

# Application guidelines 2023

Application deadline: 10.00, Friday 1 September 2023

# Introduction

[Walking & Cycling Grants London \(WCGL\)](#) is a grants programme funded by [Transport for London](#) in partnership with [The London Marathon Foundation \(LMF\)](#) and administered by the environmental and social regeneration charity [Groundwork London](#). The programme is aimed at groups that are traditionally under-represented in walking or cycling, through income, health, culture, ability, skills and access to information or equipment.

The programme aims to make London a healthier, inclusive and sustainable city by helping Londoners from all communities enjoy the benefits of walking and cycling. Walking and cycling are easy ways to introduce exercise into people's lives, improving health, reducing social isolation and enabling Londoners to live safer, happier and healthier lives.

The objective of this grants programme is to establish successful sustainable projects and strengthen community groups' capacity for continued development. Projects should promote skill-sharing and partnerships, working to deliver projects that meet the individual needs of local communities. Projects should aim to encourage more walking or cycling, more often, and more safely.

The grants programme provides funding to get walking and cycling projects off the ground or appeal to a new audience. The funding can be used to cover set up and running costs, some equipment, and offer training for people who are less confident walking or cycling. Ideas for new and innovative projects to encourage walking and cycling with a particular audience are also welcomed. It is a great way for communities to set up and run projects that encourage Londoners to get active and improve their mental and physical wellbeing.

Please ensure that you have read through these application guidelines and the guide to planning your project carefully before completing your application. We have included the marking criteria (scoring guidelines) in appendix 2 to also assist you with completing the application form. We recommend that you discuss your project with the grants officer or assistant at Groundwork London for further advice and guidance.

## IMPORTANT:

The deadline to submit your application is 10.00, Friday 1 September 2023

Please apply via the online application portal, accessible through [www.wcgl.london](http://www.wcgl.london)

Contact us to discuss your project:

[wcgl@groundwork.org.uk](mailto:wcgl@groundwork.org.uk)

020 7239 1286

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# 1. Type of grants available

Organisations that have not previously received Walking and Cycling Grants London (WCGL), Cycling Grants London (CGL) or Community Cycling for London (CCFL) funding, or those that have received previous WCGL funding but are developing a new project\*, can apply for a total of up to £10,000 over three years:

- Year one – up to £5,000
- Year two – up to £3,000
- Year three – up to £2,000

You can only apply for the year two and year three grants at the same time as you apply for the year one grant. At the end of each year your project will be assessed to determine that agreed outcomes and targets were achieved. Funding for years two and three will be released on satisfactory submission of the end of year report, where targets have been met. **Please note: funding for years two and three are not guaranteed and is up to the discretion of the funder.**

It is important that you consider the costs required for the three years carefully, as we will not be able to increase your budget from the amount awarded (this will usually be the same as what you applied for, but in some circumstances we may ask for budgets to be amended prior to award, for example where items are ineligible). This is also true of your project timeline – you need to be able to meet the reporting and expenditure deadlines throughout delivery of your project. These can be viewed in 7.1 Monitoring and 7.4 Payment structure in the Terms and Conditions below.

Applications will be scored against the criteria as set out in appendix 2. Where there are more applications that score 'Sufficient', Applications will be prioritised that score 'Very Good' or 'Excellent'. Applications will also be prioritised to ensure a good geographic spread and

\*A project is considered new if it meets at least one of the following criteria:

- The project has a new deliverable, or objective
- It is targeted to a distinct new audience
- It is delivered from a new branch of an existing organisation
- It is delivered in a new geographic location
- It is a completely different project/idea from the one that was funded by WCGL, CGL or CCFL funding before

ensuring we support as many organisations as possible.

Each organisation can submit up to three applications in the 2023 WCGL funding round. Each application needs to meet the eligibility and evaluation criteria. For example, an organisation may wish to apply for three different grants to cover projects delivered at three of its branches; or develop three different and distinct projects.

Whilst it is possible to apply for three grants per organisation, it may not always be possible to fund multiple applications from the same group. Each separate application must be robust as each application will be judged separately against the scoring criteria set out in appendix 2 of these guidelines and will be expected to score at least 'Very Good' or 'Excellent' against those criteria. Funding through WCGL is limited, so we urge applicants to consider the merits of submitting more than one application before doing so, as we will aim to support as many organisations as possible.

For advice and guidance on multiple bids, please contact the grants officer or assistants at Groundwork London at [wzgl@groundwork.org.uk](mailto:wzgl@groundwork.org.uk) or 020 7239 1286

## 2. Eligibility and assessment criteria

### 2.1 Eligible organisations

To be eligible for WCGL funding the project must take place in Greater London, your organisation must operate within Greater London, and be one of the following:

1. A constituted community group (an organisation or association of persons with the primary aim of working to provide services and benefits to the community).
2. A charitable or third sector organisation
3. A not for profit organisation, Community Interest Company (CIC) or Social Enterprise

Please note that we will ask you to provide evidence of the legal status of your organisation.

Schools and 'for profit' businesses are not eligible to apply for WCGL funding. In order for a school to benefit, the application needs to be submitted and project administered by an eligible organisation, and the project must engage with children and the community beyond the enrolled school pupils.

### 2.2. Essential criteria and application assessment

The grants scheme is competitive, so it is important that you provide clear and detailed information and that you complete your application as fully as possible.

We will first check that your organisation is eligible to apply and that your project meets the following **two essential criteria** (part three of the application):

- **Activity Criteria:** your project will encourage participants to walk and cycle as a means of transport, exercise or leisure; for people who don't currently

walk or cycle, or who walk and cycle infrequently, or have lapsed. This should include but is not limited to encouraging participants to walk or cycle more often and/or to feel safer or more positive about walking or cycling.

- **Participant Criteria** (reaching diverse communities): Your project will encourage groups that are traditionally under-represented in walking or cycling as detailed below.

Your project must appeal to and engage with 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 Minorities, people from disadvantaged groups (including issues such as low income, lack of outside space, living space in homes, receipt of benefit, free school meals and other social issues), NEETs (not in education, employment or training), disability groups, carers, people with a limiting long term illness, young people (up to 24), women, people aged 60 or more, people with learning difficulties, LGBTQ+, people with non-physical health problems, those with sensory impairments, homeless, refugees or asylum seekers, or people from another traditionally under-represented group.

If your organisation is eligible to apply, and your project proposal meets the two essential criteria above, we will assess whether each section of your application meets the following assessment criteria:

#### Applicant details

(Part one of the application)

- Applications should be from constituted community groups, charitable organisations, or

groups representing the wider community such as non-profit organisations, community interest companies (CIC's), or social enterprises. Evidence of this will be requested if your application is successful.

If you are unsure of the category your organisation or group would be classified as, please contact Groundwork London at [wcgl@groundwork.org.uk](mailto:wcgl@groundwork.org.uk) or 020 7239 1286.

### **Project description**

(Part two of the application)

- Project aims are realistic and achievable and in line with the objectives of WCGL
- The application provides sufficient detail to show how the project will be delivered
- Any equipment identified is reasonable and clearly contributes to the aims of the project (please note: WCGL does not fund equipment only)
- The skills and resources held by the organisation are adequate to enable the successful delivery of the project

### **Participants and recruitment**

(Part three of the application)

- The project targets at least one specific group
- An explanation of how the target group(s) will be reached has been provided
- The application shows the number of expected participants and how this number has been calculated and will be measured
- The application explains how the project will be publicised and through what means

In order to ensure projects support as many Londoners as possible and that projects offer good value for money, there is a maximum cost per participant of £166.66 for each year of funding. I.e., If you are applying for the maximum grant amount of £10,000 over three years, your project must aim to support at least 60 participants.

This means that the minimum number of participants over three years would look like this:

- Year 1 £5,000 / £166.66 = at least 30 participants
- Year 2 £3,000 / £166.66 = at least 18 participants
- Year 3 £2,000 / £166.66 = at least 12 participants

However, please note the following:

- We encourage projects to engage with as many people as possible whilst delivering an effective project, as we will be assessing value for money. For example, we would expect to see a higher number of participants for a cycle confidence project that works with women rather than an ability bike session for individuals with specific and complex needs
- We expect participant numbers to be realistic and suitable for your participants and activities
- Applicants must have robust reasoning for exceeding this maximum cost per participant
- If you feel your project participants have additional needs which means they require more support and you may need to exceed this maximum cost per participant, please discuss this with the grant administrators before applying: 020 7239 1286, or email us at [wcgl@groundwork.org.uk](mailto:wcgl@groundwork.org.uk)

### **Project plan and calendar**

(Part four of the application)

- The duration of the project and expected start date and end date are reasonable and match the calendar of the grant
- The proposed calendar specifies all the activities to be funded by the grant and provides an adequate level of detail (high level of detail for year one, more general detail for years two and three)
- An explanation for how the organisation will ensure that the activities are delivered and the participants reached has been provided

## **Grant budget breakdown**

(Part five of the application)

- The budget is clear, reasonable and adds up correctly
- All costs are included, nothing has been left out
- The application provides an explanation of how the costs have been calculated
- Where applicable, match funding sources have been identified to meet any funding shortfall
- Projects should be sustainable beyond the period of grant funding

## **Declaration and data protection**

(Part six of the application)

- The Terms and Conditions and data protection declaration sections have been checked and signed by the appropriate person

### 3. Submitting your application

The application period will be open between **Wednesday 26 July and 10.00, Friday 1 September 2023.**

#### Contact us to discuss your project

We encourage you to discuss your project with the grants administrators at Groundwork London. Conversations can happen before the application period opens and any time until the application deadline. We can help you with questions you may have about the application process and give you advice on how to fill out the application form.

[wcgl@groundwork.org.uk](mailto:wcgl@groundwork.org.uk)

020 7239 1286

The deadline to submit your application is **10.00, Friday 1 September 2023**

Apply via the online application portal:

[www.wcgl.london](http://www.wcgl.london)

If you submit other than via the route above, your application will not be considered.

### 4. Notification of outcome

Applications will be assessed by a panel of representatives from Groundwork London, Transport for London and/or The London Marathon Foundation.

You should be notified of the outcome of your application by the week commencing 27 November 2023 by email. If this is delayed, we will notify you.

Decisions are final and it is not possible to appeal against these decisions. However, we are happy to provide feedback to assist with any future grant applications if your application has been unsuccessful this time.



## 5. Grant payment

If your application is successful, the grant will be paid directly into your organisation's bank account. You will be paid the total grant for each year up front.

Setting up business or community organisations' bank accounts can take some time and banks often have long waiting lists. We recommend you start this process as soon as possible. If you have any questions, contact the grants administrator at Groundwork London.

If your organisation does not have a bank account, you are able to nominate another organisation to administer the payments of your grant on your behalf. If so, please note that we will ask you to provide evidence of the legal status of this organisation and proof that they have agreed to administer the payments of your grant.

Payments to successful projects will be made from the week commencing 4 December 2023 onwards provided bank details, initial monitoring information and any further information requested has been provided. Future payments will be made as stated on the flowchart in appendix 1.

## 6. Declaration

The person completing the application needs to provide their contact details and sign part six of the application form. In doing so, the person will be confirming that they have read this application guidelines document and the terms and conditions, and that all the information provided is true and correct.

It is a requirement of your grant that you submit monitoring figures and photographic evidence of your project activities (see Section '7.1 Monitoring', in the Terms & Conditions below). Groundwork London will store this information and share it with the funders, Transport for London and The London Marathon Foundation. Please see 'how we use your data' in the Terms and Conditions for more information.

The funders may contact grant recipients during the term of the grant agreement, and for up to one year after the project end date.

For reasons of data protection, you need to confirm that you understand this when you apply. We also ask that you confirm that you understand the data protection information contained within the application form.

## 7. 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.

### 7.1 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 in order to release funding for the following year.

All projects must:

- Keep a record of all Walking & Cycling Grants London money spent (you must keep **all** invoices and receipts)
- Keep a register of attendance and type of activities delivered
- Collect feedback from participants
- Provide a mid-programme update and end of year or end of project report, and other progress updates as requested by the grants administrator
- Provide photos and quotes to illustrate the activities of the project
- Ensure that they do not act in a way that would bring Groundwork London, Transport for London and The London Marathon Foundation into disrepute

**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 to be used in publications, websites, social media channels and**

**the general press. This means you need to obtain signed consent from those who are clearly recognisable in your photographs.**

Groundwork London will provide you with monitoring forms for 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 information towards the end of the project year.

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

### 7.2 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 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 groups, 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 the equipment as a 'prize' for attending all 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. Costs can be included in your budget
- 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 Walking & Cycling Grants London 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 Walking & Cycling Grants London will fund is £500 per bicycle.

### 7.3 Promotional materials/media

Many applications request funds for promotional materials and media exposure. Part of 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 possible, free promotional opportunities should be used such as social media or local community channels. A

template press release will be provided to you in the Awarded projects guide. We will also provide details on use of logos and acknowledgement of funding within awarded project information, which you must follow.

### 7.4 Payment structure

Payments to successful projects will be made as stated in Section five. 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, dependant on the length of your project is:

- Year one grant: If you are looking to progress to a 2<sup>nd</sup> delivery year, you must spend 85% of your year one grant by the submission of your end of year report on 13 September 2024 and the remaining 15% by 31 October 2024. If you have been awarded a year one grant only you must spend the total by submission of your end of year report.
- Year two grant: If you are looking to progress to a 3<sup>rd</sup> delivery year, you must spend 85% of your year two grant by the submission of your end of year report on 12 September 2025 and the remaining 15% by 31 October 2025. If you have been awarded a grant for a two year project only you must spend the total by submission of your end of year report on 12 September 2025.
- Year three grant: You must spend your year three grant by the submission of your end of year report in September 2026.

### 7.5 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.

## 7.6 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.

## 7.7 Insurance

All projects need to have public liability insurance and all bikes or walking or cycling equipment purchased with WCGL 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 competitive 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.

## 7.8 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

## 7.9 Withdrawal 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.

### 7.10 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 **London**, 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.

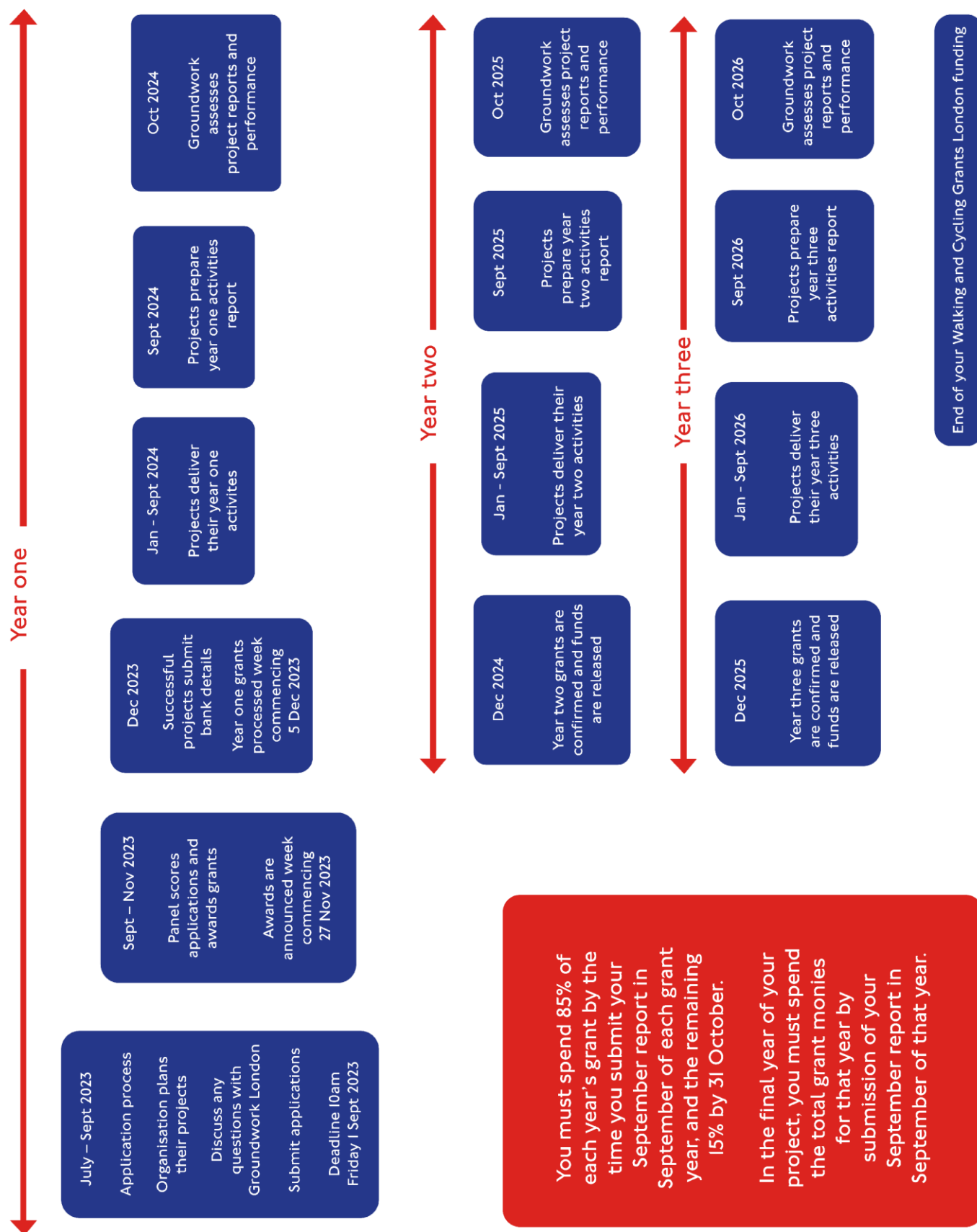
Under data protection legislation, you have a number of information rights which include:

- (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](mailto:GWLONDON.GDPR@groundwork.org.uk), write to 18 – 21 Morley Street, London, SE1 7QZ or call 0207 922 1230.

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: Walking & Cycling Grants London - Calendar overview - year one to three grants



# Appendix 2: Walking & Cycling Grants London 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	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 before or is applying for funding for a new project which has not previously received funding.

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

## Part two – Project Description

### Criteria

**Project idea** – 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 Walking and Cycling Grants London.
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: <b>Project idea</b> is clear and in line with the activities the fund aims to support. The <b>aims and objectives</b> 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 <b>delivered</b> . 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 <b>equipment</b> may be identified. The <b>skills and resources</b> 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 <b>delivered</b> , and how this will contribute to the project's success. Any <b>equipment</b> identified is suitable and clearly contributes to the aims of the project. The <b>skills and resources</b> 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 3.1 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 does not exceed the maximum cost per participant of £166.66 unless there is robust reasoning and/or they have spoken with a member of the Groundwork London WGL team. The method by which the expected number has been calculated is described clearly and is realistic.

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 Walking and Cycling Grants London 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 <b>target group</b> or groups which is/are under-represented in walking or cycling that the project aims to engage with. The <b>barriers to walking or cycling</b> that the target group(s) faces are correctly identified and at least partly described. The proposed activities are correctly designed and are appropriate to <b>overcome the barriers</b> specified in the application. The proposed measures to <b>reach and engage</b> with the target group(s) are adequate and realistic. The <b>number of participants</b> , 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 <b>target group(s)</b> are identified and understood. The <b>barriers to walking or cycling</b> for the target group(s) are clearly described. Understanding and clear description of how the methods proposed to <b>overcome the barriers</b> will achieve that aim is shown. Methods to <b>reach and engage</b> the target group(s) show an understanding of the best ways that is achieved with the specific group(s). The method of calculating the <b>number of participants</b> 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 <b>target group(s)</b> 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 <b>overcoming the barriers faced</b> by the specific targets group(s).</p> <p>Demonstrates extensive understanding of the best methods to <b>reach and engage</b> 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 <b>number of participants</b>, 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 and three).

**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	The majority of the following criteria should be met to a sufficient standard: The plan and calendar clearly set out the <b>duration of the project</b> , 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). The <b>proposed calendar</b> sets out the activities to be carried out, including any set-up activities. Detail on activities will be reasonably detailed for year one, with a more flexible approach taken to years two and three to allow for adaptation of the project in line with experiences from year one. The application describes how <b>timely delivery</b> of the project will be ensured. The timing of activities will be set out on at least a monthly basis and will be appropriately sequenced.
Very good	3	Meets all the criteria described in the 'Sufficient' scoring guidelines, or goes beyond them: The <b>proposed calendar</b> 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 for year one, but a more general planning level for year two and three to allow for review of the activities in those years following evaluation of year one of the project.

		The calendar ensures <b>timely delivery</b> 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 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 <b>proposed calendar</b> describes all activities thoroughly and clearly, providing a comprehensive description of all aspects of the project. It will show an understanding of the type of amendment that may need to be made to the project in Year 2 and 3, depending on evaluation of Year 1. 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 <b>timely delivery</b> 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 <b>budget</b> sets out the costs for all elements of the project, with a breakdown by item to be purchased and is mathematically correct. The <b>costs are explained</b> , 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. <b>Match funding</b> 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 <b>sustainability</b> 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 <b>budget</b> covers all elements of the project and fully itemises all expenditure. The <b>explanation of cost</b> breaks the calculation of expenditure down into constituent parts where there is a repetition of a cost or a group of expenditure

		<p>(e.g. 'tools' would be broken down in 'Allen keys, oil, tyre pump, truing stand, chain whip' with the cost listed separately for each).</p> <p><b>Match funding</b> 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.</p> <p>A general plan of how <b>sustainability</b> of the project will be ensured is included. An understanding of assuring sustainability of projects is shown.</p>
Excellent	4	<p>Meets all of the criteria set out in the 'Very Good' guidelines described above, and gives comprehensive information and detail throughout, such as:</p> <p>The <b>explanation of costs</b> will include information on quotes, brands and models where appropriate.</p> <p><b>Sustainability</b> 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.</p>

## 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.

**Signature** – is provided. This cannot be a typed name. The declaration page can be provided:

In hard copy signed; printed, signed and scanned; printed, signed and a clear photograph provided; or by use of an e-signature.

**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.