

Assura Community Fund RLWC2021 Grants Programme Criteria



RUGBY LEAGUE
WORLD CUP
ENGLAND + 2021



assura

OFFICIAL COMMUNITY HEALTH PARTNER

Guidance for applicants

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1 > Introduction to the programme

A joint statement from Jonathan Murphy CEO, Assura plc, Jon Dutton, Chief Executive RLWC2021 and Zoe Sheppard CEO Cheshire Community Fund:

Thank you for considering applying for funding through the **Assura and RLWC2021 Community Fund Grants Programme**, administered by Cheshire Community Foundation.

This programme recognises that people's health and wellbeing is determined by a range of social, economic and environmental factors and that, the voluntary sector, (which very much includes community sports venues), plays a vital role in addressing vulnerable people's needs in a holistic way, supporting individuals to take greater control of their own health and wellbeing.

RLWC2021 are delighted to have partnered with Assura, a forward thinking organisation, with a purpose who share many of our values and beliefs. The Assura and RLWC2021 Grants Programme is a wonderful opportunity to collectively make a difference in local communities and enhance the social impact that the Rugby League World Cup 2021 will make.'

We would welcome applications from UK charitable organisations, working to deliver activities which complement existing RLWC2021 CreatedBy grants awarded – or which support vulnerable people living in RLWC2021 host towns and cities, to help them to move forward positively with their lives.

Do take the time to read the full programme criteria to check the eligibility criteria. We look forward to receiving your application and seeing how the **Assura and RLWC2021 Community Fund grants programme** can make a difference to people's lives across England in the Rugby League World Cup 2021 year and beyond.

**Jonathan Murphy CEO
Assura plc**

**Jon Dutton Chief Executive
RLWC2021**

**Zoe Sheppard CEO
Cheshire Community Fund**

2 > Programme priorities

The programme wishes to strengthen the capacity of charitable/voluntary sector organisations to deliver a range of wellbeing project activities, which **must take place** at locations either receiving **RLWC2021 CreatedBy** grants – or at community rugby league organisations, based in **RLWC2021 host areas** (see **Appendix 1**).

Programme activities must **use the rugby league organisation's facilities** as a conduit to deliver activities, which contribute to improved emotional health and wellbeing, gaining support for life challenges, and providing increased activities and opportunities to learn new skills, to enable improved self-confidence, self-esteem, and a strong sense of belonging.

We would give priority to applications which:

- > Complement activities, already provided in RLWC2021 community organisations or add value to RLWC2021 CreatedBy grants.

- > Align well and complements the RLWC2021 Mental Fitness Charter (see Appendix 1 below)
- > Can build strong working relationships with referral agencies – including community rugby league clubs, GPs, other primary care/health professionals and NHS Link workers.
- > Can demonstrate good practice and a clear rationale as to why the project activity would be successful and be able to record and demonstrate the impact of the activity.
- > Provide opportunities for beneficiaries to get involved in the planning, design, delivery, and evaluation (See also Section 12).
- > Demonstrate innovative approaches designed to respond to clearly defined needs.

3 > Programme parameters

The programme wishes to support people of all ages including:

- > Vulnerable people who need support for their health and wellbeing.
- > People with mild to moderate depression and anxiety.
- > People with long-term and enduring health problems.
- > People that frequently use primary care services.
- > Vulnerable groups and people who are socially isolated (low-income single mothers, recently bereaved elderly people, people with chronic physical illness, those recently made redundant, those with caring responsibilities and newly arrived communities).
- > People living in places with the highest levels of disadvantage (due to income deprivation, poorly paid jobs, lack of access to support) who are often at a much higher risk of experiencing mental health problems.

- > The programme particularly recognises that many people living in deprivation and isolation often begin to experience physical decline or mental health deterioration in their 40's/50s and can find it difficult to secure or remain in employment.
- > Equally, middle aged adults looking after young children at the same time as caring for older parents are often vulnerable to stress or mental health issues (many are starting families later and may have 'sandwich caring' responsibilities). Therefore increasingly, women in their 40s and 50s are more likely to face the mental health pressure of simultaneously shouldering responsibility for young and old.
- > We welcome applications seeking to work with people who might not have appropriate support systems around them to access help – disabled people; people from Black and Minority Ethnic (BAME) groups; Lesbian, Gay, Bisexual and Transgendered (LGBT) young people; people from lower social economic groups; children and people who may experience chaotic lifestyles.

The programme can't support:

- > The delivery of rugby league activity – or any projects whose primary aim is to get people involved in rugby league activity

The grants will fund:

- > **Staff costs** – Budget for staffing, including full-time staff, part time staff, sessional staff and other related expenses, e.g., a volunteer coordinator
- > **Volunteer costs** – reimbursements of expenses, e.g., telephone calls, travel and subsistence.
- > **Activity costs** – resources to facilitate a project/activity, e.g., catering, insurance, room hire.
- > **Small capital items** - to enable activities to take place such as craft materials, /health and wellbeing equipment etc.
- > **Transport costs** - for activities that may be short travel distances away, to ensure that these are accessible.

4 > Grant funding available

- > There is a **£100,000 available in 2021** for grants which ideally can start in May 2021 and complete by **December 2021**.
- > The minimum grant is **£1000**, maximum grant **£5000**.
- > **C. 20 awards** are likely to be awarded closely aligned with RLWC2021 host towns and cities outlined in Appendix 1.

5 > Who can apply?

- > Charitable organisations who can deliver activities and services in line with the programme criteria and timescales and RLWC2021 location parameters.
- > The Programme is open to UK based registered charities, constituted community groups and other charitable organisations including Social Enterprises and CICs that are able to deliver health and wellbeing projects to vulnerable people – either referred to them by GPs and other health and social care providers, including Link Workers, or by self-referral.
- > Partnerships may apply but there must be a single organisation as the lead applicant – and all other partners must be eligible for funding.
- > Organisations must operate within a recognised constitution, set of rules or written governing document.
- > The programme will not consider National charitable organisations.
- > Robust information, governance, policies, and procedures (such as, Data Protection, Confidentiality, and Information Security) that are appropriate for your organisation/activity – and comply with all current legislation.
- > Safeguarding policies and procedures that are appropriate for your organisation/activity – and comply with all current legislation.
- > DBS checks for eligible staff, trustee, and volunteer roles.
- > The authority of your organisation to provide new services/increased services to accommodate increased social prescribing referrals.
- > Health & Safety Policies, Risk Assessments and Procedures that are appropriate for your organisation/group/activity and comply with all current legislation.
- > Equal Opportunities Policies and Procedures that are appropriate for your organisation/group/activity and comply with all current legislation.

Organisations need to have:

- > Been running community activities, for a minimum of 12 months which health care professionals could make referrals to.
- > Referral processes in place to acknowledge referrals in a timely manner, informing the person supported when they can expect to receive service/more detailed contact from you.
- > Appropriate insurance in place for activities, staff and volunteers.
- > Secured agreement to deliver activities and services from locations in RLWC2021 host areas or CreatedBy grant recipients.

6 > Ineligible organisations and activities

- > Organisations generating private profit.
- > Statutory organisations including Local Authorities, schools, universities, or hospitals.
- > National charitable organisations
- > Organisations promoting party political activity.
- > Funding costs retrospectively, i.e., anything that has already been paid for or has already taken place or any costs incurred prior to receipt of a grant offer and signed terms and conditions.
- > Applications from individuals.
- > Applications seeking a contribution towards major capital building work, infrastructure, or capital refurbishment work.
- > Any costs incurred when putting together the application.
- > The programme is open to faith-based organisations. However, we cannot fund the practice of religion or any activities that actively promote a religion or belief systems (or the lack of belief). This is because these activities could exclude people from accessing an activity on religious grounds.

7 > Outcomes

We are looking to fund projects which can meet at least one or more of the outcomes below and be able to measure success against the qualitative and quantitative indicators of success:

Outcomes	Qualitative and Quantitative indicators
Improved access to services and support	Number of people reporting better access to services or support.
Improved aspirations for the future	Number of people reporting an increase in personal aspirations and goals. Number of people reporting increased self-esteem and confidence.
Improved mental health and wellbeing	Number of people reporting improved mental health or wellbeing. Number of people reporting a reduction of stress, anxiety and/or symptoms of depression. Number of people reporting increased resilience and/or self-care. Number of people reporting increased self-esteem and confidence. Number of people undertaking treatment/therapy to meet their needs. Number of people for whom the treatment/programme was successful or likely to be successful.
Improved physical health and wellbeing	Number of people reporting improved physical health or wellbeing. Number of people participating in sport, exercise and leisure activities. Number of people reporting that they are more physically active. Number of people undertaking treatment/therapy to meet their needs. Number of people reporting improvements in their diet, to be healthier and more balanced. Number of people for whom the treatment/programme was successful or likely to be successful.

Outcomes	Qualitative and Quantitative indicators
Improved social networks	Number of people reporting improved social networks. Number of people reporting that they feel less lonely. Number of people reporting that they feel an increased sense of belonging in their community.
Increased interpersonal skills (social, communication and relationship skills)	Number of people reporting increased interpersonal (social, communication and relationship) skills. Number of people reporting improved social networks. Number of people reporting that they feel less lonely.
Reduced social isolation	Number of people attending activity sessions. Number of hours of community activity provided. Number of people reporting improved social networks.
Reduced levels of loneliness for individual people	Number of people reporting that they feel less lonely. Number of people reporting improved social networks. Number of people reporting improved mental health or wellbeing.

8 > Quality principles to consider

- > Evidence of benchmarking/consultation with people for the activity which will be delivered.
- > An understanding of relevant national best practice for the activity and how this might be relevant.
- > A well costed budget which represents good value for money.
- > Strong tools and techniques to measure and report on positive changes made.
- > Understand and align with the mental fitness work being undertaken by RLWC2021, Movember and Rugby League Cares, for any mental health related projects.

For example, if you plan to deliver a mental health workshop, applications must show they are supported by an organisation with the necessary clinical structures in place, e.g. escalation policies, support clinicians. If you can't access this internally, it can be sourced through Rugby League Cares. Please contact info@rlcares.org.uk for further information.

As the social care partner for RLWC2021, RFL and Super League, Community Integrated Care specialise in supporting individuals with learning disabilities, autism, dementia and other long term health conditions. If you plan to apply for a project across any of the Community Integrated Care specialised areas and would like to discuss this in more detail, please get in touch via community@c-i-c.co.uk.

If you plan to apply for a specific mental health programme, support can be provided centrally from Rugby League, through Rugby League Cares, RLWC2021 or The Rugby Football League. This support will ensure that the necessary governance arrangements and safety precautions are included within your bid application and delivery.

9 > When to apply

1st February 2021 – Programme Launch – online application is available.

28th February 2021 – Submission Deadline. We reserve the right to close the programme early if we reach sufficient quantities and quality of applications sooner than the deadline – therefore groups are encouraged to apply early.

10th March 2021 – All applications will have been first stage assessed. A maximum of 40 applications will go through to full assessment (declined applications not progressing beyond the first stage will be notified).

15th April 2021 – Applications will have been fully assessed – this may include a telephone call, to clarify aspects of your application ready to be taken to a Panel for review.

15th May 2021 – Approximately 20 successful grantees awarded one-year grants. Grants must be able start as soon as possible after acceptance and by August 2021 at the latest.

10 > Typical examples of eligible projects

The following activities are eligible (the list is indicative):

- > Community activities, these can be targeted at particular groups according to the needs in your local area e.g., projects which target isolation and loneliness for the elderly, veterans, individuals living with a long-term health condition etc.
- > Cookery/healthy eating.
- > Social action/volunteering.
- > Outdoor activities for wellbeing e.g. Gardening projects, walking groups etc.
- > Information advice and guidance support.
- > Benefit claims/money matters/debt advice.
- > Support for people who are either in work or out of work for two years, with health conditions.

Culturally sensitive activities which make activities more accessible and reach out to marginalised communities.

- > Mental health programmes that align to the work already done by RLWC2021, RLC, RFL or Movember i.e delivery or expansion of Ahead of the game or Offload programme

Other positive elements for people supported could include:

- > Making new friends and feeling less isolated.
- > Being better able to cope with the normal stresses of life and being more active, productive and having a sense of purpose.
- > Being better able to talk about their mental health and wellbeing in new ways, with new people.
- > Being better able to take positive action for themselves or others.

11 > Documents to accompany application

- > A list of the names of your Management Committee/Board.
- > A copy of your governing document (e.g. constitution, memorandum and articles or set of rules).
- > A copy of your most recent annual accounts.
- > A photocopy of a bank statement no more than 3 months old. The bank account must be in the name of the organisation applying.
- > Copies of your safeguarding and equal opportunities policies.

12 > Final tips when applying

- > Involve people in design, benchmarking, planning, delivery, and evaluation – ask people who you will be supporting for advice.
 - > When working in partnership with Rugby League clubs, ensure that agreement to host the activities is in place.
 - > Consider flexibility and responsiveness of activities, which is considered key to great engagement. Regular activities held at the same time every week may work well – but may not always be the right formula.
- Bite size events at key points in a timetable of activities could also be a possible option and help overcome clashes with other commitments and timing challenges, for example, for people who work or who have caring responsibilities.

13 > Further advice

- > For any enquiries about grant applications or the process of applying, please contact Cheshire Community Foundation on 01606 330 607 or email assura@cheshirecommunityfoundation.org.uk
- > Please also refer to the Programme's page on our website <https://cheshirecommunityfoundation.org.uk/apply-for-funding/>

14 > Your data when applying

By completing an application form for this programme, Cheshire Community Foundation will use the personal data about you and other individuals named in your application to assess and administer a grant application for the **Assura and RLWC2021 Community Fund Grants Programme**. Personal data about your Board or management committee may also be used for identification.

When necessary, personal data collected through the application process will be shared with Cheshire Community Foundation, Assura Plc, RLWC2021, programme assessors and with other third parties, where the law permits or requires it.

Any photographs and commentary provided to support your application may include personal data relating to individuals supported by your project. These photos, logos and details may be used in promotional material created in relation to your application and may appear on our or partner websites and literature.

We will only use your information where we have a legal basis to do so, for example, to carry out our legitimate business interests to manage and promote our grants or to meet our legal or contractual obligations. By providing any personal data about another person, you are confirming that they understand how their data may be used and shared.

You have certain rights when it comes to your personal information. This includes rights to access and correct your information, and to erase, transfer, object to, restrict or take away consent around how we use your information. Please contact Cheshire Community Foundation if you or anyone named in your application has any concerns with the information being used publicly or if you wish to exercise any of these rights.

15 > Communications

For successful organisations we will be producing materials, press releases and social media posts to celebrate the grants awarded. We will always ask your permission before giving your contact details to the press or any third parties.

Organisations will also be able to produce their own literature; however, any public facing promotion will need to be signed off by Cheshire Community Foundation, including use of any programme or organisation's logos.

16 > Monitoring and evaluation

Successful organisations will be required to complete one formal End of Grant monitoring report at the end of the grant term but may be asked for a short interim update by email. We will be asking you how the grant was spent, as well as the difference the project has made (above

and beyond measuring attendance and behaviour), what was achieved, any key issues and lessons learnt.

Before beginning the project, we suggest successful organisations take the time to read the End of Grant monitoring forms shared on award of grant, so that necessary information can be recorded from the outset. This should include:

- > Sharing the evaluation form with staff in the organisation.
- > Discussing and deciding specific goals based on the application.
- > Deciding who will write the report.
- > Collecting data from the outset.
- > Quantitative data (numbers) – how many people are taking part or using the service, achieved goals (e.g., employment, improved health).

- > Qualitative data (stories) – feedback from users and volunteers, observed increase in skills, confidence etc.
- > Learning – feedback from project participants, what went well, what would you do differently etc.
- > Build in time to complete the form.

Funded organisations should also be willing to discuss the progress of the project over the phone as and when necessary and to host visits that will assist with any interim monitoring, learning and best practice.

Appendix 1

List of 18 host towns and cities involved in the RLWC2021

- | | |
|---------------|---------------------|
| 1. Bolton | 10. Newcastle |
| 2. Coventry | 11. Sheffield |
| 3. Doncaster | 12. Preston |
| 4. Hull | 13. St Helens |
| 5. Kirklees | 14. Tees Valley |
| 6. Leeds | 15. Trafford |
| 7. Liverpool | 16. Warrington |
| 8. London | 17. Wigan and Leigh |
| 9. Manchester | 18. York |

The CreatedBy RLWC2021 Grants Programme

The CreatedBy RLWC2021 Capital Grants Programme is dedicated to improving the environments where rugby league takes place; giving people more and better opportunities to engage with the game and to get active.

The programme invests in capital facilities and equipment that create environments that are accessible, welcoming and build a legacy of the 2021 tournament in local communities, funding projects that offer opportunities for people from all different backgrounds to be active, across all formats of the sport. The RLWC2021 is working in partnership with the RFL, Sport England and Department for Digital, Culture, Media and Sport to deliver the programme. For further information please go to <https://www.rlwc2021.com/facilities>

**Rugby League World Cup 2021 –
Mental Fitness Charter**

By the final whistle of the final game of RLWC2021, there is a commitment to;

- > Educate every player, team official, match official, teammate, and volunteer to look after their own mental fitness and the mental fitness of those around them.
- > Support tournament players to take their experiences home and develop mental fitness awareness within their own rugby league communities.
- > Deliver mental fitness workshops to 8,000 young rugby league players, and their parents.
- > Train grass roots coaches to continue delivering mental fitness workshops and leave a sustainable tournament legacy.
- > Deliver a mental fitness campaign that reaches millions of people worldwide.



Assura plc

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