

VRU Innovation Fund – Frequently Asked Questions

Q1. What do you mean by ‘Innovative’?

- Projects/ programmes that are not currently funded by the Mayor of London's Office,
- Projects/ interventions that are not currently being delivered or tested elsewhere,
- Projects/ interventions that have a good evidence base or qualitative insights/are being delivered elsewhere but which applicants are adapting to a London context or to a specific community or group
- Projects/ interventions that have been co-designed/ co-developed with community stakeholders and/or young people,
- Projects/ interventions that utilise new technologies, new approaches or new tools
- Projects/ interventions that respond to new changes/ trends and issues affecting those most at risk of violence
- Projects / interventions that have been implemented at a micro-level and you want to scale/ spread to new groups or communities.

If you are successful in the written bid, we really want to understand how your approach is innovative when we have our clarification meeting.

Q2. How much can I apply for in relation to the length of the project/grant?

- A. We are keeping this open for you to apply for what you realistically need and for how long. Remember you can apply for up to 50% of your annual turnover, with the grant request being from £20,000 to £50,000 in total.

If your turnover is less than £40,000 you will need to demonstrate capacity, experience, and contingency plans to manage the risk of dependency.

All funds must be spent by 30 September 2025, projects can run for any length of time between now and this date. We will review applications across a range of areas/priorities including value for money/impact.

Q3. We applied for funding for a year. If we are successful, can we apply for more funding once the current grant has finished?

- A. No. This is one-off funding to test your project/innovative idea. As part of your planning, you will need to consider how much you need and for how long and apply for what you need.

Q4. I'm a charitable organisation, but do not meet all the criteria. If I use a sponsor, must they be charitable?

- A. Yes. All parties involved in the process, including the sponsor must be charitable.

Q5. Can I use a private company as part of my delivery?

- A. No. All parties need to be charitable.

Q6. We receive funding from TfL. Is this considered to be part of the Mayor of London's Office?

A. No and you can apply. The Mayor of London's Office includes the VRU, GLA and MOPAC. The reason for supporting organisations who have not already been funded is to provide opportunities for smaller organisations who find it challenging to receive funding.

Q7. I want to use a sponsor, but they have received funding from the GLA. Can I still use them?

A. Yes. Whilst the agreement will be with the sponsor, the question around Mayor of London funding is specifically towards the delivery organisation. Whilst the funds will go to the sponsor, they will distribute them to the delivery organisation.

Q8. Our organisation normally has income above £100k. Last year we had a sudden decrease to £25k, which is not normal. Will you base our income on the lower amount and what can we apply for?

A. We will review your annual accounts. If you are established and this is a one-off, you can update us to your track record and what happened for this year. We will make a judgement based on your response. We need to ensure your organisation has a track record and can manage a grant of this size.