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| **Application FORM** **[Spoke Development and Additional Activity]** **PROJECT SPECIFICATION** |
| Sandwell MBC are inviting local Voluntary and Community Sector organisations (Definition [**here**](https://www.sandwell.gov.uk/downloads/download/425/definition-of-the-voluntary-and-community-sector)) and schools to express their interest in applying for a grant of **£15,000** to develop a sustainable spoke and a wellbeing offer.For further information and/or to submit completed application form: **Maxine\_Burrows@sandwell.gov.uk AND**  **Kimberley\_Maynard@sandwell.gov.uk****The closing date is 5pm 31st August 2025** |
| **PROJECT DESCRIPTION** |
| We are looking for organisations based in areas identified by the needs assessment map that are already delivering services and support to families in their communities and want to develop and strengthen their offer by joining the family hub model and becoming a Spoke. Please see attached map, the grey shows where residents are living, the red is the reach across Sandwell from all our existing Hubs and Spokes, the lighter the red the less the reach. The areas we have identified are as follows • Oldbury (Oldbury is an underserved area so any organisation in the Oldbury area would be considered)• Tipton (Tipton Green Ward)• West Bromwich (Great Barr & Yew Tree and West Bromwich Central Wards)We are also looking for an organisation that can engage Black and Black Heritage communities that can be based anywhere in Sandwell as long as they are willing to work with Families across the whole of Sandwell and not just the area they are based in. Please see appendix one the Family Hub Model for more information:* Benefits of developing to be a Spoke
* Definition of a Spoke and expectations
* The Family Hub model
* Key findings from the Needs Assessment

**Spoke Development** The grant is aimed at organisations that already provide families with a welcoming inclusive place that delivers support and services. The grant is a total of £15,000 split across three elements. 1. To support the development of systems and processes to meet the family hub requirements, such as recording data, attending training and meetings as well as set up costs. There will be additional Family Hub services based on the needs of the community. It will be supported by Family Hub staff. Families in need of additional help, will be supported to access the right help, in the right place at the right time.
2. To enhance, expand and/ or develop a wellbeing offer, that would contribute to improving parent-infant relationships and parental well-being.
3. To contribute to our Baby Friendly Initiative (BFI) by providing a warm and welcoming environment for new parents that meets BFI standards

**Who is eligible to apply to be a Spoke?**Applicants need to fit within the agreed local definition of Sandwell VCS organisations or a Sandwell school. They need to be experienced in delivering activities for families and young children. Applicants need to be actively delivering family sessions in their community already. Examples of activity could include stay and play, baby group etc. Applicants need to meet the above requirements for location. **Applicants will need to demonstrate:**That they are already offering quality services and support to families and young children.  |
| **DELIVERY PERIOD**  |
| The delivery period for the wellbeing activity and promotion of Breast Feeding is 2 years from receipt of funding. Once developed the spokes will be sustainable post funding and therefore continue without any additional funding. |
| **FUNDING** |
| Organisations can apply for a one-off grant of £15,000  |
| **ELIGIBILITY**  |
| Any Sandwell Voluntary and Community Sector organisations (Definition [here](https://www.sandwell.gov.uk/downloads/download/425/definition-of-the-voluntary-and-community-sector)) and Sandwell schools who can provide a spoke that meets the objectives and aims for delivery and sustainability. |
| **PROJECT AIMS**  |
| General Aims* To provide a welcoming hub for families.
* To ensure family services and support reach as many families as possible across Sandwell
* To provide seamless support for families: ensuring they are supported to access the right help, in the right place, at the right time.
* To provide the information families need, where and when they want it.
* An empowered workforce: developing a modern, skilled workforce to meet the changing needs of families.
* Continually improving the Start for Life offer: improving data, evaluation, and outcomes
* Deliver well-being activities within the Family Hub network that promote parent - infant relationships and wellbeing for parents and children up to the age of 2.
* Promote and provide information and support for breast feeding to parents

**Spoke Applications*** Established provision that is sustainable and already providing high quality services for families.
* Space is available for additional services and partners to use.

Staff and volunteers can evidence a basic knowledge of safeguarding and working with children and familiesStaff and volunteers willing to undertake L3 Core Working Together training* The organisation is an active member of the Early Help partnership
* The Spoke will be based in an area of need, as mentioned above and evidenced on the map
* Priority will be given to provision that is open a minimum of 3 times a week and be able to open more when required including evenings and weekends
* Each Spoke will have a sustainable plan to ensure services for families continue post the end of the grant term.
* Staff and volunteers are willing to attend further training linked to Family Hubs and Early Help
* Representative from the spoke will attend and contribute to their local Community Network Meeting
* Each spoke to deliver and evaluate additional well-being activities that promote parent - infant relationships and wellbeing as well as deliver against the Family Hub Programme agenda for a period of 2 years.
* Each spoke to provide support and information to promote breast feeding

**Key Aims for Additional Wellbeing Activity** * The activity must be an additional offer and not an existing service.
* The WEMWEBS evaluation tool will be expected to be embedded, to evaluate pre and post project/ course impact for all participants. All evaluation data collected to be shared with the Family Hub project Team at the end of each activity.
* The activity should run weekly for a minimum of 38 weeks for each year – total activity across 76 weeks. Ideally as a 6 week programme.
* The main facilitator of the activity must understand importance and key principles of parent - infant relationships, demonstrated through training or experience
* The main facilitator of the activity must be an experienced Early Years / baby practitioner
* The activity is only for parents/carer and their baby up to the age of 24 months.
* Activities that will be delivered at weekends or on evenings are welcomed and encouraged
* All facilitators of activity to attend the Parent Infant Emotional Wellbeing level one training, dates of which will be given to you
* **Key Aims for Promotion and Support for Breast Feeding and Baby Friendly Initiative**
* Support pregnant women to recognise the importance of early relationships for the health and wellbeing of their baby
* Protect and support breastfeeding in all areas of the service
* Support parents to have a close and loving relationship with their baby.
* To provide a warm and friendly environment which encourages and promotes breastfeeding
* Help mothers to feel comfortable when feeding their baby.
* To provide up to date NHS information regarding infant feeding
* Staff and volunteers to be knowledgeable on the wider support and services available so they can encourage parents to access these
* Staff and volunteers to attend basic breast-feeding training
* Provide space for infant feeding interventions and activities to take place.
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| **PROJECT OUTCOMES** |
| All spokes to contribute to the following Family Hub Key performance indicators.

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| **Family Hub Key Performance Indicator** | **Expectation of Spoke Contribution** |
| 20% Increase in the number of families registered with the Family Hub (From Children's Centre's 22/23 baseline) by July 2024 | To support families to register with Family Hub, clearly sharing the services and support available |
| Increase the percentage of children eligible for ELT that access their entitlement. (Number of children taking up ELT places as a percentage of the baseline figure for those entitled). | To promote ELT with families, supporting applications and finding childcare. |
| 60% Parents will know how to access Family Hubs services by July 2024 (Via survey) | All staff and volunteers in the spoke understand the family hub offer and be able to signpost/ handhold families to access further support where needed |
| Uptake of FH Services is more reflective of community make-up (Current access data to be analysed to identify which communities aren't accessing services and to set target) by July 2024 | By completing registrations with families this data will be captured and analysed. |
| 80% of service users will report positive experience of Family Hub Services by July 2024(Via survey) | Accessible, inclusive, and welcoming to all familiesStaff and volunteers be able to attend Family Hub events and meetings |
| 50% Increase in engagement by fathers/male carers (baseline to be captured from Children's Centres data) | Staff and volunteers to be knowledgeable on services and support available specifically for dads / male carers |
| 80% of families feel that pathways are clear and easy to navigate by July 2024 (to be captured by survey) | All family hub campaigns and pathways are displayed and promoted to families.Staff and volunteers are familiar with the pathways and able to target and share with families (for example healthy pregnancy pathway) |
| 80% Families report positive, supporting relationships with Family Hub practitioners and peer supporters by July 2024 (baseline to be captured via survey) July 2023 | Accessible, inclusive, and welcoming to all familiesEach spoke will be able to share data about the families attending and the services they are accessing or requesting access to. |
| 10,000 families to access information and services via new website by March 2024 | To display and promote the Family Hub websiteTo include a link to Family Hub website on the spoke websiteTo include links to Family Hub face-book on the spoke face-book |

**Wellbeing Offer Outcomes*** To improve parental wellbeing, evidenced through the completion of WEMWEBS measurement tool.
* To improve the parent-infant relationship and social connectedness, captured through case studies
* To demonstrate improvement in the parent /carer and infant relationship
* To demonstrate improvement in the parent /carer wellbeing
* To reduce isolation
* To evidence all the above via wellbeing evaluations pre, mid and post activity

**Breast Feeding Outcomes*** Mothers tell us that they feel comfortable to breastfeed here
* Mothers feel supported and informed about support available
* Staff and Volunteers have attended basic breast feeding training
* The number of additional activity and intervention facilitated by the spoke
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| **APPLICATION FORM****SECTION 1: YOUR ORGANISATION** |
| **Unique reference number (office use only)** |  |
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| **1.1** | **Details of your Organisation**  |
| Organisation Name |  |
| Address |  |
| Post code |  |
| Website |  |
| **1.2** | **Contact for this Application**  |
| Name  |  |
| Position |  |
| Contact Number |  |
| Email |  |
|  | **YES**  | **NO** |
| **1.3** | Does your organisation have voluntary or charitable status or a school? |[ ] [ ]
| **1.4** | Does the organisation have a constitution and bank account? |[ ] [ ]
| **1.5** | Is the organisation based in or delivering services in Sandwell and has most beneficiaries from the Borough? |[ ] [ ]
| **IF YOU HAVE ANSWERED ‘NO’ TO 1.3, 1.4 OR 1.5, YOUR APPLICATION WILL NOT BE CONSIDERED.** |
| **SECTION 2: PROJECT DELIVERY** |
| **2.1** | Please provide brief background details about your organisation (including aims, experience, confirmation of whether you are part of the Early Help Partnership, track record of delivering support and services to families. Include details of your current offer and reach **[400 words]** |
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| **2.2** | How the project intends to deliver against the aims and outcomes both for the spoke development and its sustainability post funding **[400 words]** |
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| **2.3** | How do you propose to deliver the project (tell us your approach and capacity to deliver, how plan to work with partners, the services/activities/target audience/hard to reach groups) **[400 words]** |
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| **2.4** | Describe the additional wellbeing activity that you will offer and how this will deliver against the aims and outcomes for the wellbeing outcomes. Include details of the experience, knowledge and skills of the person /team delivering the outcome **[400 words]** |
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| **2.5** | Describe how you will promote and support Breast feeding, how will you deliver against the aims and outcomes detailed for breast feeding? Include details of your experience and knowledge**.(400 words)** |
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| **2.6** | How do you propose to develop the spoke, introduce the additional wellbeing activity and promotion of breast feeding support (include services/activities/target audience) **[400 words]** |
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| **2.7** | How many people will benefit from the Spoke, the additional wellbeing activity (include protected characteristics of individuals) **Break this down for spoke and wellbeing activity [200 words]** |
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| **2.8** | Is your organisation based in an area of need, which lacks services as identified by the needs assessment (not within a one-mile radius of the main family hub or spoke see appendix 1)? OR can you share the evidence that your organisation meets the needs of a community that doesn’t currently access Family Hubs? **(150 words)** |
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| **2.9** | How will you evaluate the impact of the Spoke, wellbeing activity and Breast feeding support? How will you measure this at the end of the project (include surveys and case studies where necessary) **[250 words]** |
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| **2.10** **How will your project contribute to at least one or more of Sandwell’s Strategic Outcomes listed below?**]. Full details can be found [**here**](https://www.sandwell.gov.uk/site-search/results/?q=corporate+plan) **[200 words]** |
| 1. The best start in life for children and young people.
2. People live well and age well.
3. Strong, resilient communities.
4. Quality homes in thriving neighbourhoods.
5. A strong and inclusive economy.

 6. A connected and accessible Sandwell. |
| **SECTION 3: MARKETING AND PROMOTION** |
| **3.1** | How will you promote the Spoke, additional wellbeing activity and support for Breastfeeding to ensure you reach your target audience **[250 words]** |
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| **SECTION 4: FINANCE**  |
| Please use this table to indicate what the grant aid will be spent on (e.g. salaries, activities, etc). Please give some thought as to how you will realistically spend or apportion any grant aid before completing this section. You can include details of any in-kind contribution provided by your organisation. |
| **Item**  | **Breakdown/Calculation of Expenditure Items** | Grant Amount Requested | In Kind Contribution | Total Project Cost |
| Staff Costs (please specify-Including hourly rate)Volunteers expenses (e.g. travel, etc. please specify) |  | £ | £ | £ |
| Play Equipment/Resources  |  | £ | £ | £ |
| Premises costs(e.g. venue hire etc. - please specify) |  | £ | £ | £ |
| Marketing and Promotion |  | £ | £ | £ |
| Admin costs |  | £ | £ | £ |
| Other costs (please detail) |  | £ | £ | £ |
| TOTAL  |  | £ | £ | £ |

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| **SECTION 5: DECLARATION OF RELATIONS** |
| Please note: Should you provide any information under this section; it will only be used for the sole purpose of grant administration for this programme only. |
| Please include the name and details of any:* Sandwell Council officer
* Councillor
* Relative
* Close associate of any Sandwell Council officer or Councillor who:
* Is a member of your managing body or paid staff.
* Is (to your knowledge) a relative or close associate of any of your management members or senior staff.
* Is (to your knowledge) likely to derive any direct personal benefit or advantage either financial or in kind from the award of this funding.
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| **Please give names and details if relevant:** |
| **Name** | **Nature of involvement** |
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| **Declaration** |
| **I confirm that to the best of my knowledge and belief (choose one):** |
| [ ]  | I have listed above the names of Sandwell Council Officers or Councillors with an involvement in this project or grant application |
| [ ]  | No Sandwell Council Officers, or elected members have any involvement in this project or application |

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| **SECTION 6: DATA PROTECTION** |
| The Data Controller for any personal information held for this purpose is Sandwell Metropolitan Borough Council, Council House, Freeth Street, Oldbury B69 3DB, Tel 0121 569 2200.The Data Protection Officer can be contacted at the above address and through email at:dataprotection\_officer@sandwell.gov.uk. Any personal information on this form/section where you have given us consent to use, will ONLY be used for the purpose stated and for no other. For unsuccessful applications, personal data will only be kept for maximum of 12 months. For successful applications, in accordance with financial regulations data will be retained for a maximum of 7 years in line with our Document Retention procedures. Where you have not provided us with consent that information will not be used by the Council.Any personal information provided under consent will only be used and shared for the purposes outlined on this form, however when a legal duty is placed upon the Council then the Council will consider the sharing of your information in accordance with that duty (e.g. police, etc.).You have the right to withdraw your consent at any time, should you wish to do so please contact: **Maxine\_Burrows@sandwell.gov.uk****Kimberley\_Maynard@sandwell.gov.uk** |

**SECTION 7: DECLARATION OF SIGNATORY**  |
| I confirm that the organisation named in Section 1 of this application form has authorised me to sign this agreement.I certify that the information given in this application is true and confirm that the enclosures are current, accurate and adopted or approved by our organisation.I understand that any offer of grant funding will be subject to grant conditions and we confirm that the organisation has the power to accept this grant if the application is successful and to repay it if the grant conditions are not met.I have not altered or deleted the original wording and structure of this application form as originally provided or added to it in any way.I give consent to Sandwell Council holding and sharing of any personal data provided for the sole purpose of grant administration.I understand that the funding panel’s decision is final and that there is no right to appeal. |
| **Print Name** |  |
| **Position in Organisation** |  |
| **Signature**  |  |
| **Date**  |  |

Before submitting please check you have: Answered all questions, signed the form and submit any requested supporting documentation by deadline date

**Email completed form by 4pm on Friday 12th April 2024 to:**

**Maxine\_Burrows@sandwell.gov.uk**

**Kimberley\_Maynard@sandwell.gov.uk**