



Tampon Tax Fund 2018/19 - Guidance for applicants

Introduction

The purpose of the Tampon Tax Fund is to allocate the funds generated from the VAT on sanitary products to projects that improve the lives of disadvantaged women and girls. The fund was announced by the then Chancellor during the 2015 Autumn Statement: *“There are many great charities that work to support vulnerable women. And my Honourable Friend, the new Member for Colchester, has proposed to me a brilliant way to give them more help. 300,000 people have signed a petition arguing that no VAT should be charged on sanitary products. We already charge the lowest 5% rate allowable under European law and we’re committed to getting the EU rules changed. Until that happens, I’m going to use the £15 million a year raised from the Tampon Tax to fund women’s health and support charities”.*

The launch of this round of funding demonstrates the Government’s continued commitment to ensuring that the VAT received from sanitary products is used to support vulnerable and underrepresented women and girls.

This guide introduces the next round of Tampon Tax Funding and provides details of how to apply.

This funding round is inviting charitable, benevolent and philanthropic organisations from across the United Kingdom to bid into one of three categories: violence against women and girls, mental health and Wellbeing, and a general programme. The criteria for each category can be found below.

Applications should be for £1million or more and be from organisations that can deliver impact across their chosen category and across multiple regions in one or more of England, Scotland, Wales and Northern Ireland. Applications are welcomed from individual organisations or consortia with an identified lead organisation. We are particularly interested in receiving applications from organisations whose projects include (as a way of utilising existing expertise in the sector, increasing geographical reach, and improving impact) making onward grants to other charitable organisations.

Notes:

- this fund is open to charitable, benevolent and philanthropic organisations from across the United Kingdom;
- grants may be for 1 or 2 year projects;
- all activities must be concluded and funds must be spent by 31st March 2020;
- the value of the grant requested in each financial year must not represent more than 50% of the applicant organisation’s, or consortia’s collective, annual income for that financial year;
- where applicable, bids must include details of arrangements for safeguarding children and vulnerable adults as part of their planned activities.

Applicants will be informed whether or not they have been successful in Spring 2018. We expect individual grant agreements will be finalised with successful applicants by Summer 2018. Exact timing will vary on a case-by-case basis.

Application details:

- **the deadline for applications is midnight on Sunday, 28th January 2018;**
- all applicants should answer all questions on the application form;
- completed applications should be submitted via tff@culture.gov.uk;
- all applications received by the closing date will be assessed following the closing date;
- any applications received after the closing date will not be assessed;



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- all available information and guidance relating to this round of funding is contained within this document and the application form;
- as the application process is competitive, the Tampon Tax Fund team are not able to answer individual questions or respond to requests for support in completing the application.

Criteria for categories of funding

Overall, the Tampon Tax Fund aims to support projects that improve the lives of vulnerable and disadvantaged women and girls across the United Kingdom.

Applicants are invited to focus project activities on one of three, broad categories:

- violence against women and girls;
- mental health and wellbeing;
- general programme (for which we have identified a number of sub-themes).

All applications, regardless of the category applied for, will be assessed against the following criteria:

Need: Proposals must provide evidence of a clear need for the project activities, and demonstration of how the specific project activities are a suitable mechanism for overcoming the issues identified;

Ability to Deliver: Applications must demonstrate the organisation's capability and capacity to deliver the project, including through evidence of sufficient specialist expertise as well as through outlining a clear project plan;

Evaluation: Applications must provide plans for robust evaluation of the project, including the level and number of outputs and outcomes to be measured;

Sustainability: Bids must outline the long-term sustainability of project activities, demonstrating that the impact of the project will last beyond Tampon Tax Funding.

Partnership: We are particularly interested in proposals that involve partnership working. Please note: where applications are made by a consortia evidence of partnership arrangements must be provided.

In addition to the standard criteria outlined above, applications should set out (at question 3.7 of the application form) how proposed activities fit the category specific criteria outlined below.

1) Violence Against Women and Girls (VAWG)

Under this category we will consider applications from organisations that support women and girls affected by or at risk of violence or abuse. This includes domestic violence and abuse, sexual violence, so-called 'honour-based' violence, stalking and prostitution and sex work, and we encourage applications from consortia that cover multiple crime types. Projects should include early intervention and prevention of VAWG crimes, as well as victims' services. Applicants should note the following points:

Compulsory criteria - All proposals to this category will be assessed against the following criteria:

1. Proposals must provide additional activity not currently within mainstream provision. This can be through:
 - providing new services not currently commissioned locally or nationally;
 - new approaches to existing services already provided;



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- improving our understanding and response to violence and abuse of women and girls, such as through research or capability-building projects;
 - responding to new challenges, such as those posed through technology or the Internet.
2. Bids must demonstrate how they align with and support the delivery of the [VAWG Strategy](#), in particular one of the following:

Preventing Violence and Abuse, supporting professionals to identify the earliest signs of abuse, and prevent abusive behaviour from becoming entrenched;

Provision of Services, through keeping victims safe and providing the right support at the right time, including through effective responses to perpetrators;

Partnership Working, to ensure that services are flexible and responsive to the victim's experience, through close working between specialist support organisations and making the links to wider vulnerability, including child sexual abuse and exploitation, substance misuse, or gang exploitation.

Additional criteria - Within this category, we will particularly favour proposals that:

- address the needs of women with multiple disadvantages and complex needs where mainstream provision is not always appropriate;
- consider the needs of a diverse range of victims, including hard to reach groups such as BME, LGBTQI, disabled women, female offenders, or women with no recourse to public funds;
- develop tools that have the potential to be rolled out nationally, such as training products or new technology, where a gap has been identified.
- provide specialist services that are not commissioned locally due to low density of users, but where the service would benefit women across a wider cross-Local Authority area.

2) Mental Health and Wellbeing

Under this category we will consider applications from organisations that promote mental wellbeing and prevention of mental illness for vulnerable and disadvantaged women and girls. This includes applications that promote mental wellbeing, public health prevention, early intervention, digital innovations, community based provision and working across sectors.

Proposals should provide additional activity not currently within mainstream provision. This can be through:

- providing new services not currently commissioned locally or nationally;
- new approaches to existing services already provided;
- improving our understanding and response to mental health issues such as through research to build the evidence base and capability-building projects; and
- responding to new challenges, such as those posed through technology, digital innovation or the internet.

In this category, we will favour proposals that:

- promote mental health awareness and wellbeing with individuals and challenge stigma;
- reduce mortality for those with mental health problems including suicide and self-harm prevention and comorbid mental health and substance and/or alcohol misuse;
- promote new models of provision and/or the integration of services across hospital, community, primary and social care;
- include new innovations in digital provision;



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- offer community based provision and providing interventions in alternative settings outside hospital, including crisis care;
- promote better mental health in the workplace;
- offer new approaches to girls and young women's (16-25 year olds) mental health; and
- harness the internet and social media to improve mental health wellbeing.

Bids must demonstrate how they align with Government priorities on mental health, including the Five Year Forward View for Mental, Future in Mind and the Children and Young People's Mental Health Green Paper.

3) General Programme

Under this category we will consider applications for projects that will improve the lives of vulnerable, disadvantaged or underrepresented women and girls. As an indication, projects may be focused in one or more of the following areas:

- alcohol and drug abuse;
- BAME services;
- education and employment;
- engaging excluded and vulnerable women through sport;
- female offenders;
- gender equality;;
- LGBTQI specific services;
- multiple complex needs;
- older women;
- period poverty;
- women with disabilities;
- women with learning disabilities.

Please note: this is not an exhaustive list and proposals that evidence a clear need for, and offer activities to address other issues affecting vulnerable, underprivileged or underrepresented women and girls in the United Kingdom will be considered.

Given the nature of the general programme it is not possible to further define the criteria. The emphasis is on applicants to:

- evidence a clear need for project activities;
- explain how project activities are a suitable mechanism for overcoming the issues identified;
- offer a good level and number of outputs and outcomes;
- outline the long-term sustainability of project activities, demonstrating that the impact of the project will last beyond Tampon Tax Funding.

Guidance for Applicants

Who is running the fund?

The Office for Civil Society, which is part of the Department of Digital, Culture, Media and Sport (DCMS) will run and manage the fund.

Who can apply to the fund?

This fund is open to individual, and consortia of, charitable, benevolent and philanthropic organisations from across the United Kingdom, that propose clear projects that fit the criteria for the relevant category of funding.



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How much funding will be given?

We will consider applications for £1 million or more.

The amount of grant a grant recipient, or consortia, receives per financial year should not exceed 50% of that financial year's annual collective turnover/income. As an example: if an organisation (or consortia) applied for a £1 million grant to be received in an equal split over two financial years (i.e. £500k per annum), the collective annual turnover needs to be £1m or more in order that the grant is not more than 50% of the annual turnover/income.

If applicable, we may seek to adjust this figure based on income of the parent organisation.

We will fund for a maximum of 2 years, up until 31st March 2020. Applicants will be informed whether or not they have been successful in Spring 2018. Although exact timing will vary on a case-by-case basis, we expect individual grant agreements will be finalised with successful applicants by Summer 2018. Projects may start at risk from the date they are directly informed by DCMS that the application has been successful. Expenditure incurred prior to this date cannot be claimed.

If providing onward grants as part of your project you will need to detail how much funding will be used for this purpose and clearly outline in your budget breakdown how much funding will be allocated to project management, services to support recipients of the onward grants, other project activities, etc. It should be noted that if providing onwards grants forms a predominant element of your project, we will provide no more than 6% towards project management costs.

Geographical reach of proposed projects

The Tampon Tax Fund is a United Kingdom-wide fund.

DCMS will ensure a fair distribution of funding reaches beneficiaries in England, Scotland, Wales and Northern Ireland. As such, we are seeking to award funds to a range of organisations that collectively support the whole of the United Kingdom.

Individual organisations do not need to have a national remit but must demonstrate how proposed activities will be delivered across a number of regions or, where possible, more than one of England, Scotland, Wales and Northern Ireland.

Additionally, all applicants must demonstrate that they have planned how lessons learnt from the funded work will be disseminated through relevant networks. If the work addresses issues specific to one of the four United Kingdom nations lessons learned or insights should be applicable elsewhere.

Please note: successful applications which support more than one devolved administrations will be required to sign grant offer letters with each of the relevant devolved administrations (e.g. if your project offers activities in England and Wales, you will need to sign an agreement with DCMS and the Welsh Government).

How many categories can you apply for?

You can apply under one main category, either violence against women and girls, mental health and wellbeing, or the general programme. If you select the general programme category, you can then select one or more of the sub-themes.

If your project addresses more than one of the main categories you should consider the main focus of your project and select the category most relevant to this.



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How many grants can you apply for?

If you would like us to consider more than one project, you are welcome to submit more than one application. You must submit a separate, stand-alone application for each project.

User involvement

All applicants will have to demonstrate how user involvement is built into their work. This means that the users (or potential users) of a service or project must be involved in an appropriate way at all stages. The aim should be to give women and girls more choice and control, both individually and collectively and to ensure that the organisation working with them operates in a way that best meets their needs.

Equal opportunities and diversity

All applicants will be expected to show how their project activities are inclusive and operate within an equal opportunities and diversity framework.

Payment model

All applicants will be expected to clearly set out a proposal for how much funding will be drawn down in each financial quarter and therefore in each financial year. You will need to support this with a detailed budget breakdown. Your drawdown requests and budget must fit the DCMS financial year.

Please note: The DCMS financial year runs 1st April to 31st March.

If your application is successful, your formal grant offer letter will set out the total amount of grant we will pay in each financial year.

Payments will be made quarterly and in arrears. You will need to provide a breakdown of actual, eligible expenditure in order to make a claim. We will only pay out the amount you can evidence as spent.

Variations between proposed drawdown amounts and actual drawdown requests across quarters of the same financial year will be accepted, with explanation and justification. However, we will not be able to vary funds across financial years. Any funds not drawdown by the end of the financial year will become unavailable.

DCMS makes payments in arrears and only pay in advance by exception. If you wish to be paid at the point of need, you will be asked to explain and justify your reasons in your application, this includes ensuring that your request fits with one or more of the point of need criteria outlined in the form. Your request will be considered as part of the assessment process. If your application and point of need request are approved you will be expected to provide quarterly reconciliation details for the duration of your project detailing any underspend against funds received. You will be required to reconcile any underspend before further funding is released. You will also be required to complete a formal Financial Reconciliation Statement (FRS) form at the end of each financial year.

Whether paid in arrears or at point of need, you must be able to transparently report on a quarterly basis (and provide evidence if requested for the purposes of examination) on the use of Tampon Tax Funds. Tampon Tax Funds must be shown as restricted funds in your accounts and you must be able to identify separately the value and purpose of the grant in your audited accounts. You will be asked to describe the financial management systems and processes you will put in place to ensure you can achieve this in your application.



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Monitoring, evaluation and learning

We are committed to ensuring that funded work is appropriately monitored and evaluated and that lessons learnt and examples of good practice are made widely available; evaluation and sharing of good practice should be built into every application.

Applicants will be expected to list anticipated outputs and outcomes and to explain the data collection and monitoring systems that will be put in place to enable these to be evidenced and for projects to be properly evaluated.

Applicants must also demonstrate how lessons learnt from the funded work will be disseminated through relevant networks.

Exclusions

We will not fund:

- academic research - We will not fund academic or desk-based research projects. However, applications for action research, including pilot projects to test new ideas, are welcomed (please note: funding for any follow-on work is not guaranteed);
- advocacy;
- appeals;
- arts - unless projects demonstrate significant benefit in terms of social inclusion;
- campaigning and awareness raising;
- continuation of projects already in receipt of Tampon Tax Funds - there is no automatic guarantee of continuation funding from the Tampon Tax Fund. Applications will be considered for projects that are genuine new developments of previously funded projects provided there are new outcomes and there is a proven need for the proposed service. Any new applications will be processed through the competitive application process;
- core costs - other than for those that can be evidenced as directly related to the project outlined in the application;
- debts or loans;
- fees for professional fundraisers;
- individuals;
- major capital projects related to premises or buildings - we will fund some capital costs if it can be evidenced that they directly related to the project expenditure as part of a larger grant, for example essential equipment and computers for project workers. We would expect to see plans for the future use of funded equipment in the project's final monitoring submission. We will not fund building purchase or refurbishment;
- organisations that are mainly fundraising bodies;
- party political organisations;
- projects outside our funding priorities;
- promotion of religious beliefs;
- rapid response to emergency situations;
- retrospective funding;
- schools, colleges and hospitals;
- services run by statutory or public authorities - we will not support work that is a statutory duty. However, we welcome applications for projects working in partnership with statutory organisations and those involving both the voluntary and public sectors, provided they are led by a voluntary organisation;
- vehicles.



Completing your application form

General tips

- There are a number of guidance notes contained in square brackets in the application form, please read these carefully and respond to all relevant points. Please delete or overwrite the information in square brackets once you have read and understood it;
- Write clearly and concisely avoiding the use of jargon or abbreviations; remember that the assessor reading your application may not have a background in your field of expertise
- Do not exceed stated word limits.

Section 1 - Funding categories

- Read the criteria for each funding category (above) before making your selection;
- Tick the relevant box(es) on the application form to indicate the category to which you are applying.

Section 2 - Lead organisation details

- This section requires you to input details relating to the lead organisation; we welcome applications from consortiums, but require one organisation to take the lead role as the applicant, main point of contact, payee for funds, and responsible body who agrees to ensure the terms and conditions of the grant offer are upheld by all involved;
- Please ensure that the contact details given are for the day-to-day contact for all enquires relating to the project application.

Section 3 - Project overview

- This section asks you to provide an overview of the Tampon Tax Funded project. You are required to:
 - identify the Tampon Tax Funded project by name;
 - list all project partners involved in the project – please note that it is expected that partnership agreements are already in place, or that you have correspondence from authorised representatives at each partner organisation, that confirms involvement in the project and acknowledges submission of your application;
 - evidence the need for the project – what are the key issues that the Tampon Tax Funded project will help to overcome;
 - state the overall aim of the Tampon Tax Funded project;
 - describe what the project will actually do;
 - explain how the project fits with the category criteria outlined above;
 - explain how the project complements national and local strategies relevant to the regions or countries in which the project will be delivered;
 - where relevant, describe the mechanisms for awarding and managing onward grants;
 - list the expected outputs that will be directly attributable to Tampon Tax Funding;
 - list the expected outcomes that will be directly attributable to Tampon Tax Funding;
 - if applicable, explain how and where the Tampon Tax Funded project fits into any wider projects or programmes being run by your organisation or consortium.

Section 4 - Project delivery

- This section asks you to provide details about:
 - **When** (in terms of start, finish and key milestone dates) the project will be delivered;
 - **Where** the project will be delivered (in terms of country, region, locality);
 - **Who** the intended beneficiaries are;
 - **Who** will deliver the project, i.e. what staff or volunteers do you have in place or need to recruit to deliver project activities;



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- **How** the project will be delivered – this includes demonstrating that you have the capacity and capability to deliver the proposed project.
- In particular this section asks you to detail specific project activities by quarter. It is important that you offer as much detail (in bullet point format is acceptable) to help us understand what will be achieved during each time period. If your application is successful, this part of your application will be used to inform your project progress and monitoring report.

Section 5 - Project finances

- This section asks you to set out:
 - the total cost of your project;
 - the amount of Tampon Tax Fund you are requesting;
 - the split of funding across England and the devolved administrations;
- You are required to calculate the cost per beneficiary for your project. We ask you to do a simple calculation of total project cost divided by total number of beneficiaries to provide your answer. You are asked to provide an explanation for the answer. We will not be assessing your numerical answer. We understand that some projects will have a higher cost per beneficiary than others, e.g. projects supporting women or girls with multiple and complex needs may require more time and resource.
- You are required to submit a detailed budget breakdown which clearly shows expenditure by financial quarter and year, noting that our financial year runs 1st April to 31st March;
- You are required to set out your proposed drawdown schedule;
- You will also need to set out your financial management and control mechanisms explaining how you will ensure that Tampon Tax Funding can be accounted for, on a quarterly basis, accurately and transparently.

Section 6 - Mandatory document checklist

- We have provided you with a quick reference checklist outlining all the documents you need to submit as part of your application;
- Please use the checkboxes to indicate which documents you have / haven't included.

Section 7 - Authorisation

- Your application form must be signed by someone with the authority to represent your organisation in making the application, for example: the CEO, the head of finance, or the head of the board of trustees.

How we decide

Applications will be assessed on their individual merits according to the following:

- evidence of need for the project;
- overall clarity of application – how easy it is for us to understand what you are proposing and how well this addresses the issues outlined;
- fit with Tampon Tax Fund criteria for the relevant category or categories of funding;
- fit with government or local authority strategies and services relevant within the regions and/or devolved administrations in which the project will be delivered;
- scale and reach of project outputs and outcomes;
- deliverability – including suitability of timescales, demonstrable capacity and capability, relevant previous experience, and clarity of quarterly activities;
- suitability of monitoring, evaluation and learning mechanisms;
- value for money;
- suitability of financial management mechanisms.

Your organisation will also need to pass our due diligence checks which ensure:



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- the grant award does not exceed 50% of your annual income;
- we have received and reviewed at least 2 references;
- you are registered with the Charity Commission and / or Companies House website and have filed all required returns;
- if you have been funded by another part of Government, we seek feedback from that department;
- you are not already receiving funding for this project from Government, meaning your project is funded twice;
- trustees are not related and there is no indication of fraud;
- where multiple organisations are located at the same post code, there is no indication of fraud - if you do have the same post code as other organisations you will be asked to provide an explanation.

Please note: in the event your last financial year end was more than 6 months ago we may request further accounting information at a later date as part of the due diligence process.

The decision about which applications receive funding will also take into account the need to ensure a fair geographical and thematic spread of activities across the United Kingdom.

Please note: although DCMS will make the final decision:

- applications which focus on violence against women and girls will be assessed by colleagues from the Home Office;
- applications which focus on mental health and wellbeing will be assessed by colleagues from either the Department of Health or the Department for Communities and Local Government;
- colleagues in the Department for Digital, Culture, Media and Sport will assess applications that respond under the general programme, seeking input from colleagues in other departments with specific expertise where required;
- applications which include delivery of activities within the devolved administrations will also be reviewed by colleagues in the relevant devolved administration(s).

You will not be contacted for clarification or further information. It is your responsibility to ensure your application is concise, fully completed and that you supply all necessary supporting documentation.

The only instance where a government official may contact you is where the level of funding you have requested cannot be met and a lesser amount is being offered. In this case, you will be invited to consider a lesser amount and submit a summary of activities, outputs, outcomes and budget (realigned to fit the revised funding on offer) for consideration. If contacted under these circumstances, please note that the time frame for providing your initial response may be very short.

When making decisions

- We will give equal consideration to all applications that meet our criteria;
- We will be open and accountable in our procedures;
- All staff will be required to declare conflicts of interest. If there is a conflict of interest, they will not be involved in the assessment process or the decision to award a grant.

If you are offered a grant

Our standard terms and conditions apply to every grant we award.

Your grant offer letter will set out any additional conditions that apply specifically to your grant. The letter will also set out what the grant is for and the payment schedule. Once we have awarded a grant,



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we will ask you for regular financial and performance monitoring reports and a final project report at the end of the funding term.

Please note:

- grant money will not be paid until we have received your written acceptance of the terms and conditions attached to your grant offer;
- if applying as a consortium, all partner organisations will also be required to provide written acceptance of the terms and conditions, it will be the lead applicant's responsibility to seek this acceptance;
- you must acknowledge you have received our grant in your annual report and accounts covering the period of the project;
- if there is any breach of the terms and conditions, or your organisation ceases to operate before the grant has been spent, grant monies may have to be repaid;
- when the grant ends, the Tampon Tax Fund does not have a commitment to provide any further funding for the project;
- anyone found to be acting dishonestly in making an application for funding or spending the grant will be reported to the police and may be liable for prosecution.

If you have any complaints about the application process, please contact the Tampon Tax Fund team on tff@cabinetoffice.gov.uk in the first instance.