

**INFANT FEEDING PEER SUPPORT GRANT
Grant Scheme**

GRANT PROSPECTUS

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1. Introduction

This grant fund is to fund local organisations to support the delivery of Infant Feeding peer support groups for prospective parents and carers and parents and carers who reside within Swale and/ or Thanet District Council area.

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

Grants will commence on 9th December 2024 and complete on 31 March 2025. The budget for this programme is based on funding from the KCC's Family Hubs programme grant.

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 £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.

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
- perinatal mental health and parent infant relationships
- infant-feeding
- safeguarding

- services relating to special educational needs and disabilities (SEND)¹

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 Support²

3. Aims of the Grant

It is expected that the grant will support the following outcomes for Infant Feeding Support:

- Increased knowledge and understanding on infant feeding
- Increased confidence about infant feeding
- Empower women from these communities to advocate for infant feeding
- Feel more confident to access support and know when, how and who and where to access support from
- Mothers feel they have made strong relationships with other mothers

Families will be supported to attend information, advice, and guidance activities or events. They will also be directed to their local Family Hub for additional and ongoing support.

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

Grants will be issued by district area for Swale and Thanet only.

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

KCC has allotted up to £50,000 as a total grant fund for 2024/25. It is expected that £25,000 will be awarded to applications in the Swale district area and £25,000 will be awarded to applications in the Thanet district area. Organisations should request the exact amount of funds that they will use. KCC reserves the right to allocate more than £25,000 to each district area if applications are not received for all areas.

¹ [Publishing your Start for Life offer - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

² [Family Hubs and Start for Life Programme Guide \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

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 18th November 2024 to 2nd December 2024. Submissions must be received by midnight on 2nd December 2024.

No late applications will be considered.

All projects delivered by successful applicants must be delivered by 31 March 2025. Application outcomes will be shared with applicants no later than 1 February 2025 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 reserves the right to reject applications.

6. Grant requirements

There are a number of mandatory requirements a grant bid must meet, and these are:

- Be delivered at least weekly until March 2025 for up to at least 10 mothers
- Support all infant feeding NOT breastfeeding only and have a non-judgemental attitude and understanding towards a family's feeding choices
- Understand that support provided to families is completely confidential

- Be universally accessible delivered in at least one physical location and include an element of face to face support
- Take a MECC³ approach
- Be delivered by an experienced practitioner for example; Lactation consultant, Breastfeeding Counsellor or Infant Feeding Specialist.
- Be delivered and supported by DBS checked staff and peer supporters
- Be available for pregnant people and partners to access after 28 weeks of pregnancy.
- Welcome and encourage partners to attend.
- Liaise directly with family hub district managers in Swale or Thanet (whichever is relevant), Community maternity leads and Health Visiting District Managers
- Be evaluated with feedback from participants into a report with recommendations for continuation and development of the programme.
- Develop the project with sustainability in mind i.e. how it might continue beyond the grant ending.
- Sessions must be delivered by 31st March 2025.

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 at: <https://www.besideyoukent.co.uk/local-breastfeeding-support/>

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/glasses provided)
- Seating for mums to feed
- Ensure that employers are meeting their duty to support breastfeeding

³ (Making Every Contact Count (MECC) is about encouraging and empowering people to make healthier lifestyle choices to achieve positive long-term behaviour change. The fundamental idea underpinning the MECC approach is simple. It recognises that staff across health, local authority and voluntary sectors have thousands of contacts every day with individuals from the local population. Staff and volunteers working within these settings are in an ideal position to promote health and healthy lifestyles.)

- 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

If a mother or family need support with breastfeeding they will be supported by an experienced practitioner for example, Lactation consultant, Breastfeeding Counsellor or Infant Feeding Specialist.

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 of 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.
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KCC reserves the right to increase the value of the total grant 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 £25,000.

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 the following:

- Income/ expenditure/ profit sheet and
- A balance sheet.

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 & 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 2025.

Applicants will need to provide the End of Project Report (see Appendix 1) outlining the project outputs and outcomes. End of project reports should be submitted to phperformance@kent.gov.uk by 15 March 2025.

10. Mobilisation

The service must be mobilised to commence on 9th December 2024.

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
- 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

Grants Project Report Template

Project Name	Organisation	Total Spend	Approximate Reach

Quantitative Data & Feedback

- District(s) and postcode(s) of activity:
- Summary of the project:
- The number of attendees/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 – 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?