

## 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.

Since its launch the Shared Endeavour Fund has delivered 5 years of consecutive funding calls. Over this period more than 100 projects have been funded across the capital which over 180,000 Londoners have directly participated in.

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, Counter Terrorism Policing and MI5 have foiled 43 late-stage terrorist plots and have more than 800 live investigations across the country with 60% of investigations located in London.

The latest data released by the Home Office shows that more people have been arrested for terrorism related offences in 2024 than in the four years previously. This includes record numbers of young people arrested for terrorism offences with figures for both 2023 and 2024 seeing the highest number of under 17s being arrested for terror related offences. Similarly, referrals to the government's Prevent programme, show that young people are increasingly being referred into Prevent with 63% of referrals relating to under 20s.

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 (in the year ending March 2024), there were 140,561 hate crimes recorded by the police in England and Wales. Religious hate crimes increased by 25% in this period and was driven by a rise in offences against Jewish people and Muslims.

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

This was reflected in the unacceptable violent disorder fuelled, at least in part, by Far-Right actors last summer following the appalling murders of three young girls in Southport.

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 crucial role for civil society to lead the charge in tackling hate and extremism alongside safeguarding those vulnerable to radicalisation, the Mayor will offer much needed support and resources. Call Six of his Shared Endeavour Fund matches the record-breaking investment in Call Five with £875,000 available for civil society projects.

This also sees the fulfilment of commitments in the Mayoral Manifesto and the newly published Police & Crime Plan 2025 - 2029, where the Mayor committed to 'invest in more community projects that strengthen communities against extremism, encourage more Londoners to stand up to hate, better protect those vulnerable to radicalisation and stop the spread of hateful ideologies'.

This latest funding round invites applications from civil society groups wishing to deliver 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, on and offline, in London. Call Six 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.

1. **Raise awareness:** Help Londoners recognise and critically assess intolerant, hateful and extremist messages, empowering them to reject harmful ideologies.
2. **Build resilience:** Support at-risk individuals in strengthening their psychosocial resilience against radicalisation.
3. **Promote positive action:** Equip Londoners with the confidence and skills to safely challenge intolerance, hate and extremism.
4. **Enhance prevention efforts:** Provide training and support for educators, social workers and other frontline practitioners to prevent intolerance, hate and extremism.

The amount of funding available for prospective projects will likely be distributed across the Shared Endeavour Fund's four priority themes. However, special consideration will be given to supporting project proposals that address priority theme 2, building psychosocial resilience among at-risk individuals.

**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 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

Help Londoners recognise and critically assess intolerant, hateful and extremist messages, empowering them to reject harmful ideologies.



Recognise warning signs



Increase public understanding



Debunk myths & stereotypes



Counter extremist narratives



Media & digital literacy

**1. Raise awareness:** Help Londoners recognise and critically assess intolerant, hateful and extremist messages, empowering them to reject harmful ideologies.

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 public. While beneficiary targeting can be fairly 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.



Emotional resilience



Self-esteem



Sense of purpose



Sense of belonging



Empathy and perspective-taking



Tolerance of difference

# BUILD RESILIENCE

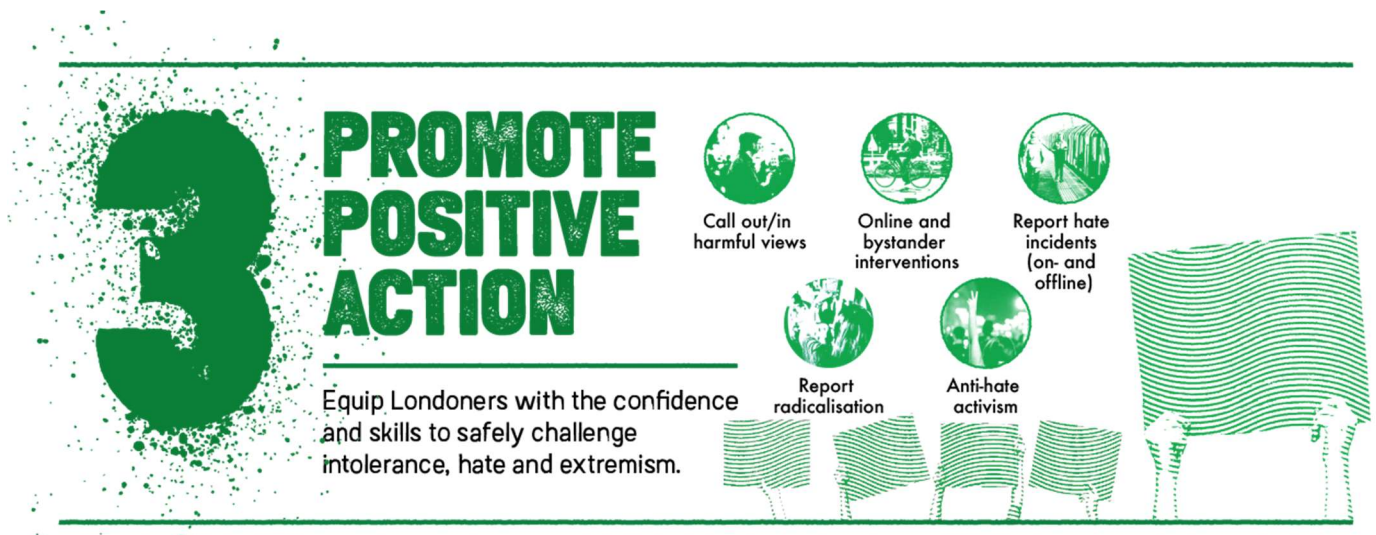
Support at-risk individuals in strengthening their psychosocial resilience against radicalisation.



**2. Build resilience:** Support at-risk individuals in strengthening their psychosocial resilience against radicalisation.

Psychosocial resilience building projects should work to address identified risk factors among individuals vulnerable to radicalisation and extremist recruitment in London. Project proposals must provide a robust justification for why selected beneficiary groups are uniquely 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.



**PROMOTE POSITIVE ACTION**

Equip Londoners with the confidence and skills to safely challenge intolerance, hate and extremism.

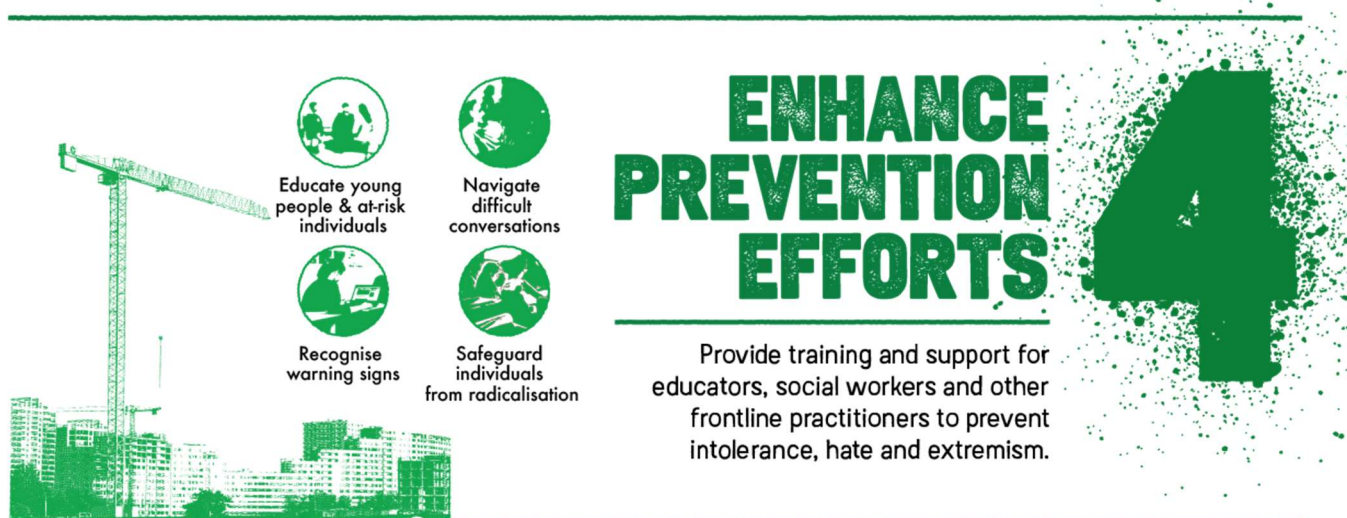
- Call out/in harmful views
- Online and bystander interventions
- Report hate incidents (on- and offline)
- Report radicalisation
- Anti-hate activism

**3. Promote positive action:** Equip Londoners with the confidence and skills to safely challenge intolerance, hate and extremism.

Projects that contribute towards this theme should focus on motivating and equipping beneficiaries to engage in positive actions that challenge intolerance, hate and extremism when they are encountered on or offline. Projects in this area are anticipated to be relevant for a wide range of beneficiaries, including young Londoners and members of the public. However, applications must still demonstrate why selected audiences are more likely than others to encounter hateful and intolerant attitudes and behaviours.

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





**ENHANCE PREVENTION EFFORTS**

4

Provide training and support for educators, social workers and other frontline practitioners to prevent intolerance, hate and extremism.

Educate young people & at-risk individuals

Navigate difficult conversations

Recognise warning signs

Safeguard individuals from radicalisation

**4. Enhance prevention efforts:** Provide training and support for educators, social workers and other frontline practitioners to prevent intolerance, hate and extremism.

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

Projects applying under this theme must include a component for monitoring the activities frontline practitioners deliver to their ultimate beneficiaries during the funding term. Project impact should also be assessed at both the practitioner and ultimate beneficiary level. Projects focused on enhancing prevention efforts are anticipated to reach a low number of practitioners with a medium-to-high volume of contact hours per individual.

### ***Theory of Change***

Applicants are advised to consult the full Theory of Change for Call Six 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 (Participant) Criteria***

Proposed projects must work with participants who live in London.

Applicants must provide evidence and a rationale as to why they have chosen their direct beneficiary 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 also explain how they will ensure that this beneficiary cohort is recruited to their project.

Applicants must also demonstrate how their project activities will lead to counter extremism-related outcomes that support the objectives of the Shared Endeavour Fund.

## Showcasing Project Outputs

It is expected that projects will actively and frequently promote their outputs using social media (e.g. X, 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 Six. The fund will be divided into the following three-tiered grant opportunities:

### Tier 1 grants

- From £10,000 up to £30,000
- Work will take place in at least one or more London boroughs

### Tier 2 grants

- From £30,001 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 delivery 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 delivery 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. The total project would therefore be £120,000.
- 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).

### **Can projects make 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 a 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 main 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.

### **Other considerations**

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 outcomes 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 far-right extremism (including White Supremacist and Neo-Nazi ideologies), so-called Islamist extremism (including DAESH and Al Qaeda inspired ideologies) and mixed, unclear and unstable extremism. Projects can also work across the multiple harms driven by extremist ideologies including, but again not limited to, antisemitism, Islamophobia, 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, colleges 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 attendees
- Young Londoners
- Youth club, sports club or extracurricular activity service users
- Parents/carers
- Community hub users
- Adults
- 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 must be completed by the end of March 2026.

### **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 2025 with the first grant payment to be made shortly afterwards. It is expected that projects will be able to start in September 2025.

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

### **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 moderation 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.

### **Collaborative Working**

The Shared Endeavour Fund prides itself on being a supportive and collaborative initiative.

We have previously communicated our desire for grantees to consider working together where possible and we are grateful for the amazing response this has received in previous calls.

Some of the most impactful examples of previous delivery was resultant from grantees working together.

For Call 6 we would like to enhance this collaboration by creating more formal partnership structures for grantees.

This will be a mandatory condition of the grant and we will provide grantees with more information on this scheme later.

Whilst we will ask applicants to set out how they might collaborate with other grantees we expect applications to focus on the individual delivery of their projects (unless in a consortia bid).

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

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