



Aspire NN Funding Fair 2025 Wednesday 5 March 2025

**Groundwork
Northamptonshire**

**Stronger
Starts.**

TESCO
Community Grants

GROUNDWORK
CHANGING PLACES
CHANGING LIVES

About Groundwork and Funding

- **Groundwork UK** administer a number of funding programmes across the UK
- We are a federation of Trusts working nationally and locally to transform lives in the UK's most disadvantaged communities under the Groundwork banner.
- Locally, we are **Groundwork Northamptonshire** (an independent charity, and part of the federation of Groundwork Trusts) and our main office is based in Kettering.
- Groundwork Northamptonshire focus on promoting the Tesco and Comic Relief funding (currently closed to application) and Grow, Cook Eat funding programmes across Northamptonshire and support groups to apply.



TESCO

Community Grants

Stronger
Starts.

- Tesco community grants fund thousands of local projects right across the UK. Projects that bring benefit to their community will get the green light – these range from improving community buildings & outdoor spaces to buying new equipment, training coaches or volunteers and hosting community projects & events
- In August 2017 Tesco replaced single use carrier bags with new Bags for Life made from 94% recyclable plastic, to help reduce bag use even further
- In May 2021, Tesco Bags of Help was relaunched as Tesco Community Grants
- **Now it is Stronger Starts with a focus on Young People (but still place for any project)!**
- The money raised by the sale of these bags continues to fund the Community Grants programme.
- The sums in the fund have reduced over the years as our use (and purchase of Plastic Bags) has reduced, but Tesco remain committed to local Community support & Funding.

Stronger
Starts.

TESCO

Community Grants



What is Stronger Starts funding?

- Open for applications all year round (3 monthly rolling programme)
- Grants of up to £1.5K available
- Three projects will be shortlisted to go forward to a public vote in each of the Tesco regions every three months
- The three projects each region will be awarded a grant based on the number of votes received: first place receives up to £1,500, second place up to £1,000 and third place up to £500.
- **In each Store region there will be 1x School Project; 1x CYP Project; 1x A N Other Project**
- Grants are available to projects in England, Wales and Scotland
- Projects must deliver a community benefit!
- Plus periodic Golden Token events!



What is the Golden Token event?

- Golden Token events happen periodically (so far twice yearly)
- A store is selected by Tesco randomly for a Golden Token event
- At the given time, a velvet purse is produced containing a number of blue tokens with the addition of One Golden Token!
- Shoppers are invited to select a token from the purse
- If the Golden Token is chosen, that shopper chooses which of the 3 good causes in the voting boxes will have the Golden Token and that project receives £5,000!
- The 2 remaining good causes in the vote will receive either £1,500 or £1,000 at the end of voting period



Our 8 Northamptonshire Tesco Store regions are:

- **Brackley**
- **Corby** (incl Market Harborough & Oundle, Kingscliffe)
- **Daventry**
- **Kettering**
- **Northampton**
 - a – Mereway
 - b - Weston Favell
- **Towcester**
- **Wellingborough** (Inc Rushden, Higham, Raunds & Irthlingborough)



What kinds of projects will it support?

Any that provide Community Benefit!

Current applications include:

Community Workshop; School Learn Outdoors; 1st Responders Lifting Chair; School Laptops and iPads; Pre School Building Repairs and Maintenance; Youth Clubs special needs; Tackling Period Poverty; School Sensory Garden Pond Refurbishment; Theatre Day for Disabled kids; Dance sessions Inclusive Club; School Outdoor Play Equipment; School Multi Sports MUGA; Therapeutic Space for traumatised children; Support to families with mental health issues; Holiday Hunger support to migrants families; School Minibus; Tenancy support to vulnerable people; School Sensory Garden; Scouts Outdoor Equipment; Playgroup Library; School Talking Garden



What kinds of projects won't be supported?

- Work that has already taken place
- Political donations
- Fundraising activities or challenges (e.g. costs for a skydive etc.)
- Running costs and organisation overheads
- Conferences or seminars
- Activities which collect funds for redistribution to other charities or individuals
- Overseas appeals
- Expeditions or overseas travel
- Promotion of a religious or political cause
- Marketing promotions
- Research projects
- Projects or activities that the state has a legal obligation to provide
- Purchase of land
- Statutory Costs for Schools or Local Authorities

Who can apply?

- Voluntary or community organisations -including registered charities/companies
- Schools
- Health bodies, NHS Hospital Trust, Foundation Trust
- Parish/Town Councils and local authorities
- Social housing providers
- Community Interest Companies (CIC)

Governance Documents will be uploaded to the application form and organisation must have a Bank Account in their name. CiC must have 2 years accounts



**Stronger
Starts.**

TESCO
Community Grants



How do I apply?

- Online application process – <https://tescocommunitygrants.org.uk>
- Begins with an Eligibility Quiz which leads to an email with online link to your application form (keep this email)!
(whilst in draft, you can share application form)
- Guidance Notes & wide range of FAQs answered online
- An organisation can make up to 6 applications aligned to different Store areas



**Stronger
Starts.**

TESCO
Community Grants



What makes a good application?

- Detail and clarity
- Less is more!
- Don't exaggerate
- Sell your project...
- Tell us about the community benefit
- Have a budget to cover what you need & at least £1.5k!
- Be passionate and enthusiastic!



**Stronger
Starts.**

TESCO
Community Grants



Useful tips

- <https://tescostrongerstarts.org.uk/>
- www.groundwork.org.uk/tesco
- Also, check out Groundwork's Community Project Toolkit website for inspiration!
 - <https://www.groundwork.org.uk/project-fundraising-tips/>
- Once successful and you've completed the final report, you can reapply!



**Stronger
Starts.**

TESCO
Community Grants



1st application screen



[Contact Us](#) | [Ex](#)

New Applicant?

An account allows you to access your saved and submitted applications at any time. It also allows us to send you a submission confirmation e-mail and notify you if additional information is necessary to process your application.

E-mail

Confirm E-mail

Password (must contain at least 12 characters, with at least three of the following character types: Lower case, Upper case, Numeric, Special)

Confirm Password

[Continue](#)

[Return to login](#)



Guidance notes



Tesco Stronger Starts Guidance Notes

Introduction

Tesco Stronger Starts will fund local good causes whose focus is on supporting Children and Families across the UK.

The focus of Tesco Stronger Starts is getting schools who lack funds and resources to apply for extra financial help they might need to provide healthy food and activities that boost young people's mental and physical wellbeing.

Recent findings from Groundwork found that 78% of schools are currently having to provide food for children from their own budget. Data from the Child Poverty Action Group shows that 800,000 children living in poverty are not eligible for free school meals and two million



Any questions?



**Stronger
Starts.**

TESCO
Community Grants



Contact details

Sean Silver

Voluntary Sector Development Manager

Groundwork Northamptonshire

The Business Exchange

Rockingham Road

Kettering

NN16 8JX

+44 (0) 7912 480 537

Mobile / WhatsApp / Facetime / Signal / Teams

Email sean.silver@groundwork.org.uk

