



THE LOCALITIES COMMISSIONING FUND APPLICATION GUIDELINES

Supporting Preventative Health Projects

1. INTRODUCTION

1.1 The Localities Commissioning Fund (LCF) is being set up as part of Croydon's *Healthy Communities Together* (HCT) programme – sponsored by the Kings Fund and the Community Fund. It will administer £500,000 across Croydon's six localities, inviting bids from local *voluntary & community sector* (VCS) organisations. These guidelines provide applicants with:

- Background information on the HCT programme
- The LCF strategic aims
- The timeline for applications and decision-making
- The criteria for LCF funding
- Guidance on how to bid, the amounts available, and the decision-making process

1.2 This is a funding programme with a difference. Section 9 below sets out how we will work in partnership with the funded organisations, using *relational commissioning* to achieve the best outcomes for local people.

2. THE HCT PROGRAMME

2.1 Croydon's HCT programme was designed in response to the rapid relief effort mounted by Croydon's VCS in 2020/21. This relief effort mobilised huge reserves of voluntary effort and managed, as the nation was locking down, to develop a personalised and community-led response to the assault on our health and wellbeing that Covid19 represented.

2.2 In signing up to the HCT aims, Croydon declared its strategic intention to honour the Covid19 legacy by *shifting investment into VCS preventative approaches* in order to tackle the root causes of inequality and build even stronger connections within our communities. The LCF is being set up by the HCT partners as part of their strategy for delivering on our shared, long-term outcomes - to *maximise people's independence and enable them to access support from the community and have better physical and mental health, wellbeing and overall quality of life*.

3. THE LCF STRATEGIC AIMS

3.1 Age UK Croydon (AUKC) and Croydon Voluntary Action (CVA) will be launching the LCF from 19 June 2023. Our strategic aims - supported by Croydon Council and Croydon NHS through the HCT programme - are to:

- Make this as fair, accessible and supportive an application process as possible, aiming itself at organisations traditionally excluded from mainstream commissioning through open-information sessions, pre-application support and an accessible application format
- Support project proposals that are in alignment with local community priorities – and informed by population health management data
- Support projects that deliver on our shared HCT outcomes – to *maximise people’s independence and enable them to access support from the community and have better physical and mental health, wellbeing and overall quality of life*
- Rebalance the relationship between Commissioners and VCS Providers as a collaboration designed to achieve the best health and wellbeing outcomes for local people
- Inform systems-change, leading to a longer-term shift in Council and NHS investment towards preventative health approaches delivered by Croydon’s VCS

4. THE LCF TIMELINE

4.1 The LCF will be administered on a localities basis according to the following timeline:

LCF Programme opens	19 June 2023
Deadline for applications	17 July 2023
Decision-making	28 July 2023
Set Up Period	31 July – 31 August 2023
Projects go live	(From) 1 September 2023

5. THE LCF CRITERIA

5.1 Project proposals will meet the LCF criteria by:

- Responding directly to one or more of the priorities identified in their Local Community Partnership’s *Local Community Plan*
- Being co-produced, with the project beneficiaries being involved in a continuous process of design, delivery and performance measurement
- Showing how they will deliver on the shared outcomes adopted by our HCT partners - to *maximise people’s independence and enable them to access support from the community and have better physical and mental health, wellbeing and overall quality of life*
- Demonstrating a commitment to the partnership process outlined below (see section 9) – with 5% of their budget dedicated to impact measurement

6. HOW TO APPLY

6.1 The application process will begin with a due diligence process through which bidders are required to declare documentation relating to organisational status, financial position, safeguarding, insurance, data management and conflicts of interest.

6.2 The application form has been designed to extract from bidders the information we need to make our decisions. Organisations will be asked to demonstrate in their project proposals their understanding of this

programme's aims and their capacity to deliver on the criteria listed above. CVA staff will be available between 19 June and 10 July to advise groups on submitting their project proposals.

6.3 The maximum amount to bid for over a 12-month period— as a delivery-partnership or a single provider – is £50,000 pa. The minimum amount is £20,000. As set out above, this is a strategic programme designed to achieve systemic change. It is not a small grants programme supporting one-off initiatives.

7. HOW WE DECIDE

7.1 As a strategic collaboration setting out to achieve systemic change, this programme's success will rely on all HCT partners taking some responsibility for the decisions on which projects we commission. These responsibilities are shared across a three-stage decision-making process.

7.2 At stage one, it will be the CVA and Council leads supporting the Local Community Partnerships (LCP) who shortlist bids that have met the LCF criteria (see section 5 above). At stage two the LCP Co-Chairs in each Locality will join CVA and AUKC in a panel discussion to select the successful bids. At stage three, the successful bidders will work with us during a set-up period that will involve:

- Liaising with Council and NHS Commissioners to align every project proposal with the relevant population health management data requirements
- Working with every funded organisation to adopt a theory of change
- Being inducted on *Upshot*, our impact measurement software.

8. REBALANCING THE RELATIONSHIP – 'RELATIONAL COMMISSIONING'

8.1 In keeping with major trust funders we are setting out to *rebalance the relationship between funder and funded organisations*, with a deeper focus on our respective learning journeys. We want to invite the organisations we fund to enter into a critical, reflective appraisal of how far they are succeeding in having a transformative effect on people's lives. In demonstrating the impact of their work, we will invite them to explore what is going well and not so well on their project. At the quarterly monitoring sessions, we will expect every funded organisation to provide data-driven evidence of the outputs they are delivering, supported by a qualitative analysis of the project's impact based on how local people are experiencing it. Our goal is to support each funded organisation to deliver a project evaluation that makes a compelling case for longer-term funding to Croydon Council and/or Croydon NHS commissioners.

Good luck with your application.

Before starting on your application, you can contact sarah.burns@cvalive.org.uk for advice on any part of this guidance that you are not clear about.

**Croydon Voluntary Action
Age UK Croydon
June 2023**