

**BREASTFEEDING SUPPORT - BUSINESS GRANTS  
Grant Scheme**

**GRANT PROSPECTUS**

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## Introduction

This grant fund is to support communities to encourage and support breastfeeding through breast feeding friendly premises or venues.

Kent County Council (the Council) is the largest local authority in England covering an area of 3,500 square kilometres. It has an annual expenditure of over £1bn on goods and services and a population of 1.6m. The Council provides a wide range of personal and strategic services on behalf of its residents, operating in partnership with the NHS Kent and Medway Integrated Care Board, 12 district councils, and 289 parish/town councils.

This is being commissioned by Strategic Commissioning, Public Health which is part of KCC's Chief Executive's Department.

## Start For Life

[The Best Start for Life Review: a Vision for the 1,001 Critical Days](#) outlined a Vision for local authorities to pull together a coherent and joined up Start for Life offer which explains clearly to parents and carers what services they are entitled to and how they can access them.

The Universal offer brings together the six core Universal services of: midwifery; health visiting; mental health support; infant feeding advice with specialist breast feeding support.

This offer is made up of a Universal and Universal+ elements. This Vision describes the ambition for every Universal offer to bring together essential provision for every new family.

The programme guidance recommends that new commissioning activities focus upon:

- Infant Feeding Support

## Breastfeeding in Kent

[Breastfeeding in the UK - Baby Friendly Initiative \(unicef.org.uk\)](#) shows that the UK has some of the lowest breastfeeding rates in the world, with eight out of ten women stopping breastfeeding before they want to. Whilst breastfeeding initiation is around 60% in Kent, the percentage of infants who are totally or partially breastfed at 6-8 weeks (of those with a breastfeeding status completed) is lower at around 50.1% (in 2021/22 in Kent) which is only slightly higher than the England average of 49.3%.

The smaller increase in Kent's prevalence for breastfeeding than the England average, masks that there are real variations in breastfeeding rates between the districts in Kent. When looking at the district level data, it is evident that there is a correlation between lower prevalence of breastfeeding and levels of deprivation- with Swale, Thanet and Dover having the lowest prevalence of breastfeeding.

Studies show that there are several barriers to breastfeeding and some of these include intergenerational cultural beliefs, medical history, societal influences and deprivation. (Shortt, E., McGorrian, C. and Kelleher, C., 2013. A qualitative study of infant feeding decisions among low-income women in the Republic of Ireland. *Midwifery*, 29(5), pp.453-460.). However, these barriers are often context specific and will vary from place to place.

Data from the Public Health Outcomes Framework (PHOF) suggests that some areas in England with high deprivation have higher levels of breastfeeding. For example, Lewisham has 79.6% breastfeeding prevalence at 6-8 weeks after birth but a high index of multiple deprivation score of 26.7 (compared to England average of 21.7 and Kent of 19.5). It would be helpful to understand how it is that there is a high breastfeeding prevalence in these less affluent areas.

In partnership with the Kent and Medway ICB, Kent County Council's Public Health Team are now looking to work with businesses and business venues to help increase Kent's breastfeeding prevalence especially in the 20% most deprived districts in Kent.

### **Health benefits of breastfeeding for mothers and babies**

Breastfeeding has long-term benefits for a baby, lasting right into adulthood.

The longer a baby is breastfed, the longer the protection lasts and the greater the benefits.

Breastfeeding can help to reduce a baby's risk of; infections, with fewer visits to hospital as a result, diarrhoea and vomiting, with fewer visits to hospital as a result, sudden infant death syndrome (SIDS), obesity and cardiovascular disease in adulthood.

For a mother, breastfeeding lowers the risk of; breast cancer, ovarian cancer, osteoporosis (weak bones), cardiovascular disease and obesity.

### **Grant examples**

The below is a list of things that a business organisation could put into place to make their publicly available venue breastfeeding friendly. This list is an example of things that may encourage breastfeeding.

- Offering comfortable seating for women to breastfeeding
- Making fresh tap water freely available (i.e. a water filter or machine)
- Offering a family friendly area / space, where a mother can breastfeed and also keep an older sibling occupied (with books or toys, drawing or colouring)
- Baby change facility
- Adaptations to the facilities (ramps for easy access)
- Easy ordering of food or drinks (if applicable), whilst breastfeeding
- Promotion of breastfeeding (resources that promote breastfeeding)
- Provision of personal hygiene resources e.g. breast pads
- Hands free technology (to order food or drinks) with a voice activated app, for example.
- Additional signage and supportive staff (staff may like to wear a badge with 'breastfeeding friendly' messaging – or similar).

Other initiatives will be considered.

The grant cannot be used for the organisation's staff only, it must be used for initiatives that will make a venue or premises more breastfeeding friendly, for the public.

All equipment must meet industry standard, used as per manufacturer's instructions and conform to UKCA or CE as relevant.

The grant is one off funding for organisations. Types of organisations that are eligible to apply for grant funding include:

- SMEs
- Restaurants, cafes, retailers
- Community venues e.g., village halls
- Community not for profit organisations
- Leisure centres and or swimming pools
- Arts, museums, libraries
- Family activity / entertainment centres (e.g., soft play, cinema)
- Recreational facilities (play areas, parks, benches)

This is not an exhaustive list. Organisations must be a legal entity to apply for a grant.

### **Necessary requirements**

Any organisation applying for a grant, must have the following for breast feeding mothers: -

- Tap water
- Seating for mums to feed
- Ensure that employers are meeting their duty to support breastfeeding
- Healthy food options should be available

It is a mandatory requirement to display breastfeeding friendly literature, that supports breastfeeding (a poster and window sticker).

The organisation's venue must be publicly available or open to public bookings.

### **Breastfeeding Grants For Businesses Fund Overview and Purpose**

While there is a wide variety of schemes the Breastfeeding support grant could cover, there are a number of mandatory requirements a Grant bid must meet and these are:

- The initiative **MUST** meet the necessary requirements (outlined above)
- The initiative **MUST** be linked to expenditure for immediate need  
Funding must be spent within 6 months of funding approval.

### **Grant Process**

KCC will ensure the Grant Process is transparent, open and fair and operates in line with the KCC grants policy. Grants will be evaluated as set out in Section 5 of this document by a panel of no less than 3 members.

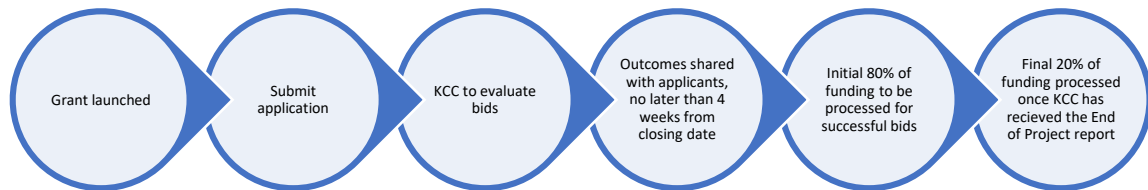


Figure 1 – Grant Process

The grant process is outlined in Figure 1, however KCC reserves the right to reject any applications that do not adhere to the bid round requirement before they are scored by the panel.

As part of the grant process, there will be vital documents the Grant recipient will need to read and/or complete as listed below.

- Grant Prospectus
- Application Form (required as part of application submission)
- End of Project Report Template
- Grant Agreement
- Data Protection Declaration (required as part of application submission).

### Evaluation of Grant Bids

As previously outlined,

- The initiative **MUST** meet the requirement in Section 2
- The initiative **MUST** be linked to expenditure for need and as such be spent within the timeframes previously stated.
- The initiative **MUST** be delivered within the Kent County Council geography.

The fund cannot be used to support any of the below activities:

- Staffing costs
- Nursing wear and Breast pumps
- Advice and support

The funds won't cover management or administration costs.

If a mother or family need support with breastfeeding they can be directed to;

- We Are Beside You - <https://www.wearebesideyou.co.uk/>
- Kent Baby – provided by Kent Community Health Foundation Trust (KCHFT) - <https://www.kentcht.nhs.uk/service/kent-baby-health-visiting-service/>

Or they can contact is the Kent Health Visiting service by visiting the KCHFT website district contact details. <https://www.kentcht.nhs.uk/service/kent-baby-health-visiting-service/health-visiting-services-for-you/contact-health-visiting/>

Organisations that apply for the funding cannot promote infant formula feeding or formula brands.

If the application does not adhere to the above criteria, it will not be scored by the panel and it will be rejected by KCC. Furthermore, KCC reserves the right to reject applications where the application form has not been fully completed or where the request for funding exceeds the maximum value of £1,000.

Organisations are requested to only apply for the amount of funds that they need and not more. Any unspent funds must be returned to KCC.

The application form asks organisations a series of questions that will be scored based on the below scoring criteria.

The panel will be looking for; value for money, sustainability and effectiveness of suggested projects.

<b>Score</b>	<b>Assessment</b>	<b>Interpretation</b>
<b>4</b>	Excellent	Response is completely relevant and provides an excellent understanding of the requirements of the specification. The response is comprehensive, unambiguous and provides above the requirements. Offers significant beneficial added value
<b>3</b>	Good	Response is relevant and good. It demonstrates a good understanding of the requirement of the specification and provides additional details on how the requirements will be fulfilled. Offers additional beneficial added value
<b>2</b>	Acceptable	Response is relevant and acceptable and meets the requirement of the specification. The response addresses a broad understanding of the requirements and addresses the need
<b>1</b>	Poor	Response is partially relevant but lacks sufficient detail. The response addresses some elements of the requirement of the specification but contains insufficient or limited detail or explanation on how the requirement of the specification will be fulfilled.
<b>0</b>	Unacceptable	Nil or inadequate response. Fails to demonstrate an ability to meet any of the requirements of the specification. Does not have any understanding of the need/client group.

KCC reserves the right to increase the value of the total grant pot available, should there be a sufficient amount of high scoring bids or to not award the full value of the round if the bids received are of poor quality, would risk duplication or do not provide value for money.

### **Who can apply?**

The Grants are open to all organisations registered as legal entities in the districts of Kent County Council. All funded projects & schemes must be delivered within districts of Kent County Council. Joint bids and/or consortium bids are permissible under this scheme so long as one of the organisations is a legal entity.

All applicants must be of good financial standing, this will be verified by KCC in the form of financial checks as outlined in Section 7.

Organisations are only permitted to submit one application. Where multiple bids are received in the same bid round from the same organisation, KCC will award to the highest scoring application.

The grants are available for not-for-profit organisations and for-profit organisations.

## Funding

KCC has allotted up to £35,000 as a total grant fund pot for 2023/24. It is expected that the majority of grants awarded will be in the region of £1,000 or below. Organisations should request the exact amount of funds that they will use.

Organisations are not permitted to re-apply if unsuccessful.

If successful in receiving a Breastfeeding Grant, 80% of funds will be released upfront (unless pre-approved special circumstances are agreed). The following 20% of funds will be released upon submission of a project report.

- The deadline for the funding is 30<sup>th</sup> November 2023.

The opportunity to apply will be advertised on Kent.gov.uk

## Performance and Reporting

End of project reports should be submitted to [phperformance@kent.gov.uk](mailto:phperformance@kent.gov.uk) by 31<sup>st</sup> March 2024.

All grants will be conditional on commitment to provide an end of project report. To release the final 20% of the grant funding, applicants will need to provide an **End of Project Report** outlining the project. Once the project has been delivered this report will need to be sent to KCC within 30 days of project completion.

KCC reserves the right to request any unspent finances post project completion to be returned as set out in the Grant Agreement.

## Mobilisation

A key requirement for successful grants will be the ability to be able to mobilise the scheme within 4 weeks of being awarded the funding. All projects are expected to be completed within 6 months of grant award unless otherwise agreed.

## Roles and Responsibilities

<u>Roles and Responsibilities of KCC</u>	<u>Roles and Responsibilities of Grant Recipient</u>
<ul style="list-style-type: none"><li>• Allocation of Grant funds and timely payment of funds.</li><li>• Review of end of project reports</li><li>• Light touch support and advice should this be necessary.</li><li>• Fairness and transparency over</li></ul>	<ul style="list-style-type: none"><li>• Delivery of initiative within terms of grant agreement.</li><li>• Commitment to notify KCC of any change in scope and/or forecast funding.</li><li>• Promotion of breastfeeding</li></ul>

<p>progress.</p> <ul style="list-style-type: none"> <li>• Identification of cross over/duplication of projects across the County</li> <li>• Identification of scalable projects</li> </ul>	<p>messaging and in particular promoting We Are Beside You website on social media channels.</p> <ul style="list-style-type: none"> <li>• Promotion of other public health messages x 4 social media posts over 6 months by re-sharing KCC public health social media posts.</li> </ul> <p><b>Dedication to complete a satisfactory end of project report and supporting evidence (photograph and receipt) during the project.</b></p> <ul style="list-style-type: none"> <li>• Ensuring the necessary permission are sought from customers for any media and reporting shared.</li> <li>• Commitment to create sustainable initiatives where viable.</li> <li>• Promotion of the initiative to ensure good uptake.</li> <li>• Sharing of relevant media and content with KCC to onward share as necessary and agreement that any Intellectual Property created will be jointly owned.</li> <li>• Have insurances and policies in place relevant and proportionate to the agreed initiative.</li> <li>• Promotion of initiatives as being funded by KCC where prior agreement has been obtained.</li> </ul> <p><b>Promotion of Public Health messages</b></p> <ul style="list-style-type: none"> <li>• Commitment to using the breastfeeding friendly toolkit (poster and window sticker that will be provided) and promoting the We Are Beside You <a href="#">website</a></li> <li>• Promoting The Start For Life website and leaflets</li> <li>• Promoting the One You Kent <a href="#">website</a></li> </ul>
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## **Policies and Procedures**

The grant recipient is expected to have in place policies, procedures and protocols in line with the area of delivery. Example policies that may be required are detailed below.

- Safeguarding
- Complaints and grievances (staff and service users)
- Risk assessment-risk register