

The Kerslake Award

Individual Grant Application Guidance

The guidance is provided to help you complete the questions in the online application form for the Kerslake Award. If you have any further questions, please email communitygrants@peabody.org.uk (be sure to mention that you are interested in applying for the Kerslake Award and in which borough/county your proposed project will take place).

All applications must be submitted via the [online form](#) by 11.59pm on Friday 30 May 2025. Please be sure to review the eligibility criteria and guidance available on our website before applying.

Application Questions

Section 1 - Individual

Applicant Details

Please provide your details for this application. We will send all correspondence about this application to the email address you provide.

You will be asked to provide the following details:

- Title
- First name
- Surname
- Work/Office Phone
- Mobile Phone
- Email address
- Physical Address (street address, city, county, postcode)

Are you a current or past Peabody employee or volunteer, or are you related to any Peabody employee?

Please tell us if you are a current or past Peabody Employee or volunteer, or if you are related to any Peabody Employee by answering 'Yes' or 'No'. If your answer is 'Yes', please provide details in the space provided. Example: I was employed by Peabody from 2010 to 2015. During this time, I worked in Care and Support as Outreach Support Worker.

Please tell us of any communication needs we should be aware of (e.g., large print, English as a second language, braille, or sign language)

Please use the textbox to tell us of any communication needs we should be aware of (e.g., large print, English as a second language, braille, or sign language). If no communication needs are required, please enter 'N/A'.

Have you previously received funding from Peabody including our legacy organisations: Catalyst and Town and Country? If yes please briefly tell us when, how much was awarded and how it was used.

Please share the details of any previous funding you received from Peabody. Be sure to provide details for the grants, such as year awarded, amount awarded, and how you used the funding.

Section 2 - About your project

What is your project called?

Please provide the name of your project. If your project does not have a name, you can use the name of your organisation.

Proposed project start date and end date

Please share the dates you plan to begin and finish your project. Please note that we aim to share the outcome of your application around 6 weeks after the closing date. If you are awarded a grant, the funds will take up to two weeks to process and will only be released after we received your signed contract.

In which Peabody community will your project take place? (Please provide a postcode if possible)

Please share where your project will take place, including the county or borough. If possible, please provide a postcode.

Please tell us about your project idea, and the activities/services a grant would enable you to run?

Please explain what you will do with the grant money.

When and how often will sessions run? For how many people?

Please share when and how often sessions will run. Be sure to share the duration of the sessions. If your project is a one-off project, please share when your project will take place and the anticipated timing of the event.

Please estimate how many people will attend the sessions/project. Be sure to specify the number of attendees you expect to engage per session along with the total number of project beneficiaries, should this be different.

Projects that reach people living in Peabody homes will be favoured. What percentage of engagement in your project do you predict to be from Peabody residents?

Please estimate the percentage of beneficiaries who will be Peabody residents. Proposals with a substantial number of Peabody beneficiaries are more likely to be funded.

Where will you run your activities – indoors or outdoors or online? Do you have permission to use a venue? Would you be looking to use a Peabody-managed space?

Let us know if the sessions will be held online or in person. If you need to hire a space to deliver the project, please tell us if you have permission to use a venue. If you have a space in mind, please let us know if you have made contact with the site managers.

Please let us know if you would like to use a Peabody-managed space. If you know which Peabody-managed space you would like to use, please specify and let us know if you have spoken with the Community Properties team regarding use of the space.

Who will deliver the activities? Tell us about their expertise and experience.

Please share the details of the person/people delivering the activities. Let us know what their relevant expertise and experience they have that enables them to run this project.

How have you identified the need for this project and are you/would you be working with any local partners to help raise awareness or to support the delivery? Will any partner organisation be involved?

Please share how you identified the need for this project. This could be through the request of residents or surveying members of the local community. Be sure to share if you have discussed the project with residents and, if so, what their response to the project is.

Please let us know if you would be working with local partners to raise awareness or to support delivery of the project, and if any partner organisation would be involved.

How are you planning to recruit the participants of your project or event?

Please detail how you plan to recruit participants to your project or event. Share if you will recruit through local partners or a marketing campaign.

What positive change would you like the project to make? How would your proposed project contribute to Peabody's aims of supporting happier, healthier and wealthier communities?

Please tell us what impact your project will have on its participants. As Peabody's aim is to support happier, healthier, and wealthier communities, how would your project align with these aims? Will residents learn new skills, increase their confidence, make new friends, or be less socially isolated?

How will you record these benefits/changes delivered by your project?

Please explain how you plan to record the impact (benefits/changes) delivered by your project. For example, will you use surveys or feedback forms? Will you ask for testimonials?

Section 3 – Project Budget

Project Budget

Please provide details regarding the amount of money you are applying for and what type of items you will be spending it on. Please ensure that your budget breakdown matches the amount entered for the total project cost and total requested cost.

For example, if applying for £2,000.00, what you enter under each category (Staff Costs; Volunteer Expense; Operational/Activity Costs; Capital Costs; Publicity Costs; and Other) must equal £2,000.00.

Additionally, please ensure that the costs and descriptions for each category amount to the total you have provided for each category.

How much money are you applying to The Kerslake Award for?

Enter the amount you are requesting from the Kerslake Award. The maximum grant is £2,000.00.

How much will your project/activity cost in total?

Enter the total cost of your project. If this is more than the grant amount, answer the following questions.

How much has been raised so far?

Enter the amount of money you have already raised for your project.

Are you seeking other funding towards this proposal?

Please answer 'Yes' or 'No' to confirm if you are seeking other funding towards this proposal.

If Yes, what other funders or sources of funds are you applying to and are they secured or not?

If you are seeking other funding towards this proposal, please provide the details of the other funders and whether the funding has been secured.

Staff Costs

Have you budgeted all staff costs at or above the Living Wage? Please type 'Yes' below and provide any comments on any difficulties or positive impact this will have on your group. (Please type N/A if you are not applying for staff costs)

As stated in our fund guidance, we encourage applications from organisation to pay staff the real Living Wage or higher (information on the Living Wage Funder Scheme can be found on [their website](#)). Please share if staff costs have been budgeted at or above the Living Wage. Please detail any difficulties or positive impact this will have on your group.

What are the expected staff costs?

If you are paying staff for this project, detail this cost.

- Total Cost: Enter the total amount of staff costs for this project.
- Requested Cost: Enter the amount you are requesting for staff costs. This is important to include if you have or are planning to secure additional funding for this project.

- Breakdown: Provide details of the staff costs. Example: Drama tutor at £17.50 per hour x 2 hours per session x 40 weekly sessions = £1,400.00.

Be sure that the sum of the items in your breakdown equals the requested and total cost for this section.

Volunteer Expenses

What are the expected volunteer expenses? These costs should cover travel expenses and appropriate refreshments.

Please share the following information for volunteer expenses:

- Total Cost: Enter the total volunteer expenses.
- Requested Cost: Enter the amount you are requesting for volunteer expenses. This is important to include if you have or are planning to secure additional funding for this project.
- Breakdown: Provide details of the volunteer expenses. Volunteer expenses can include items like the travel costs of volunteers and refreshments. Example: Two volunteers at £6 per session each (travel and refreshments) x 40 weekly sessions = £480

Be sure that the sum of the items in your breakdown equals the requested and total cost for this section.

Operational/Activity Costs

What are the expected operational/activity costs?

Please share the following information for operational/activity costs:

- Total Cost: Enter the total operational/activity costs.
- Requested Cost: Enter the amount you are requesting for operational/activity costs. This is important to include if you have or are planning to secure additional funding for this project.
- Breakdown: Provide details of the operational/activity costs. Example: Room hire at £20 per hour x 2 hours per session x 10 weekly sessions = £400.

Be sure that the sum of the items in your breakdown equals the requested and total cost for this section.

Capital Costs (Equipment)

What are the expected capital costs (equipment)?

Capital costs include equipment you will need to purchase for your project.

Please share the following information for capital costs:

- Total Cost: Enter the total capital costs.
- Requested Cost: Enter the amount you are requesting for capital costs (equipment). This is important to include if you have or are planning to secure additional funding for this project.
- Breakdown: Provide details of the capital costs. Example of expected detail: Football nets £100, Art materials £150

Be sure that the sum of the items in your breakdown equals the requested and total cost for this section.

Publicity Costs

What are the expected publicity costs?

Publicity costs are any purchases for advertising your project.

Please share the following information for publicity costs:

- Total Cost: Enter the total publicity costs (equipment).
- Requested Cost: Enter the amount you are requesting for publicity costs. This is important to include if you have or are planning to secure additional funding for this project.
- Breakdown: Provide details of the publicity costs. Example: 200 Flyers - £50

Be sure that the sum of the items in your breakdown equals the requested and total cost for this section.

Other Costs

Are there any other costs expected?

Please share the following information for any other costs you expect for this project:

- Total Cost: Enter the total of any other costs.
- Requested Cost: Enter the amount you are requesting for other costs. This is important to include if you have or are planning to secure additional funding for this project.
- Breakdown: Provide details of the capital costs (equipment). Example: 200 Flyers - £50

Be sure that the sum of the items in your breakdown equals the requested and total cost for this section.

Section 4 – Project Beneficiaries

Beneficiaries

How many people will directly benefit from this project?

Please share the number of people you expect to directly benefit from this project.

How many of these people will be adults?

Please share the number of beneficiaries you expect to be adults.

How many of these people will be children?

Please share the number of beneficiaries you expect to be children.

Which beneficiary groups will benefit from your grant?

Please select as many of the categories below that describes the beneficiaries of your project:

- Black, Asian and minority ethnic
- Carers
- Children and young people
- Ex-offenders/offenders/At risk of offending
- Families/Parents/Lone parents
- Homeless people
- Lesbian, gay, bisexual and transgendered groups
- Local residents
- Long-term unemployed
- Men
- Not in education, employment and training (NEET 16-24) Older people
- People in care or suffering serious illness
- People living in poverty
- People with alcohol/drug addictions
- People with learning difficulties
- People with low skill levels
- People with multiple disabilities
- People with mental health issues
- People with physical difficulties
- Refugees/asylum seekers /immigrants
- Victims of crime/violence/abuse
- Women

Ethnicity

Please list any ethnic groups who will benefit from your grant:

Please select as many of the categories below that describes the beneficiaries of your project. If applicable to your project, you can also select 'All ethnicities'.

- All ethnicities
- African
- Any other
- Asian and Asian British
- Asian and White
- Bangladeshi
- Black African and White
- Black Caribbean and White
- Black and Black British
- Caribbean
- Chinese
- Chinese or other group
- Indian
- Mixed
- Other Asian
- Other Black
- Other Mixed Ethnicity
- Other White
- Pakistani
- White
- White British
- White East European
- White Gypsies and Travellers
- White Irish

Issues

Please list any issues that will be addressed by this grant

Please select as many of the categories below that describes the issues your project would address:

- Arts, culture and heritage
- Bullying
- Caring responsibilities
- Counselling/Advice/Mentoring
- Crime and safety
- Disability and access issues
- Domestic violence
- Economy
- Education, learning and training
- Emergency/Rescue services
- Employment and labour
- Environment and improving surroundings
- Financial exclusion and financial illiteracy
- Gangs
- Harmful practice
- Health, wellbeing and serious illness
- Homelessness
- Housing
- IT / Technology / Digital exclusion
- Language, culture and racial integration
- Mental health
- Offending/At risk of offending
- Poverty and disadvantage
- Refugees/Asylum/Immigration
- Religion
- Renewable energies and recycling
- Rural issues
- Sexual abuse
- Social inclusion and fairness
- Sport and recreation
- Stigma/Discrimination
- Stronger communities/Community support and development
- Substance abuse and addiction
- Supporting family life
- Violence and Exploitation

Age Groups

Please select any applicable age groups for your grant.

Please select as many of the categories below that describes the beneficiaries of your project. If applicable to your project, you can also select 'all ages'.

- All ages
- Early years (0-4)
- Children (5-12)
- Young people (13-18)
- Young adults (19-25)
- Adults (26-65)
- Seniors (65+)

Section 5 – Declaration

You will be asked to check the boxes provided to agree to the terms of application and type the name and position of the person completing the application.

- Please tick this box to confirm that, if your application is successful, you are willing to take part in, where appropriate, in any publicity activities. (This will not affect your application)
- I confirm that the information given on the application form is true and my group has formally agreed that I can act on their behalf. I confirm that I have attached all required additional documents.