

The Kerslake Award

Fund Guidelines

About The Kerslake Award (Grants)

The Kerslake Award has been developed in memory of former Peabody Chair, Lord Bob Kerslake, who passed away in 2023 after a short battle with cancer. Lord Kerslake was a remarkable individual who worked tirelessly to improve people's lives. During his tenure as Chair of Peabody, he was a passionate advocate for our communities.

The Kerslake Award; an annual grant and bursary fund, has been created to not only celebrate the life of Lord Kerslake, but also tangibly help us honour his passion for people and Peabody's social purpose to 'help people flourish'.

Grants of up to £2,000 are available covering costs relating to each proposed project. Requests can be for regular clubs/activities or one-off events which demonstrate value for money. There will be two funding rounds for Grants each year – Spring (May) and Autumn (September). A total of £20,000 will be awarded during each funding round.

Applicants cannot hold more than one grant or bursary within a 12-month period across all Peabody's grant programmes. Unsuccessful applicants can apply again to the next funding round, if eligible.

About Peabody Community Foundation

Established in 1862, Peabody is one of the UK's largest housing associations with over 107,000 homes, and more than 220,000 residents across London and the Home Counties.

Peabody is an organisation with a social purpose that sits at the heart of it does. We work side by side with communities, teaming up with residents, partners and local authorities to help people flourish.

The work of the Peabody Community Foundation is key to the delivery of Peabody's core social purpose and to ensure our neighbourhoods are sustainable. Underpinning our approach is community co-creation and enabling residents to shape and drive change in their own communities.

Conversations with residents and our communities have informed and shaped our vision for the Peabody Community Foundation and our work is carried out under three priority areas of focus – supporting those living in Peabody communities to be 'healthier, wealthier and happier':

1. Healthier – We'll support wellbeing, helping people to thrive physically, mentally and emotionally and live healthier lives.
2. Wealthier – We'll tackle poverty and inequality; supporting people to become financially resilient.
3. Happier – We'll help people to feel connected to, and be active participants in, their communities.

Fundamental to our approach is developing projects with local people and partners and sharing power, ensuring our residents are firmly in the driving seat. We'll keep listening and learning from our residents, communities, and locally rooted organisations - harnessing their skills and passions and positioning our assets and expertise to facilitate community-led action.



Q&A information

Peabody Community Foundation will host a Q&A near the launch of each round of the Fund. The Kerslake Award offers groups and individuals the chance to ask any questions about this funding round and their application.

This round, we will hold two Q&A sessions:

Thursday 8 May from 2pm to 3pm.

[Register for the Q&A on Zoom](#)

Tuesday 13 May from 6pm to 7pm.

[Register for the Q&A on Zoom.](#)

Fund criteria for grants

The Kerslake Award will provide grants for events and projects proposed by individuals (aged 18+), charities, and community organisations that will benefit those living in and near Peabody properties and whose approach to helping people be healthier, wealthier, and happier aligns with our own.

These may include:

1. Community projects and activities that help people become healthier, wealthier and happier. For example, those that bring the community together, tackle social isolation, improve physical, or mental health and wellbeing, encourage community use of our places and spaces
2. Projects that support children and young people. For example, those that support educational outcomes, strengthen children and family relationships or address violence affecting young people.
3. Projects and activities that support people from becoming or at risk of homelessness or provide resettlement support to refugees.

Priorities for funding

- ALL projects MUST demonstrate that the main beneficiaries will be Peabody residents, and activities will be delivered within current government guidelines and run safely with these guidelines in mind.
- Priority will be given to projects and activities led by Peabody residents. If the project is not resident led, applicants will need to demonstrate strong connections with Peabody, strong partnership working with the local community, and a commitment to the local community after the proposed project is complete, as well as a clear understanding of community needs.
- We will be scoring applications based on the originality of the idea and the creative use of funding to connect Peabody Communities. Projects that benefit other people in the community will score highly.
- Applicants may only receive one community grant from any Peabody Community Foundation fund within a 12-month period. Projects/activities and/or individuals/organisations that have received funding through other Peabody community funds within the last 12 months (for example: Black History 365 Fund, Thamesmead Community Fund, Islington Make It Happen Fund) are not eligible to apply to this round.
- Only one grant application will be permitted per individual or organisation in each funding round.
- Successful applicants will have up to 12 months from the offer date to spend any grant awarded, and a further four weeks after this date to submit monitoring. Grants cannot cover activities taking place before any grant is awarded.

- Where an application is unsuccessful, feedback will be provided and if eligible the applicant may reapply in the next funding round.

Who can apply?

Individuals

Individuals are eligible to apply for grant funding to run not-for-profit projects:

- Individual applicants must provide proof of address, photo ID and a bank statement evidencing that the bank account where the monies are to be paid is in their name. This evidence will need to be seen; however, copies will not be retained.
- If an individual applicant is a Peabody resident, then there must be no outstanding rent arrears.
- Please note that for safeguarding purposes we can only accept applications from constituted organisations, not individuals, for projects which work with children and young people under 18 or vulnerable people.

Organisations

The following not-for-profit organisations are also eligible to apply:

- Constituted community and resident groups
- Registered charities
- Companies limited by guarantee
- Social enterprises
- Community Interest Companies (CICs) Limited by Guarantee – not CICs Limited by Shares
- Charitable Incorporated Organisations (CIOs)

Requirements:

- Organisations with an annual income of a maximum of £100,000 may apply for this funding. **Applications from organisations that exceed this threshold will not be considered.**
- Where possible, applicant organisations should have a minimum of 3 unrelated Trustees/Directors/Management Committee members.

Note for internal applicants

Peabody employees are not able to apply for this fund unless: 1) the applicant is a Peabody resident as well as an employee and would be applying in a community or resident capacity, or 2) a Peabody employee is submitting an application on behalf of a community or resident group, with that group's support and involvement.

What can't be funded?

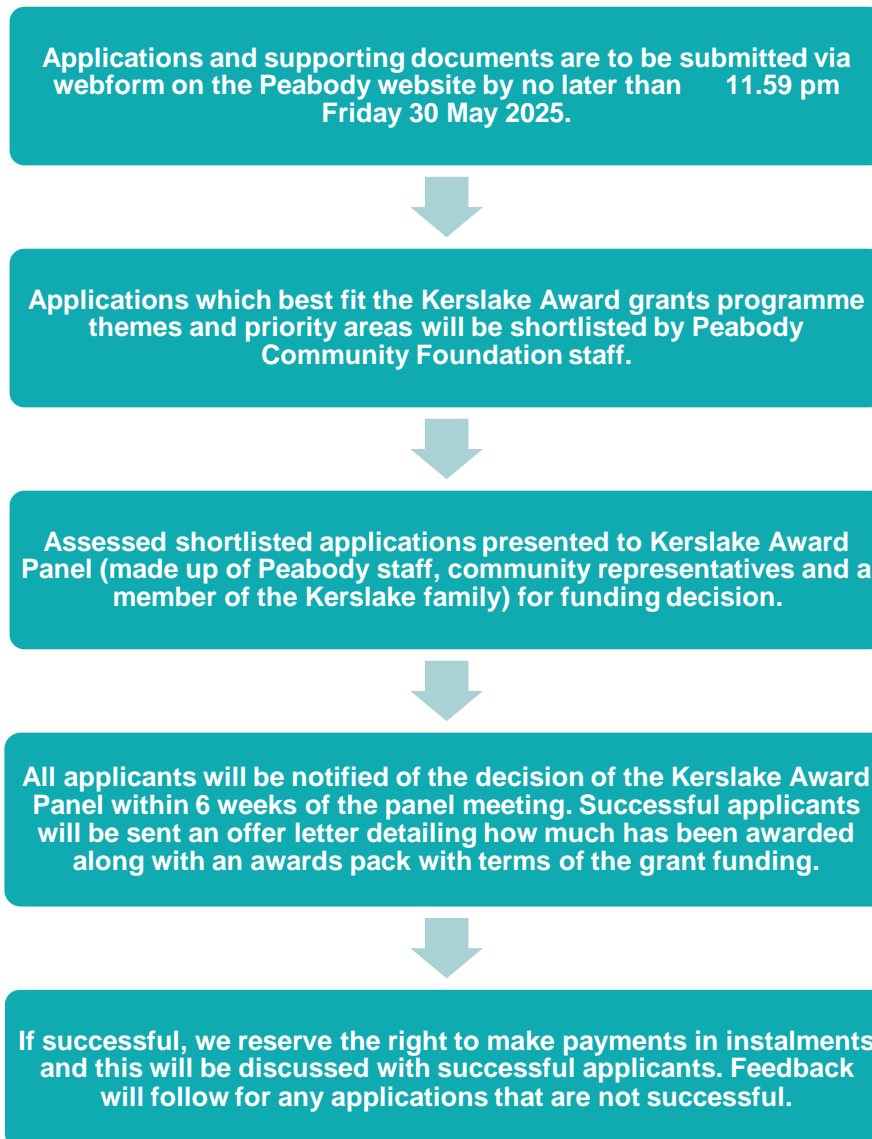
- Individuals running projects for children and young people or vulnerable adults
- Local Authorities
- Any party-political activity
- Purely commercial ventures (for profit)
- CICs Limited by Shares
- Spending that has already taken place (i.e. retrospective funding)
- Individual sponsorship (unless a Bursary application), or redistribution of a grant to individuals or other



organisations

- Activities where people are excluded on the basis of religion, sexual orientation, gender (unless the issue being dealt with is gender-specific), or ethnicity.
- Organisations who have any of the following:
 - Overdue or incomplete monitoring on a previous grant from Peabody Community Foundation.
 - Late submissions of their accounts to the Charity Commission or Companies House in 2 of the last 3 years.
 - Two years of consecutive net current liabilities in their financial statements.
 - Trustees who are paid, unless evidence of approval is provided from the Charity Commission and/or this arrangement is referenced in the governing document.

Funding decision process



Monitoring and evaluation

Groups and individuals in receipt of a grant will be required to complete a form outlining how the grant was spent and highlighting the benefits of the funded project for residents. Each grantee will be provided with a sample monitoring form when awarded funding, and also reminded of any reporting requirements when the funded project is close to finishing.

Monitoring and evaluating the projects funded through the grant fund enables both the grantee and Peabody to better understand the impact of the grant. It helps us to more fully understand community needs, enables both the grantee and us to learn from funded projects and also helps grantees put together information that can help to inform future plans.

It is also recommended that organisations should collect valuable information on how people benefit from your work, what works and what doesn't, how grantees can make services more effective, and also demonstrate to



future funders the value of their work. Peabody staff will be on hand to support grant recipients with any reporting requirements, and links will be provided to online resources that provide further advice and guidance around impact measurement such as: <https://knowhownonprofit.org/organisation/impact> and <http://www.evaluation.org.uk/>.

Closing date for applications

The next deadline for returning your application form and all supporting documents is:

| Closing Date: | Decisions Released | Projects start from |
|--|--------------------|-------------------------|
| Friday 30 th May 2025 at 11.59 pm | w/c 28 July 2025 | September 2025 onwards* |

Successful applicants will have up to 12 months from the offer date to spend any grant awarded, and a further four weeks after this date to submit monitoring. Grants cannot cover activities taking place before any grant is awarded.

**Please note that grantees will have a month to accept the grant offer, and that payment can take up to two weeks to process. Please keep this in mind when you develop your project timeline, especially if you require the funds to be in your bank account before you begin your project.*

How to apply

To apply for this grant, please complete the application form on the [Peabody website](#). Please complete the 'Application form for individuals' if you are applying as an individual or the 'Application form for organisations' if you are applying on behalf of an organisation.

Applications must be submitted by no later than 11.59pm on Friday 30th May 2025 along with the supporting documents (see below). We will email you to confirm receipt of your application.

Please be advised that the online application form **will not** allow you to save your answers and return to complete the form at a later time. Since the forms can't be saved, we recommend you draft your answers in a separate document such as a Word document or a Google document. This will allow you to save your work, review it and paste the answers into the relevant form later. You can also use the application guidance provided on [our website](#) as you draft your application.

Supporting documents

(i) For **organisations**, the supporting documents that will need to be provided are:

- Organisation's Governing Document, i.e. constitution *or* memorandum and articles
- Names and addresses of Management Committee
- Annual Accounts *or* Income & Expenditure (I&E) Sheet for the last financial period for smaller groups. For new organisations with no income, an I&E forecast, and a bank statement will be requested. All organisations should have a bank account in the name of the group, with at least 2 unrelated signatories
- Safeguarding Policies if working with young people under 18 or vulnerable adults. Groups will also need to have a DBS checks policy in place where required
- A copy of the Risk Assessment completed for the required activity (Peabody can provide an example template for this).
- Copies of your Public Liability Insurance and your Employers Liability Insurance where relevant.

(ii) For **individuals**, the initial supporting documents that will need to be provided are:

- Proof of address, i.e. a copy of a utility bill with applicant's name and address on it
- Photo ID, i.e. a copy of applicant's driving licence or passport
- A copy of a bank statement with applicant's account details of where to pay funds, if your application is successful
- A copy of the Risk Assessment completed for the required activity Peabody can provide an example template for this).

If funded, and depending on the project, individuals may be required as a condition of a grant to submit:

- Safeguarding Policies
- A copy of Public Liability Insurance

Living Wage

We actively encourage and support applications from organisations willing to pay staff the real Living Wage, or higher. If you are applying for funding of any staff costs (this could include existing staff members, sessional workers, part-time or full-time posts, freelance workers) you should budget these at the Living Wage or above.

We are sensitive to circumstances where applicants feel that taking up the Living Wage could cause difficulties, in these instances, please explain the circumstances in the Living Wage section of the application form. This does not require employers to pay the Living Wage to apprentices or interns although we recommend it as best practice for employers who can afford to do so.

You can learn more about The Living Wage Funder Scheme at <https://www.livingwage.org.uk/living-wage-funders>.

After applying

We aim to let you know the outcome of your application in around six weeks of the closing date.



We will get in touch with you using the e-mail address you have provided. We aim to give unsuccessful applicants feedback on their application. If you are successful, we will then send you an offer letter which confirms how much funding you will receive.

Successful applicants will have a maximum period of a year to spend the grant, with the monitoring report due within four weeks after the project has been completed

Support for applicants

For all application, eligibility, and process queries, please contact communitygrants@peabody.org.uk and members of the Peabody Community Foundation team will be able to support you with your application.

If you are looking for venues or community spaces to run your activities the team may also be able to assist you with accessing Peabody owned or managed spaces.