

Mayor of London's Shared Endeavour Fund Prospectus

Standing together against racism, hate, intolerance, extremism and radicalisation

Groundwork London is delighted to continue to administer the Mayor of London's Shared Endeavour Fund (SEF) on behalf of The Mayor's Office for Policing and Crime (MOPAC).

In January 2020, the Mayor of London, Sadiq Khan, launched the Shared Endeavour Fund, a grants programme to support civil society projects that strengthen communities against extremism, encourage more Londoners to stand up to hate and intolerance, safeguard Londoners vulnerable to radicalisation and stop the spread of hateful and supremacist ideologies.

In Call One of the fund, despite exceptionally challenging circumstances against the backdrop of a global pandemic, 31 civil society led projects were delivered across the capital. In Calls Two and Three 41 projects were delivered, and in Call 4 an additional 23 were delivered. Over 130,000 Londoners have benefited from directly participating in these innovative and impactful projects.

However, despite so much effective delivery, the threat we face from hate, extremism and terrorism has not diminished, meaning that this vital work needs to continue.

Since March 2017, the Police have foiled a total of 39 late-stage terrorist plots. A record number of young people were arrested for terrorism-related offences in the last reporting period. Counter Terrorism Policing currently have more than 800 live investigations across the country with 60% of all national counter-terrorism investigations located in London. The terrorist attacks in Israel and ensuing humanitarian crisis in Gaza has been utilised by terrorist and extremists to promote hate and advocate violent acts. The UK's counter-terror chief has warned of an 'unprecedented' rise in terrorism threat since the Israel-Gaza conflict started saying "it's hard to remember a more unstable, dangerous and uncertain world".

Terrorism isn't the only symptom of hate and extremism that challenges us. Unacceptable racist, hateful, intolerant and supremacist views continue to exist in the capital.

In the last reporting period, there were more than 145,000 Hate Crimes recorded nationally. In London we have seen recent spikes in Hate Crime driven in part by the terrorist attacks in Israel and ensuing humanitarian crisis in Gaza.

There continues to be multiple groups and individuals who wish to promote intolerance and divide our communities by sowing hate, promoting conspiracy theories and preying on individuals vulnerable to radicalisation both in an online and offline sense.

To most effectively counter extremism, all of society must work together as a shared endeavour. The challenge from racism, hate, intolerance, extremism and radicalisation, and moreover the solution to these issues is often best understood by community groups working at a truly local level. These organisations are at the coalface of London's diverse communities and have the insight, traction and

skills to make a real difference. They often serve those that are most impacted, and they can reach into marginalised audiences who ordinarily might be unlikely to engage with the authorities.

The Mayor will continue to lead from the front in countering racism, intolerance, hate, extremism and terrorism. Whilst there continues to be a vital opening for civil society to lead the charge in tackling hate and extremism alongside safeguarding those vulnerable to radicalisation, the Mayor will offer support. Call Five matches the record breaking investment in Call 4 with £875,000 available for civil society projects. This also sees the fulfilment of both Mayoral Manifesto and Police & Crime Plan commitments.

This latest funding round invites applications from civil society groups delivering projects that will contribute towards the priority themes listed below.

Fund Priority Themes

The Shared Endeavour Fund supports initiatives that challenge racism, intolerance, hate, extremism and terrorism, offline and online, in London. Call Five of the scheme will provide funding for projects that contribute to one or more of the Shared Endeavour Fund's four priority themes. While it is recognised that project proposals may address multiple themes, applicants are strongly encouraged to select the primary theme to which they feel their project can demonstrate the greatest contribution.

Applications must demonstrate that the proposed project sufficiently addresses **at least one** of the Shared Endeavour Fund's priority themes:

1. ***Awareness raising:*** Increase Londoners' awareness of the existence and impact of, as well as counter-narratives to, intolerance, hate, extremism and/or terrorism
2. ***Building psychosocial resilience:*** Strengthen psychosocial factors that promote resilience to radicalisation and extremist recruitment among vulnerable individuals and groups.
3. ***Promote prosocial behaviours:*** Empower Londoners to safely and effectively challenge intolerant, hateful and extremist attitudes and behaviours.
4. ***Strengthen prevention capability:*** Support frontline practitioners in education, social services, civil society and communities to prevent and counter intolerance, hate, extremism and radicalisation in local schools and communities.

The amount of funding available for prospective projects will be distributed across the Shared Endeavour Fund's four priority themes.

Special consideration will be given to supporting project proposals that address priority theme 2, Building psychosocial resilience to radicalisation and extremist recruitment.

Please note: Projects must address at least one of the priority themes of the Shared Endeavour Fund. It is NOT necessary for projects to address more than one theme. We have found that the highest performing projects have focused their delivery and evaluation on contributing to only one or two of the themes. While it is understood that some projects will work across multiple objectives

it is highly recommended, and indeed preferred, that applicants pick only those themes to which their projects can make the greatest contribution.

1. *Raise awareness: Increase Londoners' awareness of the existence, impact and counter-arguments to racism, intolerance, hate, extremism and/or terrorism.*

Most awareness raising projects supported by the Shared Endeavour Fund will be expected to reach a large number of beneficiaries: primarily young Londoners or members of the general public. While beneficiary targeting will likely be broad under this theme, careful consideration must be given to ensuring projects remain relevant for their intended audiences and salient to the overall aims of the Shared Endeavour Fund. The volume of contact hours with project participants is anticipated to be relatively low for awareness raising initiatives.

Possible focus areas may include, but are not limited to:

- Inoculating Londoners against extremist messaging and ideologies through exposure to counter and alternative narratives.
- Sensitisation to the existence and impact of racism, intolerance, hate, extremism and terrorism on individuals and society.
- Promoting digital and media literacy to counter online harms and reduce susceptibility to misinformation / disinformation and conspiracy theories.
- Signposting support, resources and services (online or offline) related to racism, intolerance, hate, extremism, radicalisation or online harms.

2. *Build psychosocial resilience: Strengthen psychosocial factors that promote resilience to radicalisation and extremist recruitment.*

Psychosocial resilience building projects should work with individuals vulnerable to radicalisation and extremist recruitment in London to address identified risk factors. Project proposals must provide a robust justification for why selected beneficiary groups are potentially at-risk of being radicalised into supporting supremacist, hateful or extremist ideologies, or being recruited into extremist groups.

Applications must also clearly explain how project activities will promote psychosocial factors associated with resilience and how these factors link with wider counter-extremism outcomes. Projects funded under this theme are anticipated to reach a low-to-medium number of beneficiaries with a relatively high number of contact hours per individual. Possible risk factors and focus areas may include, but are not limited to:

- Reducing lack of purpose / lack of opportunity - Helping beneficiaries to find a tolerant, non-violent sense of purpose or opportunity in order to reduce their likelihood of finding meaning through identification with hateful or extremist views, or affiliation with extremist groups.
- Reducing ostracism - Helping beneficiaries to feel a sense of belonging within mainstream social relations in order to reduce the potential attractiveness of recruitment to extremist organisations.

- Reducing sense of cultural threat - Reducing cultural and political beliefs that cast out-groups as potential sources of harm and that can lead to the adoption of xenophobic, racist, intolerant or supremacist views.
- Reducing low self-esteem - Helping beneficiaries to develop a greater sense of self-worth in order to reduce the potential for scapegoating out-groups.
- Reducing lack of empathy / lack of perspective-taking - Helping beneficiaries to increase their empathy and tolerance for others in order to reduce their support for ideologically-driven discrimination and violence.

3. *Promote prosocial behaviours: Empower Londoners to actively, confidently and safely challenge intolerant, hateful and extremist attitudes and behaviours.*

Projects that contribute towards this theme should focus on motivating and equipping beneficiaries to adopt prosocial behaviours that challenge intolerance, hate and extremism when they are encountered offline or online. Projects in this area are anticipated to be relevant for a wide range of beneficiaries, including young Londoners and members of the general public, but applications should still demonstrate why selected audiences are in greater need and are more likely to adopt prosocial behaviours and/or encounter hateful and intolerant sentiment.

The strongest applications will include a plan for measuring changes in motivation and assessing if beneficiaries are challenging intolerance, hate and extremism outside of the project delivery. Prosocial behaviour projects are anticipated to engage with a low-to-medium number of beneficiaries with at least a moderate volume of contact hours per individual.

Possible focus areas may include, but are not limited to:

- Training and motivating Londoners to actively “call out” and challenge racist, intolerant, hateful and extremist views they encounter, offline or online, in a safe and constructive manner.
- Equipping and motivating Londoners to perform safe, victim-centric bystander interventions.
- Raising awareness of offline and online reporting processes for hateful incidents and hate speech and encouraging their use.
- Promoting support and engagement with social causes associated with building community cohesion and challenging racism, hate and intolerance.

4. *Strengthen Prevention Capabilities: Support key stakeholders, such as teachers, practitioners and community leaders to prevent and counter racism, intolerance, hate, extremism and radicalisation in their local communities.*

Applications submitted for this theme should train, equip, motivate and/or otherwise support key stakeholders to carry out Shared Endeavour Fund aligned activities during the funding term and beyond. Key stakeholders may include teachers, social workers, faith and community leaders, activists and other practitioners working in schools and local communities throughout London.

Project plans under this theme must include a component for monitoring the activities stakeholders deliver to their ultimate beneficiaries during the funding term. Project impact should also be assessed at both the stakeholder and ultimate beneficiary level. Stakeholder capacity building

projects are anticipated to reach a low number of key stakeholders with a medium-to-high volume of contact hours per individual.

Possible focus areas may include, but are not limited to:

- Aiding stakeholders to identify warning signs of radicalisation and make suitable referrals.
- Empowering stakeholders to have difficult conversations around racism, intolerance, hate, extremism and/or terrorism, and use these skills to educate others in their schools and communities.
- Empowering stakeholders to safely challenge intolerant, hateful or extremist views and conduct limited interventions with individuals in their schools and communities.
- Training stakeholders to design and implement advocacy or counter / alternative narrative campaigns.
- Forging partnerships and connections between and among civil society organisations, community-based organisations and key stakeholders.

Theory of Change

Applicants are advised to consult the full Theory of Change for Call Four of the Shared Endeavour Fund when designing their projects. This document can be found on the Groundwork London website [here](#).

A diagram summarising the Theory of Change is also featured in the appendix of this prospectus.

[It is expected that applicants will reference the connectivity of their project to the Theory of Change within their applications.](#)

Organisation Eligibility

The following groups are eligible to apply for the Shared Endeavour Fund:

- Registered UK Charities
- Charitable Incorporated Organisations
- Companies Limited by Guarantee
- Not for Profit Registered Community Interest Companies
- Constituted Community Groups
- Voluntary Sector Organisations

The Shared Endeavour Fund aims to support those organisations who can undertake impactful and innovative work in countering racism, hate, intolerance, extremism and radicalisation. It aims to provide the opportunity for creative, innovative, pioneering and sustainable work to grassroots organisations who can work with London's diverse communities.

Groundwork London, as administrator of the fund, will work with all applicants to ensure they are eligible to apply.

The Shared Endeavour Fund may prioritise applications from organisations that currently do not have access to current funding in this policy area.

Location Criteria

Project outputs must be London based. Organisations must demonstrate their ability to work in and across sufficient London borough areas dependent on the tier of grant they are applying for (further details can be found below).

Local Authority Support

It is preferable, but not mandatory, to have local authority support for your project. It is advised that you engage with relevant officers in the local authorities which your project is being delivered in. It is strongly desired that as part of the planning for your project prior to submitting an application, you attempt to gain local authority support for your proposal. Please name the local authority officer(s) in question and provide their email address(es) whilst also noting if they are supportive of this project proposal and why

Beneficiary Criteria

Proposed projects must work with participants who live in London. Applicants must consider which audiences are most in need of their activities, who is most likely to participate and benefit from the project and how project activities will lead to counter extremism-related outcomes that support the objectives of the Shared Endeavour Fund.

Applicants must also provide evidence and a rationale as to why they have chosen their direct participant cohort, explaining what specific need they have identified in this group and why this cohort is best placed to benefit from the project.

Applicants should consider their reach, credibility and the sustainability of their project with the cohort of communities they have identified as wishing to work with.

Showcasing Project Outputs

It is expected that projects will actively and frequently promote their outputs using social media (e.g. Twitter, LinkedIn and Instagram). When promoting outputs, the following good practice guidance should be used.

- Projects should incorporate the #SharedEndeavourFund hashtag.
- Posts should tag guest speakers and any partners that were involved in delivering a session.
- Posts should incorporate at least one high quality photo of the session, taking care to ensure consent is sought from individuals featured in photos.
- Where possible video content of the session should be utilised.

- Projects should ask partners and speakers to share the social media posts on their own channels.
- Upon occasion MOPAC may wish to film some delivery. Where possible grantees should be accommodating of this.

How much can applicants apply for?

There is a total grant pot of £875,000 for Call Five. The fund will be divided into the following three-tiered grant opportunities:

Tier 1 grants

- From £10,000 up to £25,000
- Work will take place in at least one or more London boroughs

Tier 2 grants

- From £25,001 up to £50,000
- Work will take place in at least three or more London boroughs

Tier 3 grants

- From £50,001 up to £100,000
- Work will take place across London, with work directly taking place in locations in North, East, South and West London boroughs
- Work should include delivery in at least eight or more London boroughs
- Organisations will have a proven track record in this field
- Organisations must bring an additional minimum match funding value of at least 50% of the requested amount. For example, if bidding for £80,000 from the Shared Endeavour Fund then there would need to be match funding of £40,000.
- Match funding guidelines – match funding must not be from an applicant's reserves. It also excludes match funding from Government departments including the Home Office's Homeland Security Group (HSG). This is also inclusive of funding given to local authorities from HSG (e.g. Prevent Strategy funding).

Multiple project applications

Organisations may submit up to two applications within this funding round. If an organisation submits multiple applications, they must be for two strictly distinct project proposals. These distinct project proposals must also have strictly distinct project beneficiaries. Applicants must make it clear why the two applications are distinct and why it would not be possible to consider delivering them in one project application envelope.

Multiple applications may be made for a mix of different tier groups or for two applications to the same tier. Two separate applications should be made for groups making two application submissions.

For consortia applications, any proposal where it is deemed that organisations are substantive partners (i.e. where all consortium members appear to be of substantive importance) will be considered as one substantive application for all organisations involved.

Where organisations feature as small part of another organisation's application – for example as a guest speaker for one session of a multi-session project proposal – the junior partner will be deemed to be providing a service only and this will not be considered a substantive application for them (as it would be for the applicant).

It is desirable for the programme to fund as many civil society groups as possible to enable a wide reach of project activity and outcomes. Please consider this when submitting more than one application.

There are separate application forms for the three tiers. The required information that applicants will be asked to submit will increase through the ascending tiers. Applicants will need to complete the entire application form specific to their desired tier for them to be considered for the grant. Applicants will need to clearly explain how the grant funding will be used, particularly in respect to how it will effectively contribute towards Shared Endeavour Fund priorities.

Groundwork London may follow up applications with clarification questions if required.

Tier 1 and 2 applications with match funding secured or secured in principle may be prioritised over others. If your project has match funding, clearly state in your application the amount, the source, what it will cover and if it is secured, in principle or unsecured.

Tier 3 match funding will need to be secured and proof of funding will be required.

What can I apply for?

The Shared Endeavour Fund aims to support a broad and innovative range of activities to address the priority themes listed above alongside the outputs stated in the Theory of Change. This means that there may be several different types of projects which could help achieve those objectives.

Projects can tackle a broad array of ideological issue areas including but not limited to Right-Wing extremism (including White Supremacist and Neo-Nazi ideology), so called Islamist extremist ideology (including DAESH and Al Qaeda inspired ideology) and Inceldom. Projects can also work across the multiple harms driven by extremist ideology including but again not limited to antisemitism, anti-Muslim hate, anti-minority hate, anti-LGBTQ+ hate, sectarianism, supremacy and extreme misogyny.

Project activities could include, but are not limited to:

- Community Action - activities that empower community members to challenge hate, intolerance and extremism locally.

- Education – awareness raising and learning or activities specifically with students in schools or universities.
- Creative and Performing Arts - including drama, theatre, arts, games, traditional arts, role-playing themed delivery.
- Sports - inclusion of physical activity as part of the core project delivery.

Direct beneficiaries could include, but are not limited to:

- School, college or university pupils
- Young Londoners
- Youth club, sports club or extracurricular activity services users
- Parents/carers
- Community hub users
- Adults (particularly 18-25)
- Practitioners, including teachers, social workers and community leaders

This is not an exhaustive list and we are keen to hear applicant's ideas.

It is the intention of the Mayor's Office for Policing and Crime that projects should be completed by the end of March 2025.

When would I receive the money?

The eligibility sifting, evaluation, moderation and due diligence processes will take place from the closing of the application window. It is our aim to announce funding decisions during August 2024 with the first grant payment to be made shortly afterwards. It is expected that projects will be able to start in September 2024.

Grant monies will usually be paid in instalments, as follows:

- 40% upfront
- 40% after three months of delivery and on completion of mid-project review, which will examine projected spend
- 20% paid in arrears on receipt of all monitoring, evaluation and expenditure information

What will I need to provide reporting/monitoring on?

Monitoring and evaluation is a critical requirement when spending public sector resources. It is of paramount importance to this fund and applicants should take note of the monitoring and evaluation requirements as these are mandatory.

Successful applicants will be required to collaborate with MOPAC's commissioned Independent Fund Evaluator to collect primary data from project beneficiaries to be submitted along with their reporting. Data collection tools are to be finalised but may consist of a single survey to be

administered to beneficiaries upon project completion by the participant (e.g. after each workshop in a schools-based education project). In this example, the specific questions included in each survey would be tailored to individual projects based on their objectives and activity plans and would be drawn from a shared framework of common survey measures. These measures would be selected from the academic literature based on their reliability and validity for measuring outcomes related to intolerance, hate and extremism.

In addition to the monitoring and evaluation data requested by the independent evaluators, applicants will need to develop and implement their own monitoring and evaluation processes to assist them in assessing the impact of their projects.

Monitoring and evaluation documentation will also be requested by Groundwork London. More information on the requirements will be provided with other awarding documentation after decisions have been announced. These will set out the precise information that will be required, though we can confirm that we will ask for the following types of information:

- Overview of your project
- Evidence of outputs and outcomes
- Number of direct participants
- Demographic data of participants (which will ensure anonymity)
- London boroughs that the project was delivered in
- Expenditure of grants monies, including evidence as required
- Testimonials and case studies
- Skills, opportunities and knowledge gained by participants, both formal and informal
- Examples of how you have showcased your project and the Shared Endeavour Fund

Can I apply multiple times?

Yes. Applicants may submit two applications during this funding round. The two project proposals and direct beneficiary cohorts must be clear and strictly distinct.

For consortium bids and collaborative projects, please see below the answer to the question '*Can groups of organisations apply?*'

Who is providing the funding?

The Mayor of London is providing funding through the Mayor's Office for Policing and Crime (MOPAC).

How are funding decisions made?

This is an open and competitive funding opportunity. Once the application deadline has passed, all applications will go through a decision-making process to ascertain which should receive funding. This consists of several stages including but not limited to:

- Eligibility of each application will be checked.
- Each application will be reviewed by at least three individuals from different organisations, including MOPAC, Groundwork London and the independent evaluator to ensure a range of relevant experience and interpretation is utilised alongside challenging biases.
- There will then be a panel meeting including those who have reviewed applications, where awards will be decided.
- Applications will be considered on their own merits; however, prioritisation will take place to ensure a variety of grant tiers, geography, organisations, project theme, and activity type.
- Applications that are awarded grants in principle will need to pass due diligence checks.

Can groups of organisations apply?

Yes, a group of organisations can apply as a consortium. However, organisations can only submit two substantive applications in which they are the sole applicant or substantive partner in a consortium.

If applying as a consortium you must clearly set out the responsibilities of the different organisations, and the application must be made by a lead organisation, who will be responsible for all monitoring and financial reporting and will be the organisation that will sign the funding agreement in order to release the grant monies.

It is possible for an organisation to make two substantive applications whilst also featuring as a non-lead collaborator (junior partner) on another application. For example, in a small consultancy capacity or to deliver a small percentage of another project. The roles of all organisations will need to be clearly set out in the application.

For more information or if you have any questions, please contact Groundwork London:

Email: SharedEndeavourFund@Groundwork.org.uk

Telephone: **020 7239 128**