



Love Rugby Wellbeing Fund 2026/27 Funding Guidance & Information

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#RightForRugby

Introduction

The Love Rugby Wellbeing Fund aims to support community-led initiatives that inspire healthier, more active lives across the borough of Rugby. Open to community amateur sports clubs, voluntary and community organisations, and providers of health-enhancing activities, the grant aims to strengthen local wellbeing by increasing participation, improving facilities, and enabling inclusive access to sport and physical activity.

Organisations wishing to apply for funding through Rugby Borough Council Love Rugby Wellbeing Fund (Wellbeing Fund) should read through and understand all sections of the following guidance.

This guidance also includes details of the questions applicants will be asked to answer, additional information required in the application form and guidance on the content to be provided in any application. The Council reserves the right to amend the Grant Scheme criteria at any time, if it needs to provide clarity or refine any question to enable the Council to best deliver against the objectives of the Grant Scheme.

The council are launching the new Wellbeing Fund to allow local organisations to apply for a share of **£250,000**, with applicants able to apply for up to a maximum of **£20,000**.

The fund is a key component of supporting the delivery of the council's Corporate Strategy 2025-2035 which seeks to support a "Healthier, Thriving, Fairer and Greener Rugby".

The strategy can be downloaded at: [Corporate Strategy - Rugby Borough Council](#)

Aims of the Wellbeing Fund

The wellbeing fund aims to:

- Support community led initiatives
- Inspire healthier, more active lives
- Improve community infrastructure and facilities that support communities to live healthy lifestyles
- Improve inclusive access to sport, physical activity and wellbeing activities
- Strengthen local wellbeing through participation opportunities
- Have a positive impact on the local environment and sustainability

Objectives

1. Improving resilience

Fundamental structural repairs, alterations or improvements ensuring community buildings / spaces can stay functional and operational for many years to come.

2. Improving accessibility

Alterations and improvements to buildings / spaces allowing for increased support for individuals with additional needs ensuring all members of the community can use and benefit from the asset.

3. Improving diversity

Projects, adaptations of, buildings / spaces allowing for more diverse activities to be offered ensuring all members of the community can use and benefit from the buildings / spaces i.e. children, families, young people, older people, people with disabilities or from different ethnic backgrounds.

4. Maximising utilisation

Projects that encourage increased usage of buildings / spaces, enabling more members of the community to benefit from the services and activities on offer.

5. Building community

Projects that have community backing highlighting the need, motivation and support from local residents.

6. Reducing environmental impact

Projects / improvements are carried out in environmentally friendly ways, which have limited impact on the local environment and climate change, during both the life of the project and create a more sustainable offer, over the longer term

Timelines

The following provides details of key milestones throughout the funding lifecycle.

Milestone	Date
Council approval for Love Rugby Wellbeing Fund	February 2026
Official launch period of Love Rugby Wellbeing Fund	March 2026
Online information session for prospective applicants (Opportunity for applicants to find out more about the funding)	Mid April 2025
Application process live	Mid-April 2026
Applicants prepare projects and applications to for submission	April 2026 – July 2026
Application Deadline	Friday 31 July 2026
Assessment of applications	1 August to 31 August 2026
Successful projects awarded	Week commencing 7 September 2026
Project delivery phase (6 months)	14 September 2026 – 31 March 2027
Funding Evaluation and Impact reporting	To be received by 31 March 2027

Eligibility

The Wellbeing Fund is open to community organisations including:

- Community and voluntary organisations
- Community amateur sports clubs
- Youth organisations
- Registered charitable organisations
- Companies limited by guarantee
- Community companies, businesses and enterprises eg. CIC, CIO
- PTA's and "Friends of.." schools and education providers

If you are registered under an alternative structure, please contact the Sport Development Officer in the first instance.

All applicants must be able to demonstrate their organisational status in their application and have a bank account in the same name which requires two signatories to make a payment.

We are unable to fund the following organisations:

- Local Authority schools and/or academies
- Private businesses and other for-profit organisations
- Religious activities or the promotion of religion
- Political parties or the promotion of politics
- Parish councils
- Community allotment associations

Eligibility Checklist

No.	Eligibility Criteria	Yes/No
1	The project will be undertaken within Rugby Borough	
2	The organisation is a charity, community group or other not-for-profit structure and can provide evidence	
3	The organisation can provide proof of a bank account in their name, with at least two signatories	
4	The organisation can provide two years of annual accounts	
5	Delivery of your project has not already commenced	
6	If successful in your application, your organisation will have sufficient resources, including a 10% contingency, to complete the project, and you can demonstrate this	

How much can we apply for

The wellbeing fund will distribute up to £250,000 into new and existing community infrastructure, facilities and activity.

The council has the discretion to award up to 100% of the total cost requested ie. You may not receive the full amount you have requested from the council. Applicants are welcome to apply to other sources to match fund for their project or use their own resources alongside any funding sought through this funding scheme.

You may be required to return any unused funding that either are no longer required for your project, or which cannot be spent within the agreed timescales. If your project is not completed within the timescale, we may require repayment of the funding.

All applicants will be required to obtain three quotes from suppliers for project works, goods and / or services to demonstrate the best price has been achieved.

You will be asked to include evidence of this process in your application.

Types of projects considered

The aim of the fund is to ensure our local communities can access facilities, spaces and projects that promote wellbeing, sport and physical activity.

The council are looking to support projects that will improve community assets or projects that enhance their accessibility, promote active lifestyles and/or encourage the residents of the borough to engage in local opportunities for wellbeing.

Examples of projects may include:

- Refurbishment of existing facilities in a community/sporting asset subject to any required planning permission (Kitchens/bathrooms etc)
- Accessibility improvements to community buildings subject to any required planning permission (wheelchair access, handrails, entrances)
- Improvements to community buildings to improve environmental sustainability and ensuring the provision remains accessible to all, subject to any required planning permission (solar panels, heat pumps etc)
- Projects to deliver physical activities and/or interventions in the community (new provision)

Funding cannot include:

- Utility costs
- Paid staffing costs
- Insurance
- Debt management
- Other costs at the council's discretion

Decision making

Applications will be assessed from the 1 to 31 August 2026.

All applications will be assessed by a panel consisting of the Assistant Director Leisure and Wellbeing, Portfolio Holder for Leisure and Wellbeing, Leisure Services Manager.

Successful applicants will be informed week commencing 7 September 2026 and will be expected to sign a funding agreement which will include the terms and conditions of the award.

Monitoring, evaluation and reporting

Council officers will liaise with successful applicants throughout the project delivery phase to get regular updates of progress.

Applicants will have until 31 March 2027 to complete and deliver the project.

Once the project has been delivered, grant award recipients will be expected to complete a Project Evaluation detailing the outcomes of the project, including, but not limited to:

- Number of volunteers involved in project delivery
- Amount of community space improved as a result of the project
- Number of people visiting / using the facility since project completion
- Number of new visitors / users at the facility since project completion
- Number of additional events / services / activities taking place at the facility since project completion
- Number of users / visitors who feel more connected to / in their community
- Number of users / visitors who feel the project has positively changed their perspective on their community
- Environmental impact e.g. amount of energy saved, amount of materials recycled etc

Other outcomes may be requested, tailored to each specific project, as they may not be relevant to all projects. These will be created in collaboration with individual projects during the project delivery phase.

The council may ask for photographic evidence that may be used as part of the marketing and promotion of the Wellbeing Fund.

Useful Contact Information

Below is a list of useful contact information for support with this application and additional help if required.

Rugby Borough Council Sports Development Team

Contact our Sport Development Officer for any informal advice should your potential project not be clearly identified within the funding eligibility criteria.

Email: Tomas.Parker@rugby.gov.uk

Rugby Borough Council Planning Team

Contact our planning team if you have any questions regarding planning permissions that may be required.

Email: contactcentre@rugby.gov.uk

Application Form / Process

The Council will provide an online application form via its webpage

www.rugby.gov.uk/loverugby

The structure of the application form is detailed below and provides guidance on the information that is required.

You must answer all questions and include all necessary additional documentation for your application to be considered.

1 Contact Details
<p>This section captures all the required contact information for the main point of contact for your project.</p> <p>The main contact must be authorised to submit the application on behalf of your group / organisation and will be the individual that the Council corresponds with throughout the application and project delivery process.</p> <p>Please do not include details of multiple people.</p>

Question	Details
First name of main contact person	Insert details for the council to use in all correspondence
Surname of main contact person	
Main contact persons role in the organisation	Job title / role / organisation
Email address of main contact	Primary contact information to use in all correspondence
Telephone number of main contact	

2 About your organisation

This section captures information about your group / organisation and will allow the council to assess your eligibility.

Question	Details
Name of group / organisation	The name of the group as it should be written in a funding agreement.
Address of group / organisation	Must be in Rugby borough
Post code of group / organisation	
Website of group / organisation	Provide link
Social media pages of group / organisation	Provide link
About your organisation	Please describe what your organisation does (maximum 200 words) <ul style="list-style-type: none">• Main aims / activities• How many members• What difference does your organisation make

Question	Details
What type of organisation are you? <ul style="list-style-type: none">• Community and voluntary organisations• Community amateur sports clubs• Youth organisations• Registered charitable organisations• Companies limited by guarantee with charitable status• Community companies, businesses and enterprises eg. CIC, CIO• PTA's and "Friends of.." schools and education providers	Only not-for-profit groups / organisations will be eligible for the fund. If your organisation type is not on the list, please contact the Sport Development Officer in the first instance.

Question	Details
<p>What type of governance document do you have?</p> <ul style="list-style-type: none"> • A constitution • Terms of Reference • Trust deed • Memorandum and article of association • Other 	<p>Please confirm the type of governance document your organisation has and include a link or physical copy with your application.</p>

Question	Details
<p>If your organisation has a charity or other reference number, please put this here.</p>	

Question	Details
<p>Please confirm your group / organisation has not received more than £315,000 in public sector funding in the last three financial years</p>	<p>Consideration will be needed for whether the funding falls within the requirements of the Subsidy Control Act 2022, which limits applicants to a maximum of £315,000 public sector funding in a rolling three year period.</p> <p>Public sector funding includes but is not limited to, any grant payments received from public sector organisations, including any local authority</p>

Question	Details
<p>Please include confirmation that your organisation has the following policies in place.</p> <ul style="list-style-type: none"> • Insurance • Equality & Diversity • Health & Safety • Data Protection 	<p>Groups / Organisations may be required to provide evidence of all documentation.</p> <p>Copy of insurance details should be provided with all application forms.</p>

3 Your Project

This section is your opportunity to bring your project to life.

Provide a clear description of what your project involves and how it will meet the objectives of the Love Rugby Wellbeing Fund.

Tell us how you know the project is required, will meet local needs and the council's Corporate Strategy 2025-2035.

Tell us how you will measure your project.

Question	Details
Project Name	The project title that will be referred to in all communication
Project outline / description (maximum 500 words)	What are you looking to deliver / achieve How do you know your project is needed Have you engaged with existing users or potential new users
Where will your project be delivered	Post Code What 3 Words
How does your project support the council's Corporate Strategy 2025-2035 (Maximum 200 words)	<ul style="list-style-type: none">• Healthier Rugby• Fairer Rugby• Thriving Rugby• Greener Rugby
Please confirm your project has not already started	<ul style="list-style-type: none">• Yes• No
Describe the impact you hope to deliver through your project (maximum 200 words)	Describe clearly what your project will deliver for the local community. Examples could include: <ul style="list-style-type: none">• Improved accessibility• Reduced running costs• Sustaining participation in healthy lifestyles• Ensuring facilities are modern and attractive

<p>How will you monitor your project (maximum 250 words)</p>	<p>Describe how you intend to monitor the impact and community benefit that is achieved through your project?</p> <p>Will you use surveys, questionnaires or feedback forms?</p> <p>Could you speak to users to gain feedback or set up a user group?</p> <p>How will you record how many users are using the new / improved facilities?</p>
<p>How will you market and promote your project</p>	<p>All successful applicants must incorporate the following statement in every printed resource, news article, web content, and media release associated with this work:</p> <p><i>'This Community Project has been funded by Rugby Borough Council as part of the Love Rugby Wellbeing Fund'.</i></p>

4 Technical Details

This section focuses on the technical aspects of the project, including land / building ownership and planning permission. Further information including project costs, funding sources and timescales will be required.

Question	Details
<p>Is the lead group / organisation the land / facility owner of the location where the project will be delivered?</p> <ul style="list-style-type: none"> • Yes • No <p>If yes, please provide a copy of proof of ownership.</p> <p>If no, please provide details of what lease arrangement or security of tenure you have over the land / at the facility, including a copy of any documentation.</p> <p>Can you demonstrate that the organisation applying for this funding is the organisation responsible for repairs to the facility concerned?</p>	<p>The Council requires the applicant to have security of tenure over the land / facility where the project will be delivered. This could be as the</p> <ul style="list-style-type: none"> • Freeholder • Leaseholder <p>Applicants must have a minimum of 3 years tenure.</p> <p>Applicants are not eligible if they have no security of tenure i.e. you only hire a facility.</p> <p>Please include a copy of your proof of ownership or other proof of tenure documentation in your follow-up email.</p>
<p>Will planning permission or building regulations approval be required to deliver the Project?</p> <ul style="list-style-type: none"> • Yes • No <p>Please provide evidence confirming the planning permission / building regulations required for your project.</p>	<p>To ensure projects are not unnecessarily delayed, applicants should engage with the Council's planning department and / or building regulations department to seek advice on the requirement for planning permission and / or building regulations approval prior to application.</p> <p>If these are not required, please provide evidence of this</p>
<p>Is your group / organisation able to recover VAT?</p> <ul style="list-style-type: none"> • Yes • No • Any other comments <p>If yes, please enter your VAT registration number</p>	<p>If your organisation can recover VAT, please include your VAT registration number. If your application is successful, the grant award will be exclusive of VAT.</p> <p>If your organisation is unable to recover VAT your grant award will be inclusive of VAT.</p>

	If you can recover VAT, but will have a cash flow issue prior to recovering the VAT, please explain your financial situation in 'any other comments' box.
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5 Financial Information
This section requires the full budget breakdown for expenditure within the project. All costs related to the project should be provided.

Question	Details
Project costs	<p>Please provide a complete breakdown of how the grant will be spent.</p> <p>Add as many rows as you need.</p> <p>Add any further details.</p> <p>(Only direct costs associated with the delivery of the outlined event will be eligible.)</p>
Funding amount requested from Love Rugby Wellbeing Fund	Confirm total funding request to the nearest £1.
Your organisation bank details	Name on bank account Account number Sort code Branch address

Declaration

Please tick the boxes below to confirm the following:

- I accept and confirm that all information provided in this application is accurate.
- I understand that if we want to introduce any changes after the grant has been awarded then prior approval must be sought from Rugby Borough Council, in writing.
- I understand and accept that the name of my organisation and the title of the project will be made public by Rugby Borough Council when promoting the Love Rugby Wellbeing Fund
- I understand and accept that if the project doesn't take place, for any reason within the control of the awarded organisation, the awarded amount will be returned to Rugby Borough Council.

Name	
Position in Organisation	
Date	

Scoring

Each application will be scored based on the information and additional documentation supplied in the application only. Therefore please ensure you complete all sections of the applications thoroughly and include all relevant supporting documentation. Failure to do this may result in your application being rejected.

Answers to the questions on the application form will be assessed using the below criteria:

Information only questions

These questions are to provide an understanding of the applicant and their project. These are unscored questions.

Pass / Fail questions

There are some questions that will require specific answers in order to be successful e.g. yes / no. An incorrect answer will mean the application is rejected.

Scored questions

All scored questions will be scored using the following scale:

- 5 Excellent** – answer / evidence provided is thorough, clear, realistic and exceeds expectations
- 4 Strong** – answer / evidence provided is detailed, mostly clear, few minor gaps / weaknesses but generally meets expectations
- 3 Adequate** – answer / evidence provided is acceptable, some gaps / weaknesses, may lack depth / detail
- 2 Weak** – answer / evidence provided is limited, basic, unclear and / or vague
- 1 Poor** – answer / evidence provided is incomplete, minimal, unrealistic and / or insufficient
- 0** No answer / evidence provided