

Essex Public Health Accelerator Bids (PHAB) Grants Programme

Funding Guidelines

Essex County Council Public Health team are launching a new £7.5m grant programme in 2023. The programme is made up of two options:

- 1) small grants under £7,500
- 2) major grants over £15,000

All projects must be completed by March 2026 or before.

These funding guidelines outline the type of organisations and projects we are looking to fund and how to apply for a grant. We have made the application process as easy and straight forward as possible, and similarly, we have created these funding guidelines to be simple and clear to help you decide your eligibility and help you make the best case to us.

Please read these guidelines carefully to gain a full understanding of what we will fund, and the information we will need. The clearer your application is, the quicker we are able to let you know if it is successful or not.

If you have any queries about the guidelines or are unsure whether your project fits within them, please contact the PHAB Project Manager team - PHABApplications@ActiveEssex.org.

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1. Overview of the Essex Public Health Bids Grants Programme (PHAB) funding priorities

The new Essex Wellbeing, Public Health, and Communities Business Plan (read the plan [here](#)) commits to make public health *everyone's business*. The plan outlines specific areas of focus for prevention work and asks for a new level of engagement from communities and individuals to ensure the public health solutions we collectively develop are owned and sustainable.

PHAB will fund new projects that are both grounded in public health principles, but also deliver services in new and innovative ways, focusing on those most affected by health inequalities. Covering an initial three-year period, PHAB projects will lay the foundations for the achievement of longer-term health outcomes that will allow everyone in Essex to live a healthy life and achieve their full potential.

Our application process asks you to identify which priority (or priorities) your project will meet. All the grants we approve must meet at least one of the business plan priorities. Applications will be assessed on the outcomes the project will achieve rather than the number of priority areas they are working towards.

PHAB funding is specifically for projects that are 'additive,' meaning the services and activities are new and additional. This can include an expansion of existing services, or the start-up of brand-new services. PHAB funding cannot be used as a substitute for existing services or to enable an organisation to make savings to its expenditure costs.

2. Grant types

Organisations can apply to the PHAB programme for funding under £7,500 or over £15,000, depending on the scale of what you want to do.

- PHAB small grants under £7,500

We offer small grant funding from £500 to £7,500 as a quicker way to apply for smaller projects. PHAB small grants will open on 4th September 2023 and remain open throughout the PHAB grants programme*, however all projects must be completed by March 2026 or before. The application process is shorter than our PHAB major grants and applications must be submitted before the project activities are due to start and spend of any grant money. If you wish to start your project before PHAB funding has been approved, the funding cannot be used retrospectively and anything organisations fund before receipt of awarded funding, is done so at your own risk.

*Essex County Council reserve the right to pause the PHAB small grants programme for short periods due to limit of funding availability and/or to ensure proportionate universalism at any time.

- PHAB major grants over £15,000

We welcome applications for a grant of over £15,000. There is no limit to the amount you can ask for, and we will approve grants that are proportionate to the scale and outcomes of the project. The application process is comprehensive, and our major grants are phased in rounds with the following deadlines:

- **Major Grants Round 1:** Opens – Monday 4th September 2023
Deadline 5pm Friday 27th October 2023
- **Major Grants Round 2:** Opens – Monday 8th January 2024
Deadline 5pm Friday 1st March 2024
- **Major Grants Round 3:** Opens – Monday 10th June 2024
Deadline 5pm Friday 2nd August 2024

Essex County Council reserve the right to cap upper limit of funding subject to funding availability and/or to ensure proportionate universalism at any time.

3. Who can apply for a grant?

You can apply if you are an organisation that serves communities within Essex and is one of the following:

- a voluntary and community organisation
- a registered charity
- a charitable incorporated organisation (CIO)
- a not-for-profit company limited by guarantee
- a community interest company (CIC)
- a school
- a statutory body (including NHS Integrated Care Systems, local authorities, town, parish, or community council)
- a community benefit society
- a co-operative society - you must have a not-for-profit 'asset lock' clause in your society rules and also be registered with the Financial Conduct Authority
- a consortium of organisations, as long as they are led by an eligible organisation
*partnership agreement will need to be in place before any funding is awarded.

Who we cannot accept applications from:

- individuals
- sole traders
- organisations based outside the UK
- organisations that look to make profits and share these profits out privately - including companies limited by shares, organisations without the right asset locks, or organisations that can pay profits to directors or shareholders

Board or committee members

It is important that organisations that apply that have a board or management committee have at least two people who are **not related**. By related, we mean:

- married to each other
- in a civil partnership with each other
- in a long-term relationship with each other
- living together at the same address
- related by blood

What we look for in the organisations we fund

We prefer to fund established organisations. By this we mean at least 18 months old and have a first set of annual accounts if appropriate. We are looking for applicants that have the expertise to deliver an innovative public health project.

As a guide, we will be looking for the following characteristics in the organisations we fund:

- a clear mission and purpose
- understand the lived experience of the people they are seeking to support
- place based – understand the culture, assets, and priorities of the place they are seeking to support and are well placed to deliver services
- use resources well – a well-run organisation with the capacity and capability to make effective use of resources to create a sustainable impact

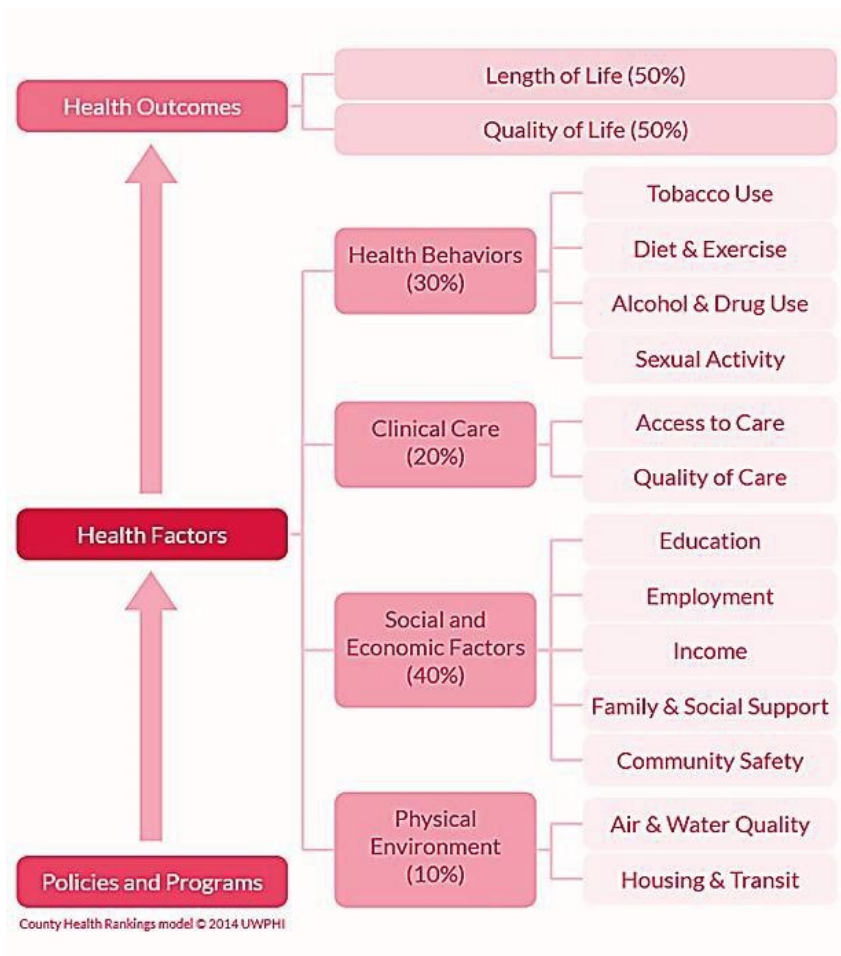
4. The type of projects we will fund

We will fund public health projects that achieve good physical and mental health at both an individual level with regards to improved quality and length of life, and/or at a community level as health is a vital component of local community cohesion, social mobility, and prosperity. The complex link between health and wealth has long been known within public health but has recently been made more prominent by the COVID-19 pandemic, which laid bare the difference between those with the best and the worst health in the UK. PHAB funding may be used to fund interventions that have been delayed due to COVID-19 and encourages those that address associated inequalities in access and/or outcomes.

Partnerships that address the wider determinants of health

Aspects that influence our health and wellbeing outcomes, also known as ‘determinants of health,’ are many and varied. Improving health and wellbeing therefore requires action to be taken by a range of organisations and businesses, as well as by individuals and communities, at different geographic levels and using a variety of interventions.

We recognise that no single organisation can improve public health outcomes across Essex alone. We will therefore prioritise applications that focus on productive and purposeful partnerships that address the widest causes of ill health including the environment we live in, the habits we develop, our level of education, our income and employment status, our safety, and our social connections. We will use the County Health Rankings Model shown below to assess how many applications are addressing the widest causes of health.



Proportionate Universalism

We will apply the principle of ‘proportionate universalism’ to the PHAB programme, ensuring grants are available across all areas of Essex, but focusing on our most vulnerable and those experiencing the worst health inequalities.

Place-based public health

We will prioritise projects that adopt the principles of Asset Based Community Development (ABCD) to empower communities so they are equipped to make healthier choices and maximise their opportunities, regardless of age, background, or current circumstances. We want to fund projects that focus on active and engaged communities, ensuring people can access the services, facilities, and jobs they need to thrive.

People understand what is needed in their communities better than anyone. We want to support projects that:

- fully understand the lived experience they are seeking to support
- involve people and communities from the start
- build on people’s strengths including the knowledge, skills and experience they already have, to make the changes they want
- are connected in their community with a good understanding of other activities and services so that the project can add value and build upon what already exists

Population health management

We will prioritise applications that understand and apply Population Health Management (PHM) approaches to identify groups of people at risk of developing poor health and reduce lifestyle risk factors to improve health outcomes and independence. We will support projects that work across the four levels of poor health prevention:

Aimed at those with diagnosed conditions who would benefit from interventions to support them to be as healthy as they can be (e.g. pulmonary or stroke rehabilitation). Tertiary prevention is the current mainstay of NHS services.

Tertiary Prevention
Condition Management

An approach used to help treat, delay or reduce any disease symptoms or care needs. An underlying disease or need exists, but is amenable to intervention to avoid escalating treatment/care (e.g. basis of screening).

Secondary Prevention
Early Detection

A programme of work to identify disease risk factors to inform preventative action before a disease is present (e.g. smoking cessation/weight management services).

Primary Prevention
Risk Factor Reduction

An approach to better understand and address what makes communities or individuals susceptible to poor health. This helps strengthen population health opportunities and capitalise on community assets.

Primordial Prevention
Wider Determinants

We will also prioritise applications that address the six main risk factors that can prevent future illness in Essex, namely:



Smoking



High body mass index



High systolic blood pressure



High LDL cholesterol



High fasting blood glucose



Alcohol use

Mental health

We will look to fund projects that aim to maintain positive mental health to support quality of life and healthy life expectancy. In particular we will support investment in projects that ensure people are mentally equipped to deal with the unexpected challenges life brings. There is overwhelming evidence that shows positive mental health is important for our relationships, our aspirations, and our ability to maximise our educational opportunities and maintain fruitful employment.

If your project works with children, young people, or vulnerable adults

You will need to have a policy in place that explains how they will be safe, and we will ask to see this policy if we decide to give you funding.

Equalities, Diversity and Inclusion

We want to know your organisation's approach to equality, diversity [and inclusion](#). We expect your organisation and the activities we fund to be open and accessible, to promote equality and challenge discrimination. So, we may ask to see your organisation's equality policy as part of our assessment.

5. What you can apply for

We can fund:

- projects that are 'additive,' meaning the services and activities are new and additional. This can include an expansion of existing services, or the start-up of brand-new services
- our grants are for revenue costs only
- direct costs associated with delivering new public health services and activities - this can include project staff/additional project capacity, materials, equipment, room hire, qualifications and upskilling, transport, volunteer expenses and project evaluations
- organisational development - this can include testing new ways of working, staff training and development, developing governance and leadership, developing and sharing impact and learning, and increasing capacity to support collaboration and partnership working
- core/fixed costs to support the day-to-day running of your organisation - this can include core salaries, rent, utilities, equipment

6. What we do not fund

We cannot fund:

- PHAB funding cannot be used as a substitute for existing services or to enable an organisation to make savings to its expenditure costs
- capital costs for buildings or land developments
- services and activities that are the explicit statutory duty of another organisation
- activities that make profits for private gain
- religious activities (we can fund religious organisations if their project benefits the wider community and does not include religious content)
- political or lobbying activities
- things you have spent money on in the past and are looking to claim for now
- loan repayments
- the topping up of organisation reserves
- one off events unless they are part of a wider project plan
- activities or services that take place outside of Essex
- any addictive substance (e.g. alcohol, tobacco products, etc.)
- loans, endowments, or interest
- VAT you can reclaim
- cash that will be given directly to individuals

7. Application process – Small grants

- All applications must be made online on the PHAB microsite hosted on the Essex County Council website
- Maximum of 2 years funding can be requested
- Projects must demonstrate a level of sustainability, an evaluation process reflective of the level of funding requested and a clear exit plan
- Applications can be submitted at any time during the programme*, however all projects must be completed by March 2026 or before. *Essex County Council reserve the right to pause the PHAB small grants programme for short periods due to limit of funding availability and/or to ensure proportionate universalism at any time.
- Applications must be submitted before the project activities are due to start and before the spend of any other grant monies. If you wish to start your project before PHAB funding has been approved, the funding cannot be used retrospectively and anything organisations fund before anticipated receipt of awarded funding, is done so at your own risk
- We will assess small grant applications in the order they are submitted
- Check that your organisation is eligible to apply (see section 3)
- If you are having difficulty completing the online application or have communication needs, please contact the PHAB team - PHABApplications@ActiveEssex.org
- You will receive a notification after submission of the application to let you know we have received your application
- We want to know all about your project and the impact you are expecting to achieve
- We require information and contact details of your organisation, including legal name of your organisation, address, type of organisation, contact person, position of contact person in organisation, organisation's accounts (if relevant), bank account. If you're unable to provide a bank statement, we can accept transaction listings if they include everything we would expect to see on a bank statement
- We may contact you if we need to clarify any information
- **If your application is unsuccessful** – we will send you an email. You can reapply for a small grant at any time, as long as your project is different to the one previously rejected by us. We offer feedback on request to unsuccessful applicants. All decisions are final, and we cannot revisit any decision
- **If your application is successful** – we will send you an email with an offer letter outlining the terms and conditions of your grant and the next steps. We will ask to see any additional documents/policies to support your application at this time. Once received you can start your project as soon as you are ready. We will put the funding in your bank account within 30 days (or sooner, if possible). You should spend the funding the way you said you would in your application. Let people know about your grant and the positive work that your project will undertake
- Start measuring the impact of your project as soon as it goes live so you can send us ongoing stories and information, including a brief end of project report
- **Grant terms and conditions** – if your application is successful, we will ask you to agree to our terms and conditions

8. Application process – Major grants

- All major grant applications are to complete an Expressions of Interest form online on the PHAB microsite. If the project is deemed to meet application criteria, you will be invited to complete an application form. You can view the Expression of Interest questions [here](#) (when the EOI is open)
- **Expression of Interest Round 1:** Opens – Tuesday 1st August 2023
Deadline 5pm Friday 25th August 2023
- **Expression of Interest Round 2:** Opens – Monday 6th November 2023
Deadline 5pm Friday 1st December 2023
- **Expression of Interest Round 3:** Opens – Monday 8th April 2024
Deadline 5pm Friday 3rd May 2024

Applications received outside of these periods will not be considered.

- All applications must be made online on the PHAB microsite hosted on the Essex County Council website
- Maximum of 2 years funding can be applied for
- All projects need to demonstrate a level of sustainability, an evaluation process reflective of the level of funding requested and a clear exit plan
- Applications can be submitted:
 - **Major Grants Round 1:** Opens – Monday 4th September 2023
Deadline 5pm Friday 27th October 2023
 - **Major Grants Round 2:** Opens – Monday 8th January 2024
Deadline 5pm Friday 1st March 2024
 - **Major Grants Round 3:** Opens – Monday 10th June 2024
Deadline 5pm Friday 2nd August 2024

Essex County Council reserve the right to cap upper limit of funding due to availability and/or to ensure proportionate universalism at any time.

- Apply at least 18 weeks before you need the funding. It will take around 18 weeks to get a decision from us. Any expenses you may incur starting a project before an award is made is done so at your own risk
- Check that your organisation is eligible to apply (see section 3)
- If you are having difficulty completing the online application or have communication needs, please contact the PHAB team - PHABApplications@ActiveEssex.org
- You will receive a notification after submission of the application to let you know we have received your application
- We require information and contact details for your organisation, including legal name of your organisation, address, type of organisation, contact person, position of contact person in organisation, organisation's accounts (if relevant), bank account. If you're unable to

provide a bank statement, we can accept transaction listings if they include everything, we would expect to see on a bank statement

- We may contact you if we need to clarify any information

9. Project monitoring and evaluation

All projects funded through the Public Health Accelerator Bid (PHAB) programme will be subject to evaluation. It will be the responsibility of grant recipients to ensure that meaningful evaluation is carried out and that the full results of the evaluation are shared with Essex County Council (ECC) in a timely manner.

Where necessary, PHAB monies can be used to fund the evaluation of PHAB projects. Applicants should ensure that the funding they are bidding for is sufficient to deliver both their project and the evaluation of their project.

Evaluation activity should be proportionate to the scale of the project and the grant award.

As a guide, we would expect the evaluation of projects supported by small grants (under £15,000) to involve:

- providing ECC with information on the progress of your project, the challenges you and the project team have faced, the results you have achieved, the views of any partners or third-party organisations you have worked with, and any key lessons learned. This information may be provided at the end of your project or, for longer projects, at regular intervals;
- and providing, wherever possible, key facts and figures on your project, for example: the number of people taking part (in total or from certain groups and places), and/or the number of people achieving specific results following involvement with your project.

We expect that the information, and type of information provided will vary on a project-by-project basis. However, the information must be sufficient to provide assurance that the funding will be being spent in delivering the project outlined, and that the project was delivered as planned.

We would expect the evaluation requirements of projects supported by larger grants (£15,000+) to be more wide-ranging. At the point of application, we would expect you to:

- clearly specify the **resources** you will use to deliver your project (including any grant from the PHAB), the **activities** that your project will deliver, and the **results** that you expect the projects to achieve in the short, medium and long-term. We may request that this be developed in the form of a 'logic model' or 'theory of change.' If we do make this request, we will provide advice and/or guidance on preparing this.
- make proposals on the **key questions** that you will seek to answer to help determine the impact that your project has had, and whether/how it has made a difference for people affected;
- make proposals on **how you intend to answer these questions**, including details of the data and types of data you will collect, methods you propose to use to collect this, and how this will inform answers to your key questions. This may require you to follow-up with project participants over a period of time and after the project itself has closed.

ECC will seek assurance that bidders have made appropriate arrangements to deliver these proposals.

For the largest projects – likely to be those seeking funding awards in excess of £100,000 – ECC will wish to see a fully developed and costed impact evaluation plan, using appropriate methods, to accompany any funding bid. Evaluation specialists within ECC will review and quality assure this plan. They will seek assurance that the bidder has made appropriate arrangements to enable its effective delivery and will provide advice to the PHAB funding panel.

Information, advice and guidance will be provided to support those preparing evaluation plans to support applications for large sums.

We expect that all evaluation results – reports, presentations and data – will be made available to ECC. This is to help us understand the impact and effectiveness of your project in achieving its objectives and any wider outcomes. All reporting should be unbiased, so that “negative” or unintended outcomes are also shared.

Therefore, in preparing your application you should provide a clear description of:

- The aims and objectives of your project/intervention, what the project is, what are the intended outcomes of it (what will it improve)?
- Why is your project important, what priorities for the overarching programme does it link to?
- The population/cohort your project is for and the location/coverage of the project.
- Goals of your evaluation, what questions will it be used to answer? Who is on your project team, and who do you plan on working with for the evaluation?
- Methodology expected to be used in the evaluation, such as the measures, data sources and collection tools. Proposals should be mindful of data protection regulations and should give consideration to how you will protect the rights, dignity and safety of those participating in your projects.
- The evaluation timescales, key milestones, and deliverables. For example: the length of the project, the time until intended outcomes might be achieved, long-term follow-up for long-term outcomes if applicable, and suggested reporting.

In addition to the evaluation of funded projects, ECC may look to conduct an evaluation of the PHAB programme as a whole, including understanding the views and experiences of successful and unsuccessful bidders. By submitting a bid to the PHAB you are providing consent to be contacted about this.

10. Further information

- PHAB terms and [conditions](#)
- [Useful resources in the public health sector](#)

