

Salford CVS

# Wellbeing Matters Community Asset Fund

2025/26



**Grants from £2,500 up to £10,000 for Salford-based VCSE organisations to receive and support the health and wellbeing of social prescribing referrals from the Wellbeing Matters programme.**

## Who can apply?

This fund is only open to organisations that meet the eligibility criteria below

• Constituted as a voluntary, community or social enterprise (VCSE) organisation	
• Full members of Salford CVS only	
• Based in Salford <b>OR</b> have a strong track record of delivery in Salford	
• With a maximum turnover of £2m	
• With an organisational Bank account with 2 signatories who are not related to each other OR have a holding account at Salford CVS	
• Fully up to date with grant reporting to Salford CVS (if applicable)	
• Submitting a fully completed application to <a href="mailto:grants@salfordcvs.co.uk">grants@salfordcvs.co.uk</a> by <b>12:00 on Friday 19<sup>th</sup> September 2025</b> .	

## Dates to remember

• Closing date for applications	12:00 on Friday 19 <sup>th</sup> September 2025
• Decisions to be made by	Late October 2025
• Delivery period	1 <sup>st</sup> November 2025 – 31 <sup>st</sup> October 2026

# Wellbeing Matters Community Asset Fund

Guidance for Applicants – Summer 2025

## Section 1 – About the fund

### What is the Wellbeing Matters Community Asset Fund?

This fund will be awarding grants from £2,500 - £10,000 to help build VCSE organisations capacity to receive and support the health and wellbeing of social prescribing referrals from the Wellbeing Matters programme.

The Wellbeing Matters programme is a social prescribing approach where Community Connectors link people to VCSE-led community activities, groups and services to improve their health and wellbeing. For more information about the Wellbeing Matters programme and Social Prescribing, please visit the links below:

<https://www.salfordcvs.co.uk/wellbeing-matters>

<https://www.salfordcvs.co.uk/social-prescribing-what-it>

This fund aims to help build and develop the capacity of these local organisations and services, creating a diverse and resilient range of destinations for Community Connectors to link individuals to.

The Wellbeing Matters Community Asset Fund is supported by Salford Integrated Care Partnership (ICP), as part of the Third Sector Fund.

### Fund priorities

Proposals for this round of funding are sought that address identified gaps in provision for Wellbeing Matters referrals. These are:

- a) **Face-to-face befriending** Proposals are welcomed from organisations that can befriend and support those who may feel lonely and isolated. This could be 1.2.1 and/or group peer support activity. Proposals supporting those of different age ranges are welcomed (18+).
- b) **Nutrition advice and support.** Proposals are welcomed from VCSE organisations with appropriate experience / qualifications to be able to

provide dietary advice and support (including cooking and cooking on a budget.

- c) **Physical activities and movement with a social focus** for younger adults. Proposals for options for those aged 18-35 and/or in green spaces are welcomed.
- d) **Activities for refugee and asylum seekers.** Proposals welcomed for creative and cultural activities, physical activity / movement and low level mental health and wellbeing activities.
- e) **Wider proposals** – whilst the four identified gaps in provision (above) form the primary focus for this round of funding, other options for social prescribing destinations will be considered. All such proposals will need to outline the health and wellbeing benefits of provision.

**Projects that serve these priorities will be prioritised at panel.**

**If you would like to discuss how or whether your ideas fit these priorities closely, contact the Wellbeing Matters team (Emma/Nosheela) or [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk).**

## **Additional proposal requirements**

- Over 70% of referrals from Community Connectors involve those of working age. Therefore, options for activities at evenings and weekends are strongly encouraged.
- All proposals will be required to state how they would respond to referral requests for individuals with accessibility or language needs.
- All proposals will need to evidence the experience, expertise and (where applicable) qualifications of staff/volunteers involved in delivering activities
- Where specialist advice is being provided (e.g. dietary) organisations must have in place the appropriate level of professional indemnity insurance.
- All applicants should include a summary of how they intend to promote their activities to the Wellbeing Matters Team

## Referrals vs. wider beneficiaries

As part of this grant, we expect organisations to guarantee capacity within their projects to receive referrals from Community Connectors. However, they do not need to be exclusively for such referrals. As Community Connectors take a 'person-centred' approach to ensure they refer people into an organisation or service that is of interest to them. Therefore, depending on demand, we cannot guarantee you will receive referrals for your project.

It is therefore important that proposals evidence the ability to recruit wider beneficiaries to attend activities / utilise your services.

### All proposals must:

- Address one of the four Fund Priorities or explain the health and wellbeing benefits of a wider offer.
- Whilst providing capacity for referrals from Community Connector, organisations must be able to recruit their own beneficiaries.
- Deliver all activities in Salford, for the benefit of Salford residents (unless there is a specific reason that this is not possible i.e. the facilities are not available in Salford).
- Be for people aged 18 and over (Community Connectors are not able to support people under 18)
- Use the online 'Elemental' system for recording beneficiary progress (training will be provided). If this is not possible, an Excel-based beneficiary progress spreadsheet must be used.

### Who can apply?

Organisations that meet the criteria below are eligible to apply:

- be a voluntary, community and social enterprise (VCSE) sector organisation
- be a full member of Salford CVS at the time of application. To apply for membership please visit: [www.salfordcvs.co.uk/membership-0](http://www.salfordcvs.co.uk/membership-0)
- be based or have a strong track record of delivering in Salford

- have a maximum turnover of £2m
- have an organisational Bank account with 2 signatories who are not related to each other
- Fully up to date with grant reporting to Salford CVS

## What policies / other documentation are required?

All organisations will be expected to have the following policies in place at the time of application:

- a) Health and Safety policy
- b) Equality/Diversity (statement/policy)
- c) Volunteer Policy
- d) Public Liability Insurance (cost can be included in budget)
- e) Professional Indemnity Insurance (if applicable – cost can be included in budget)
- f) Risk assessments
- g) Safeguarding Adults policy
- h) Safeguarding Children policy (if applicable)

## What support is available to applicants?

### Wellbeing Matters Team support

We strongly recommend you discuss your proposal with a member of the Wellbeing Matters team. You can speak to the team if you have any questions or concerns about completing the application form too, please contact:

Emma Eastwood, Wellbeing Matters Development Worker

By email: [emma.eastwood@salfordcvs.co.uk](mailto:emma.eastwood@salfordcvs.co.uk) or call 07421 127 637

Nosheela Rashid, Wellbeing Matters Development Worker

By email: [nosheela.rashid@salfordcvs.co.uk](mailto:nosheela.rashid@salfordcvs.co.uk) or call 07421 127 639

Or

[grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk) FAO Niamh Meehan

### Wider development support

Salford CVS can also offer practical support to VCSE organisations with developing policies, accessing volunteers, and accessing wider funding. For further information, visit our website at:

[www.salfordcvs.co.uk/development-support](http://www.salfordcvs.co.uk/development-support)

See our online Safeguarding in Salford resources:

[www.salfordcvs.co.uk/safeguarding-salford](http://www.salfordcvs.co.uk/safeguarding-salford)

You can also contact our Development Team by phone 0161 787 7795 or email at:

[office@salfordcvs.co.uk](mailto:office@salfordcvs.co.uk)

## How to apply

Please read this guidance in full to ensure your application meets the criteria. To apply, submit a completed application form in advance of the application deadline.

Please complete the application form and submit it by email to [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk) in Word format. Alternatively, it can be posted to: Salford CVS, The Old Town Hall, 5 Irwell Place, Eccles, M30 0FN

## When is the closing date for applications?

The fund will close to applications at **12:00 on Friday 19<sup>th</sup> September 2025**.

## How will applications be assessed?

On receipt of applications, Salford CVS will undertake a number of eligibility checks. A panel consisting of representatives from NHS Salford ICP, Salford CVS and a VCSE sector representative will independently score all applications that are eligible. This assessment panel will then meet to agree the awards and provide feedback to unsuccessful applicants.

## When will we hear the outcome?

All applicants will be informed by email by late October 2025. Unsuccessful applicants will be provided with a summary of feedback from the assessment panel.

## If successful, when will we receive the grant?

On receipt of an offer letter from Salford CVS, organisations will need to complete and return an 'Acceptance of Grant Form' together with an invoice for the full grant amount.

For organisations that have not received a grant from Salford CVS before (or changed bank account since their last award), we will also require proof of bank

details. This can take the form of a scan or photo of a bank statement or paying-in slip.

On receipt of these documents Salford CVS will issue the grant by bank transfer within 5-10 working days. The full grant amount will be paid upfront in line with the 'Principles of Good Grant Giving.'

## How long will we have to spend the grant?

All organisations receiving a grant will have up to 12 months from the date of the offer letter to spend the grant.

## How will our project be evaluated by Salford CVS?

Salford CVS has a three-fold approach to evaluation:

- **Assessing impact** – the difference your project made in words, numbers, stories, quotes and photos
- **Gathering learning** – what you have learned as an organisation, how your organisation has developed and what you would do differently next time
- **Providing assurance** – demonstrating good management of public money

In practical terms, this will mean providing feedback to Salford CVS in the shape of a simple report form when your project is complete. We may also select your project for a monitoring visit (in person or remotely) to help us understand how you are getting on and if you're in need of any support.

As guardians of public money, Salford CVS requires all funded organisations to keep receipts for all project spend after your project completes. Salford CVS undertakes spot-audits every year and you may be asked to provide evidence of your spending.

With your help in providing simple feedback we can demonstrate how grants and investments can make a real difference to the health and wellbeing of local people. This is important in helping us report back to our funders and wider partners, and helps secure investment in our sector over the years to come.

## Any further questions?

Please contact the Grants Team by phone 0161 787 7795 or email at:

[grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk)



## Section 2 - Completing Application Form

### Contact Information

**Question a)** – Please give the name of the lead contact for this application / project. They will be the primary point of contact for all matters relating to this application and any successful project award.

**Question b)** – Please give a secondary contact. They will only be contacted if we have difficulty reaching the lead contact.

### Payment details

**Question c)** – Please provide details of your organisation's bank account (Account name, number and sort code).

### About your organisation

**Question 1)** – Please give the full name of your organisation. This should match the Account Name provided under Payment Details (question C).

**Question 2)** – Please give the registered address of your organisation. If you don't have a registered address as such, please provide the address of your Chair.

**Question 3)** – Please give your organisation's turnover for the last full financial year.

**Question 4)** – Please tell us how your organisation is constituted; examples are provided below:

- Unincorporated Association or Community Group
- Company Limited by Guarantee
- Registered Charity
- Charitable Incorporated Organisation
- Community Interest Company
- Community Benefit Society
- Cooperative Society
- Other (give details)

Please note:

- All organisations must be not-for-private-profit
- Companies Limited by Guarantee must have an 'asset lock' to prevent the transfer of assets to individuals
- Some charities might also be a company limited by guarantee

**Question 5)** – Please give your organisation number (i.e. registered with the Charity Commission or Companies House). Please note that Unincorporated Organisations / Community Groups will not have an Organisation Number.

**Questions 6)** – Please provide the URL (link) to your organisation's website, Facebook, Twitter. Instagram accounts etc. (if applicable)

**Questions 7-9)** – We are keen to support all staffed organisations that pay a minimum wage of at least **£12.60 per hour** as set by the Living Wage Foundation. We also actively encourage organisations to become an accredited [Living Wage Employer](#). If you don't employ staff, please tick the 'not applicable' box (N/A).

If you employ staff and are paying them all a minimum of the real living wage of £12.60 per hour, but are not accredited to the Living Wage Foundation, Salford CVS will consider paying for your first year's accreditation. If you're eligible and interested in this offer, please tick 'Yes' to **question 9**.

**Question 10)** – We expect all organisations to have relevant policies in place at the time of application. Please note that Public Liability Insurance costs can form an element of your bid. If you need advice or support on developing policies, please see the 'What support is available to applicants?' section above.

Please note that you will need to submit copies of the following documents along with your application:

- Safeguarding Adults Policy (required)

## Your proposal

**Question 11)** – **About your offer(s)** Please indicate which of Funding Priorities your offer(s) focus on.

If you propose an activity or service which is not listed (a-d), please describe it in the box below as well as an outline the health and wellbeing benefits that you feel the offer will address.

## **Specific Offer(s) Q12.1 – 12.3**

Referrals are made to Community Connectors, most often from GPs but this can be from other medical services. Connectors work with individuals for up to 10 sessions with the aim to connect them to organisations and services within their local community. In plain language please describe your offer(s) with a view to selling your offer to a Community Connector and new potential beneficiaries.

There is space for you to include 3 activities or services, if you have more than 3 offers please create additional sheets. **Having several offers does not increase the likelihood of your application being successful.**

Not all organisations applying will have a base for activities and we know venues can potentially change due a variety of reasons. Please include an address of where you plan to deliver activities, if successful you can let us know if the venue is likely to change once you start setting up the project. Please note that proposals are welcome for activities at more than one location.

**We ask that funded projects start in November 2025 and must be completed by the end of October 2026.**

As mentioned above if you are successful and receive this grant it does not guarantee you will receive Community Connector referrals and therefore projects should have wider beneficiaries. However, it is essential that space is made for referrals available if a Community Connector makes contact.

**Question 13)** – Please give details of your organisation's experience of delivering proposals of this nature. Also use this space to give details of staff (or volunteers') experience in delivering this work and qualifications (e.g. nutritionist/dietician/PT).

**Question 14)** – Please describe how you make reasonable adjustments to accommodate those with accessibility needs. Also, any additional languages you are able to offer (e.g. a sessional worker who is bilingual in Polish and English).

**Question 15)** – Please confirm that you have discussed your proposal with a member of Wellbeing Matters or Salford CVS staff. This is highly recommended.

**Question 16)** – Please give the details of the person who will liaise with Community Connectors regarding referrals. This will be shared with the wider Wellbeing Matters team including Wellbeing Matters Development Workers and Community Connectors if your project is funded.

**Question 17)** – Please describe in simple language who this project is for. What do they have in common? Perhaps they live in a similar area, are in a specific age range, have similar interests, or belong to the same ethnic background or community.

**Question 18)** – Over and above any referrals from Community Connectors you may receive, how will actively advertise, and recruit additional beneficiaries to your activities / services. Please also summarise how you intend to promote your activities to the Wellbeing Matters Team

**Question 19)** – Please give practical details of how Community Connector referrals will be supported when attending your organisation. You could see this as a journey a client will take when joining. Your response should include who and how you will welcome new beneficiaries, how will you support them throughout the project (e.g. offering a buddy system) and what will you do if someone stops attending, doesn't turn up to activities (e.g. follow up with them by phone).

**Question 20)** – We want you to tell us how you plan to evidence the difference the project has made to the beneficiaries involved. Your [outcomes](#) should relate to the practical changes you want to see in beneficiaries of your project, for example 'Attendees have increased fitness' or 'increased personal connections.' Please use one row per outcome. We also want to understand [how you will measure or assess](#) whether the project has achieved these outcomes, for example using surveys, Outcomes Stars, quotes, observations and/or case studies.

If you have any further questions on this question, please contact the Grants Team by email at [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk) or phone us on 0161 787 7795.

**Question 21)** – As leading member of the Social Value Alliance Salford CVS wants to ensure that as much of its grant monies as possible are spent in Salford, ideally through buying goods and services from local independent businesses or fellow VCSE sector organisations. This helps to support our local economy.

If possible please try and avoid large chains or corporations, and especially Amazon who have been identified as the [worst company for aggressive tax avoidance](#) which deprives our government of much-needed funds for schools, hospitals, local services etc. If you do feel pressured to occasionally use Amazon, then buy from Amazon Marketplace which supports independent suppliers.

Also, whilst your project may be focused on particular health and wellbeing outcomes, the way you deliver it might provide wider benefits for the people, economy and environment of Salford. For example, you might be supporting the mental health of people via a food growing or tree planting project; or you might provide volunteering or training opportunities that boost people's chance of employment.

All these are great examples of added social value where you can make lots of positive change by applying creative ideas from your project team.

## About the money

**Question 22)** – Please give an overview of what your project will cost by describing each item and breaking down your calculation so we can see how you've arrived at the cost for each item. See some examples below.

### Example 1

**Acceptable:** Support Worker - 5hours/week @ £18.75ph x 10 weeks = £937.50

**Not acceptable:** Staffing - £937.50

### Example 2

**Acceptable:** Venue hire – 5hrs/week @ £30ph x 10 weeks = £1,500

**Not acceptable:** Venue hire – £1,500

### Example 3

**Acceptable:** Refreshments @ £2.50 pp x 6 people x 10 events = £150

**Not acceptable:** Refreshments = £150

The item cost figure may be the same as the amount you're requesting. If you have other sources of money, it may be you're only looking for a contribution (see the example below)

Description of item	Breakdown of calculations	Item cost	Amount requested
Support Worker	5hrs/wk @ £18.75ph x 10 wks	£937.50	£500

Therefore, the total cost of the project may be more than the amount you're requesting from the Wellbeing Matters Community Asset Fund. If this is the case, please include the other sources of funding which will support this project and whether the money has been secured or whether an application is pending. Such match funding is desirable but not essential.

### Please enclose

Please confirm you have enclosed your Adult Safeguarding policy and your Child Safeguarding Policy (if applicable to project activities).

### Declaration

Please confirm that you have read the [Terms and Conditions](#) of this grant by giving the name and role of the lead applicant within your organisation.