

BUILDING

A | STRONGER

BRITAIN

TOGETHER

Applying for in-kind support Guidance for applicants

Applying for in-kind support

Guidance for applicants

Contents

What this guide provides	3
Building a Stronger Britain Together (BSBT) programme	4
Before you submit	6
Section 1 – About your organisation	7
Section 2 – About the support you are requesting	8

What this guide provides

This guide aims to provide a clear overview of the eligibility criteria and in-kind support available to community groups.

It also offers a step-by-step guide to applying for support and advice on how your application will be assessed. We encourage all groups to review this guidance before submitting an application.

What we are looking for

In-kind support exists to help you amplify the work you are doing to counter extremism (CE). This could be linked to the work of your whole organisation or for a specific project. It may be work that you are already doing, or you might want help to start tackling a need which exists in your community.

We ask that your proposal is aligned with one or more of the Building a Stronger Britain Together (BSBT) programme objectives:

- Increase the resilience of individuals and communities to extremism;
- Build the confidence and skills of individuals and communities to challenge extremism;
- Provide and promote direct positive alternatives to extremist narratives.

More detail on these objectives is provided on pages 4 and 5.

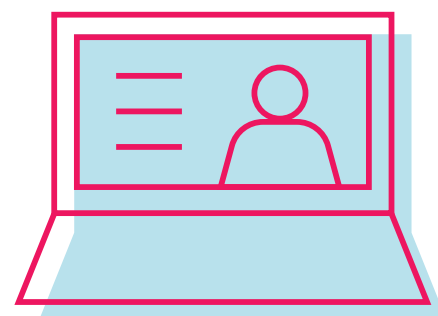
In addition to ensuring that your proposal is aligned to the programme's objectives, we are particularly keen to receive applications that demonstrate:

- How the support requested will amplify work which is evidenced to be effective in countering extremism;
- How the impact of the support will be sustainable in the long term.

Given the ongoing trend of extremist activity shifting to the online space, we are particularly interested in organisations that are looking to undertake work to promote positive alternative narratives to counter extremist content online and/or challenge extremist activity online.

In view of the current pressures that everyone is facing due to the COVID-19 pandemic, the BSBT Programme team are aware that it may affect organisations in many different ways. We will be mindful of that at every stage of the process from application to delivery and evaluation. We will assess any COVID-19 issues on a case by case basis.

Before submitting an application, please check the basic eligibility criteria listed on page 6. This includes signing up to our values and ensuring you meet key organisational criteria.



Building a Stronger Britain Together (BSBT)

BSBT is the main delivery programme under the government's 2015 Counter Extremism Strategy. Launched in 2016, it aims to support civil society and community organisations across England and Wales in standing up to extremism in all its forms and offering vulnerable individuals positive alternatives.

Civil society organisations who are working to counter extremism are able to apply for in-kind support through the BSBT programme. Packages of support up to a maximum value of £75,000 are awarded to organisations to expand their capabilities in delivering communications aligned to BSBT objectives (detailed below).

Through BSBT, the Home Office seeks to achieve the following objectives:

Objective 1:

Increase the resilience of individuals and communities to extremism

- Protect those working to counter extremism from threats and intimidation and support victims of extremism and hate crime;
- Increase organisational capability and capacity to build resilient communities to extremist narratives, thereby reducing vulnerability and risk to extremist narratives;
- Bolster individuals' and communities' protective factors (e.g. understanding of what constitutes an extremist narrative, improved critical thinking skills, empathy, civic participation);
- Encourage dialogue and engagement between specific communities to support vulnerable and isolated individuals and families;
- Build resilience to extremist narratives, namely messaging that goes against our common shared values.

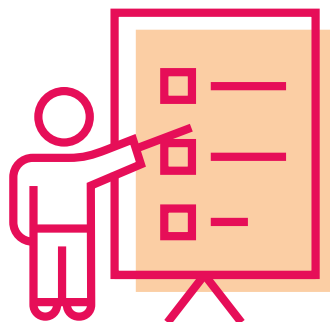
Objective 2:

Build the confidence and skills of individuals and communities to challenge extremism

- Upskill others to help them understand, build, and maintain the skills needed to challenge extremists, in turn developing their confidence;
- Provide specific CE skills to consolidate and expand the reach of those individuals countering extremism (e.g. how to identify/report hate crime; how to challenge extremism online);
- Build the soft skills of those in the community (e.g. confidence, leadership) to challenge/act as 'champions';
- Deliver capacity building activity to support the network of credible voices and encourage the sharing of information to strengthen the fight against extremism (e.g. IKS, Network training sessions, Network information sharing, Community Coordinator activity);
- Provide practical support and advice to communities on how to challenge activity of extremists.

Objective 3:**Provide and promote direct positive alternatives to extremist narratives**

- Support individuals and societies to promote narratives of tolerance and respect, and challenge intolerant and divisive views publicly;
- Have a network of credible local voices to confidently challenge extremist rhetoric and put forward credible, positive alternative narratives that bind communities together;
- Develop and share tools and resources which subvert or propose alternatives to extremist messaging and raise awareness of relevant issues or harms linked to extremism;
- Directly address and counter particular extremist narratives or harms (e.g. debate sessions; support for victims of relevant harms).



Before you submit

There are a number of eligibility criteria you must meet for your application to be considered:

- The BSBT programme is built on a foundation of shared values including democracy, free speech, mutual respect and opportunity for all. We will only work with organisations that share these values and are committed to acting and working in accordance with them. We will not fund organisations that do not fully subscribe to these values or conduct activities that attempt to undermine them;
- The process is open to any registered UK charity, Charitable Incorporated Organisations, companies limited by guarantee, not-for-profit registered Community Interest Companies, constituted community and voluntary sector organisations. All applicant organisations must have a registered bank account and a minimum of three unrelated committee members;
- The BSBT programme is available in England and Wales only. Third sector and community groups looking for funding in Scotland for activities relating to building cohesive, resilient and safe communities should email One_Scotland_Mailbox@scotland.gsi.gov.uk who will be able to provide more advice on appropriate funding opportunities;
- Individuals are not eligible;
- The BSBT programme will be evaluated by an independent evaluator, appointed by the Home Office, to ensure that taxpayers receive good value for money and that projects are having the intended impact. Successful bidders will be required to actively engage in all evaluation activities.
- For all projects, this will include a survey at the start of your project to tell us about your planned activities and a second survey at the end of your project to tell us how things have gone. Successful bidders may also be invited to take part in a further study to understand the impact of your work or your experience of the BSBT programme more generally.
Please note that a failure to respond to communications from the appointed evaluator will be deemed as a breach of your agreement with the Home Office and could result in support being withheld. Please also note that work on your project can only begin once you have completed the first evaluation survey.
- This is an open process and the Government will be transparent about the identity of successful bidders. This is likely to include publishing a list of successful groups and asking groups to acknowledge government support openly on their website alongside the acknowledgement of the support provided by other organisations. Support will be conditional on groups being transparent in this way. The transparency required relates only to the support being provided under this programme, as requested in your bid;
- A DBS certificate for the project lead dated within the last 3 years must be provided on application. If project leads change, your organisation will be responsible for providing a new DBS certificate;
- The successful development of in-kind support is reliant on a close partnership between the recipient, the supplier and evaluator. The recipient will be required to provide initial content and messaging from which the supplier can create assets and engage in all reasonable evaluation activity. The recipient will be expected to supply initial content in the templates provided by the supplier.

Section 1

About your organisation

In Section 1 we ask you for information about your organisation.

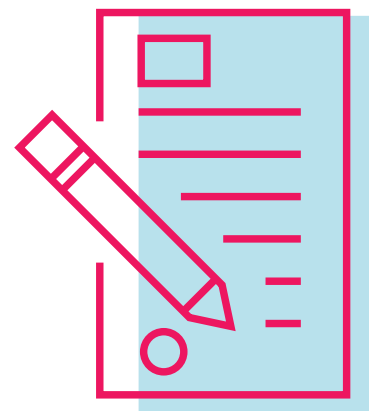
This is so we have a good idea about who you are, what you do and who you support in your community.

We also ask about the role of countering extremism in your organisation to date. This could be part of your whole organisation's strategy or it could be specific projects or partnerships your organisation has worked on.

What role has CE played in your organisation's work to date?

If you haven't worked on CE before that doesn't mean you can't apply.

Please let us know if that is the case and then use this question to tell us why countering extremism has become a priority for you and why you think your organisation is a good fit to help support our CE work.



Section 2

About the support you are requesting

In Section 2 of the application form, we ask for information about the in-kind support you are requesting, including a summary of planned activities, how the requested support will help with your CE activity, and your support requirements.

Is the support you are requesting to help your whole organisation or for a CE specific project?

It is possible to ask for support to amplify the work of your whole organisation. For example, you may want help with how to develop your organisation's social media, or you might want to develop films which you can use to showcase the work of your organisation.

You can also apply for support to amplify work on a specific CE related project. For example, you might be planning a big event and want help with branding, PR and photography at that event; or you might be creating a training course for teachers and need help developing a resource pack for the course.

If the support you are requesting is partially for your organisation and partially for a specific project you can select both. In this case please ensure you are clear when selecting deliverables which ones are for your organisation and which are for a project.

Provide a summary of your CE project, including project activities.

If the support you are requesting is for a specific project, or for both a project and your organisation, you should give details of that project in this question on the application form.

It would be helpful to include the following information:

- What is the problem you are aiming to solve?
- What activities do you plan to deliver?
- Who is your audience for these activities?
- What difference do you think it will make?
- How does this project support CE?



Support requirements

This lists out the level of support you can apply for within in-kind support however, the value of support cannot exceed the value of £75,000.

Once your application has been received, it will be assessed to ensure what you've requested is within this level of scope.

As mentioned, you can select items from multiple categories and within categories two and three you can select as many deliverables as you want and we will work with you to prioritise which of your selected items can be delivered within the budget if your application is successful.

Who is the main target audience for the work you want support with?

This should summarise the main audiences for your support, who you plan to work with/who you'd like to reach through your proposed activity.

What is the extremism need in your local community that this support will help you to meet?

This should outline what extremism need you face in your area that your work sets out to meet, for example, an increase in the levels of anti-Muslim hate crime following a recent far-right march.

This is to help us match support to work which addresses the most pressing extremism needs in your local community.

Please include local statistics, case studies or other evidence of this need where it is available.



Which BSBT objective(s) does the work you want support for align with?

Please select the BSBT objective(s) that your proposed project most aligns with. You are able to pick more than one, if applicable.

- Increase the resilience of individuals and communities to extremism;
- Build the confidence and skills of individuals and communities to challenge extremism;
- Provide and promote direct positive alternatives to extremist narratives.

How will your work help to achieve this BSBT objective?

It is important to the BSBT programme that all the work we support aligns with one or more BSBT objectives and helps us to achieve these. Please explain how the area of work you are requesting support with aligns to your chosen BSBT objective(s) and how having in-kind support would help you better contribute to the objective(s). Refer back to pages 4 and 5 of this guidance for the full breakdown.

Below are two worked examples that will help you to structure some of the key questions from Sections 1 and 2 in the application form.

Case study 1

The first worked case study is relevant to those who applied for support for their organisation as a whole:

Please can you describe the main types of services/activities that your organisation delivers?

Example worked answer:

Our organisation provides support services for people who are the victims of hate crime. This includes a weekly discussion group for women as well as additional professional advice and services to deal with specific issues, for example where legal support is needed or where the women wish to access education and training without prejudice.

Who are the main audiences (demographically) for your organisation and what needs do you support for these audiences?

Example worked answer:

The main audience for our organisation is women who feel marginalised in their communities and who feel they have no voice. The services we offer provide an opportunity for the women to come together in a safe space to discuss their challenges, seek support and, where necessary, access professional advice. There is no other place where these women can do this in their community at present.

What role has CE played in your organisation's work to date?

Example worked answer:

CE plays a central role in our organisation, as its purpose and values are built on the idea of religious and cultural freedom for all. We are increasingly aware of extremist voices and ideologies in our community which threaten this. We know this because we have seen an increase in the victims of hate crime requiring our support services. Our mission is to ensure that nobody in our community has to face this kind of prejudice alone.

Please note that answers to this question, where possible, should include evidence and examples of how the role of CE is achieved.

Briefly explain what help you want from in-kind support.

Example worked answer:

Awareness of our organisation is restricted to word of mouth and those who see our posters. We want to increase our reach and engage a larger audience online.

Our organisation needs communications advice on how it can develop and grow our online community. We are requesting a social media strategy and training so we are able to:

- *Identify and target relevant new members;*
- *Make sure we're posting effectively on our social media channels;*
- *Provide key members of the organisation with training on social media campaigns.*

What is the extremism challenge in your local community that this support will help you to counter?

Example worked answer:

We know from a recent survey that hate crime incidents in the area have increased by 20% over the past 3 years. This has led to people being fearful to leave their home or access public and community services. The numbers of people contacting us for help and requiring our services have increased year on year.

Please note that answers to this question should be supported by data, if possible, or qualitative and quantitative evidence.

How will your work help to achieve this BSBT objective?

Example worked answer:

The support we request aligns with BSBT objective 2: "build the confidence and skills of individuals and communities to challenge extremism". The in-kind support will help to upskill our group to build an online community of support in addition to our current offline services which will greatly extend their reach.

Case study 2

The second worked case study is relevant to those who applied for support for a specific project that their organisation is running:

Please can you describe the main types of services/activities that your organisation delivers?

Example worked answer:

Our organisation provides a range of services for young people in disadvantaged communities to give them a platform to share their experiences, aspirations and concerns for the future. We use creative activities which allow young people to engage in discussions relating to local issues and grievances. We also work with a range of young people referred by youth offending teams and schools. This helps to achieve BSBT objectives by our organisation's ability to upskill participants to help them understand, build, and maintain the skills needed to challenge extremists, and in turn developing their confidence.

Who are the main audiences (demographically) for your organisation and what services do you offer them?

Example worked answer:

Our organisation works with groups of young people between the ages of 14-19 who are from disadvantaged backgrounds and have limited social support or opportunities for personal development. These young people are generally vulnerable to negative influences within their community, such as substance abuse, gang violence and sexual exploitation.

What role has CE played in your organisation's work to date?

Example worked answer:

Extremism is a relatively new area of work for our organisation. We have, however, become increasingly aware of the growing influence of local groups promoting far-right ideas and driving racist and hateful views amongst white British young people. Our organisation began working in the last year with another local group who offer critical thinking training for young people to help them manage challenging conversations. We are keen to do more to tackle far-right narratives in the community.

Provide a summary of your project, including project activities.

Example worked answer:

Our project engages young people vulnerable to influence from far-right groups. It provides a platform to discuss their understanding of extremism and extremists. We provide training to develop critical thinking skills and emotional support to young people. In addition, they can access the organisation's wider skills and training opportunities to improve their future life chances.

Briefly explain what in-kind support will help you with.

Example worked answer:

We want to develop a toolkit to support critical thinking and also understand how to promote sessions to other partner groups – schools, colleges, sports clubs, and youth organisations.

We are thus requesting support to help us develop:

- *Our toolkit into a professionally designed and printed asset for use by ourselves and relevant partners;*
- *A communications strategy for us to engage new partners and promote the project and the toolkit.*

What is the extremism challenge in your local community that this support will help you to counter?

Example worked answer:

Our organisation sits within an area of high deprivation, high unemployment and high truancy. The average age of the population in this area is significantly lower than the national average.

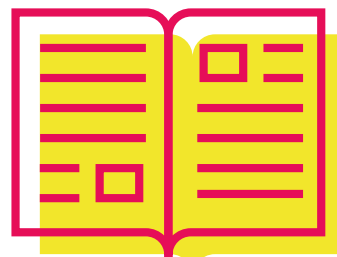
There is a lack of opportunities for young people. Right-wing extremist organisations operate in this location. This is evidenced by identified extremist narratives being asserted by young people in support groups and the prevalence of stickering and posters linked to extremist groups outside of schools.

How will your work help to achieve this BSBT Objective?

Example worked answer:

This project aligns with BSBT objective 1: "Increase the resilience of individuals and communities to extremism" because our project provides young people with a safe space where they can talk about extremist ideas and ask difficult questions without fear of retribution or being branded as racist.

An improved toolkit will be more effective in teaching the young people to challenge extremist ideologies and hatred. The communications strategy will help us to bring these services to a much wider audience.



In which local authority area(s) will the work you want support with take place?

If your activity will be delivered in more than one area, or is online, select the main area.

How will you know if your support has been successful?

Provide detail on both the short and long-term impact of in-kind support, including how you think it will impact the sustainability of your work. Sustainability is very important to the BSBT programme and it would be good to hear how you feel the in-kind support provided will continue to enhance your project and/or organisation once it has all been delivered.

Further points to consider when compiling your in-kind support application.

(i) Ensure your application links back to a theme in the counter extremism strategy.

Such themes include, but are not restricted to, the following:

- a. Extremist narratives and messaging
- b. Hate Crime (motivated by one of the following identities: religion; race; sexual orientation; transgender identity or disability)
- c. Female Genital Mutilation (FGM)
- d. Forced marriage
- e. Honour based abuse
- f. Promoting community resilience
- g. Promoting personal resilience via critical thinking

(ii) Be clear as to how your activity will help to reach your selected BSBT objective(s).

Stronger applications make a clear link back to how the activity they outline, links back to achieving one of the programme objectives.



(iii) Be concise.

It is important to include all relevant information in your application to ensure it's clear what you plan to achieve from your project. In highlighting the work that they undertake, some organisations' applications lack focus.

You will see that certain sections of the application form feature a word limit. Use these as a guide to help you to frame and prioritise your answers.

**iv) Be clear in what you're requesting.**

In-kind support is NOT the same as a grant programme.

As such, you will receive communications support rather than a sum of money.

Applications that reference receipt of monies will be discounted.

**(v) Where possible, consider reviewing your BSBT application with your Community Coordinator.**

The BSBT in-kind support process is transparent. BSBT Community Coordinators cannot therefore write an application for you or indeed advise as to whether your application will be successful or not.

They do, however, have a wealth of experience and knowledge around countering extremism and the wider BSBT network so are well placed to review your application and provide feedback.

If there is not a Community Coordinator in your area, please do feel free to reach out to the BSBT Network Team through BSBT@homeoffice.gov.uk

**(vi) Complaints procedure**

If you have a complaint relating to any aspect of your in-kind support application please contact BSBT@homeoffice.gov.uk



To apply for in-kind support as part of the BSBT programme please visit our website:

[gov.uk/guidance/building-a-stronger-britain-together](https://www.gov.uk/guidance/building-a-stronger-britain-together)

**BUILDING
A STRONGER
BRITAIN
TOGETHER**