



COMMUNITY GRANTS FUND APPLICATION

Please answer all questions which are relevant to your organisation – failure to do so may result in a delay in the determination of your application

PROJECT T (In no more than 25 words)	Employment Pathways	GRANT AMOUNT REQUESTED	£1000
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Contact Details

Q1 Name of organisation making application:

Embrace PE CIC

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Name of contact for this application

Title: ...Mr.....

First Name:Mike.....

Surname:Edwards.....

Position held in the organisation:

.....Director.....

Contact Address, including full postcode:

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..... Postcode: ...

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Contact Telephone Number:

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Email address:

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About your organisation

Q2 What type of organisation are you?

Tick (☐) relevant category:

Registered Charity: () Charity Registration Number

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Voluntary Organisation: ()

Company Limited by Guarantee: () Company Number

Other – Please specify: Community Interest Company (CIC)

16688012.....

Q3 When was your organisation established?

..... 02/09/2025.....

Q4 Briefly describe your organisation.

Describe your organisation, including how many members/users you have, whether there is a subscription fee and the usual activities/services you provide. If you are a new organisation, describe the services/activities you plan to provide.

Embrace is an ever-growing team of qualified PE teachers & sports coaches committed to improving children and young people's lives through sport, physical activity, and personal development. On average we work with 3500 young people a week. We know that every community is different, so we work

closely with our partners to create tailored packages to meet their unique needs. We offer on-site swimming provision, curriculum PE teaching, school partnerships and CPD support, positive mentoring and 1:1 support for pupils, and active, engaging holiday and afterschool clubs, where we accept HAF/HHAH.

Whilst Embrace Group started in 2013, Embrace PE CIC was registered in 2025 and we are now looking at ways we can further promote and provide the benefits of physical education and activities to those areas of society which are currently neglected. Beneficiary groups we have identified who we plan to support include: NEET (young people not in education, employment or training); primary to secondary school transition and secondary to employment transition.

We aim to support young people who may struggle in conventional classroom-based programmes by offering practical and engaging activities, using sport, mentoring, wellbeing and mobile aquatic provision.

We are passionate about making a positive difference in young people's lives. Though we've grown, our core mission remains the same: to provide inclusive, high-quality, and impactful services that support schools, children, and families.

Q5 If you are a subsidiary of a larger organisation, please state which one.

.....N/A.....

Q6 Does your organisation have an agreed Constitution or Memorandum of Association?

Please state which and attach a copy:

Yes, we're a constituted group. Attached.

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7 What is your primary source of funding?

As a newly registered CIC our primary source of funding is The Embrace Group who are a limited company and as such are currently supporting some of our overheads whilst we get established and secure independent funding for our CIC objectives.

Embrace Group are primarily funded by government contracts.

Details of the project or activity you are planning
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Q8 Describe the projects/activity you plan to use this grant for.

- i. Try to be specific about what you will do and how you will do it.

Embrace CIC will develop a Leadership & Employment Pathway Programme using sport, mentoring, wellbeing and mobile aquatic provision as engagement tools to reconnect young people not in education, employment or training (NEET) with positive opportunities and future pathways.

The programme will focus on building confidence; developing employability skills; creating trusted relationships; improving communication and teamwork; developing responsibility and leadership, and creating progression pathways into volunteering, qualifications and employment.

Rather than traditional classroom-based employability programmes, Embrace CIC will use practical and engaging activities to support young people who may struggle in conventional environments.

Embrace CIC already has strong relationships with schools and communities, as well as experience in: supporting disengaged young people; mentoring and intervention; leadership, sports and wellbeing delivery infrastructure; existing staff and safeguarding systems; holiday club provision and a mobile swimming pool model. This uniquely positions Embrace CIC to provide real-life leadership and employment opportunities within existing programmes and community delivery.

The programme could include:

- sports leadership
- swimming assistant pathways
- holiday club volunteering
- mentoring opportunities
- event leadership
- coaching support
- teamwork challenges
- employability workshops
- confidence-building activities
- first aid and lifeguarding qualifications
- community volunteering projects

- ii. Please state how you have identified this need and how the project will benefit the people of Shrewsbury, together with the estimated time span. If you are seeking continuation funding for this project, please provide evidence for this continued need.

Recent national reporting has highlighted growing concern around rising NEET (young people not in education, employment or training) levels alongside increasing challenges around poor mental wellbeing, low confidence and self-esteem, reduced aspirations and social isolation. Many young people struggle to transition successfully from school into employment or further education because they lack confidence, have limited work experience, struggle with communication and teamwork, have poor attendance histories, lack trusted adult support and feel disconnected from traditional services.

This is particularly affecting vulnerable young people, SEND and SEMH learners, persistent absentees, young people at risk of exclusion, rural and disadvantaged communities. Without early intervention and positive progression pathways, they are at increased risk of long-term unemployment; social isolation; poor mental health; anti-social behaviour and long-term disengagement from society and work.

It is well documented that sport can help foster stronger community inclusion and interaction, improves mental and physical health, and promotes social cohesion within usually disparate groups. It has also been shown to reduce crime rates and boost economic activity, not to mention reducing ever-growing pressure on our NHS and other social services. Moreover on an individual level it can transform individuals lives, giving a sense of purpose, teaching valuable life skills and helping them to integrate more fully into society as a whole.

Our aim is to provide beneficiaries with the support, confidence, experience and even qualifications that they need to thrive in all aspects of their personal development, through a structured progression route, creating a long-term pathway rather than short-term engagement:

Engage → Participate → Volunteer → Leadership → Qualification → Employment

Young People will benefit from:

- Improved confidence and self-esteem
- Increased aspirations and motivation
- Improved communication and teamwork skills

- Improved wellbeing and emotional resilience
- Increased employability skills
- Access to qualifications and work experience
- Progression into volunteering, education or employment

Schools & Communities will experience:

- Reduced disengagement
- Reduced risk of NEET outcomes
- Improved community participation
- Increased positive role models
- Improved youth engagement

Long-Term Social Impact will include:

- Reduced long-term unemployment
- Improved social mobility
- Increased leadership opportunities for young people
- Reduced isolation and disengagement
- Stronger community cohesion
- Development of future community leaders and staff

Our long-term vision spans 3–4 years

Year 1 – Engagement & Pilot Delivery

- Recruit an initial cohort of young people
- Deliver leadership and confidence-building sessions
- Introduce volunteering opportunities within Embrace programmes
- Build partnerships with schools and community organisations

Year 2 – Qualifications & Progression

- ◆ Introduce accredited qualifications and training
- ◆ Develop swimming assistant and sports leadership pathways
- ◆ Increase community volunteering opportunities
- ◆ Expand employability workshops and mentoring support

Year 3 – Employment & Workforce Development

- ◆ Create paid sessional opportunities within Embrace CIC
- ◆ Develop apprenticeship and trainee pathways
- ◆ Build partnerships with local employers and leisure providers

- ◆ Use experienced young leaders to support future participants

Year 4 – Sustainable Leadership Pipeline

- ◆ Establish a long-term participant-to-employment model
- ◆ Create a sustainable workforce pipeline for Embrace CIC
- ◆ Reduce recruitment pressures through internal development
- ◆ Develop commissioned employability provision

The long-term aim is to create a preventative and sustainable model that supports young people before they become fully disengaged from education, employment or training.

iii. How many people from the Parish of Shrewsbury do you expect to benefit directly from your project or activity? 5

iv. Please indicate which of the key pillars of the Council's Vision are met and how:

Pillars	Met	How
Building Resilient Communities For Shrewsbury	Y	The long-term social impact on the schools and communities in Shrewsbury will include: Reduced long-term unemployment Increased leadership opportunities for young people Improved community participation and stronger community cohesion, reducing isolation and disengagement
Supporting Shrewsbury Residents To Live Active And Healthy Lives Through The Provision Of Quality Services	Y	Embrace is a team of qualified PE teachers & sports coaches committed to improving children

		and young people's lives through sport, physical activity, and personal development. We offer practical, inclusive and engaging activities, using sport, mentoring, wellbeing and mobile aquatic provision to provide beneficiaries with the support, confidence, experience and even qualifications that they need to thrive.
Preserving Shrewsbury's Heritage		
Creating A Greener And Better-connected Shrewsbury		
Maintaining A Sustainable, Resilient And Efficient Organisation	Y	Embrace Group started in 2013 and Embrace PE CIC was registered in 2025. We are now exploring ways we can further promote and provide the benefits of physical education and activities to those areas of society which are currently neglected, by building upon the relationships and programmes we have already established.
Taking Positive Action To Tackle Climate Change	Y	Embrace recognises our responsibility to minimise our environmental impact. Our environmental aims are to: ● Reduce our environmental footprint wherever reasonably possible ● Use resources efficiently and responsibly ● Promote environmental awareness among staff, volunteers, and participants ● Meet the expectations of funders, partners, and local authorities ● Minimise waste and actively promote recycling at venues ● Reduce paper use by using digital systems where possible ● Purchase environmentally responsible products when feasible ● Encourage reuse of equipment and resources ● Use venues that demonstrate good environmental practices where possible ● Switch off lights, heating, and equipment when not in use ● Encourage sustainable travel options such as walking, cycling, or car sharing

	● Plan travel efficiently to reduce unnecessary journeys ● Where appropriate, incorporate environmental awareness into activities ● Encourage respect for outdoor spaces and local environments ● Support children to understand the importance of caring for their surroundings
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Q9 What criteria will be used to measure the success of the project and how many people from the Parish of Shrewsbury do you expect to benefit from it?

At the start of the programme, each participant will complete an initial questionnaire to establish a baseline. This will assess their confidence in gaining employment, communication skills, aspirations, employability skills and overall personal wellbeing.

At the end of the programme, participants will complete a post-course questionnaire using the same measures. This will allow us to identify improvements in confidence, communication, motivation and readiness for employment, as well as gather feedback on the quality and impact of the programme.

Throughout the project, we will also:

- Monitor attendance and engagement to ensure participants remain committed to the programme.
- Gather feedback from participants, mentors and employers where appropriate.
- Maintain contact with participants after the programme to track their progression into employment, apprenticeships, further education, volunteering or additional training.
- Record individual success stories and case studies to demonstrate the wider social impact of the project.

Success will not only be measured by the number of participants who secure employment, but also by improvements in confidence, resilience, communication, teamwork, punctuality and the practical skills required to progress towards sustainable employment.

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Health & Safety

Q10 What, if any, special safety issues are related to your project/activity?

Please provide the following information:

- i. What kind of insurance does your organisation have?

Employers Liability to £10 million. Public Liability to £5 million.

- ii. Do the leaders have the relevant qualifications and/or experience?

Yes, we are a team of qualified PE teachers and sports coaches planning on furthering our staff training and development opportunities, particularly focusing on SEND, disability / accessibility and mentoring, to ensure that we are always able to offer the best service to our communities.

Whilst our CIC is still quite new, Embrace Group began in 2013 and has grown from just the two founders, to a thriving organisation.

Embrace CIC already has strong relationships with schools and communities; experience supporting disengaged young people; mentoring and intervention experience; sports and wellbeing delivery infrastructure; holiday club provision; leadership delivery experience; a mobile swimming pool model, and existing staff and safeguarding systems.

This allows Embrace CIC to provide real-life leadership and employment opportunities within existing programmes and community delivery.

Young people will not only gain qualifications and experience, but also become part of a trusted and supportive environment where they can build confidence and feel valued.

- iii. What policies does your organisation have in place (i.e. Health and Safety, Child Protection/Safeguarding, working with vulnerable adults, Equal Opportunities, CRB Checks etc.)? *You may be required to submit copies of your policies.*

Complaints Policy
Data Protection & GDPR Policy
Environmental & Sustainability Policy
Equality, Diversity & Inclusion (EDI) Policy
Financial Procedures Policy
Health & Safety Policy
Lone Working Policy
Recruitment & Vetting Policy
Safeguarding Policy (Children and Young People)
Social Media & Communications Policy
Transport Policy
Volunteering Policy
Whistleblowing Policy
Insurance and Risk Management Statement
CRB Checks
Code of Conduct (Staff & Volunteers)

Funding of your project

Q11 Previous Applications

If you have applied for and received funding from Shrewsbury Town Council in the past please provide details of the amount, the year and briefly what the funding was used for.

Year	Project Description	Award £

Q12 Project Funding

Please provide details of the amount of funding you need for your project and give us a breakdown of what the money is for (please enclose any relevant estimates or details).

Tell us the amount of grant requested £1000 and provide a detailed breakdown as to how you have reached this figure

Project Expenditure Please list all items of expenditure for your project	Amount of Project
Participant Recruitment	£ 250
1 x Project Lead Staff Time for 3 days	£ 750
	£
	£
	£
Total	£1000
Project Income Please list how the project shall be funded	
Staff Training and Development	£3000
Monitoring and Evaluation	£500
Management Fee	£ 1000
Contribution to Core Operational Costs	£850
	£5350
What is the difference? This should be the same as the amount of Grant you are applying for	£4350

Q13 Covering a Shortfall

If the Town Council makes an offer less than the amount requested, how will that impact on the Project and how will you cover the shortfall?

We're just starting out on our fundraising journey, making approaches to small local grant giving organisations and corporate partners

Q14 Sustainability

What plans do you have in place to ensure that your organisation becomes more sustainable and less reliant on grant funding, particularly from the Town Council?

Our sustainability strategy is made up of four phases:

Phase 1 – Grant Funded Development

Initial funding would support:

- project management
- staffing
- training and qualifications
- mentoring support
- programme coordination
- monitoring and evaluation

Phase 2 – Mixed Income Model

The programme would gradually develop income through:

- commissioned school provision
- employability contracts
- leadership programmes
- holiday club staffing pathways
- community delivery partnerships

Phase 3 – Sustainable Social Enterprise Model

Over time, the programme would create:

- a trained workforce pipeline
- internal staffing development
- reduced recruitment costs
- sustainable delivery opportunities
- long-term commissioned services

The long-term aim is to create a preventative and sustainable model that supports young people before they become fully disengaged from education, employment or training

Your Accounts

Q15 Please provide the following details from your most recent annual accounts

Total Income	£0
Less Total Expenditure	£0
Surplus / Loss	£0
Savings (Reserves, Cash, Investments)	£0

Please provide a copy of your most recent annual audited accounts or, in the case of newly established organisations, the projected income and expenditure for the next twelve months.

As a newly established organisation we're aiming to raise the following income to cover expenditure costs during our first 24 operational months:

- New Organisation Start Up Costs: £6000
- Project Manager Salary: £44100
- Project Delivery Funding: £50000
- Staff Training: £3000
- Office Premises: £8000
- Core Costs: £10000

You need to include these documents with this application.

Account Details

Q16 Please provide your bank or building society account details

You can only apply for grant if you have a bank/building society account in the name of your organisation. We will only pay grants into an account which requires at least two people to sign each cheque or withdrawal. **These people should not be related.**

Account name: [REDACTED]

.....

Sort Code: [REDACTED]

Account Number:

[REDACTED]

Bank/building society name:

Barclays.....

Bank/building society address:

[REDACTED]

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Who are the signatories and what position do they hold in your organisation?

1 Name ... [REDACTED] Position

.....Director.....

2 Name ... [REDACTED] Position

.....Director.....

3 Name ... [REDACTED] Position

.....Director.....

Any Other Information

Q17 Any other information which you consider to be relevant to your application.

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Declarations

Q18 Declaration

Please give details of a senior member of your organisation.

For example, this may be your Chairperson, Treasurer or Secretary. They must read the application and sign below. **(This must not be the main contact name in Q1).**

I confirm, on behalf ofEmbrace PE CIC.....(insert name of organisation):

That I am authorised to sign this declaration on its behalf, and that, to the best of my knowledge and belief, all replies are true and accurate.

I confirm that I have read the Terms and Conditions set out in the Notes which accompanied this application and further confirm that this application is made on the basis that if successful, the organisation will be bound to use the grant only for the purpose specified in this application, and will have to comply with those Terms and Conditions and any others which the Council might attach to the Grant.

Post held in organisation: Director

.....

Title: [REDACTED]

First Name:

[REDACTED]

Surname: [REDACTED]

Organisation address:

[REDACTED]

.....

.....

..... Postcode: ... [REDACTED]

Telephone: [REDACTED]

Signed:



..... Date:

Q19 Signature of Person Completing the Application

This must be the signature of the person named in Q1 as the main contact and **not be the same person who has signed in Q18**

I confirm that, to the best of my knowledge and belief, all the information in this application from is true and correct. I understand that you may ask for additional information at any stage of the application process.

Signed:



..... Date:

Checklist

1. Have you answered every question? ☐
2. Have all signatures been completed? ☐
3. Have you included a copy of your constitution? ☐
4. Have you included a copy of your most recent audited accounts? ☐
5. Please state any supporting documents you are submitting: ☐

Please return your completed application form to:

**Town Clerk
Shrewsbury Town Council
Livesey House
7 St John's Hill
Shrewsbury
SY1 1JD**

Telephone: 01743 281010
Email: Helen.ball@shrewsburytowncouncil.gov.uk