



Grant prospectus for antenatal contact grants

1. Introduction

This grant fund is to fund local organisations to support the delivery of an antenatal contact across Kent to increase infant feeding support during the antenatal stage of pregnancy.

Applications are welcomed from organisations that support pregnant people or their partners and families with children under 2. New and existing projects can apply.

It is everyone's right to live in a safe environment, free from harm. Organisations will be expected to demonstrate competent safeguarding procedures. All projects, activities and initiatives must keep adults, children and young people safe and meet the statutory safeguarding requirements. Please refer to Working Together to Safeguard Children 2023 (WTSC), The Care Act (2014) and Mental Capacity Act (2019).

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 £1 billion on goods and services and a population of 1.6 million. 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.

2. 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 Start for Life offer includes the essential support that any new family might need:

- midwifery
- health visiting
- mental health support
- infant-feeding advice and specialist breastfeeding support
- safeguarding
- [services relating to special educational needs and disabilities \(SEND\)](#)

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](#)

3. Aims of the Grant

The funding will extend antenatal infant feeding awareness, knowledge and support for prospective parents and carers.

Families will be supported to attend information, advice and guidance activities or events and it is expected that families will be signposted to access wider and on-going support via their local Family Hub.

Projects, activities and opportunities must be inclusive with equal access to opportunities for parents/carers and families.

Grants will be issued by district area.

4. Funding available and how much can be applied for:

KCC has allotted up to £63,900 as a total grant fund pot for 2023/24. It is expected that up to £5,325 will be awarded to applications in each district area. Organisations should request the exact amount of funds that they will use. KCC reserves the right to allocate more than £5,325 to each district area if applications are not received for all areas.

We reserve the right to request a copy of any funding agreement or application specifying the commitment and obligations made by the applicant to a third party in this respect.

5. 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 7 of this document.

The application window for grants will be 21 December 2023 to 19 January 2024. Submissions must be received by midnight on 19 January 2024.

No late applications will be considered.

All projects delivered by successful applicants must be delivered by 31 March 2024. Application outcomes will be shared with applicants no later than 1 February 2024 and a grant agreement will be issued.

80% of awarded funding will be paid to successful applicants within 30 days of a signed grant agreements being returned, subject to new suppliers providing details in sufficient time. The remaining 20% of funds will be released upon submission of a project report within 30 days.

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).

KCC aims to award at least one grant in each district. KCC reserves the right to reject applications to ensure that there is an opportunity to receive application from across the County.

6. Grant requirements

There are a number of mandatory requirements a Grant bid must meet, and these are ;

- Support all infant feeding NOT breastfeeding only
- Universally accessible
- Include an element of face to face support
- Deliver in at least one physical location per district area.

Grants will be issued by district area. Applications that provide support in more than one delivery location within the district are preferred.

All sessions must be:

- available for pregnant people and partners to access after 30 weeks of pregnancy.
- partners will be welcome and encouraged to attend.
- delivered by an experienced practitioner for example; Lactation consultant, Breastfeeding Counsellor or Infant Feeding Specialist.
- sessions must be delivered by 31 March 2024.
- evaluated and client satisfaction feedback will be shared with KCC

Staff and volunteers will be expected to:

- meet the organisations referencing and criminal records checks (DBS)
- understand that support provided to families is completely confidential
- have a non-judgemental attitude and understanding towards a family's feeding choices

Support training of staff and volunteers within your project. The Council have a number of training opportunities available. Please see Appendix 2 for more information.

Organisations that apply for the funding will support the [International Code of Marketing of Breastmilk Substitutes](#) (the Code).

All grant recipients will be expected to work collaboratively with Kent Community NHS Health Foundation Trust to advertise their session on [Beside You](#).

The grant cannot be used for any activities outside of the scope of the grant requirement. Existing and new services will be considered.

Any organisation applying for a grant, must have the following:

- Access to tap water (with cups or glasses provided)
- Seating for mums to feed
- Ensure that employers are meeting their duty to support breastfeeding

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

These can be requested by emailing kentchft.infantfeedingteam@nhs.net

The bid application must include the following:

- Select one district where the applicant is able to deliver sessions. Organisations are able to submit more than one application if they are able to support more than one district.
- Specify total number of sessions applicant can deliver face to face sessions per district
 - Specify level of training held by staff member delivering sessions. For example: IBCLC, Breastfeeding Counsellor, Infant Feeding Specialist

- Other – please specify

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

- [Beside You](#)
- [Kent Baby – provided by Kent Community Health Foundation Trust \(KCHFT\) -](#)

Or they can contact the Kent Health Visiting service by visiting the [KCHFT website district contact details](#).

7. Evaluation of Grant Bids

KCC will ensure the grant process is transparent, open and fair. Applications will be considered by a small panel, of a least 3 staff, from Kent County Council, comprising at least two officers. All funded projects and schemes must be delivered within districts of Kent County Council.

The panel will be looking for:

- value for money
- sustainability
- effectiveness of suggested projects.

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

Score	Assessment	Interpretation
4	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
3	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
2	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
1	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.
0	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.

The fund cannot be used to support any of the below activities. Any bids received which cover the below activities will be rejected:

- Activity organised for party political, religious or charity fund-raising purposes. - drinking, gambling.
- Capital schemes. We define capital expenditure as that being used to meet the provision and improvement of permanent fixed assets, for example buildings, land and play parks.
- Anything that promotes unhealthy behaviours or illegal activity, smoking,
- Activity which has already taken place or is funded via other sources.
- Activities which conflict with Kent County Council's policies.

Applications from applicants who previously failed to comply with KCC grant conditions will be rejected without scoring.

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 £5,325.

When submitting a grant application, organisations are asked to attach their latest full set of signed accounts (including a profit and loss account) together with a statement of any material changes that have either taken place, or are known about, since the last set of accounts to either the structure/management of the legal entity or to the legal entity's financial position. This is to help ensure that organisations receiving a grant are financially viable throughout the duration of the grant agreement.

Smaller organisations that may not have a full set of detailed accounts must provide an income, expenditure, and profit sheet, and a balance sheet.

Should there be a sufficient amount of high scoring bids, KCC reserves the right to increase the value of the total grant value available.

8. Who can apply?

The Grants are open to all organisations registered as legal entities in the districts of Kent County Council. All funded projects and 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.

9. Performance and Reporting

End of project reports should be submitted to phperformance@kent.gov.uk by 31 March 2024.

Applicants will need to provide an End of Project Report (see Appendix 1) outlining the project outputs and outcomes.

10. Mobilisation

The service must be mobilised within 2 weeks of being awarded the funding.

11. 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 or safe culture processes
- Safe Recruitment of staff and volunteers.
- Whistleblowing
- Complaints and grievances (staff and service users)
- Equalities and Diversity - Ensure that the action that was developed for the Equality Impact Assessment (EqIA) is implemented and completed annually
- Health and Safety
- Induction and training including mandatory training and a matrix policy
- Information governance covering Data Protection, Confidentiality, Data Retention, and Information Security
- Peer support and volunteering
- Risk assessment-risk register

12. Queries

Any questions regarding these grants should be emailed to:

phbusinesssupport@kent.gov.uk

13. Appendix 1

Grants Project Report Template

Project Name	Organisation	Total Spend	Approximate Reach

- District(s) and postcode(s) of activity:
- Summary of the project:
- The number of attendees or participants:

Qualitative Data & Feedback

Please provide any qualitative data or feedback you can provide demonstrating impact.

- This data and/or feedback can include one or more of the following:
- a report or summary detailing observations or reflections on the project,
- case studies,
- direct quotations from participants,

It is important that we have the informed consent of participants to use the data and/or feedback you do share. All qualitative data and/or feedback must be anonymised.

The following are key questions to consider as you reflect on your experience delivering the project:

- On a scale of 1 to 10, how well do you think the project went? Why?
- What do you think went well? Why?
- What do you think didn't go well? Why?
- What impact has the project had?

14. Appendix 2

KCC has commissioned the following training to be delivered between 2 January – 31 March 2024. We will need to prioritise certain workforce groups but welcome Expressions of Interest from other organisations who may be interested to take part and be able to participate during this period.

Please email familyhubstraining@kent.gov.uk with details of your organisation, your contact details, your role and how many places you would like to request.

We cannot guarantee that places will be available, but should there be capacity we will aim to offer these spaces more widely.

Perinatal Mental Health Level 1

This is currently being procured by KCC Integrated Health Commissioning. If this is of interest, please contact familyhubstraining@kent.gov.uk to register your interest.

Making Every Contact Count (MECC) Level 1

'Making Every Contact Count' or MECC, is a national initiative that aims to improve the health of the people around us.

The MECC approach encourages us all to have very brief conversations about health issues as part of the everyday contact that we have with other people and if appropriate, let them know where they can get further information or support.

Anyone working in Kent can complete this free Making Every Contact Count training, even if you already signpost as part of your role, this training will refresh your knowledge and increase confidence.

There are **300** places available the Making Every Contact Count (MECC) Level 1 programme.

Tier 1 MECC training course will cover the following key components:

- A brief overview of MECC and why it is important
- An understanding of the wider determinants of health, behaviour change and an overview of relevant models and the principles of MECC
- How to have MECC conversations (techniques such as SMARTER planning, healthy conversations, Very Brief Advice etc.)
- A brief knowledge of Kent based services to refer into and referral pathway information alongside a provision of useful resources (provided by KCC)
- A mandatory evaluation of the training session attended