

Start for Life Community Outreach Programme

Application guidance

Start for Life services are run by Hackney Children and Family Hubs, part of Hackney Council. Hackney Children and Family Hubs aim to provide a 'one-stop shop' of family support services with a comprehensive offer for parents/carers with children aged two years and under, to support them in their transition to new parenthood.

We are inviting applications from not-for-profit organisations that can provide families in Hackney information about Start for Life, increase registrations for digital and in person services, and focus on overcoming any stigma associated with accessing Start for Life services.

£30,000 is available for three grants (£10,000 per organisation).

Please read this guidance and eligibility criteria carefully before you begin your application.

Programme details

The programme will fund three organisations to provide practical support and reduce stigma associated with accessing Start for Life (SfL) services by proactively and safely engaging seldom heard families and groups. SfL services can include social care, education, mental health and physical health advice.

In addition, funded projects will raise awareness of, and increase registrations to, three digital programmes that provide parenting support.

Through this programme, we are aiming to reach the following communities/community of identity:

- Charedi.
- Turkish, Kurdish, Cypriot.
- African and/or Caribbean heritage.

About Start for Life digital programmes

This programme seeks to raise awareness of, and increase registrations to, the following three digital programmes:

- **The Solihull Approach.** Online courses dedicated to improving emotional health and wellbeing in parents, children, teenagers, adults and grandparents. The Solihull Approach is an online course and is available in 108 languages. For more information, please see <https://inourplace.co.uk/free-online-courses/>
- **Reducing Parental Conflict.** This programme is available through the OneplusOne App, accessed via https://skills.oneplusone.org.uk/users/sign_in. Please choose Hackney when accessing the app. This app has three programmes addressed at reducing parental conflict. Please note: Parental conflict is below the threshold of domestic abuse - there is no violence and no significant power imbalance between the couple and no coercive control being exerted by one parent over the other.
- **Anya Parenting & Breastfeeding Digital app.** See <https://anya.health>. The Anya app (premium version will be available on 30 September) allows women and birthing people to access and use a range of 3D animations and evidence-based information to help them successfully breastfeed their child. They can also speak directly to an expert if they need more help.

Training will be provided by Hackney Children and Family Hub and Partners (including Barnardo's) to guide grant-funded organisations on how to support parents to register and navigate the Sfl digital programmes. The aim of the training is to ensure the delivery teams can access support and are confident in their knowledge of the digital programmes to demonstrate them effectively.

Community Outreach Grant Programme outcomes and activities

Funding will be awarded for work towards the following outcomes and key activities:

- 1) Develop and deliver an outreach and engagement plan to raise awareness of the Sfl digital programmes, Children and Family Hubs services and reduce stigma associated with the services.
- 2) Map and identify organisations and spaces where there is free access to computers.
- 3) Increase the number of families connected to services at Children and Family Hubs and Digital Start for Life services.
- 4) Increase registrations for the following digital programmes: Solihull Approach, Reducing Parental Conflict and Anya Digital App. The target for each funded organisation will be 10 registrations per digital programme (30 registrations in total).
- 5) Provide practical support to overcome barriers, such as helping families to build confidence and access computers/digital devices to use the digital programmes.
- 6) Plan and organise activities to inform families about the benefits of the digital programmes. The targets for each funded organisation will be:
 - a. Four information and support sessions for each of the three digital programmes.
 - b. 10 families attend sessions for each digital programme (30 attending in total).
- 7) Support families by referring and signposting to children's centres or providing support to attend health appointments.

- 8) Provide short information/taster sessions on the Reducing Parental Conflict Programme to build confidence and skills of families to navigate and use the services.
- 9) Use social media channels to promote online SfL programmes.

You can decide how you will run your activities. You will need to describe what you will do in the application form.

Funding available

We will award three grants of £10,000. The total available for distribution is £30,000.

Project start and end dates

Projects should start in January 2025. Projects should be complete by 31 March 2025.

It's up to you how long your project lasts during this delivery period, depending on what you want to do with the funding.

Eligibility and repeat applications

To be eligible for a grant, your organisation must:

- Work in Hackney.
- Have a formal constitution or governing document.
- Be constituted to be not-for-profit.
- Have at least two people on its Board of Trustees or Management Committee.
- Not be in overall financial deficit.
- Have a bank account, requiring at least two signatories.
- Be able to declare that all bank account signatories are unrelated (by blood or marriage) and living at separate addresses.

Your proposal must:

- Be for a project operating in Hackney.
- Not be for the benefit of a single individual.

Applications are welcome from all eligible organisations.

Your proposed project should be additional to any work previously funded. This can include increasing your organisation's capacity so that you can do more of an activity that is already running, extending an activity that would otherwise finish or restarting provision that has ended, as well as proposing a wholly new activity.

Hackney CVS is a London Living Wage employer and we encourage all applicants to pay the living wage.

Partnership working between organisations (including unconstituted groups)

Applications from consortia/partnerships are welcome. The lead partner (which will accept the grant and manage the funding) must be a constituted group. Delivery partner organisations can be constituted or unconstituted. A project can have only one lead partner but there can be more than one delivery partner.

The lead partner should be the organisation making the application and should be eligible according to the criteria above. All delivery partners should be not-for-profit groups.

Payment and reporting

The grant will be paid in two instalments:

- Two thirds will be paid in advance, on receipt of a signed grant agreement.
- One third will be paid once a satisfactory monitoring report is received, half way through the delivery period.

Grant-holders will need to submit a final report within four weeks of the end of the project. The report template will be shared when the grant is offered. Failure to complete project reporting will impact on the outcome of future grant applications to Hackney Giving.

A member of the Hackney Giving or Hackney CVS team may also request to visit your project.

Excluded activities

Hackney Giving will not fund:

- Expenditure or activities that have already taken place. By this we mean that retrospective funding will not be awarded; applications may be for ongoing provision.
- Projects that have no community or charitable element.
- Projects that are purely for the advancement of religion or politics.

Hackney Giving does not make grants directly to individuals.

How to apply

Application process

The application form is in Microsoft Word format. A plain text version that is compatible with screen readers is available on request.

Please send your completed application form in .docx format via email to applications@hackneygiving.org.uk along with the supporting documentation detailed below. We are unable to accept postal copies of the form.

Please meet the application deadline (shown at the end of this document). In the interests of fairness, late applications cannot be considered.

Please note: If you have any technical difficulty with the form, in the first instance please contact us for advice. If you are short of time and cannot contact us to resolve the issue, please submit your answers to the questions in an email. Be sure to answer all questions including those with tick boxes.

Completing the application form

Section A – Eligibility checklist

Please check the eligibility criteria for the funding. You must be able to answer yes to each one.

Question A6: Financial surplus means the organisation's balance overall must be positive, not whether the organisation was in surplus or deficit in the last financial year.

Section B – About your organisation

This section gives us context about your organisation.

Question B8: This is your opportunity to tell us about how the leadership of your organisation is embedded in the community you support. Tell us if your trustees or board have lived experience of the issues facing your community. For example, if your organisation works with older people, tell us if there are older people within your management committee, board or trustees. Or, if your organisation works with children, perhaps their parents are part of the management structure, or maybe the children influence the design of services via surveys or a steering group. If your organisation supports a community with a shared heritage, you can choose to tell us whether your trustees are part of that community.

Section C – About your project

This is where you tell us what your project will do with funding. Some answers have a suggested word count. This is only a guide: you can write more or less than the suggestion.

Question C2: Here, tell us about your organisation's experience of working with the community that you plan to support with this project. Include details of previous work that your organisation has done with that community to show us your approach. In particular, please highlight outreach, engagement and communications that you've done previously, and any work supporting families.

Question C4: This question focuses on increasing accessibility to services. By this, we mean your approach to overcome barriers Sfl services. In the question, we have listed several aspects of accessibility but are aware that your target group may experience different barriers. We invite you to give details of how you will support your community to overcome additional barriers as well as the ones that we have listed.

Question C5: This question has three parts. Each part relates to one of the programme outcomes listed above. For each one, please tell us about the activities you will do to achieve the stated outcome. Please include details of what you will do, including how frequently, as well as any other relevant information, so that we can see that your project is well planned and realistic. It should be clear how your planned activities will help achieve the outcome stated in the question.

Section D – Project budget

We will make 3 grants of £10,000. Please make sure your budget adds up correctly, and totals £10,000.

There is no need to use all the rows in the table; please use whichever rows are suitable for your project.

Supporting documentation

Please attach your organisation's most recent set of accounts or financial statement approved at your AGM with your application.

If your organisation has not applied to Hackney Giving before, please also attach:

- Your organisation's constitution.
- Proof of the bank account that you will use to receive any grant from Hackney Giving (e.g. bank statement, paying in book).
- Your organisation's equal opportunities policy.
- Your organisation's safeguarding policy/policies.

Help available to prepare your application

Hackney CVS is running several online "How to Apply" sessions. Please see the [Hackney Giving](#) website for details. These workshops will explain the programme in more detail and cover how to complete an application.

In addition, Hackney CVS Organisational Development specialists can give you one to one support on completing an application. To book a one-to-one support session, please go to:

<https://outlook.office365.com/owa/calendar/HackneyCVS@hcv.org.uk/bookings/>

Data sharing

As part of the management of this programme, applications and programme monitoring will be shared with London Borough of Hackney and with selected representatives of the voluntary and community sector in their capacity as grants panel members.

About Hackney Giving

Hackney Giving is a programme run by Hackney CVS, registered charity 1069736. We distribute funding on behalf of the statutory sector as well as supporting community organisations with money, time or skills given by businesses and individuals. More information is at www.hackneygiving.org.uk.

Application deadline and decision-making timescale

Applications must be received by **11am, Tuesday 5 November 2024**. This is extended from 24 October, which was the deadline originally published. In the interests of fairness, late applications cannot be considered.

We expect to be able to let you know the outcome within five weeks of the application deadline. We will let all applicants know the outcome of their application.