

WINTER ENGAGEMENT FUNDING GUIDANCE FOR APPLICANTS

(Please read this before you complete the application form)

This year, the [South West London Voluntary, Community and Social Enterprise \(VCSE\) Alliance](#) is managing the grant process on behalf of South West London NHS - via Croydon Voluntary Action. Our VCSE Alliance aims to:

- be a link between local voluntary and community sector organisations and other partners within our ICS
- share valuable insight and information to support and promote shared learning and collaboration across the different partners
- be a strategic partner within the ICS and support the transformation of health and care services for local people.

Would you like to hold an event / activity for your local group or community?

We are offering up to £500 funding for local community and voluntary organisations to run healthy activities and events during Winter – and help us collect feedback from local people.

Up to £500 per organisation is available.

- **Why are we funding this?**

The local NHS want to be able to support our local communities to stay well this winter. Working with our community and voluntary sector, we want to reach people who have poorer health outcomes to:

- Build and develop relationships
- Share winter messages and information about local services/support
- Get feedback to help us improve our communications

You will be required to share information about staying well this winter, including signposting to vaccination programmes (For example, Covid-19 seasonal vaccines, Flu vaccines, MMR).

- **What can the £500 grant be used for?**

- To deliver events or activities which support local communities to stay healthy and well this winter.
- To signpost to information about local services

- **Who can apply?**

Community and voluntary sector organisations working with communities in or delivering community services in South West London (Kingston, Croydon, Merton, Richmond, Sutton, Wandsworth).

- **Funding Priorities**

We will prioritise applications which reach communities from areas in South West London with poorer health outcomes, in particular:

- Families and parents of children under 12 (in particular parents of 2–3-year-olds)
- Groups over 65
- People from at risk populations e.g, Children, Pregnant women, Older adults, People with disabilities
- African, Caribbean, Pakistani, Bangladeshi, and Gypsy, Roma and Traveller communities
- People living in Ham, Petersham, Richmond riverside, Beverly, Berry lands, Sutton central, St Helier, Wandle Valley, Queenstown, Latchmere, East Merton, Croydon North, Addington and Fairfield.
- Specific groups experiencing poorer than average health access.

- **Decisions**

We are working in partnership with Croydon VA on behalf of our VSCE Alliance, to process the application. Applications will be reviewed based on NHS criteria for this funding. We may ask for further information before a decision is made.

- **When is the funding available?**

The deadline for application to be received is **midnight Monday 20th November**.

- **How do you plan to engage about winter and share information about local services/support**

We will offer a one hour online training session and an overview of key messages so the discussion can be hosted by a community member or the person who will champion this as part of your activities and events you plan.

We realise that the activities will be varied, as will the attendees. Therefore, the ways that you capture information will need to be appropriate to the activity that you run and the people who take part.

For example, if it's a coffee morning, holding a talk signposting to local services/initiatives might be appropriate. If it's an arts and craft session, speaking to individuals on a one-to-basis might be useful.

You don't need to give a formal presentation at your activity – just have some way of speaking to people, either in a group or on a 1:1 basis and capturing what attendees say in your feedback and

information form you will need to send to us (see section 8). Please think about how you would do this at the activities or events you want to run and phone us if you would like to discuss any detail before making an application.

- **How will you share insight and evaluate?**

We would also like you to collect feedback and information from the people at your event.

We have created a simple insight and feedback form for you to complete - <https://forms.office.com/e/W2eTYVSMmE>. So please consider this when planning your activity/event.

Some of the feedback we would like you to collect include:

- how many people attended your activity/event
- who attended your activity/event
- what resources you shared
- what discussions you had about the health and wellbeing topics e.g. vaccinations, mental health etc
- Peoples concerns, feelings and feedback about the health and wellbeing topics you discussed.

- **What support we will provide you**

- An information webinar about the application process is being held on Tuesday 7th November 2023. Come along to ask your questions – [Click here to join the meeting](#) (Alternatively use the Meeting ID: 339 637 968 994, Passcode: cBGj3f)
- Leaflets and materials to promote ways for your community to stay well this winter, including translated and easy read materials
- Online Winter champion training – there is a requirement for at least one person from your organisation to attend. This will be 2 hours briefing session and provide you will all the information you will need to hold your discussions (covering priority topics this winter, including; vaccination programmes, mental health, nhs 111)

- **How to apply**

Please complete a short application form.

If you have any questions about the application, join our session on **7th November i2023, 12pm-1pm** to ask your questions. [Click here to join the meeting](#) (Alternatively use the Meeting ID: 339 637 968 994, Passcode: cBGj3f)

You can apply by:

- Completing the form online
- Downloading the application and email to training@cvalive.org.uk

The form asks for:

- Your organisations details
- What activity you would like to run, details of when and where

- Who you will be inviting/reaching,
- How many people you think will be attending
- Policies your organisation has in place

The decision about your application will be provided by email 3 weeks after the closing date for applications.