited to encouraging participants to walk or cycle more often and/or to feel safer or more confident when walking or cycling.
- Participant Criteria (reaching diverse communities): Your project will encourage groups that are traditionally under-represented in walking or cycling, where individuals have barriers to walking or cycling such as income, equipment, health, social reasons, ability, skills or access to information which may be overcome through participation. For example: Ethnic minority groups, disadvantaged groups (including issues such as low income, lack of outside space, living space in homes, receipt of benefits, free school meals and other social issues), NEETs (not in education, employment or training), disability groups (physical, sensory, mental health, other), people in respite care, people with a limiting long term illness, young people (up to 24), women, people 60 years of age or more, LGBTQ+, homeless, refugees or asylum seekers, people with non-physical health problems (learning difficulties, mental health concerns), or people from other under-represented groups.

Section 1 – Application form guidance

Part 1 - Applicant details

1.1 Name of organisation

This should be as shown on your organisation's governing documents, such as your constitution, articles of association, memorandum of association, or similar

1.2 Full postal address of your organisation, including postcode

1.3 Main Contact

This should be the person who is responsible for the application and answering any questions we may have. We will ask for the First and Last Name, Email Address, Phone Number and position within the organisation.

1.4 Secondary Contact

This information must be for a different person and could be the person who will be responsible for the project if successful. We will ask for the First and Last Name, Email Address, Phone Number and position within the organisation.

1.5 Where did you find out about this grant? How you first heard about the Community Ideas Grants

1.6 Did you attend any application workshop, one to one sessions or seek additional advice or support?

About your organisation or group

1.7 What type of organisation are you

You will be asked to provide evidence about the legal status of your organisation. Eligible organisations are:

- a) A constituted or unconstituted community group
- b) A Community Interest Company (CIC), social enterprise, or non-for-profit organisation
- c) A charity or other Third Sector organisation

A constituted group is a group set up like an organisation with a management committee, its own bank account, and a formal document which sets out the group's code of conduct called a 'constitution'. If your group does not have this formal document, then it is likely you are an 'informal group' as opposed to a 'constituted group'.

You don't need to be a constituted group to apply for Community Ideas Grants funding.

If you are a constituted group, please ensure you have access to your governance document, these are typically articles or memorandum of association. Please give us a call on 020 7239 1286 if you need more information about this.

1.8a Does your organisation have a bank account with at least two signatories?

If your application is successful we will pay the grant to your organisation bank account. If you do not have one, setting up an organisation's bank account can take some time - we recommend you start this process as soon as possible

1.8b If you have answered 'no' to the question above and you would like the grant to be paid into another organisation's bank account, please provide the name of the organisation that will administer the payments of your grant.

If you are successful we will ask you to provide evidence of the legal status of the other organisation and proof that they have agreed to administer the payments of your grant on your behalf.

1.8c Please explain why it is necessary for the payment to be made into another organisation's bank account. This is simply part of our due diligence process.

1.9 Has your organisation received a Walking and Cycling Grants London (WCGL) or Cycling Grants London (CGL) grant in the past?

If answered yes, unfortunately you are ineligible to apply for the Community Ideas Grants. You can still apply for Walking and Cycling Grants London. The Community Ideas Grants are for smaller organisations who have not received a grant through us before.

1.20 Has your organisation received less than £10,000 in grants funding last year?
To be eligible to apply for the Community Ideas Grants, organisations must have received less than £10,000 in grants funding last year.

1.21 Has your organisation received less than £50,000 income last year?
To be eligible to apply for the Community Ideas Grants, organisations must have received less than £50,000 income last year.

Part 2 – Project description

2.1 Name of your project

We will need a project name. You can change it later for publicity purposes if you want to. Your project name should be relevant to your proposed activities and be memorable.

2.2 Full address of where the project will be delivered, including postcode?

If the project is being delivered from the organisation's address, put the same address and postcode as above. If it is being delivered in more than one location, you can put the main or first location.

2.3a Which London borough(s) will your participants be coming from?

Please tell us which London borough/s you will be focusing your recruitment.

2.3b Which London borough(s) will your delivery take place in?

The delivery of your project may take place in multiple locations.

2.4 Project Activity

Please detail which activities the participants will be taking part in. They can be:

- Walking
- Cycling
- Both walking and cycling

2.5 Which Project Idea are you choosing to run?

Please see the list of Project Ideas on the webpage

https://wcgl.london/home/project_template

The project ideas are there to give you upfront information about how to run the individual project, including resources needed, items you are likely to need to budget for, who the project should be run for, how to recruit participants to your project, how many participants you might want to get involved, the equipment you are likely to need, and hints/tips as well. Please do choose your project idea carefully, considering the people who want to run the project for. You will have the opportunity to tell us how the project will be run specifically in your community later in the form.

Cycling:

- Family cycling adventure
- Safe cycle playground
- Cycling with hospital staff
- Cycling with a disability
- Cycling to improve mental health
- Cycling for the homeless
- Cycling for the 50+
- Volunteering on your bike
- Bike recycling
- Pop-up mechanics
- Bike Bus for schools
- Community Bike Bus

Walking:

- Guided walks for children with special needs
- Walking for mental and physical wellbeing
- Walk and talk to reduce social isolation
- Nature and heritage walks

- Walking for local integration
- Walking for the 60+
- Nordic walking
- Community walking bus
- Walking bus for schools

Walking and Cycling:

- Keep moving through walking and cycling
- Intergenerational walking and cycling

2.6 How will this project idea take place in your community?

Please include:

- What you would like to do (activities/sessions)?
- How it will be delivered, and by whom?
- How will your participants benefit from your project?
- What equipment will be used?
- What will your project achieve, and how this will meet the aims of the Community Ideas Grants?

Be as clear, specific and detailed as you can. The more details, the better. Also try to think about the whole project, including:

- Set up, such as any volunteer recruitment, engagement to let people know about your project, purchasing equipment, and any other set up activities
- Delivery of session, such as how many sessions, how often, how many participants will be in each session, and what participants will actually do, therefore how they will benefit from the sessions
- Any evaluation you might want to do afterwards, such as learning that could go into future projects, or be shared with other organisations. Remember, you will have the fill out an End of Year Report.

Also bear in mind that the individuals assessing your application will not have previous knowledge about your project or organisation.

2.7 What skills and resources does your organisation have that will enable you to deliver your project?

Please give us some detail about the skills and resources your organisation has, which means the project can run well. This could be previous work your organisation has done for your community, any cycling or walking skills, experience or qualification you might have, any skills, experience or qualifications you have in working with certain participants types such as people with special educational needs, or any other skills and resources which means that your organisation can run this project.

Part 3 – Participants and recruitment

3.1a How many people are you looking to take part in your project?

Please be realistic and aim for a balance of quantity of participants against quality of the project and what participants will get out of it. This should be a number only.

3.1b How have you calculated this?

Please show us how you have worked out the above number above. Again, working the number out should take into consideration a balance of getting a good amount of people involved, against a quality of delivery – for example lots of people may sound great, but only having them involved for one session isn't worthwhile for them. Also consider how many you will be reasonably able to recruit in your local community who may want to take part, and your methods of letting people know about the project.

3.2a Thinking about the people you are looking to take part, which two groups of people will get the greatest benefit from your project?

We appreciate that there is crossover with the list below (e.g. people can be from an ethnic minority and 60+). However, this is about the main type of people the project is aimed at.

Please choose from:

- Ethnic Minorities
- Disadvantaged (includes issues such as low-income, lack of outside space, receipt of benefits, free school meals, other)
- NEET (Not in employment, education or training)
- Disability groups (Physical, sensory, mental health, other)
- Carers
- Limited long term illness
- Young people (up to 24 years old)
- People 60+
- LGBTQ+
- Non-physical health problems
- Women
- Homeless
- Refugees/asylum seekers
- Other (if you select other, please detail in the box)

3.2b If you selected Ethnic Minorities above, please indicate which individual groups will have the greatest benefit from your project below.

You can select as many options as you like.

Mixed / Multiple ethnic groups:

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other Mixed

Asian/Asian British:

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background

Black/African/Caribbean/Black British:

- African
- Caribbean
- Any other Black / African / Caribbean background

Other ethnic group:

- Arab
- Gypsy, Roma or Traveller

- Other white minority
- Any other ethnic group

3.3 What barriers to walking or cycling exist for your target participants that your project aims to address? How will those barrier(s) be overcome?

There are many barriers to people taking part in walking or cycling activities. Your participants might be socially isolated, disabled, unable to afford bikes or walking equipment, have low confidence in taking part in activities, or anything else. How is your project going to address these barriers, so they will be overcome? This could be offering free bikes or walking equipment for them to use, providing modified bikes for people with disabilities, offering group sessions to encourage participants to get together, or providing participants with the confidence to walk or cycle more, in groups or on their own.

3.4 How are you planning to recruit the participants to your project?

This might be from creating posters and flyers, through social media and/or setting up a website, by referrals through partner agencies, through word of mouth, local meetings, engaging with groups of people you already know, and any other ways to make sure people know about your project.

Part 4 – Project plan and calendar

4.1 Expected start date of your project.

This must be after Monday 5 January 2026. This is to give us enough time to review all the applications, come to decisions, let applicants know the result of their application, and to complete the due diligence and payment process. We will let you know if this will be delayed.

4.2 Expected end date of your project.

This must be before Friday 18 September 2026.

4.3 Please outline the timeline of your project and the activities involved.

This should include a minimum of five key dates and activities. Things that may be included are:

- The activities/sessions the participants are going to take part in, such as walks, cycle rides, mechanic training sessions, etc.
- Set up tasks (i.e. buying equipment, finding locations)
- Any training for staff or volunteers (i.e. route planning, mechanics or cycle training)
- Publicity activities to recruit participants to your project
- Anything else that might take place that is part of your project

Try to be specific, based on a good project plan. Try to build in times for potential delays as well, so if recruitment may take a month, if you can afford it, use a month and a half. We appreciate things might change as well, so you will not be held to account if dates push back and things change as you go on. Just keep us informed of changes so you don't get caught out, and we may be able to assist.

Part 5 – Grant budget breakdown

5.1 How much are you applying for?

You can apply for up to £5,000 for one year. You don't need to apply for the full amount if you don't need to, however if you do, this is fine. On the other hand, don't apply for too little, on the basis that you may think that a cheaper project is more desirable. We want to fund well-costed projects that deliver the best to participants, but demonstrate value for money.

5.2 Budget breakdown

Download the spreadsheet in the application and list how you would aim to spend the grant amount you have requested.

You should aim to obtain quotes for all items listed in your budget to ensure it is as precise as possible. A researched, detailed and broken-down budget is desirable for a funder.

Please break down your budget as much as possible, for example:

Item: Second Hand Bikes

Source: Local Bike Shop

Cost per item: £200

Number of items: 5

Total cost:

£1,000

Please note that:

- As part of the project scheme your organisation will be provided, with access to free ride leader training and first aid training for at least one volunteer or member of staff. You do not need to include this cost in your application.
- In order to conduct activities with the public your organisation needs to have public liability insurance. If your organisation does not currently have public liability insurance, make sure you include this cost in the budget.
- You will also need to insure any equipment purchased as part of the project against damage or theft. If necessary, make sure you include this cost in the budget if the equipment will not be covered by any current insurance you may have.
- For projects involving children and/or vulnerable adults, DBS checks are a requirement for all trainers, helpers, and anyone else working with these participants. These costs can also be included in your budget if required.

5.3 How will your project continue to run

and be sustained after you have spent the grant and the project period has finished? Project sustainability is incredibly important, and if a project is sustainable it will continue to show benefits to your participants and community for years to come. Projects could continue on a volunteer basis, with a small service charge, or applying for other long-term funding.

Please note – you may have the option to apply for top-up grants as part of your Final

Report in September 2026. This is not guaranteed however.

Part 6 – Data protection

Please read the GDPR and Freedom of Information statements and if you agree please tick the boxes as relevant.

Applicants must also be willing to collect data on their group or activity (attendee lists, participant quotes etc.) for Community Ideas Grants records and evaluation purposes. Once you are satisfied that you have completed the form correctly, please read the following statements carefully:

Declaration to be completed by the lead applicant of the Community Ideas Grants Application form.

I have read the application guidelines and I understand and agree to the Terms and Conditions in section 2 of the Application guidelines (below).

I agree to and certify that to the best of my knowledge the information supplied in the application form is true and correct. If successful, my organisation will use the funding only for the purpose shown in the application and will meet all the terms and conditions of the grant agreement once the offer of funding has been accepted.

I also confirm that I am authorised to make this application on behalf of the group described in Part 1 of this application.

Section 2 – Terms and conditions

In order to be eligible for funding, you must read and agree to the Terms & Conditions. Please read this section carefully before completing your application form to ensure that the project you design will meet the Terms & Conditions. If you are successful in being awarded a grant and fail to meet these Terms and Conditions you may be required to repay all or part of your grant.

2.1 Monitoring

Monitoring the outcomes of your project is an essential requirement of all projects. The information will help the funders to understand the value and benefits of the funding. This information will also be used to evaluate the success of your project. All projects must:

- Keep a record of all Community Ideas Grants money spent (you should keep all invoices and receipts)
- Keep a register of attendance and type of activities delivered
- Collect feedback from participants
- Provide an end of project report (including photographs and testimonials/quotes) and other progress updates as requested by the grants administrator
- Provide photos and quotes to illustrate the activities of the project

You are responsible for making sure that any photographs submitted are cleared for use by Groundwork London, Transport for London and The London Marathon Foundation in line with the Terms and Conditions.

Groundwork London will provide you with monitoring forms for all the above.

Groundwork London, Transport for London and The London Marathon Foundation retain

the right to inspect your attendance and activity register at any time during the funding period. You will be required to submit the full register towards the end of the project year.

Failure to provide this information on time may result in funding being withdrawn.

2.2 Obtaining and managing equipment

Some applications include proposals to purchase equipment for use by either the community or staff. The following rules apply in all cases except where specifically exempted in the covering letter concerning your grant:

- Where bicycles or other equipment are purchased – such as but not limited to waterproofs, pedometers, walking boots, walking poles, or backpacks, they must be retained by the organiser or ‘pooled’ for general use, hire or loan
- Where cycles are hired out to users, all proceeds must be reinvested into the project: maintaining/repairing the cycles, PR to develop the scheme, into creating a site travel plan, or other appropriate uses to develop or sustain your project
- For walking activities, when loaning equipment such as walking boots you must ensure these are returned at the end of the session. If you choose to let participants take equipment home, you must have assurance that they will return it promptly. You may wish to offer equipment as an incentive ‘prize’ for attending the majority or all of the sessions
- You must nominate an individual who will be responsible for administering the shared ‘pool’ of bicycles or other equipment. That person should be trained in basic cycle mechanics (for pool cycles). The cost of a staff member being trained in maintenance can be incorporated into your budget

- Pool cycles must be insured against theft and relevant public liabilities. These costs can be included in your budget, if necessary
- Whilst equipment remains the property of the funders for five years from the date of purchase, it is the project’s responsibility to insure and maintain it for the duration of the project. You will need to provide evidence of this, and any cost incurred can be included in your application
- Groundwork London reserves the right to reclaim the equipment purchased with Community Ideas Grants funding should the project fail to deliver or breach the Terms & Conditions of the grants scheme. If this happens, the equipment will be allocated to another project
- Unless the project is purchasing specialist bicycles for use by people with special needs or disabilities, or cargo bikes, the maximum cost that the Community Ideas Grants will fund is £500 per bicycle.

2.3 Promotional materials/media

Many applications request funds for promotional materials and media exposure. The purpose of the grant is to raise local awareness of positive messages about walking or cycling and as such, a degree of publicity is essential.

However, the promotional activity must also be reasonable and proportionate to the walking or cycling activities and where possibly, free and effective promotional opportunities should be used such as social media or local community channels. We cannot fund promotional opportunities that are available for free or from your local authority. A template press release can be provided to you upon request, if necessary. We will also provide details on the use of logos and acknowledgement of funding within awarded project information, which you must follow.

2.4 Payment structure

Payments to successful projects will be paid directly into your or your nominated organisation's bank account. You will be paid up front. Groundwork London reserves the right to request receipts and invoices for all grant funding distributed directly to and spent by you. This means you must keep a full record of all grant money spent, throughout the duration of the project.

If your application is successful, the spending deadline for your grant funding is:

- You must spend 100% of your grant by the submission of your end of year project report in September 2026.

Please note: these may be subject to change. We will keep you updated on any changes.

2.5 Projects involving Vulnerable People

If your project or the operation of your project will involve work with children or adults at risk you must:

- a) have in place all necessary safeguarding policies and procedures in a form that is robust and fit for purpose;
- b) act in accordance with such policies and procedures;
- c) commit to safe recruitment, selection and vetting and carry out appropriate checks on all members of staff, volunteers and others involved with the organisation and the project who have contact with children or adults at risk, including (where applicable) DBS checks, checking references, requiring proof of identity and relevant qualifications and carrying out a face-to-face interview; and
- d) under no circumstances permit any individual who is considered to pose a risk to children or adults at risk to be deployed to work with these groups.

2.6 Taking health precautions when delivering your project

The health of participants should be front of mind when delivering your projects. Please use responsible precautions and consider the vulnerability of your participants when delivering your project, especially if anyone is suffering from colds or viruses such as Covid-19. For the latest health advice and guidance, please consult the NHS website.

2.1 Insurance

All projects need to have public liability insurance and all bikes or walking or cycling equipment purchased with Community Ideas Grants funds need to be insured against theft. If your organisation does not currently have public liability insurance, the cost of this, and of bike theft insurance, can be covered by the grant as part of your budget. Make sure you find a quote for these costs and include it in your budget breakdown.

If asked, you will need to supply copies of confirmation of any such insurance cover. This includes employee and public liability insurance and insurance that covers the full replacement value of any assets or equipment funded by this grant.

2.2 Reporting Serious Incidents

You must notify Groundwork London promptly, and in any event within two working days, of any Serious Incident occurring in respect of the project. A Serious Incident means an adverse event, whether actual or alleged, which results in or risks significant:

- (a) harm to any organisation or individuals connected with the project
- (b) loss of grant monies or damage (beyond economical repair) to assets or equipment funded by the grant

2.3 Withdrawing and repayment of grant funding

Transport for London may, in its absolute discretion, withdraw the grant funding and terminate this grant by serving written notice taking immediate effect and/or demand repayment of all or part of the grant and/or cancel any unpaid part of the grant in any of the following circumstances, if:

- a) You are in material breach of any of the terms of grant, in particular the terms and conditions set out in the Terms and Conditions.
- b) Any information you have provided in connection with the grant is materially inaccurate or misleading.
- c) Any event occurs in relation to a project or to your organisation which is in the reasonable opinion of Transport for London likely to have a material adverse effect on the project or the reputation of Groundwork London, Transport for London or The London Marathon Foundation.
- d) Members of your governing body, volunteers or staff act at any time during the project dishonestly, negligently or in any other way that, directly or indirectly, is or has the potential to be to the material detriment of the reputation of Groundwork London, Transport for London or The London Marathon Foundation.
- e) You receive duplicate funding from any other source for the same or any part of the project.
- f) There is a significant risk that the Grant is unlikely to fulfil the purpose for which it is made.
- g) At any stage you do not provide information that would affect Transport for London's decision to award, continue or withdraw all or part of the grant.
- h) You are or become legally ineligible to hold the grant.
- i) You cease to operate, make an arrangement with your creditors or become insolvent.

2.11 How we use your personal data

Groundwork are known as the 'Controller' of your data which means we have ultimate responsibility about how your data is used. We will only collect the personal data about you that we need to deliver our service and will share your details with Transport for London and The London Marathon Foundation (the funding bodies) for assessment and administration of the grant scheme. Your information will not be processed outside of the EEA (European Economic Area).

We will process the personal data you provide for the purpose of administering your grant application (assessing your application, grant due diligence, processing grant payments, grant variations, grant monitoring, end of grant reporting). If you are successful we will use this information for administration of your grant on the basis of a contract (the Grant Agreement) between yourself, Groundwork, Transport for London and The London Marathon Foundation.

We are required to keep data for seven years from the end of an operational programme in case an auditor requires it, after which time it will be destroyed securely. If you do not agree to us using your details in this way, we will be unable to deliver our services to you.

If you consent for us to use your information for marketing, we will keep it until you notify us that you no longer wish to receive this information. You can unsubscribe from marketing at any time.

Your personal information will not be shared for purposes other than those stated above unless you agree to it at a later time.

Under data protection legislation, you have a number of information rights which include:

- (a) The right to request copies of your personal information

- (b) The right to question any information we have about you that you think is wrong or incomplete
- (c) The right to object to how we use your information or to ask us to delete or restrict how we use it.
- (d) In some cases, the right to receive a copy of your information in a format that you can easily re-use.

If you have questions or wish to raise a complaint regarding how we handle your data you can contact Groundwork London's Data Protection Officer at GWLondon.GDPR@groundwork.org.uk, write to 18 – 21 Morley Street, London, SE1 7QZ or call 02079221230.

If you still have concerns about how your data is being handled you can lodge a complaint with the Information Commissioners Office of 0303 123 1113 or visit <https://ico.org.uk/>

Appendix 1: Community Ideas Grants scoring guidelines

Below is a general guide to the scoring bands applied, including a description of the standard of answer required to qualify for a scoring band.

Specific guidelines are provided for each of the sections in the application form. Please consider the general and section-specific guidelines when completing your application.

General guide to scoring bands

Scoring band	Score	Description
Unacceptable	0	Not answered or answers fail to demonstrate how the project meets the section criteria, and provide an insufficient understanding of that element of the project.
Weak	1	Answers offer some, but not all, of the criteria to a sufficient standard.
Sufficient	2	Answers offer adequate evidence of how the project meets the section criteria, with most criteria covered to a sufficient standard.
Very good	3	Answers offer very good evidence of how the project meets the section criteria.
Excellent	4	Answers offer comprehensive evidence of how the project meets the section criteria, exceeding requirements and offering added value.

Part one – Applicant details

(NB: applicants must meet all criteria of this section, therefore can only score 'Not met' (0) or 'Met' (1).

If any criteria are not met, then the remainder of the application will not be reviewed)

Criteria

Location – the applicant operates in Greater London, and the proposed project will be based within Greater London.

Organisation – is a: community group; charitable or third sector organisation; or a not for profit organisation, Community Interest Company or social enterprise.

Bank Account – the applicant has a bank account or has requested that another organisation administer payments of the grant, with an explanation of why this is necessary.

Funding – the applicant has either not received funding from WCGL or CGL, has received less than £10,000 in grant funding last year, and has received less than £50,000 income last year

Scoring Band	Score	Description
Not met	0	The applicant fails to meet any of the criteria.
Met	1	The applicant meets all criteria.

Part two – Project Description

Criteria

How the project will take place – is clear and in line with the activities the fund aims to support.

Aims and objectives – are realistic and achievable and in line with the objectives of the grants programme.

Delivery – the application provides sufficient detail and thought to show how the project will be delivered, including a description of key activities.

Equipment – necessary equipment is identified, is suitable and clearly contributes to the aims of the project.

Skills and resources – the skills and resources held by the organisation are described and show the ability of the organisation to successfully deliver the project.

Scoring band	Score	Description
Unacceptable	0	Answers fail to meet the standards described in the 'Sufficient' scoring band and show no understanding of what is required for the project description or of the aims of the Community Ideas Grants.
Weak	1	Answers provide incomplete information for the criteria described in the 'Sufficient' scoring band below and show some but weak understanding of what is required for the project description.
Sufficient	2	The majority of the following criteria should be met to a sufficient standard: Project description is clear and in line with the activities the fund aims to support. The aims and objectives are realistic and achievable and in line with the objectives of the grant programme. The application provides sufficient detail and thought to show how the project will be delivered. The specific activities to be delivered are explained and it is clear how many will be delivered. The following two criteria may be covered more generally: Some, but not all, of the necessary equipment may be identified. The skills and resources possessed by the organisation are sufficient for the project to be successfully delivered but may not be clearly identified or may seem quite basic.
Very good	3	Meets all the criteria described in the 'Sufficient' scoring guidelines, or goes beyond them (e.g. employment, wellbeing outcomes), for example through activities that add value beyond the aims of the programme: Full information is provided as to how the project will be delivered, and how this will contribute to the project's success. Any equipment identified is suitable and clearly contributes to the aims of the project. The skills and resources held by the organisation are described and will enable the successful delivery of the project.
Excellent	4	Exceeds all of the criteria described in the 'Sufficient' guidelines above. Covers all of the above giving thorough information and detail on each point. In particular, it clearly describes all aspects of the project (e.g. activities, equipment, resources) and how these are arranged and planned to ensure that all the objectives of the grant scheme are surpassed. It also anticipates challenges and how these will be overcome.

Part three – Participants and recruitment

Criteria

Target group – project targets a distinct group that are traditionally under-represented in walking or cycling. Examples of such groups are given in section 3.1a of the application form.
Barriers to walking or cycling – the barriers which exist to the target group are described clearly.

Overcoming barriers – the ways in which those barriers are overcome and the target group is encouraged to walk or cycle more often or more safely are described clearly.

Reach and engagement – methods by which the target group will be reached, communicated with, engaged etc. are described clearly.

Number of participants – the expected number of participants, and the method by which the expected number has been calculated, is described clearly.

Scoring band	Score	Description
Unacceptable	0	Answers fail to meet the standards described in the 'Sufficient' scoring band below and no understanding of target group(s), barriers, activities, methods of engagement and calculating participants, and no understanding of why the Community Ideas Grants is aiming to engage with underrepresented groups.
Weak	1	The answers provide incomplete information for the criteria described in the 'Sufficient' scoring band below and show some but weak understanding of target group(s), barriers, activities, methods of engagement and calculating participants.
Sufficient	2	The majority of the following criteria should be met to a sufficient standard: There is a clear target group or groups which is/are under-represented in walking or cycling that the project aims to engage with. The barriers to walking or cycling that the target group(s) faces are correctly identified and at least partly described. The proposed activities are correctly designed and are appropriate to overcome the barriers specified in the application. The proposed measures to reach and engage with the target group(s) are adequate and realistic. The number of participants, and how this has been calculated, are realistic, understandable and suitable considering the activities set out in the project description.
Very good	3	Meets all the criteria described in the 'sufficient' scoring guidelines, or goes beyond them: Reasons for under-representation in walking or cycling of the target group(s) are identified and understood. The barriers to walking or cycling for the target group(s) are clearly described. Understanding and clear description of how the methods proposed to overcome the barriers will achieve that aim is shown. Methods to reach and engage the target group(s) show an understanding of the best ways that is achieved with the specific group(s). The method of calculating the number of participants is clear and links directly back to the activities set out in the project description.
Excellent	4	Exceeds all of the criteria set out in the 'Sufficient' guidelines described above, giving extra information and detail: Demonstrates a clear and comprehensive understanding of the target group(s) and why barriers facing those group(s) may exist.

		<p>Demonstrates extensive knowledge of the activities etc. planned and a fully developed understanding of why those should be successful in overcoming the barriers faced by the specific targets group(s).</p> <p>Demonstrates extensive understanding of the best methods to reach and engage the specific target group(s) and knowledge that will allow a flexible and adaptable approach to ensuring that this is successful.</p> <p>Demonstrates extensive understanding of why the planned activities will reach the specified number of participants, and allows a flexible and adaptable approach to ensure that numbers are achieved should any assumptions or circumstances change within the project.</p>
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Part 4 – Project Plan and Calendar

Criteria

Duration of the project – the duration of the project and expected start date are reasonable and match the calendar of the grant applied for.

Proposed Calendar – all activities to be funded are specified and provide an adequate and suitable level of detail for different aspects of the project (i.e. high level of detail for year one, more general and flexible detail for years two).

Timely delivery – an explanation of how the organisation will ensure that activities will be delivered and participants reached has been provided.

Scoring Band	Score	Description
Unacceptable	0	Answers fail to meet the standards described in the 'Sufficient' scoring band below, and show no understanding of necessary activities to carry out the project, the activities themselves, time necessary to complete activities and necessary publicity, administrative tasks and set up tasks, and no understanding of the need for clear timelines in project delivery.
Weak	1	Answers provide incomplete information for the criteria described in the 'Sufficient' scoring band, and show some but weak understanding of necessary activities to carry out the project, the activities themselves, time necessary to complete activities and necessary publicity, administrative tasks and set up tasks.
Sufficient	2	<p>The majority of the following criteria should be met to a sufficient standard:</p> <p>The plan and calendar clearly set out the duration of the project, with a clear start and end date. Those dates lie within the grant period (i.e. the project must start after funding would be awarded and complete prior to the required date for submission of final report).</p> <p>The proposed calendar sets out the activities to be carried out, including any set-up activities. Detail on activities will be reasonably detailed.</p> <p>The application describes how timely delivery of the project will be ensured.</p> <p>The timing of activities will be set out on at least a monthly basis and will be appropriately sequenced.</p>
Very good	3	<p>Meets all the criteria described in the 'Sufficient' scoring guidelines, or goes beyond them:</p> <p>The proposed calendar provides clear detail of what the all activities will consist of. This will include any publicity, set up, engagement and initial administrative tasks. The level of detail will be high. The calendar ensures timely delivery of the project through a good understanding of the various activities, the time they will take and how timings may need to be altered according to other factors (difficulties in engagement, any variation in</p>

		participants, weather, change of resources etc.). Activities will be set out describing the month and time (e.g. early March, late May, mid June).
Excellent	4	Exceeds all of the criteria set out in the 'Sufficient' guidelines described above, giving extra information and detail: The proposed calendar describes all activities thoroughly and clearly, providing a comprehensive description of all aspects of the project. Elements of activities may also be broken down (e.g. recruitment of project lead starts and appointment of project lead a separate items). The plan ensures timely delivery of the project by providing suitably precise dates and timeframes when activities will take place. It will show an understanding, and take account, of risks to the delivery of the project; describing solutions to those risks should they arise. Activities will be set out on at least a weekly basis, preferably with specific dates and time periods.

Part 5 – Grant Budget Breakdown

Criteria

Budget – clear, reasonable and adds up.

Explanation of cost – the method by which budgeted costs have been calculated is set out.

Match funding – where applicable, sources of match funding have been identified.

Sustainability – Projects should be sustainable beyond the period of grant.

Scoring Band	Score	Description
Unacceptable	0	The budget fails to meet the standards described in the 'Sufficient' scoring band below, is mathematically incorrect, insufficiently describes what items money is required for and shows no understanding of budgeting for projects.
Weak	1	The budget provides incomplete information for each of the criteria described in the 'Sufficient' scoring band below, has minor mathematical errors, needs further clarity as to items money is required for and shows some but weak understanding of budgeting for projects.
Sufficient	2	The majority of the following criteria should be met to a sufficient standard: The budget sets out the costs for all elements of the project, with a breakdown by item to be purchased and is mathematically correct. The costs are explained, setting out how the figures within the budget are arrived at, including any relevant hourly or unit rates, the basis for any estimated costs and quotes where appropriate. Match funding sources and amounts are set out, covering any shortfall between the grant requested and the total project cost. The grant requested and match funding must be mathematically correct in relation to total project cost. The budget describes and supports the sustainability of the project past the grant period.
Very good	3	Meets all the criteria described in the 'sufficient scoring guidelines, or goes beyond them: The budget covers all elements of the project and fully itemises all expenditure. The explanation of cost breaks the calculation of expenditure down into constituent parts where there is a repetition of a cost or a group of expenditure (e.g. 'tools' would be broken down in 'Allen keys, oil, tyre pump, truing stand, chain whip' with the cost listed separately for each).

		Match funding describes, where appropriate, any limitation in use of that match funding and how those limitations might be met. Similarly, if there are elements of project expenditure which are not claimable under the WCGL scheme, the match funding which will cover this is set out. A general plan of how sustainability of the project will be ensured is included. An understanding of assuring sustainability of projects is shown.
Excellent	4	Meets all of the criteria set out in the 'Very Good' guidelines described above, and gives comprehensive information and detail throughout, such as: The explanation of costs will include information on quotes, brands and models where appropriate. Sustainability of the project past the grant period is fully described, including an explanation of how this level of sustainability will be reached during the grant period. A comprehensive understanding of assuring sustainability of projects is shown.

Part 6 – Declaration

(NB: all applicants must meet all criteria below to be awarded a grant.

Where a score of 'Met in part' is provided in line with the guidelines below, any deficiencies must be corrected prior to any funds being released)

Criteria

Name – of the lead contact is provided and is clear, and is the person completing and submitting the application.

Date – is completed and relates to final submission of the application.

Print name – is provided.

Data protection – questions are answered.

Scoring Band	Score	Description
Not met	0	The criteria are not met.
Met in part	1	The criteria are met aside from a proper signature (as described in the criteria) being provided or data protection questions being answered.
Met	2	All criteria are fully met.