Tips for applying to Awards for All

There are three key text questions in an Awards for All application, and it may be useful to consider points you could include in your answers by using **a simple template** to help you draft content (please see later in document and the accompanying slides). Here are some additional tips that may also be useful when it comes to applying:

Describe the outcomes (the actual difference your project makes to people's lives) not simply the activities you will provide

Define the project clearly and show what you hope to achieve e.g. instead of 'we'll support more people to make journeys', consider how the activity (an increased number of journeys) can be improved to show an outcome (for example, people feel less isolated):

'Over 80% of people who use A to B Transport say they feel less isolated and more confident making the journeys they need to make, based on the results of last year's passenger survey. Through this project we'll support an additional 150 people, of whom at least 120 will feel less isolated as a result."

Be specific in backing up your application with evidence so that the funder understands the context you work in

For example, instead of 'A to B Transport is facing increasing demand and having to turn people away', consider what evidence you can use to illustrate this:

"In the past 12 months we have had to turn down over 90 requests for transport due to not having enough volunteer drivers to meet demand. We know from the local Wellbeing Assessment that the population aged over 75 years is expected to grow by 25% by 2030, and demand for our services is likely to increase substantially. The Indices of Multiple Deprivation shows that we are operating in an area that falls within the top 20% most disadvantaged areas, which means people do not have the means to pay high taxi fares if they need door-to-door transport due to illness or mobility requirements. Our proposal will hep us to strengthen our service so we can meet the demand."

Show how local people have been involved in shaping the idea and will continue to be involved

Think about the different ways you have canvassed people for their views and feedback and summarise the challenges they face and how your proposal responds to their needs. For example, your community feedback may have been gathered by:

- asking drivers and volunteers for their observations and ideas
- doing a passenger survey
- attending a local event to speak to potential passengers who don't currently use your services
- when passengers ring the office to book transport, asking them a couple of questions
- community meetings to canvas wider community views and identify gaps in services or areas to develop
- emailing people who use your service, such as community groups, for feedback
- asking stakeholders and supporters their views
- holding a discussion during a board meeting on development ideas
- posting on social media and noting comment threads

How will people will continue to be involved? consider what is the right approach for your organisation. Ideas include:

- offering volunteer roles
- including passenger or driver places on Boards or Steering Committees
- a Passenger Panel or Advisory Group to guide work and offer insights, Task and Finish Groups for specific areas of work

Check the budget is realistic and matches your project activities

Check that all the key elements that have been mentioned in your project outline are covered and that there are no items that appear unrelated or excessive:

- direct costs – such as staff wages and on-costs, volunteer expenses, training, journey booking software
- indirect costs or overheads – such as a contribution towards rent, utilities or administrative support
- compliance and evaluation – costs of gathering data for reporting back to the funder, independent examination or similar

Are there in-kind contributions you can mention in your application to illustrate value for money? e.g. the annual value of volunteer hours contributed (number of volunteers x their average number of hours a week x 52 weeks = hours over a year x £14.10 Real Living Wage 2026).

Show that your project avoids duplication

Funders want to avoid funding multiple organisations to deliver overlapping services. Your work doesn't need to be unique, but it should be distinct from any other services in the area. Space is very limited in the application form so you may only have space for a sentence e.g. *"A Local Authority run flexi service provides a community bus service in our area, but our service differs as we focus on providing transport to health appointments and our service is for disabled people who require door-to-door provision."*

Consider how to show your track record

This can help build confidence in your organisation. For example, you may want to highlight

- **The skills and strengths on your Board or in your leadership team** e.g. *"Our Coordinator has a decade's experience and is a MiDAS trainer. Our Board has representatives from the local College, Community Council, and people with lived experience."*

- **Previous experience of handling similar-sized grants** e.g. *"We successfully delivered a Transport to Health pilot scheme in 2025, with £25,000 from the local Community Fund, which resulted in 100 people accessing essential healthcare appointments."*

- **Any awards / recognition achieved in recent years** e.g. *"We won the 2024 St David's Charity Award for Small Charity of the Year, in recognition of our dedicated volunteer driver team."*

- **Any useful impact statements from the last year** e.g. *"In 2026, over 80% of our passengers said our service had "helped them to access essential service" and 9 in 10 passengers said they felt less isolated."*

Question 1 Template: What would you like to do?

You could use this to jot down any ideas / points that you can use to work your answer up. It is to help you cover the key points the Lottery wants to see. The word count is 300 words for the actual application form so be as concise and specific as possible. Please see accompanying slide deck for an example.

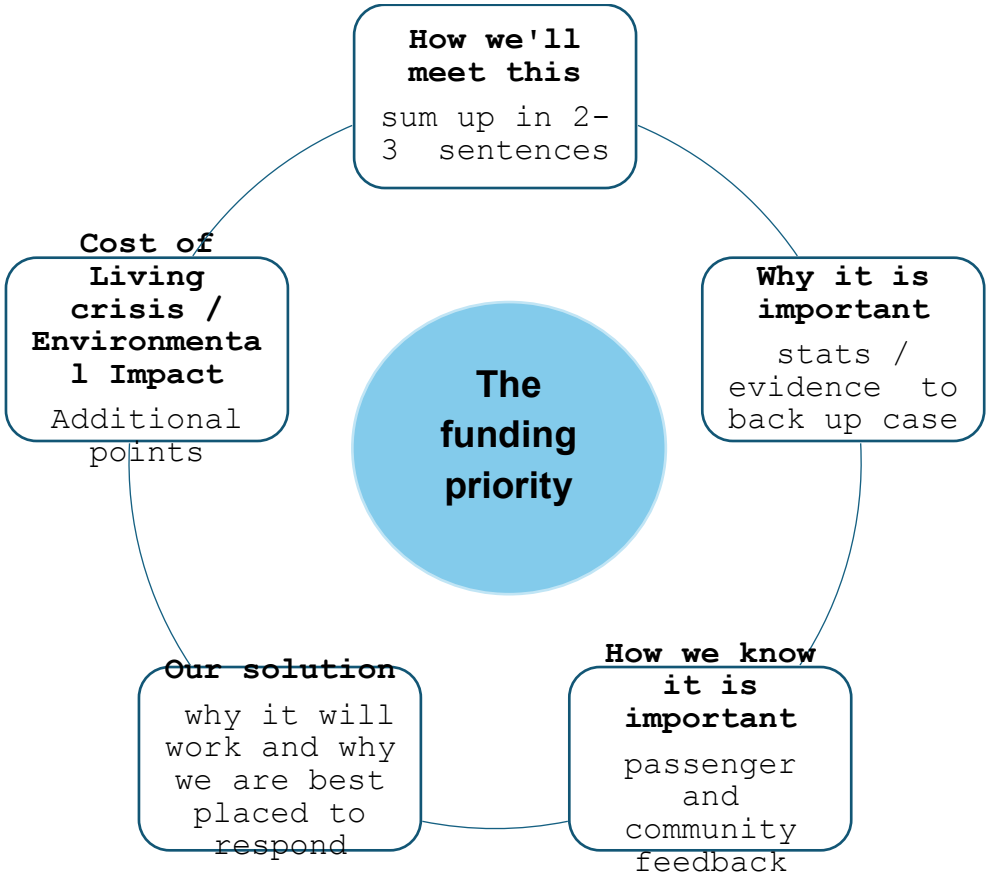
What difference our project will make	**Who will benefit from it**	**How long it will run for**	**How people will know about it**	**How we'll learn from it / use the learning**	**New / continuation activity**
e.g. what is the problem you want to address, what will you do and how will it make a difference?	*e.g. passenger age group, disabled people, people living in a particular area, new volunteers, other?*	*e.g. is it a 1 or 2 year project, when is the start / end date (provide a start date at least 12-16 weeks ahead depending on Lottery decision timescales for your area)*	e.*g. what specific actions will you do to make sure everyone who could benefit from your service knows about it, and how any potential barriers will be addressed*	*e.g. how will you capture learning and where will you share it (such as through forums, networks, blogs, annual report, website, end of project event)*	*e.g. is this funding for a service you already run that's 'tried and tested', or a new service. If it's a new service, what evidence do you have that it's needed?*

Question 2 Template: How does your project meet our funding priorities?

- **bring people together** to build strong relationships in a community

- **improve the places and spaces** that matter to people
- help more people reach their potential by **supporting them earlier**
- support people, communities and organisations who are **facing more demands and challenges** due to the cost-of-living crisis

You may meet one priority really well or meet more than one priority. Please see accompanying slide deck for an example.



Question 3: How does your project involve your community?

How our community came up with the idea	*e.g. what meetings and events or other activities have you attended where you engaged with people about developing your service? This may include drop-in sessions, coffee mornings, passenger surveys, volunteer interviews or group discussions, Board meetings, community group network meetings, phone calls to or meetings with stakeholders, or other activities where you have gathered insight and used this to shape your proposal.*
How many people we have spoken to	*e.g. for any engagement activity you note in the above section now put a figure besides each and work out how many people have you had conversations with in total. This can help a funder see how much community backing there is for your proposal.*
How they will be involved in development and delivery	*e.g. what would work for your organisation – is it setting up a project steering group, having a regular passenger panel that feedback to the Board, holding bi-annual passenger insight sessions, identifying a place on the Board for representatives with lived experience, or setting up a Task and Finish group related to your proposal. There's no 'wrong or right' answer, it's dependent on your organisation and the context it works within.*

We hope this is useful and wish you 'Good Luck' with your application!