

SNG: Thriving Communities Fund- Strengthening Place grant Guidance Notes

What is the Thriving Communities Fund – Strengthening Place?

SNG (Sovereign Network Group) is committed to improving customers wellbeing and developing thriving and resilient communities. Our Thriving Communities (Strengthening Place) Fund offers place-based grants that empower local groups to create sustainable, inclusive communities people are proud to live in.

The grant launches on Monday 23 June 2025 offering grants between £1000 and £7500.

We'll prioritise groups operating in SNG neighbourhoods, where their work directly benefits our customers.

We're especially interested in projects that:

- Understand and complement existing local services
- Address identified gaps
- Collaborate with other partners
- Support marginalised, vulnerable, or underrepresented groups
- Focus on youth and ageing well

In 2025/26, our funding priorities are as follows:

1. Community Safety

- Innovative approaches to tackling anti-social behaviour
- Crime reduction
- Safer neighbourhoods

2. Environment and sustainability

- Driving local, long-term environmental improvements
- Supporting local nature recovery
- Promoting community-led climate action enhancing biodiversity

3. Health, wellbeing and social inclusion

- Creating healthier, more inclusive communities
- Supporting intergenerational connections
- Encouraging young people to achieve their goals and plan for the future
- Promoting mental and emotional wellbeing (including creative and holistic approaches)
- Encouraging healthy lifestyles through sport and physical exercise

Priority will also be given to applications that can clearly demonstrate their objectives, the outcomes that their project will achieve and the difference that will be made by their project. We want to see how your-organisation's work will have a positive and long-lasting impact on the local community.

Who is SNG?

SNG (Sovereign Network Group) is a leading housing association, striving to provide quality, affordable homes and places that people love for generations.

We have deep roots in the south of England, with over 82,000 homes focused in a core area covering Berkshire, Devon, Dorset, Gloucestershire, Hampshire, Hertfordshire, London, Oxfordshire, the Isle of Wight, the West of England and Wiltshire.

We're driven by our social purpose, with customers at the heart of everything we do. We build homes and provide great services, but our work doesn't stop at the front door – we invest for the long-term, creating great places to live, working with customers and partners to support them in realising their potential. [Read more about who we are.](#)

Eligibility criteria

To apply for this fund, you must meet the criteria below **and** you clearly demonstrate how your project will engage and benefit SNG customers in the target regions.

1. Eligible groups are:

- Not-for-profit
- Registered charities
- Charitable Incorporated Organisations (CIOs)
- Community Interested Companies (CICs) limited by guarantee
- Community and voluntary groups
- Community benefit societies.
- Social enterprises (not-for-profit)

2. Groups must have written constitution or a governing document outlining their aims, objectives and a dissolution clause or asset lock which states what would happen to any funds should the group have to close.

3. Groups must be governed by a voluntary trustee or management committee, with a minimum of three members, at least two of whom are unrelated.

4. We cannot accept applications from:

- Individuals
- Organisations based outside of the UK
- Companies that pay profits to directors, shareholders, members
- CIC's limited by shares
- Organisations applying on behalf of another organisation
- Groups with no written governance (e.g. a group of volunteers without a written constitution)
- Statutory services (e.g. schools, town/ parish councils) unless the project in question is non-statutory and demonstrates wider community benefit.

5. Activities we will not fund:
 - National appeals
 - Activities that are wholly political or religious in nature
 - Retrospective funding (e.g. projects that have already taken place)
 - Activities that are statutory in nature
6. Groups must have a bank account in their name, with at least two unrelated signatories.
7. Groups must have relevant and up to date insurance and policies in place for their work including safeguarding, health and safety, GDPR and equality and diversity, and we may request copies of these documents for due diligence purposes.
8. We do not set an upper organisational income limit; however, we will prioritise funding groups with smaller incomes.
9. If your organisation already receives funding from SNG, this will be considered by the panel. We are unlikely to award multiple grants unless there is a **clear and distinct need** for a new project.
10. We welcome applications from existing SNG partners and grantees as well as new organisations to SNG.

What will we need to know about your organisation?

At the application stage, you will be required to provide data about your organisation, including your charity/company number (where applicable, or equivalent) and contact details.

If your project is successful, you will also need to provide additional organisational data, including additional contact details and banking information.

SNG Communities

We will prioritise funding groups who are delivering in the following SNG Communities and evidence the impact on SNG customers and communities within their application.

London	
Area	Number of homes
Brent	Over 5000 homes
Westminster	Over 1000 homes
Lambeth	Over 1000 homes
Ealing	Around 700 homes
Barnet	Around 500 homes
Harrow	Around 500 homes
Hackney	Around 300 homes
Newham	Around 300 homes
Tower Hamlets	Around 300 homes
Hounslow	Around 200 homes

Hertfordshire	
Area	Number of homes
East Hertfordshire	Around 4000 homes
Oxfordshire	
Area	Number of homes
Faringdon	Over 500 homes
Abingdon	Over 500 homes
Didcot	Over 500 homes
Blewbury and Harwell	Over 500 homes
Watchfield and Shrivenham	250-500 homes
Ridgeway	250-500 homes

Kensington and Chelsea	Around 200 homes
Islington	Around 100 homes
Hammersmith	Around 100 homes
Haringey	Around 100 homes
Richmond upon Thames	Around 100 homes
Three Rivers	Around 100 homes
Newbury and Reading	
Area	Number of homes
Newbury	Over 500 homes
Hungerford and Kintbury	Over 500 home
Greenham	Over 500 homes
Thatcham	Over 500 homes
Burghfield and Mortimer	Over 500 homes
Lambourn	250-500 homes
Downlands	250-500 homes
Ridgeway	250-500 homes

Wantage and Grove	250-500 homes
Steventon and the Hanneys	250-500 homes
Botley and Sunningwell	250-500 homes
North Hampshire	
Area	Stock density
Basingstoke	Over 500 homes
Kempshott and Buckskin	Over 500 homes
Hatch Warren and Beggarwood	Over 500 homes
Whitchurch, Overton and Laverstoke	Over 500 home
Bramley	250-500 homes
Oakley and The Candovers	250-500 homes
South Hampshire	
Area	Number of homes
Southampton	Over 500 homes
Test Valley (Mid)	50-250 homes
Four Marks and Medstead	50-250 homes

Theale	250-500 homes
Tilehurst	250-500 homes
Reading	250-500 homes
Ise of Wight (IOW)	
Area	Number of homes
Ryde	Over 500 homes
Newport	Over 500 homes
Cowes	250-500 homes
Pan	50-250 homes
Osborne	250-500 homes
Carisbrooke and Gunville	250-500 homes
	250-500 homes
BCP (Bournemouth, Christchurch and Poole)	
Area	Number of homes
Burton and Grange	Over 500 homes
Christchurch	Over 500 homes
Commons	250-500 homes
Kinson	250-500 homes
Canford Heath	250-500 homes
Creekmoor	250-500 homes
Poole	250-500 homes
Weymouth	250-500 homes
Ringwood	50-250 homes
Ferndown	50-250 homes
Bearwood and Merley	50-250 homes
Hamworthy	50-250 homes
Newton and Heatherlands	50-250 homes
Alderney and Bourne Valley	50-250 homes
Bournemouth	50-250 homes
Branksome	50-250 homes
Boscombe and Pokesdown	50-250 homes
Highcliffe	50-250 homes
Milton	50-250 homes
Fernhill and Hordle	50-250 homes

Binsted, Bentleu and Selborne	50-250 homes
Central Meon Valley	50-250 homes
Lymington	50-250 homes
Devon	
Area	Number of homes
Plymouth	Over 500 homes
Exeter	Over 500 homes
Torquay	50-250 homes
Paignton	50-250 homes
Honiton	50-250 homes
Tiverton	50-250 homes
Wiltshire	
Area	Number of homes
Andover	250-500 homes
Swindon	250-500 homes
Chippenharn	50-250 homes
Devizes	50-250 homes
Trowbridge	50-250 homes
Bristol and Gloucestershire	
Area	Number of homes
Bristol	Over 500 homes
Chipping Sodbury	50-250 homes
Gloucester	50-250 homes
Cheltenham	50-250 homes

For more details, please view this [map of SNG homes](#) which shows our properties by location.

If you have a potential project within these areas but you would like more information about our grant eligibility or the location of our communities, get in touch with us at - grants@sng.org.uk

Examples of what we've funded previously

- **Youth service bus**
Delivered 16 youth sessions of diversionary sports and creative activities to boost skills and confidence for young people living in SNG properties. Youth workers also provided emotional, behavioural, and academic support to young people.
- **Community cooking sessions**
Held at an SNG Housing for Older People scheme, these weekly sessions supported customers in cooking nutritious meals using foodbank-style ingredients. The project aimed to tackle food poverty, isolation and poor mental health whilst boosting community connection and cooking skills/knowledge.
- **Youth mental health support**
Provided 6 resilience workshops and 2 peer support groups for 90 young people, aged 11-18 in an SNG community. The project focused on early mental health support, reducing isolation, and promoting social inclusion.
- **Green social prescribing**
Ran weekly gardening sessions over for local people experiencing mental and physical health challenges. Led by an experienced gardener, the sessions helped participants build skills, improve wellbeing, and access further support if needed.

What funding is available?

Grants from £1,000 to £7,500 are available. The grant opens on Monday 23 June 2025, and closes on Friday 30 January 2026 or earlier if all the funding is allocated.

How to apply

To apply for funding, you will need to register your project on the [ActionFunder website](#). ActionFunder is a digital community engagement platform that connects funding bodies with non-profits with the goal of supporting thriving local communities. By launching your project on ActionFunder, you will have the potential to match with multiple different funding pots, not just this fund.

When registering your project, you will be asked for the following information, so please have this on hand when starting your application:

The pitch

The first section of the application is where you will identify why your project is needed and what you intend to deliver. **You have the option to provide this information in written form or submit a video pitch** describing your project idea, why it is needed and why you

are best placed to deliver.

For written applications, you will be asked to answer the following three questions:

3) Problem statement

Your problem statement should identify the issues or barriers that your community faces and why your project is needed. Using quotes and statistics can help us understand the specific needs of your community.

Example: Food insecurity is becoming increasingly common across the UK with the Trussell Trust reporting that 3.1 million emergency food parcels were distributed by their food banks in the last 12 months, nearly double the number compared to five years ago. In Brent, where this project is based, 36% of all children live below the poverty line (Trust for London) and may lack access to good, nutritious food. Whilst at school, children can access free school meals, however, during school holidays many parents struggle to fill this gap. This is an issue that directly impacts customers in SNG communities; we have received feedback from talking to community centres and other local organisations that there has been increasing reliance on food banks in the area.

One customer said: "I often have to make difficult decisions during the holidays. Having to provide an additional meal for my children every day means making sacrifices in other areas."

Our community garden will seek to address these issues by providing local schools with seasonal produce to make family meal kits during school holidays, and running educational workshops in schools to give children and young people the tools to understand why good food matters and empower them to utilise this knowledge in cooking and growing food.

3) Solution

This answer should summarise your project idea and key outputs. By reading this, you should be able to understand what exactly the applicant intends to deliver.

Example: Our project will deliver two key outputs. The first is providing our network of local schools with produce from our community garden. This will be used to make meal kits for families over the school holidays. We have partnered with four primary schools across the borough to take part in the project whose kitchen staff have agreed to help us create the meal kits. We will source other ingredients that we cannot grow from trusted local suppliers. The second part of the project is to go into these schools to deliver growing and cooking workshops with students to educate them about where our food comes from and how we can grow nutritious and tasty food in small urban spaces. We aim to deliver 4 half-day workshops across the course of the year at each school.

3) Why are we best placed to deliver?

Here you should tell us why your organisation will be able to deliver this project well. Do you have specific relevant experience? A team of volunteers? Any relevant qualifications?

Example: We have been an established community garden for 3 years and have built a strong volunteer base to support our work. Our team of volunteers help to ensure that we continually produce high quality ingredients and engage positively with community stakeholders. We have four key part-time staff members who are experts in food growing and community outreach who will deliver project activities. The staff members who will deliver the workshops have previous experience working with young people. The four schools we have partnered with on this project are embedded in SNG communities. We know that SNG customers attend the schools and are therefore likely to benefit from this project.

Delivery plan

The second section of the application is where you provide more detailed information about how much your project will cost and what the impact of your activities will be.

4) Budget breakdown

This section is for you to record your project budget. Whilst we are looking for budgets to represent good value for money, we also want them to be realistic. It is important to know exactly how much you will need to carry out your activities effectively, and not underestimate costs, as this can lead to long-term financial problems and can impact project delivery.

What we will fund:

- Staffing/volunteer costs
- Transport
- Venue hire
- Refreshments and health food provision
- Other direct project costs
- Core costs/overheads (up to a maximum 10%) of your total project cost
- Capital/equipment items associated with your project (up to a total of 25% of your total project cost)

What we will not fund:

- Expenditure not clearly linked to project activities
- Items that do not appear to have been costed
- Activities that fall outside of your delivery timeframe

Example:

Total budget: £3,056

Breakdown of costs:

- o *Staff costs for preparation and delivery of 4 half-day workshops @ £15 per hour (total 40 hours) - £600*
- o *Additional ingredients for meal kits @ £10 per kit (total of 175 kits based on identified need) - £1,750*
- o *Subsistence and travel for volunteers @ £12 each per day - £360*
- o *2 x standard DBS certificate renewal @ £23 each - £46*

- o *Core running costs including contribution to rent (10% of project total) - £300*

4) Beneficiaries

Please specify the total number of beneficiaries you will engage with during your project. You will then have the option to choose specific groups from a multiple-choice list below.

4) Expected impact

This answer should explain what impact you hope to achieve from your activities. Try to be as specific as possible with your outcomes and link this back to your problem statement.

Example: By providing schools with meal kits to use over the school holidays that are healthy, nutritious, and made in sustainable way, we will alleviate a significant stress for parents who are struggling to keep up with rising food costs. This will support families living within SNG communities who are impacted by this issue.

By delivering additional workshops for students, we hope to educate young people about the work we do, inspire them to think differently about food and give them new skills in cooking and growing that they can take with them. The project will also promote local food networks and bring together different community stakeholders. We will evaluate our progress by keeping track of how many meal kits we deliver and getting feedback from participants in the workshops. We expect to be able to directly support 100 families with meal kits and a further 120 students through our educational workshops.

4) Track record

This is an opportunity to give us additional details about what your organisation has previously delivered and could include quotes from previous beneficiaries or partners.

Example: In the three years that we have been established we have developed a team of 20+ regular volunteers and have become a key part of the local community landscape. Please see below for quotes from volunteers and partners:

“We worked with the garden to deliver a series of volunteer days for our staff. They were organised, approachable and gave our staff members an unforgettable experience.”

“I have been a volunteer at the garden for six months and I have already learnt so many new things about local food growing. I feel part of the community and have loved meeting new people.”

Application top tips

Here are some of our top tips to consider when completing your application:

- **Do you meet the eligibility criteria?**

Your application will not be considered if you do not meet the key eligibility criteria listed above. Please carefully consider if you are eligible to apply before submitting your application. If you are unsure, please don't hesitate to contact us at grants@sng.org.uk.

- **Pay close attention to your budget**

One of the main reasons that funding applications are unsuccessful is due to poor budgeting. Above we identify the things we will and won't fund, please read these carefully before producing your project budget. It is good practice to plan your budget for the whole year and

get quotes for all the items included. The more detail you can include the better, but we also understand that some things may change over the course of your project and will work closely with you to resolve any issues that arise.

- **Evidencing need and linking to SNG communities**

We want to know how the money they provide will make a positive difference. Using statistics, quotes and other testimonies can help bring your application to life and showcase why you are best placed to deliver the project. This can be figures to show why the project is needed in your community (through using local surveys, council websites, Government reports) or through testimonies of how your previous work has benefited the community.

Particularly important for this grant is demonstrating **how your activities will directly benefit SNG communities**. This means understanding whether we manage homes in the area your project takes place in, and if so, how your project can offer support to local customers. [See where our homes are here](#).

- **Be clear and concise in your language**

Try to avoid using complex jargon and abbreviations. If you are submitting a written application, keep your writing concise and stick to the key details of your organisation and project. It can be helpful to share a draft with someone who doesn't know about your project to see if they understand what you are aiming to achieve. If you would prefer to submit a video application, you can do this via the ActionFunder platform.

- **Embed sustainability**

We want to ensure that funding has a long-lasting impact, so we recommend embedding sustainability into your project design. For an environment and place project, this may look like incorporating maintenance costs into your project budget. For a project focusing on employment support, this could include providing training qualifications or electronic devices for long-term use.

- **Consider how you will monitor and evaluate progress**

It is important to read over what will be expected of you in terms of reporting on your project and incorporate this into your project model to save you time and difficulty later (see more details regarding reporting expectations below). Consider how you will track financial information as well as other key project data both numerical and qualitative.

Selection process

All eligible projects will be reviewed by our grants panel to decide which will receive funding. Projects that do not meet the eligibility criteria may be rejected prior to panel review, and you will be notified via ActionFunder. We may contact you by email to request additional information before the panel meeting.

If your project is selected for funding, you will be invited to accept or decline the grant through the ActionFunder platform. Before payment is issued, we must complete all necessary checks regarding permissions, policies, and insurance.

Shortlisted applicants who are not awarded funding will receive feedback. Unfortunately, we can't provide individual feedback for applications that don't make it to the short list.

- Applications received between Monday 23 June and Monday 14 July will be considered by our panel in August 2025.
- Applications received between Tuesday 15 July and Tuesday 30 September will be considered by our panel in October 2025.
- Applications received between Wednesday 1st October to Friday 30 January 2026 will be considered at the panel in February 2026.

All projects should be fully delivered by 1-March 2027

Communications and branding

By uploading your project to ActionFunder, you consent to ActionFunder's terms and conditions which allows for the material you upload to be used for marketing and promotional purposes by both SNG and ActionFunder. Please read [ActionFunder's terms of use](#) for more information.

Successful applicants must acknowledge financial support of SNG in its documentation and publicity material by following our communications protocol and brand guidelines. If you are successful in securing funding, our Grants Team will be in touch to share the guidelines.

Reporting requirements

If your application is successful and you receive funding from us, you will be required to meet our reporting requirements for your grant. You will be asked to complete a light touch update mid-way through the project, and an end of project report. You will be notified about the reporting requirements through the ActionFunder platform when the funding has been awarded.

We would also love to hear updates throughout the duration of the project, which you can do via ActionFunder, including what has gone well and any challenges. You will be able to post comments, videos and photos to keep us updated.

At the point of funding being awarded, we will also put you in touch with one of our Community Investment and Partnership Leads for your location. They will be in contact to introduce themselves and discuss potential future partnership opportunities.

Timescales

The grant opens on Monday 23 June 2025, and closes on Friday 30 January 2025 or earlier if all the funds are allocated.

Applications received between:

- 16 June and 14 July will be considered by our panel in August 2025
- 15th July and 30th September will be considered by our panel in October 2025
- 1st October and 30th January will be considered by our panel in February 2026

Task/activity	Date
Grant goes live	23 June 2025
Application window closes	30 January 2026
Successful applicants are informed by	27 February 2026

Useful Links and Resources

- [SNG homes map](#)
- [ActionFunder resource materials](#)
- [Our Actionfunder web page](#)
- [Our web page](#)