

# First 1,000 Days in North Manchester

Supporting families and children in North Manchester to start well

Fund Prospectus 2020–2022



Manchester Health & Care  
Commissioning

A partnership between  
Manchester City Council  
and NHS Manchester CCG



Our Manchester  
Voluntary & Community  
Sector Fund



North  
Manchester  
Together

Working to grow  
our voluntary  
and community sector

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## **Foreword**

Ten years ago, the Marmot Review clearly articulated that giving every child the best start in life was imperative to improving health outcomes and reducing inequalities in later life. The review evidenced how the first 1,000 days are truly critical to child development as the brain and body develop from conception until a child is two years old.

In February 2020, with input from Manchester and our city region, 'The Marmot Review-Ten Years On' was published. The report demonstrated a widening of the inequalities that impact on the health of our children and families, through a decade of austerity.

With the unprecedented and unpredicted global pandemic that followed, this has only served to increase the need to provide the essential support that our new born children require to have the best start in life.

The Manchester Population Health Plan 2018–27 prioritises the first 1,000 days. It includes our ambition to reduce infant mortality, reduce the proportion of low birth weight term babies, increase breastfeeding rates, reduce the number of children admitted to hospital with dental decay, and increase the proportion of children who are ready for school.

This targeted fund is weighted towards projects working with residents in north Manchester and with black and minority ethnic communities. This will go some way to reduce inequalities and support equitable access to the best start in life. For example, in the north of the city we have higher concentrations of families with younger children living in poverty, and more homeless families living in temporary accommodation. Some black and minority ethnic communities face barriers to receiving support services and experience poorer health outcomes, such as higher rates of infant mortality and poorer oral health.

The Voluntary and Community Sector is well placed to help to deliver the Manchester Population Health Plan and to provide vital support for families in those first 1,000 days. The ability of the sector to work innovatively and in new ways has never been more required than in our climate of social distance, where community network and family engagement remains central to the work of the sector. This fund has been co-designed with voluntary and community sector colleagues, and partners from public sector organisations all with experience of working in early years and family support.

**David Regan**  
**Director of Public Health**

## **Key information**

Funding is available for projects that aim to improve the health and wellbeing of children in North Manchester in their first 1,000 days of life (from conception to the age of two), as it is crucial to their long-term health and wellbeing.

## **Objectives**

### **To support women, fathers and families:**

- To increase, in a sustainable way, their support networks in their communities, and their use of voluntary and statutory sector support services
- To increase, in a sustainable way, the number and/or quality of friendships, relationships and connections with their communities.

## **Key dates**

### **Opening Date**

Monday 19 October 2020

### **Closing date for applications:**

Monday 16 November at 10am

### **Decision date:**

December 2020

### **Due diligence date:**

January 2021

### **Start date for projects:**

Anticipated to commence March 2021

## Funding

The total amount of available funding is £250,000 and is based on grants for projects specifically within north Manchester wards as follows:

Ardwick & Beswick, Charlestown, Cheetham, Clayton & Openshaw, Crumpsall, Harpurhey, Miles Platting & Newton Heath, and Moston

Lead applicant for this grant means you are the organisation that will make the application on behalf of a partnership and if successful will be responsible for collating and submitting quarterly monitoring on behalf of the partnership.

- Funding is for one year.
- Lead and partner applicants must be constituted VCSE groups/organisations.
- Lead applicants must be based or working in North Manchester wards OR be in partnership with an organisation that is based or working in North Manchester wards.
- Applicants must already have a significant track record of delivering services in Manchester for its citizens.
- Applicants can apply as a partnership or independently.
- Applicants can only be a lead organisation or partner in a maximum of two bids. Applicants who are already in receipt of First 1000 Days Funding as a lead or partner in 2 successful bids are ineligible to apply.
- Partnerships do not have to exclusively be with other VCSE organisations e.g. could be with Sure Start and Health services although the money will only be directed to the VCSE organisations.
- Applicants do not need to have an existing or previous funding relationship with MHCC or MCC.
- Due Diligence will be carried out either on the Partnership or individual applicants. Applicants who are applying as Lead organisations, but are not currently funded by either Our Manchester Funds, Culture Partnership Agreement or Young Manchester Fund, will be asked to provide additional information in order to meet this criteria.

Partnerships will be expected to have an agreement in place that includes (but is not limited) how they will work together to deliver activities, keep people safe (in terms of health and safety and safeguarding), monitor the work, and pass on funding.

Lead organisations will be expected to have checked that any partner organisation they are working with is constituted and that they are working towards and/or willing to adopt safeguarding, equality and diversity, and risk practices, as well as the policies and procedures of the lead organisation.

## **Strategic context for the fund**

Giving every child the best start in life was highlighted in the Marmot Review as being absolutely crucial if we are to improve health outcomes and reduce health inequalities in later life. The first 1,000 critical days, from pregnancy up to the age of two, is a peak period of growth for the brain to achieve its optimum development and nurturing. When a baby's development falls behind the norm during the first years of life, it is more likely to fall even further behind in subsequent years than to catch up with those who have had a better start.

Almost ten years on from the Marmot Review, the first 1,000 days begins every day in Manchester with a range of strategies, plans and activities. These include the preconception stage, pregnancy, maternity services, teenage pregnancy, family approaches and interventions, health visiting, Early Years and Early Help, focused on:

- Reducing the rate of infant deaths
- Reducing the rate of mothers smoking in pregnancy
- Reducing the proportion of low birth weight term babies
- Increasing rates of breastfeeding
- Reducing the number of children (0–4) admitted to hospital with dental decay
- Increasing the proportion of children who are ready for school.

Manchester City Council's Our Manchester Voluntary and Community Sector (OMVCS) Programme Team are administering the First 1,000 Days Fund on behalf of Manchester Health and Care Commissioning (MHCC).

Voluntary and community-sector organisations are a vitally important part of the city, providing a range of activities and services for Manchester people. The contribution that voluntary and community-sector organisations make is recognised as a key priority within the **Our Manchester Strategy** – the vision and ambition to make Manchester a world-class city by 2025.

The First 1,000 Days Fund continues the work of the OMVCS grant programme, building on the support for voluntary and community-sector organisations to carry out activities that make an important contribution to meeting both the outcomes of the **The Manchester Population Health Plan** and **Our Manchester Strategy**.

### **Our Manchester outcomes**

- a thriving and sustainable city
- a highly skilled city
- a progressive and equitable city
- a liveable and low-carbon city
- a connected city.

## **Our Manchester principles**

- Better Lives (it's about people)
- Listening (we listen, learn and respond)
- Recognising strengths of individuals and communities (we start from strengths)
- Working together (we build relationships and create conversations).

This prospectus is designed to give you an overview of the grant fund and help you understand what you need to put into your application. Alongside this prospectus there is guidance with more details on how to answer the questions in the application form.

The First 1,000 Days Fund was developed through a co-design process involving the Council, and representatives from health, Early Years, and the voluntary and community sectors – all committed to supporting and promoting the good health and wellbeing of mothers, and children in their first 1,000 days of life.

## **Round 2**

Following the initial call for applications towards the end of 2019, £250,000 remained unallocated for work in North Manchester. A North Manchester subgroup was formed to oversee the development and delivery of a second round of funding, to get these resources into local communities and to support organisations based in and working in North Manchester to apply.

## **The First 1,000 Days Fund**

The primary aim of the grant fund is to increase the health and wellbeing of children in their first 1,000 days of life (from conception to the age of two), as it is crucial to their long-term health and wellbeing. This seeks to build on the voluntary and statutory offer to mothers, fathers and families across the city, recognising the need to make a real and sustainable impact in north Manchester and on BAME communities.

## **Objectives**

Applicants must meet all the objectives of the fund, which are to support women, fathers and families:

- to increase in a sustainable way, their support networks in their communities, and their use of voluntary and statutory-sector support services
- to increase in a sustainable way, the number and/or quality of friendships, relationships and connections with their communities.

Through:

1. Supporting women to build a positive and high-quality relationship with their child or children in pregnancy and early childhood (from conception to the age of two)

2. Supporting women to maintain and improve their health and wellbeing when they are pregnant
3. Promoting healthy relationships with mothers, fathers, family, friends and others in the community.

This can be done through a range of activities and opportunities that aim to give parents and children the best start in life by developing emotional bonding and positive attachment, as well as healthy environments and relationships with families and friends.

### **Examples of activities**

There are many ways you may meet the objectives of the fund, however we recognise that Covid-19 places additional barriers and difficulties on the delivery of activities. We welcome applications that seek to provide support and activities following government guideline and restrictions. For example, potential activities could be delivered both online and/or face to face and could include:

- A range of advice, guidance and support Health and wellbeing activities during and after pregnancy
- Breastfeeding support, including culturally specific awareness and engagement
- Local support and friendship groups for pregnant women, fathers and new parents
- Activities focused on fathers, peer support and local connections
- Activities focused on grandparents and their role in a child's life
- Community food projects to increase access to good food and cooking, and budgeting skills for families
- Specialist advice on welfare benefits and accessing other services that help to reduce poverty
- Support for teenage parents that looks at support and opportunities for the parent as well as the child
- Help and advice on accessing other services, eg. midwives, health visitors, GPs etc.

Any projects and activities that require the clinical input of Health staff such as Health Visitors should be discussed and agreed with those individuals and teams before submitting your application.

### **Priorities**

**The key priorities for this fund are:**

- Children in their first 1,000 days of life, ie. from conception to the age of two
- Living in north Manchester wards
- Pregnant women
- Mothers, fathers, the extended family and the community.



Applicants must respond to the priorities within their bids and delivery of the activities using their connections and experience of working with mothers, fathers and families. They must show a deep understanding of the whole person and their family, the environmental conditions where people live, work and socialise, and the history and culture of their communities.

## **Grant amounts**

The total funding available for North Manchester specific work is £250,000. The amounts are over one year from March 2021 to March 2022. Funding will be awarded over one year, however projects can continue beyond this date.

- One grant of £100,000 for a project working with mothers, fathers and families living in north Manchester
- Three grants of £50,000 for projects working with mothers, fathers and families living in north Manchester.

The focus of the grant fund is on increasing access to voluntary and statutory services in order to improve the health and wellbeing of children in their first 1,000 days of life (from conception to the age of two), as it is crucial to their long-term health and wellbeing.

Owing to the amount of funding available and the aims of this fund, lead and partner organisations can be named and receive funds in a maximum of two bids for the smaller grant amounts. Further information on the grant amounts is provided in the guidance for the fund.

## **What we will and won't fund**

This funding is for the delivery of new projects and activities or the extension of current projects and activities that meet the aims and objectives of the fund.

### **We will fund:**

- Items directly relating to the cost of your project and activities, or service enhancements
- Full cost recovery, including staff salaries (delivery staff and/or management costs)
- Training and capacity-building activities
- Food, equipment and resources directly related to the costs of running your project and activities
- Volunteer expenses
- Costs of premises
- Costs associated with monitoring and evaluation
- Partnership costs.

## **We will not fund:**

- Costs not related to your project and activities, or service enhancements
- Purchase of vehicles, land or property
- Building renovation/repair costs.

## **Key requirements**

Equal opportunities should be considered right across your application, in particular the impact geography, age, disability, race, gender, sexual orientation, religion and belief can have on mothers, fathers and families. For some mothers, fathers and families, eg. BAME, the impact can be in a number of ways, so the focus should be on the person/family and how this can be addressed.

## **Applicants need to:**

- Show a high level of links and local connections with organisations and amenities within the areas for which they apply.
- Show experience of running activities that help mothers, fathers, babies and young children or families.
- Show service-user involvement in the organisation, design and delivery of projects, activities and services.
- Show how they are prioritising the engagement of BAME women, fathers and families, eg. looking at the BAME make up within an area and equality impacts, and then seeking to reflect this in their application using outreach, collaboration, a range of activities, and partnership relationships.
- Show the added value over the period of the grant, putting the mechanisms in place to monitor and increase their overall social, environmental and economic benefit.
- Show value for money and that the project will deliver its total contribution to the objectives. Bids will not be assessed against one another, but they will be assessed for unreasonable costs.
- Strongly emphasise both formal and informal partnerships. By formal partnership, we mean that a significant part of the funding goes to a partner through any suitable funding mechanism. Further information on significant funding is in the guidance for the fund.
- Show partnership expectations. Every lead organisation is expected to work with at least one formal partner unless there are clear reasons not to. This will need to be explained in your application.

Partnerships will be expected to have an agreement in place that includes (but is not limited to) how they will work together to deliver activities, keep people safe (in terms of health and safety and safeguarding), monitor the work, and pass on funding.

Lead organisations will be expected to have checked that any partner organisation they are working with is constituted and that they are working towards and/or willing to adopt safeguarding, equality and diversity, and risk practices, as well as the policies and procedures of the lead organisation.

## How to Apply

This application process uses the Manchester City Council standard grant application process, which has been co-designed with Manchester's Voluntary and Community Sector.

Application forms can be completed online using the Smart Survey link – <https://surveys.manchester.gov.uk/s/NF1000days/>

## How decisions will be made

All applications will be initially assessed to ensure that they meet the criteria for the grant.

An assessment panel will assess bids and make recommendations on which applications should be funded. This will include the use of criteria that will give weighting to:

The priority to engage with BAME mothers, fathers and families and coverage across the ward areas of North Manchester, particularly where there are wards or communities of identity that do not have support.

The final decision regarding the overall grant fund will be made by the Our Manchester Voluntary and Community Sector Programme Board.

The Assessment Panel will be chaired by a non-voting representative from Macc, the voluntary-sector support service (which will be ineligible to apply for funding). The panel will comprise a mix of experienced individuals aligned to the objectives of the grant fund.

All grant applicants will be notified by email whether their application has been successful, and we will provide written feedback if this is requested.

**There will be no appeal process.**

## Process once decisions have been made

All formal partners will be expected to take part in the due diligence process if the award of the grant is confirmed.

Lead organisations are responsible for undertaking due diligence on partner organisations. As a minimum it is suggested that this covers:

- **Safeguarding** – for anyone who works with people
- **People** – staff and volunteers
- **Equality** and diversity – are you meeting the needs of your 'customers'?
- **Risk** – how are you managing health and safety and organisational risk?
- **Finance** – how will you manage and monitor how money is used safely?

All organisations named as partners in bids must be constituted.

All formal partners will be expected to take part in the due diligence process pending confirmation of the award of the grant. The OMVCS Programme Team will undertake due diligence of the partnership arrangements

Following completion of the due diligence process, successful applicants will be sent a grant-funding agreement with the terms and conditions for all parties to sign and return, ready to go live!

### **Ongoing relationship**

We want to continue to build the relationship with grant-holders based on a culture of collaboration, open dialogue and trust.

All organisations that receive a grant must agree to:

- Be open, transparent and co-operative
- Complete monitoring and other required forms
- Join in and take an active and constructive part in a small number of key networks relevant to the funding
- Assist with the engagement of Manchester citizens
- Comply with additional requests for information from external evaluators (which will be proportionate to the grant fund).

### **Monitoring and evaluation**

Monitoring will be undertaken by the lead organisation, which will be responsible for the submission of monitoring returns in collaboration with partner organisations.

#### **Monitoring**

We expect you to monitor your activities, including keeping records of how many older people have engaged in your activities. You must collect sufficient information to enable you to report on the activities you are delivering and be able to demonstrate the impact those activities are having on older people. We will provide templates for this monitoring. You must keep financial records demonstrating how you have used the grant funding awarded.

We will use the current OMVCS monitoring process with the inclusion of some additional requirements from MHCC to cover the following areas:

<b>Type of information</b>	<b>Description</b>	<b>Frequency</b>
Activities	What activities have taken place and with how many Manchester citizens	Quarterly
Outcomes	Progress towards outcomes	Quarterly

Volunteering	Number of volunteers and estimates of volunteer hours	Quarterly
Service-user data	Breakdown by gender, age and ward area of all Manchester citizens who have used services within a given period	Quarterly
Additional funding	Description and amounts of additional funding	Quarterly
Finance	Grant expenditure	Quarterly
Support and feedback	Opportunity for groups to identify any support they require and provide feedback regarding the Programme Team/Liaison Officer	Quarterly
Organisational challenges	Challenges that have impacted (positively or negatively) on organisations' ability to deliver services in Manchester	Quarterly
Liaison officer contact with organisations	Feedback on contact with organisations in the form of a visit and/or phone calls	Quarterly
Annual Survey (Two-week snapshot survey carried out once a year at a different period each year)	Agreed 2 week period where organisations capture the following service user and volunteer data gender, age, disability, ethnicity, sexual orientation, caring responsibilities and ward area of all Manchester citizens	Annually

### **Thank you for your application**

We look forward to receiving your applications and working with you to help to improve the health and wellbeing of children in their first 1,000 days of life (from conception to the age of two).

For any questions you may have about the fund, or if you require any of the documents in another format, e.g. large print, please contact the OMVCS Programme Team at **omfunds@manchester.gov.uk** or by phone on **07866 001 456**