

EARLS COURT COMMUNITY FUND

Application Guidelines 2025

The Earls Court Community Fund was established by The Earls Court Development Company, who are responsible for driving forward the development of the Earls Court site. The aim of the Fund is to deliver greater social impact for local residents and for local people to be engaged in the process. In its first three years, £720,000 has been granted to 37 local organisations. [Read more on projects supported through the Earls Court Community Fund.](#)

The Fund aims to support the local community in and around the Earls Court site, in the Royal Borough of Kensington & Chelsea and the London Borough of Hammersmith & Fulham. It will focus on offering grants to organisations that support the community in and around the Earls Court site, to deliver projects and provide longer term support for the community. This year [Hammersmith & Fulham Giving](#) are managing the grants programme on behalf of The Earls Court Development Company, with support from the [Kensington + Chelsea Foundation](#).

Priorities & Criteria

Grants are available to support a variety of projects and activities taking place in and around the Earls Court site – within the [Earls Court Opportunity Area](#) - under one of the following priority areas:

1. [Communities and People](#)
2. [Health and Wellbeing](#)
3. [Young People and Training](#)

In order to be successful, your application must demonstrate that your project focuses on **at least one** of the priority areas above, that the work will be carried out within the [Earls Court Opportunity Area](#) (or if you are not in the area that the vast majority of people (approximately 75%+) you will reach will be residents or students from the area), and that it also meets **all of** the following criteria:

- Your application clearly explains what your organisation does and why you do it
- You can demonstrate the need for your project, and have involved service users in its design
- Your project is impactful, and you have a clear plan in place to measure this
- You collaborate with other organisations and services where possible and appropriate
- Your budget is well thought-through (full applications only)

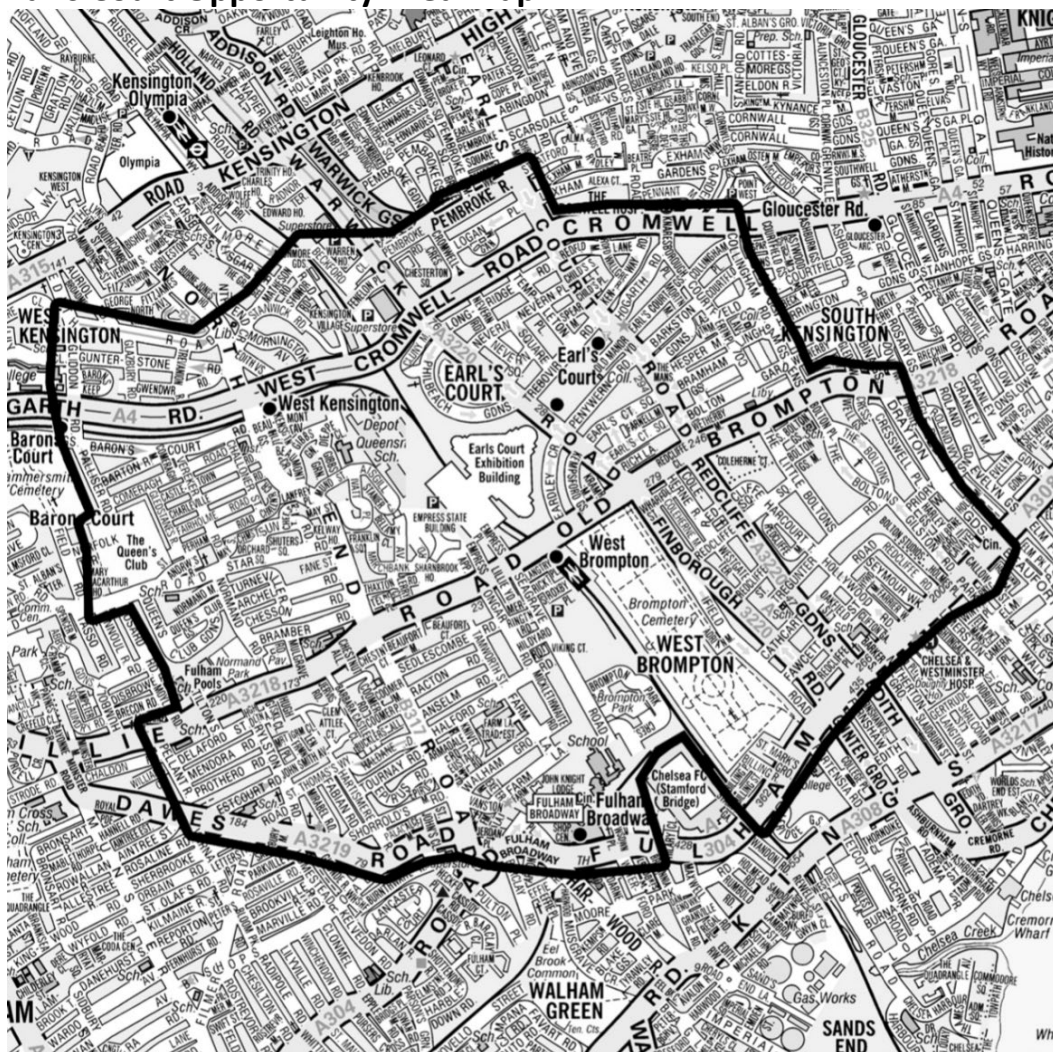
Applications will be considered by a grants panel made up of local representatives who will assess how well they meet the above priorities and criteria. The panel will prioritise groups that

demonstrate a strong connection to the Earls Court Opportunity Area and engagement with local residents.

The Earls Court Development Company would like to support a variety of activities that reach a wide community audience including Black, Asian and multi-ethnic communities; Disabled people; people experiencing homelessness; Gypsy, Traveller and Roma communities; LGBTQIA+ residents; children and young people; older people and people living with mental ill-health or long-term health conditions.

We also recognise that many are facing additional pressures due to sustained cost-of-living increases. Within the three priority areas, groups can apply for projects that support residents to overcome these.

Earls Court Opportunity Area Map



Priority 1: Communities and People

The Earls Court Community Fund wants to bring people together to get to know their neighbours and to build a strong sense of community.

We are particularly keen to fund projects that:

- Encourage people from different areas or backgrounds to come together and meet new people
- Utilise local community and open spaces to provide affordable ways for people to increase networks and reduce isolation
- Work to combat loneliness and social isolation
- Help people to access online resources and equipment to reduce digital exclusion
- Engage local people in improving the local environment and increase access to green spaces, for example litter picking, community gardening projects and allotments
- Provide opportunities to learn new skills and save money, for example DIY workshops and upcycling projects
- Celebrate aspects of Earls Court's rich history and heritage, for example its LGBTQIA+ and Windrush communities

Priority 2: Health and Wellbeing

Wellbeing is vital to enable communities and people to thrive and to build resilience. Under this theme we're keen to support projects working to improve the mental and physical health and wellbeing of participants, as well as ease pressures caused by the cost-of-living crisis.

We are particularly keen to fund projects that:

- Provide specialist support for people struggling with specific health or wellbeing challenges, especially drug and/or alcohol addiction
- Provide support using a peer-to-peer or lived experience model
- Increase wellbeing through the creative arts
- Increase health and wellbeing through free or affordable fitness activities
- Provide health awareness information in accessible ways in community settings
- Help people to manage limited household budgets, for example by providing affordable cooking classes or financial planning workshops
- Provide essential support to residents, such as those reducing food insecurity, drop-in centres and advice centres

Priority 3: Young People and Training

Young People have been disproportionately affected by the Covid-19 pandemic and we know more needs to be done to ensure equal access to opportunities locally. Research suggests that young people need a mix of soft skills and work experience to successfully gain sustainable employment. Under this theme we're keen to support projects and activities that support young people's

education, skills development and employability so that they are better placed to access existing opportunities and to create future opportunities for themselves.

We are particularly keen to fund projects that:

- Enable young people to develop key capabilities including teamwork, resilience, communication and self-confidence
- Support young people with key employability skills e.g. time management, communication, CV building, interview techniques etc
- Provide accredited training opportunities
- Provide volunteering or work experience placements
- Enable young people to develop skills through the creative arts
- Support young people not in education, employment or training (NEET)

Available Funding

The total value of the Earls Court Community Fund is £180,000 per year. Organisations can apply for a **grant of up to £15,000** for projects taking place for up to 12 months.

To note: the average grant awarded in 2024 was £9,000 with awards ranging between £2,000-£15,000.

How to apply

This year, there will be a two-stage application process – a First Stage Application Form asking for details of your project followed by a full application that will ask for more details on your organisation, your project and its expected impact for short-listed organisations. We expect those invited to submit a full proposal to have at least a 50% chance of being successful.

To apply for a grant, please complete the First Stage Application form - [click here](#) for the online application form. **The deadline for applications is Wednesday 30th April 2025 at midday.**

If your Stage 1 proposal is shortlisted, you will be invited to complete a full application form in May, with a three-week period to complete the full application and an estimated final deadline for full applications being Friday 13th June 2025 at midday. Final details and timeline will be confirmed with short-listed organisations.

Organisations will be notified of the outcome of their application in August 2025, and we expect the grants to be awarded in September for projects to start October 2025.

You may be contacted during the assessment period (estimated to run from 1st May – 18th July) if there are any questions on your application.

If you have any questions, or would like to discuss your application before applying, please don't hesitate to get in touch with Hammersmith & Fulham Giving at team@hfgiving.org.uk.

Who can apply?

To apply for a grant your organisation **must**:

- Be delivering activities that take place within the [Earls Court Opportunity Area](#), or be able to demonstrate that the majority of the beneficiaries live, work or study in the Area
- Be a not-for-profit organisation that is formally constituted (have a signed governing document in the organisation's name and three unrelated trustees/directors). This includes unincorporated associations and community groups, registered charities, schools, Community Interest Companies (CIC) that are limited by guarantee, Charitable Incorporated Organisations (CIO), companies limited by guarantee and faith groups where the project clearly does not promote a particular religious or political view.
- Have met all filing and reporting requirements with the Charity Commission and/or Companies House. If your group is not required to do this, we will ask to see an alternative, for example your most recent annual accounts or management accounts from the last financial year. Applications from organisations that have a financial deficit will not be considered.
- Have a bank account set up in the organisation's name, with at least two unrelated cheque signatories
- Be up to date with all reporting requirements for previous Earls Court Development Fund grants (if applicable)
- Have in place (where required), and be able to provide if requested, the following: Health + Safety policy, Safeguarding Adults + Children policies, Equality + Diversity policy, Employers' Liability Insurance, Professional Indemnity Insurance and Risk Assessment Log

If you are an un-constituted voluntary group, or a group of local residents, you will need to identify a constituted organisation to act as your accountable body or 'parent organisation'. For example, this could be a local charity, constituted TRA or housing association that is willing to accept any grant money on your behalf. The application form must be completed by the un-constituted group and you must have agreement from the parent organisation confirming they can support you.

What We Will Fund

You can apply for funding to cover project activities and staffing, running costs related to the delivery of the project, as well as the purchase of equipment you may need. All budgeted items must relate directly to the delivery of the proposed project. This can include essential operational costs, including apportioned core costs (such as staff time, utilities, rent, food costs) for the project.

What We Won't Fund

The Earls Court Community Fund will not fund:

- Projects that take place outside of the Earls Court Opportunity Area if the majority of the beneficiaries don't live or study in the Area
- Grants to individuals

- Expenditure or activities that have already taken place
- Services which are a statutory responsibility (i.e. are the responsibility of the Council, Government or Health Authorities)
- Religious or political activities (however we are able to fund religious organisations if they are providing benefits for the wider community)
- Projects that have no community or charitable element
- Activities that benefit individuals, rather than the wider community
- Foreign travel

Monitoring

If your application is successful, you must be able to spend the money within 12 months of receiving the grant. This funding requires an interim progress report during the project, and an online end-of-grant report to be submitted at completion of the project.

You will be asked to report on (and may be asked to evidence):

- The activities you carried out with the funding
- How you spent the grant (please keep financial records, including receipts and invoices)
- Outputs e.g. numbers of people benefiting, numbers of volunteers, numbers of sessions etc.
- The impact of your project i.e. the difference the project has made to participants and how you have measured this
- Photographs of the project activities (if appropriate)
- A case study from one participant including quotes of how the project has supported them
- Learnings or challenges experienced throughout project delivery

The contribution of the Earls Court Community Fund must be acknowledged in any promotional literature or annual report issued on your behalf within twelve months of receiving the grant or any instalment of the grant. We reserve the right to use any photographs or details of the project in any future literature and/or promotion.