



@SP_LDN



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Transformation Partners

in Health and Care

Sustaining your project

**Social Prescribing Innovators
Programme – Skills Share**

February 2023

Aims and agenda for today

Topic	Who	Time
Intro	Jenny Brooks	5
Funding opportunities and capacity – what matters	Jenny Brooks	5
How to write a business case, top tips	Jemma Gilbert, Director of Transformation, Health Inequalities and Inclusion Directorate, TPHC	10
Presenting Impact – what works	Jenny Brooks	10
Communicating impact and influencing – how to target your audience	Jaimee Lewis – Comms Lead, TPHC and NHSE Personalised care team	10
Template for sharing impact – next board meeting	Jenny Brooks	5
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- Understand how to access areas of further support, training and funding
- Explore how best to make the case for your project continuing
- Understand how to design a business case that will influence decision makers and what works for who
- Feel confident to communicate the impact of your projects targeted to key stakeholders
- Be able to develop a short impact summary of your project for the March Board Meet and sharing with your networks

Introduction


We have heard from you that you'd like support in making your project **sustainable**.

And we've heard that the most useful things would be:

- Securing **funding** to continue the project
- Having **buy in** from managers and people within the PCN
- Freeing up **capacity** to work on this, as we know this has been a challenge throughout the programme

Today, we'll be sharing ideas of what could help you in these three aspects.

Going forward, we will be offering 1:1 sessions to support you in more detail.



Funding and Capacity

Where to find funding opportunities?

- Existing pots of money (PCN/Training hub/ICS)
- Make the case for funding from....
- Existing grant application processes

How could you release capacity?

- We know funding can help backfill positions
- There may be other ways to increase capacity
 - Fellows
 - Volunteers
 - Interns/graduates e.g. NHS Graduate Scheme
 - Working in partnership with Training Hubs or ICS for project management support

To get buy in, making your case is key!

- A business case can be useful in explaining why someone should invest in your project
- It could be written in a document or presented verbally
- It can also be useful to communicate and agree on the need, goals and resources needed for a specific project
- It's important to think about your key audience and tailor to their priorities, as well as thinking about the narrative/story

Resources

- [Turn2Us Grant Search Engine \(appropriate for individuals, services and patients to apply\)](#)
- [The Health Foundation funding opportunities](#)
- **Including QI** – a community of people in health and care interested in QI, free sign up to access funding opportunities.
 - [Inclusion London](#)
 - **Funding activities which support specific groups types of support for inclusion for example housing and accommodation, learning difficulties, advice and advocacy services, sports, leisure, arts and cultural activities.**
- [Mayor of London Funding](#)
- **Local Authority Community Grants** – Check your local website, an example from Hackney is [here](#).

What is a Business Case

A business case is a document that presents the costs, risks, and benefits of a particular initiative, justifies the **investment**, and pitches why decision-makers should approve of the recommendation.

A business case aims to convince people if a project or initiative is worth investing in and why one particular approach is better than others.

A Business Case Is Not a Project Proposal or a Project Plan

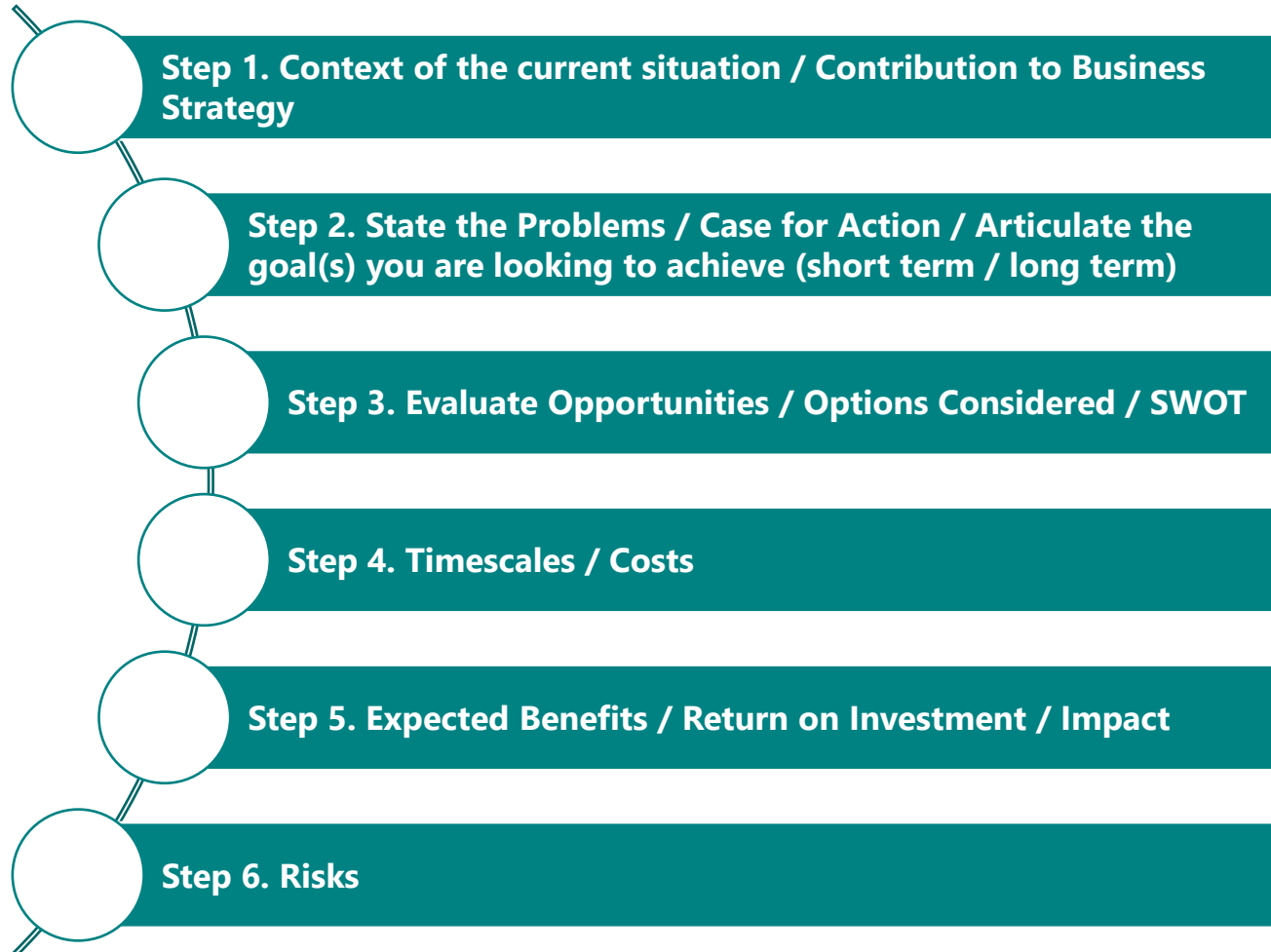
A project proposal focuses on what a project is, delving into many of the details like deliverables and timelines. They are also different from **project plans**, which explain how a project will be executed and have much more detail. A business case, on the other hand, is about *why* people should invest in your initiative.

Common reasons to create a business case presentation:

- ✓ **Asking for new funding, more funding, or a continuation of funding**
- ✓ **Changing the scope of a project**
- ✓ **Starting a new project**
- ✓ **Requesting a policy change**
- ✓ **Asking for an exception to a rule**
- ✓ **Adding resources to a project or team**

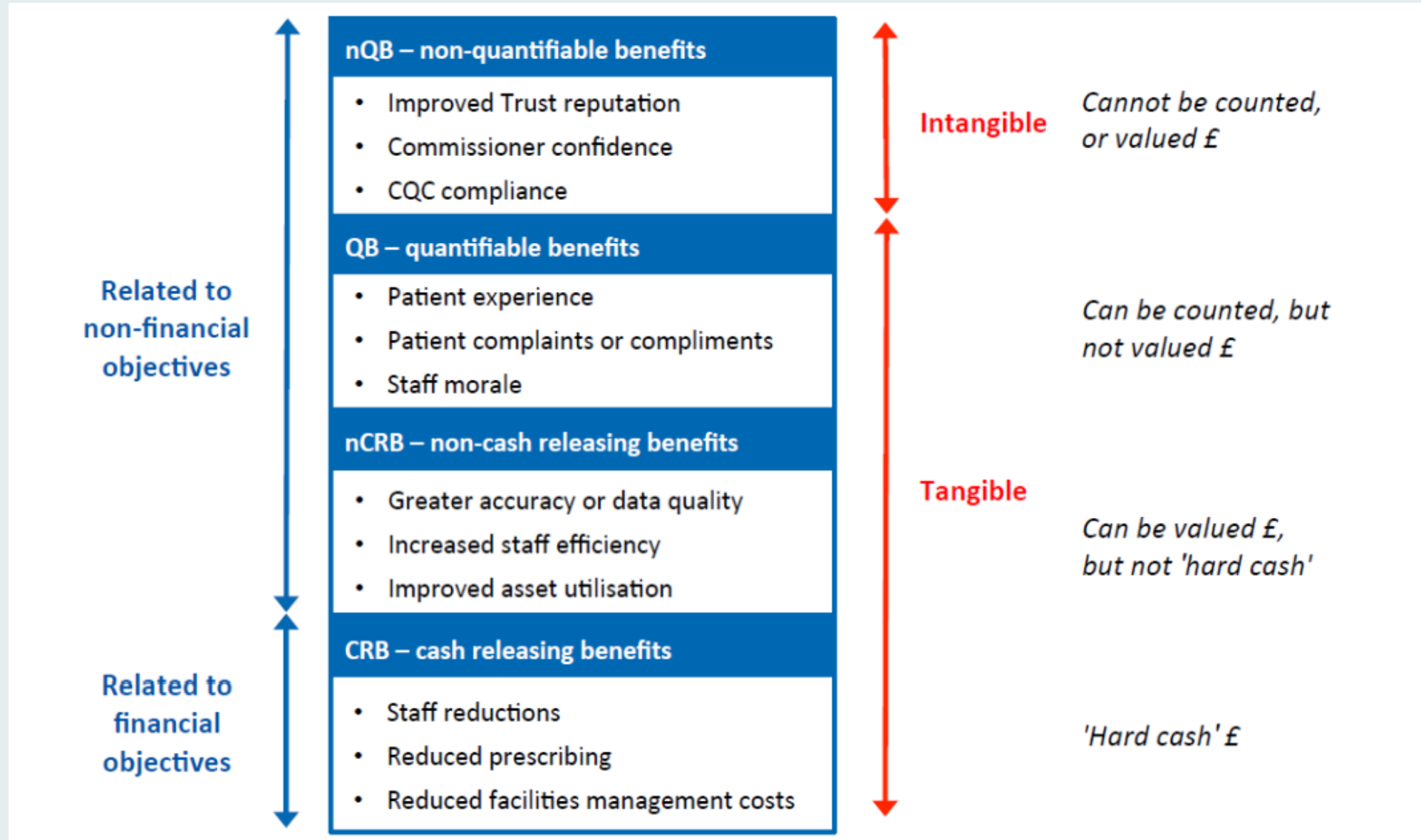
Developing your business case

The more concrete details, facts, and figures you have, the stronger your business case will be.



- 1. Clearly state your recommendation and required investment.**
- 2. Don't shy away from costs and risks.**
- 3. Evaluate various scenarios when presenting your solution.**
- 4. Use an appropriate story alongside facts and figures**
- 5. Use attention-grabbing visuals that illustrate the current and future state**
- 6. Prepare both a long version and a short**

Impact Assessment



Presenting Impact – what works

When using data

1. Pull out the key narrative – this speaks to ‘what does this tell us’ rather than what is shows
2. Simplify the fact, you can include further detail elsewhere
3. Know your audience, tailor to how familiar they are with the work, evaluation and the data you are presenting

Examples

- 78% of participants ONS-4 scores went up after seeing the social prescriber
- The Ethnic Minority social prescriber saw 12 people from an ethnic minority background during the 3 month pilot, including people from Somali, Arabic and Asian backgrounds
- Referrals to social prescribing increased as a result of the community engagement events

- Almost all participants felt social prescribing had improved their wellbeing*
Based off ONS-4 scores before and after ~3 social prescribing sessions

- During the pilot, the proportion* of people from an ethnic minority background accessing social prescribing doubled
Based on 12 people/60 in the pilot vs 8/40 in the 3 months prior

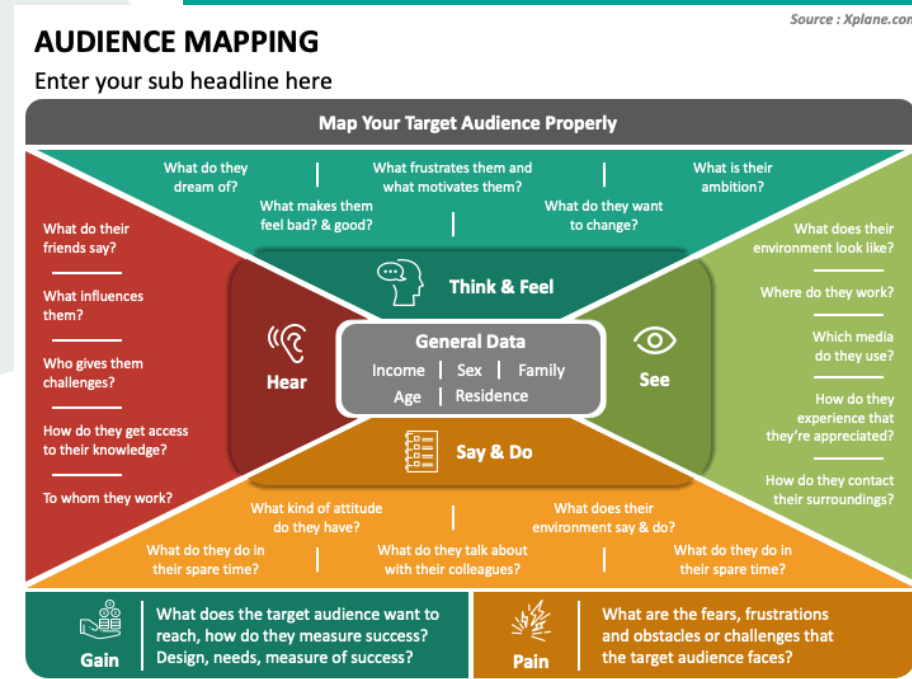
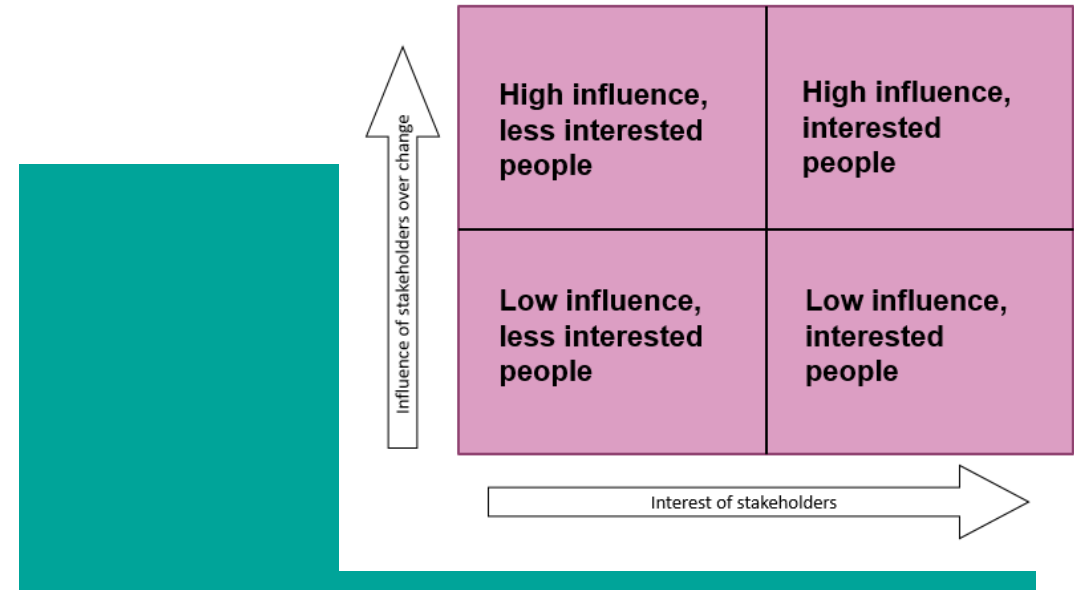
- Half of people attending the community engagement events went onto access social prescribing. This meant referrals to SP increased by 20%*.
**In the month where the engagement events were held compared to an average of the previous 3 months*

Resources

- [Example slide-decks of presenting project impact](#)
- [Example slides for presenting impact](#)
- [Guidance on presenting and delivering to your audience](#)

Communicating effectively to your audience

1. Know who they are and what you want them to do with your information. Use simple tools to help you (see illustrations for examples).
2. Link to what your audience cares about – what are their concerns? Ask questions. Listen carefully and adapt.
3. Keep it simple. One big idea. Three key points. Story to bring it to life. Write it down. Say it out loud. Repeat, repeat, repeat.
4. Know where to find your audience and take your message to them (what meetings do they go to? What do they read? Who are they influenced by?)
5. Consider different channels – face-to-face. Online. Social media. Newsletters. Intranet. Consider different styles and visuals for presenting your information.



Template for presenting impact – Next board meetings

As presenting your impact is key to getting buy in and sustaining your project, the next board meetings will focus on this.

[There is a Master Template in Canva for you to create a summary of your impact.](#)

[It is a filled example and there is guidance for filling each section in the comments.](#)

You will be sent an editable template for your project specifically.

- Canva is open source and free
- Click on boxes to add text
- Feel free to shape the content to your project

Group 1 – Thursday 16th March – 1.30pm-3pm

A2Dominion Community Link Worker (Social Prescribing) (Ealing)

Lead: Caroline O’Leary (Community Link Worker – SP)

The Confederation, Hillingdon CIC (Hillingdon)

Leads: Samar Battikh, Rianna Breen (Associate Transformation Manager , SPLW lead)

Camden Care Navigation and Social Prescribing Service (Camden)

Leads: Donna Turnball, Katalin Swann (Community Development Manager, Service Manager)

Men's Project (Tower Hamlets)

Lead: Sahdia Warraich, Ceri Durham (SP manager, CEO – social action)

WCPCN Wellbeing Partnership (Waltham Forest)

Lead: Sue Kofi (SPLW)

Brondesbury Medical Centre (Camden)

Lead: Denise Marsh (Social Prescriber)

Group 2 – Friday 17th March – 9.30-11am

My Community (Lambeth)

Leads: Alexandra Norman (My Community Services Manager)

Barking and Dagenham SP Innovators (Barking and Dagenham)

Leads: Emma Gillan, Lucy Walsh (Relationship manager and link worker, Care Coordinator)

Hounslow Social Prescribing (Hounslow)

Leads: Cheryl Chin, Khadijah Arije (SP team lead, SP team lead)

Walthamstow West PCN (Waltham Forest)

Lead: Farah Ahmed (SPLW)

Feel Good Now CIC (City and Hackney)

Lead: Miranda Cook (Director)

HBD Women’s Health Network (Lambeth)

Lead: Ruth Vidal-Tunkara (SPLW)

Preview of fillable template for summarising your impact to date

- We will share these templates in an email after today
- If you need any help to fill out please email Jenny and Mollie

Title



Description of what the statistic is showing. E.g. 96% of people who saw the Mental Health SPLW felt more comfortable accessing support for their anxiety. All participants reported decreased stress levels.

Description of other complementary data, e.g. The 30 participants who were referred between Deo and Marsh, saw the SPLW for 3 sessions on average.

Insert quote from participant/target cohort/SPLW

Insert quote from participant/target cohort/SPLW

Insert type of person

Insert type of person

Insert descriptions of observed impacts.

x
x
x
x
x
x



Resources - Further funding opportunities

- [The Henry Smith Charity 'Strengthening Communities' Grants](#)
- Offering grants of up to £60k per year for up to three years, to organisations with an income of £20k- £500k, for delivering activities that promote connection and wellbeing in, or immediately next to, neighbourhoods that are among the 10% most deprived in the UK.
- [Lee Valley Regional Park Authority Funding](#)
- Offering two funding opportunities. The [Community Access Fund](#) supports community groups and charities with funding, typically up to the value of £1,000, for free access to their venues and services. Their ['Active Communities Grant Scheme'](#) supports longer-term projects, with grants of typically up to £5k.
- [National Lottery Community Fund for partnerships](#)
- Programme offering grants of over £10,000 for up to five years to help local organisations develop a strategic approach to improving their communities by growing partnerships with other organisations.
- [Better Community Business Network](#)
- Distributing a one-off grant award of up to £3,000 per charity or to small but credible community projects, which can demonstrate their positive impact on the communities they serve.
- [People's Postcode Lottery small grants](#)
- Funding for smaller charities and trusts in the South of England that are 'Enabling participation in physical activity' and 'Increasing community access to outdoor space'.
- [Hamlin Foundation](#)
- Providing passive, one off grants of up to £15k for charitable projects and leadership support to organisations with a charitable change mission
- [The London Community Foundation Grants](#)
- A community foundation which specialises in supporting small community organisations that play a vital role in addressing exclusion and disadvantage. They support businesses, individuals, public sector organisations and their advisors to give effectively in London.
- [The Morrisons Foundation](#)
- Awards grants to charity projects that make a positive difference in local communities.

Further QI support

[QI Ready by RCGP:](#)

- A **free** resource for all practices and has been developed to support GPs and practice teams with QI activities in practices. It is your starting place for all QI tools, guidance and case studies.

[QI in healthcare – free online CPD accredited course by Bath University](#)

[QI training offers by ELFT \(paid for\)](#)

- Pocket QI online training – an introduction to QI
- Improvement leaders programme – in depth applied programme to run a QI project

[QI training UCL Partners](#) (free and paid for opportunities)

- Range of improvement training and programmes to NHS and academic organisations in the region
- Offer: 1:1 support through QI Clinics; Introduction to Quality Improvement online training modules;
- Submit [form](#) to indicate support needed or get in touch: qi@uclpartners.com

[Improvement Fundamentals](#)

- Free online, self-directed mini-courses in quality improvement (QI) for those involved in health or social care services
- Courses now open for enrolment on the [QI Learning platform](#)

NHS Change Support

[Primary Care Networks Academy](#) - Provide practical advice and tools to help PCNs and their supporting ICSs to

- Meet local people's needs
- Deliver on their service specifications
- Improve relationships between their members
- Integrate (de-fragment) complex care

[DigitalHealth.London programmes](#)

- Including [Digital Pioneer Fellowship](#) – a 12 month programme to support NHS staff leading in digital transformation

[Complete Care In the Community](#) - an innovative national programme designed to support health systems utilise Primary Care Networks in tackling health inequalities. Next cohort planned for later this year.

[Population Health Management programmes – NHSEI \(Future NHS log in required\)](#)

NAPC: Offers bespoke PCN development support for social prescribing and wider. [An example of support with community engagement is here.](#) Email: napc@napc.co.uk; More information is available on our website: www.napc.co.uk

Ways to build capacity – existing staff

Fellowships

HEE post-CCT fellows – supported by training hubs and ICSs. Contact your **local HEE office** to find out more.

SPIN fellows – HEE & NHSEI fellowship open to newly qualified and early career GPs and Practice nurses

Darzi Fellows

General Practice Fellowship – for all newly qualified GPs and nurses – offers support with PCN portfolio working, funded mentorship and CPD opportunities

Pathways fellows – for those working on developing interventions for inclusion health groups.
Contact Pathways.

Population health fellowship – for all healthcare staff to develop to incorporate population health into their work

Supporting Mentors Scheme – a funded opportunity for GPs to gain a recognised mentoring qualification – this could help your role in supervising the ARRs roles

Ways to build capacity (NHS – increasing staff)

The NHS Graduate Management Training Scheme – a two year position for managerial, transformation, analytical, information, HR, finance support.

[Apprenticeships](#): there are a number of ways that money can be drawn down to support apprenticeships enter primary care as shown by the picture on the right. Find out more about the [different options here](#).

[Community health and Wellbeing workers](#): An apprenticeship into a role which aims to support people with the social determinants of health.

Student placements:

Advertise an opportunity for King's College London Students [here](#).

Available funding to support employers



£1,000

is available for employers to support 16-18-year-olds into employment, as these apprentices can require more supervision and pastoral care.⁵



£1,000

of additional funding is also available for employers who employ apprentices aged 19-24, who have previously been in care or who have a local authority education, health and care plan and may need extra support.⁵



£3,000

for each apprentice taken on as a new employee between 1 April 2021 and 31 January 2022.⁶



Access to work funding

may also be available to support disabled members of staff, or staff with learning difficulties and disabilities (LDD), including apprentices.⁷



Use your apprenticeship levy fund

Your organisation's levy funds can be used to pay for the cost of training an apprentice. You can also transfer up to 25% of your levy funds to another employer to help fund apprenticeship training in support organisations and prevent unspent funds.⁸