



Guidance for Applicants

‘Trusted Voices: Evidence-Based Knowledge for Wales’

Funders: [Williamson Trust](#) and [Learned Society of Wales](#)

Maximum grant value: £10,000

EOI Opens: 10 September 2025

EOI Closes: 31 October 2025, 4.00 pm

[Submission via Online Application Form](#)

Trusted Voices is a grant and training scheme for communicating research and evidence-based knowledge under the broad theme of “Healthy Planet, Healthy People”, which recognises that people’s health is irrevocably linked to healthy environments and communities, and access to healthy foods. Through this programme, we aim to empower people and communities to help mitigate the ongoing degradation of the environment and our food system.

Grant holders will synthesise and translate existing evidence within their expertise for a non-expert audience. All projects must centre around meaningful engagement with grassroots communities. The scheme is flexible, to encourage innovative approaches, but could involve social media, podcasts, traditional media, and/or in-person formats.

Who can apply?

Self-identified researcher(s) or knowledge-producer(s) either based in Wales or based at a Welsh organisation. Team applications are encouraged, especially those led by grassroots community groups.

What are we looking for?

In an age of disinformation, we want to fund researchers and knowledge-producers to create and communicate innovative, engaging, and trustworthy content to reach audiences in Wales (and beyond).

The content must be based on existing reliable research and evidence, and contribute to a healthier Wales, healthier people in Wales, and/or a healthier planet. Shortlisted



applicants will receive expert training to support career and content development, and successful applicants will form a cohort of trusted voices for Wales.

Applicants can choose the form of communication channel they want to propose, from TikTok to festivals. We want to see targeted projects with a clear vision, a specified audience, and a defined topic.

Funding Details

You can apply for up to £10,000 to support your project. Full applications will require fully justified direct costs incurred in delivering the project. This may include, for example:

- staff resources (including administration and coordination, contributions to salaries (where a named individual will undertake work that would not be considered part of their normal duties), sub-contracting of services, or enabling public or community partners to take part).
- non-staff resources (including cost of materials, travel and subsistence, meetings and events, catering, consumables, materials and equipment, and evaluation costs).
- the funding of expenses such as an honorarium for time, childcare and other costs to allow for the participation of those outside of academia, such as public communities, and training to build the capacity of these groups to take a confident and active role in the workshop(s) and related research activities.

Costs not covered

The budget and costings must be based on valid estimates. Funding will not be provided for:

- estates and indirect costs
- office equipment and laptops, or any equipment not directly related to the grant
- fees or honoraria to people already in paid employment to deliver activities where such activities would reasonably be undertaken as part of their normal duties
- retrospective funding, including those projects with a start date after the closing date but before the funding decisions are announced
- infrastructure or building costs
- attendance at scheduled conferences
- expenses incurred in submitting the proposal
- academic courses such as master's degrees or PhDs, and other tuition fees.



The Learned Society of Wales reserves the right not to fund up to the limit allocated to the call and to make changes to the budgetary limits of the successful projects.

How to apply

The scheme features a two-part application process. A shortlist will be determined using a light-touch expression of interest. Shortlisted applicants will be invited to a training and pitch day. All shortlisted applicants will then be invited to submit a full application based on the learning from the training and pitch day.

Successful grant-holders will also access ongoing mentorship and masterclasses led by LSW Fellows and other experts during the course of the grants, on topics such as storytelling, combating disinformation, and reach.

The key dates of the scheme are:

- Expressions of Interest Open: 10 September 2025, 4pm
- Expressions of Interest Close: 31 October 2025, 4pm
- Training and pitch day: 4 February 2026
- Deadline for full applications: March 2026
- Start dates for projects: June 2026
- Interim report: December 2026
- Final reports: July 2027

Guidance for Completing the Online Application Form

[The online application form is available here](#). Applicants can also access a downloadable copy of the questions included in the form on our website. We recommend saving a copy of your answers for your records.

If you encounter any difficulties while completing the form or require additional assistance, please contact a member of the LSW Researcher Development Team at: researcherdevelopment@lsw.wales.ac.uk.

Data Protection

The Learned Society of Wales stores your data in line with its Privacy Policy, [available here](#).



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Williamson Trust
Healthy Planet, Healthy People

Further Information

Please contact our Researcher Development Team

(researcherdevelopment@lsw.wales.ac.uk) if you require any further information.