

Briefing Note 26-18

Community Wellbeing Fund

Service: Community Engagement and Partnerships
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Background

Wiltshire Council is launching a new Community Wellbeing Fund, delivered through the [Crowdfunder platform](#) and managed by Area Boards. The fund aims to help local organisations develop community-led projects that improve wellbeing, reduce isolation and loneliness, and strengthen preventative support within Wiltshire communities.

The fund provides an opportunity for community organisations to raise local support through crowdfunding while accessing matched funding through Area Boards as well as other local and national funders

Projects applying to the fund must support one or more of the following priorities:

- Reducing isolation and loneliness and increasing social inclusion
- Improving mental health and wellbeing
- Increasing preventative, person-centred and long-term support systems
- Enhancing support activities that enable residents to live safely and independently

Each Area Board has been allocated up to £11,000 from the Community Wellbeing Fund.

Funding will be available across two funding rounds:

Round 1

- Applications open: October to December 2026
- Area Board decisions: February to March 2027
- Funding awarded: April 2027

Round 2

- Applications open: June to August 2027
- Area Board decisions: September to November 2027
- Funding awarded: December 2027

Key considerations and Governance

How the fund will work

The Community Wellbeing Fund operates through a crowdfunding model. The scheme will be live from 1st October 2026, with full detail and terms and conditions available at: <https://www.crowdfunder.co.uk/wiltshire-council>.

Eligible organisations will create a crowdfunding campaign online for their project. Suitable projects will then be matched to the Wiltshire Wellbeing Fund and will be invited to apply. At this stage, the project may also be matched with other local, regional or national funding streams available through the Crowdfunding platform. The project will be required to demonstrate community support through local support and fundraising.

Projects can receive Area Board match funding of up to 50% of the total project cost, with the remaining funding raised through donations, sponsorship, grants or other external contributions. The Crowdfunder platform enables Parish and Town Councils, local businesses, charitable trusts and other local, regional and national funders to support Wiltshire projects directly.

All interested organisations are strongly advised to speak with their local Engagement and Partnerships officer ([Find your local Area Board information, SEPM or Councillor - Wiltshire Council](#)) prior to starting their Crowdfunding campaign.

Eligibility

Applications are welcome from:

- Voluntary, community and social enterprise (VCSE) sector organisations
- Registered charities
- Community Interest Companies (CICs)
- Parish councils
- Community partnerships and similar not-for-profit organisations

Applicants must:

- Directly benefit Wiltshire residents
- Have appropriate governance policies and arrangements in place
- Demonstrate the capacity to deliver their project
- Evidence local support for their project

The types of projects that will be supported can include:

- Activities addressing loneliness and social isolation
- Mental health and wellbeing initiatives
- Physical activity and healthy lifestyle projects
- Community connection and intergenerational activities
- Support for vulnerable residents
- Projects responding to wider wellbeing challenges such as rural isolation or cost-of-living pressures

Projects must be community-based, accessible and focused on prevention and early intervention.

Assessment and decision-making

Applications will be assessed against:

- Evidence of local need, including alignment with Community Area Joint Strategic Needs Assessments (CAJSNAs)
- Impact on wellbeing and reducing inequalities
- Demonstrated community support and evidenced fundraising
- Partnership working and community involvement
- Value for money
- Sustainability and long-term impact

Following officer checks and due diligence, eligible applications will be presented to the relevant Area Board for consideration and funding decisions.

The Role of Area Board Councillors

Area Board Councillors are encouraged to:

- Promote the Community Wellbeing Fund and the opportunity within their communities
- Signpost potential applicants to the programme
- Encourage partnership approaches where appropriate
- Consider applications against local priorities and identified community need

Further guidance and application information will be presented at Area Board Chairs in September and circulated ahead of the launch of the first funding round.

Any associated fees, charges and costs for project owners using the Crowdfunder platform can be viewed [here](#).

Appendix A – Example flow diagram for Community Wellbeing Fund delivered via Crowdfunder

