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## East Suffolk Warm Welcomes Grant scheme – Guidance

**IMPORTANT: PLEASE READ THE FOLLOWING GUIDANCE CAREFULLY BEFORE FILLING IN THE APPLICATION FORM. AND SEE IF YOU HAVE CONSIDERED THE POINTS ON THE CHECKLIST. FOR ANY QUERIES, PLEASE EMAIL [COMMUNITIES@EASTSUFFOLK.GOV.UK](mailto:COMMUNITIES@EASTSUFFOLK.GOV.UK).**

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## Introduction

After our successful Warm Rooms programme in 2022 and last year's Warm Welcomes, we are running the scheme again this winter. We are now running under the name 'Warm Welcomes' as feedback was that the name 'Warm Rooms' sometimes stigmatised users in some communities.

With energy prices still at a relatively high rate, many people in local communities will experience struggles to heat their home in the Winter months. That will leave them at risk of poor physical health and increased risk of respiratory conditions, due to the cold, and struggling with their mental health due to social isolation.

The target for each of our Warm Welcomes is to provide somewhere safe, warm and welcoming where people can come to keep warm, socialise and connect with others and access additional information, advice and support from local partners. A Warm Welcome seeks to be warm not just in the temperature of the room, but also the spirit behind it. We are seeking to enable and facilitate groups and organisations to offer Warm Welcomes that offer something additional to communities this winter that will support around the cost of living and inequalities, reduce social isolation and provide a warm community welcome to improve community wellbeing.

Any grant you receive will be a contribution towards running your Warm Welcome i.e. heating and lighting your Warm Welcome, for providing hot drinks, including but not limited to, tea and coffee, and/or food to your guests, and activities that enrich your attendees.

***Grants of up to £3,000 (see page 4 for details) per application are available depending upon the ward you are operating within. You don't have to have partnership/match funding for your project, however if you do, your application may be assessed more favourably (this could be cash and non-cash/volunteer contributions). The funding will be paid in instalments; 75% upfront and then 25% after 3 months subject to monitoring data being submitted.***

Warm Welcomes is part funded by the UK Shared Prosperity Fund. The UKSPF includes several investment priorities, one being 'Communities and Place', which aims to encourage projects that strengthen our social fabric and foster a sense of local pride. The current cost of living crisis has the potential to weaken communities and so East Suffolk Council, using UKSPF and other funding, is investing in a range of projects through its Ease the Squeeze programme to meet the needs of residents hit by the cost of living crisis. One of those projects is Warm Welcomes.

## About UK Shared Prosperity Fund

In April 2022, the Government launched the UK Shared Prosperity Fund (UKSPF) to support its Levelling Up agenda. The primary goal of the UKSPF is to build pride in place and increase life



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chances across the UK. The Warm Welcomes programme is planned to be partly funded by money from the UKSPF.

For a summary of the Fund please see <https://www.eastsuffolk.gov.uk/business/uk-shared-prosperity-fund/>

### **What we are looking for**

The following six priorities have been identified by East Suffolk Council and all applicants must ensure that their application provides evidence how it meets as many of the priorities as possible:

1. To provide a safe, welcoming and staffed (this could be volunteers) heated space that's conveniently located for your local community
2. To provide your Warm Welcome for a minimum of 8 hours\* a week at the times when you feel your community most needs it/would benefit most from it for 21 weeks from w/c 4<sup>th</sup> November 2024 to week ending 30<sup>th</sup> March 2025 (although we will consider shorter sessions depending on the circumstances). These sessions could be morning, afternoon and/or evening
3. To offer hot drinks to all guests, including but not limited to tea and coffee
  - To provide a Warm Welcome that is accessible for people and that people want to attend – consider whether you could combine a Warm Welcome provision with existing activity e.g. do you already have an activity happening where the room is already warm and you can use this funding to add to that e.g. increase the operating hours or providing light meals?
4. To provide access to the Warm Welcome for other support services from the public and VCFSE sectors to engage with guests
5. To provide enriching activities (e.g. arts and crafts, sing-along, quizzes), entertainment (e.g. board games/jigsaws, DVD player and library) and/or food (e.g. light meals) – activities that support the 5 Ways to Wellbeing (Connect, Be active, Take notice, Keep learning, Give)

This funding is a contribution to your Warm Welcome provision. This funding could be for:

- Energy costs contribution
- Food and drink provision
- Activity provider (who can draw people in)
- Purchase/hire of resources e.g. craft materials

\* We are asking for a minimum of 8 hours and these can be delivered in the way that works best for you and your community, but if your offer is less (e.g. 6 hours), please still apply as we will review on a case by case basis



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### Types of project

- This fund can only support a Warm Welcome and not any other kind of project
- To find out more about what Warm Welcomes look like and pointers, please see our Appendix 1 (charter) and Appendix 2 (pointers)
- Innovative applications that bring together partners to offer a coherent offer to residents are welcomed
- We encourage applications for after-school Warm Welcomes, weekends and evenings – as well as Warm Welcome applications generally

### Funding available

We are offering funding according to the population of the wards in East Suffolk. Our electoral wards are configured based on population i.e. larger population wards have more councillors. We have allocated £1,000 per councillor. The breakdown is below. In larger wards, we would anticipate that there would be more than one Warm Welcome to serve a larger population i.e. three venues might bid for £1,000 each from a total pot of £3,000 in a ward with three Councillors.

Ward	Cllrs	Proposed allocation by Ward
Aldeburgh and Leiston	3	£3,000
Saxmundham	1	£1,000
Beccles and Worlingham	3	£3,000
Bungay and Wainford	2	£2,000
Halesworth and Blything	2	£2,000
Carlton Colville	2	£2,000
Kessingland	1	£1,000
Southwold	1	£1,000
Wrentham, Wangford and Westleton	1	£1,000
Eastern Felixstowe	3	£3,000
Orwell and Villages	2	£2,000
Western Felixstowe	3	£3,000
Framlingham	2	£2,000
Kelsale and Yoxford	1	£1,000
Wickham Market	1	£1,000
Carlford and Fynn Valley	2	£2,000
Kesgrave	3	£3,000
Martlesham & Purdis Farm	2	£2,000
Rushmere St Andrew	1	£1,000
Carlton and Whitton	2	£2,000
Gunton St Margarets	2	£2,000



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Harbour and Normanston	3	£3,000
Kirkley and Pakefield	3	£3,000
Lothingland	1	£1,000
Oulton Broad	3	£3,000
Deben	1	£1,000
Melton	1	£1,000
Rendlesham and Orford	1	£1,000
Woodbridge	2	£2,000

### ***Why have we decided this?***

- While a flat payment per ward sounds reasonable, some wards are larger in population than others so the above is to reflect the breakdown of this
- If you calculate the funding per ward by the population, there is an average of 22p per head
- Because we are not prescribing how long each session should be, a Warm Welcome in a ward with £1,000 available could decide to open for a shorter timeframe each time meaning the money will last over a longer period
- This funding is a contribution so you can try other funds too – e.g. Enabling Communities Budgets, Parish/Town Councils, Locality Budgets, local charitable trusts
- In some locations, there may be a location and activity which is already heated where you can the funding could be used to add something to make that the Warm Welcome e.g. paying for arts and crafts to add to the coffee morning. Then, it isn't heating the village hall from scratch and the costs will be much lower

The funding will be paid in instalments; 75% upfront and then 25% after 3 months subject to monitoring data being submitted.

### **Who can apply?**

The fund is available to independent, place-based groups who are located within the geographical area of East Suffolk.

This includes:

- Any constituted “not for profit” community, voluntary or business group
- Voluntary organisations or social enterprises
- Towns and Parish Councils

Individual profit-making businesses will not be eligible to apply, however, businesses are encouraged to work with respective town/parish councils and/or business groups – and if businesses are able to offer venues free of charge that would be great. When submitting an application for a network in an area (e.g. 1 application covering 6 Warm Welcomes in one



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town), a business can be part of this but the application must come from a type of organisation listed above.

Please be aware that all applicants are expected to complete the subsidy declaration within the application form. For more information on the UK Shared Prosperity Fund subsidy control please visit: <https://www.gov.uk/guidance/uk-shared-prosperity-fund-subsidy-control-7>

#### **What we cannot fund**

- Applications from individuals – **we cannot make grant payments to individuals**
- VAT: If you are able to claim back VAT then VAT is not eligible as part of the costs of your project and should not be included.
- Staffing costs
- Projects unable to start within 1 month of the grant award date
- Activities promoting political or religious beliefs
- Payments towards endowment funds, deficit funding or loans
- Items or projects which only benefit an individual
- Retrospective costs
- Projects that will displace existing provision
- Activities that are statutory obligations

#### **What we will offer the funded Warm Welcomes**

- Provide the Warm Welcome charter to be displayed
- Provide information about schemes and support that may help around cost of living and wellbeing
- Offer two online sessions for Warm Welcome providers to join:
  - 1 – What Warm Welcomes can be and do
    - Understanding the Warm Welcome Charter
    - Importance of pitching it right
    - Understanding the Cost of Living Crisis and how this affects people
    - Importance of monitoring and evaluation
  - 2 – Providing important and invaluable support
    - Making Every Contact Count
    - Signposting attendees to advice, advocacy, and support
    - Basic energy efficiency information and signposting(?)
    - Signposting for energy advice to include charitable grants(?)
- The logos and draft materials to adapt (e.g. parish newsletter article)

#### **Monitoring and evaluation**

To help us assess the effectiveness of the Warm Welcomes programme, we need you to provide some data back to us.

This includes:



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- Sign-in sheet to collect contact details from your guests so that we can offer them other kinds of information, advice and support (mandatory)
  - Please send to [sam.kenward@eastsuffolk.gov.uk](mailto:sam.kenward@eastsuffolk.gov.uk)
  - This is the stats on the usage of your Warm Welcome, using a form we will provide – the information includes:
    - The number of people using your Warm Welcome for each session it was open
    - The amount of time each person stayed
  - ***You are welcome to use the headlines from the form we send to capture the information in your guestbook for example – but it is absolutely essential you collect this information.***
  - ***If this data is not provided, this could impact future applications for funding from ESC . The funding is also phased so you will receive 75% payment upfront and then the remaining 25% will be paid upon receipt of monitoring data***
- A generic survey which you can make available for users
  - The survey will help provide us feedback of the impact and while this is not mandatory, we ask all funded Warm Welcomes to collect this information.
  - There will be a paper version of this and an online version.
  - You might also want to provide photographic evidence of use of the Warm Welcome. This is as simple as taking a photo of a full room a few times.

We have some good examples of Warm Welcomes that have collected the above information in a different sort of way including 'clocking in and out' cards and hands up for the questions. These approaches helped make the data collection more engaging for attendees. We will support funded Warm Welcomes with how best to collect this information.

### How to apply

If you would like to access funding through the East Suffolk Warm Welcomes Grant, please complete the application form. Once completed and signed (an electronic signature is fine), please send your completed application to: [grants@eastsuffolk.gov.uk](mailto:grants@eastsuffolk.gov.uk)

### Key dates

- Warm Welcomes will run from: **4<sup>th</sup> November 2024 to 30<sup>th</sup> March 2025**
- Application process opens on **2<sup>nd</sup> September** and ends on **30<sup>th</sup> September 2024**
- We ask that all Warm Welcomes are ready to start on 4<sup>th</sup> November 2024 should they be awarded funding
- There is no rolling application process – 30<sup>th</sup> September is the deadline for applications and a panel date will be set for mid-October to determine which applications are funded



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- Decisions will be made at the latest by late-October, so that all Warm Welcomes are ready to commence on the first week of November
- The application window will not reopen this winter unless in specific localised situations

### **Checklists before submitting the application**

Some reminders of things to potentially consider before submitting your application

#### **Warm Welcomes in bigger settlements/towns**

Some questions for you to consider before submitting!

- ✓ Are there other Warm Welcomes likely to happen in your Ward?
- ✓ If so, have you enquired about working together with others?
- ✓ If not, why not?
- ✓ Have you seen the list of Warm Welcomes funded last time (Appendix 3) and seen any in your area which may decide to run again? Could some collaboration occur?
- ✓ Why are you the best place?
- ✓ How could you work with other venues and organisations to ensure complementary provision?
- ✓ If your Warm Welcome is building on an existing provision, is there clear additionality?
- ✓ Do you feel the way of promoting would attract good numbers?
- ✓ Do you feel the main selling points of your Warm Welcome will bring people in?
- ✓ If someone in the community may feel stigmatised at attending the Warm Welcome because of associations of inequalities, is there enough in the offer to incentivise them to attend for other reasons? E.g. health and wellbeing, participating in different activities they might not otherwise be doing?
- ✓ Have you considered how you could link to school holidays, Holiday Activity and Food provision (HAF) at Christmas, local Family Hubs, local schools' offer?





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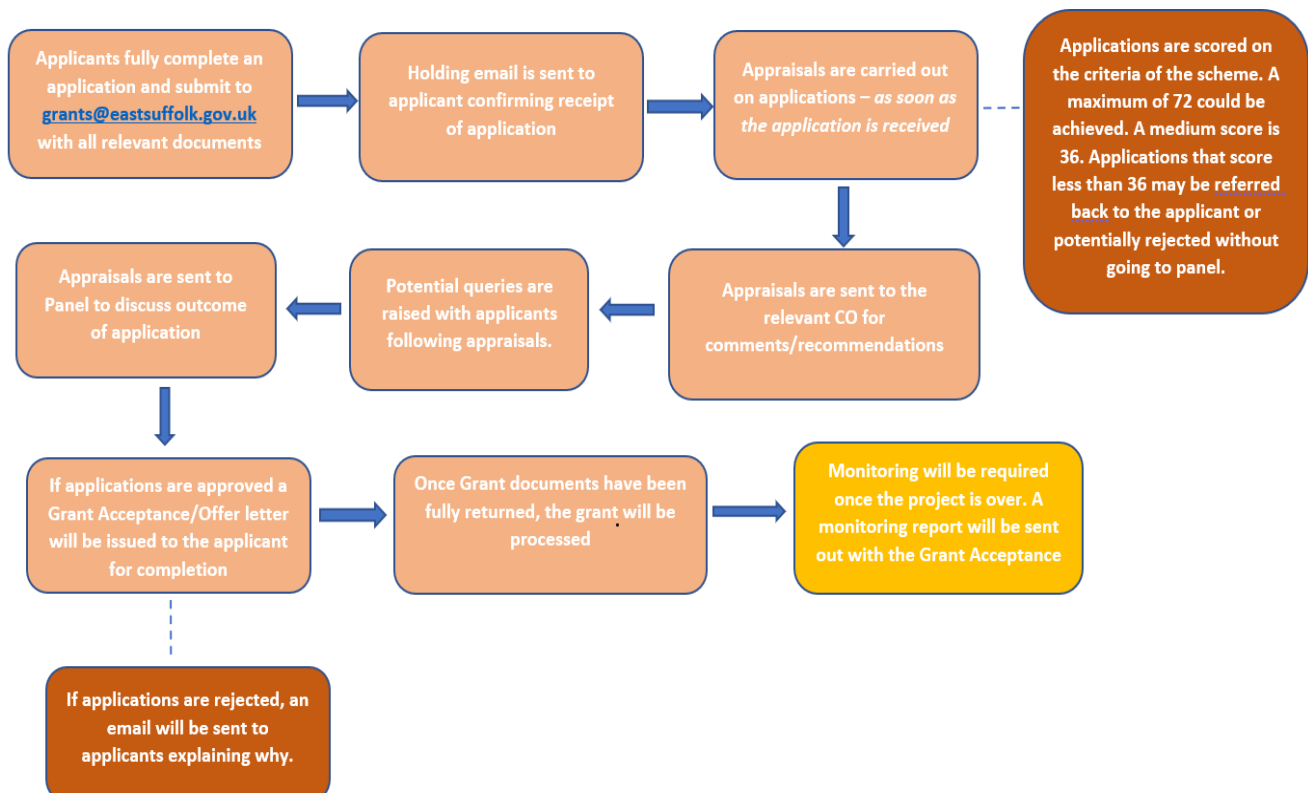
## Warm Welcomes in rural areas

Some questions for you to consider before submitting!

- ✓ Is your venue accessible by foot, bicycle or public transport?
- ✓ If not, could you work with local transport providers to get people there? We can help fund transport costs
- ✓ What is the need the Warm Welcome is meeting?
- ✓ Is the Warm Welcome the right solution to the issue?
- ✓ Have you seen the list of Warm Welcomes funded last time (Appendix 3) and seen any in your area which may decide to run again? Could some collaboration occur?
- ✓ If your Warm Welcome is building on an existing provision, is there clear additionality?
- ✓ Have you considered checking with other organisations like Rural Coffee Caravan to see if they are planning to do something in the parish?

### Process

If the application is fully complete (i.e. all the required information is provided) it will be considered by a Panel which will be as soon as possible after the grant deadline below. See the diagram below for more information on the application process. We advise that you review the checklists, charter (Appendix 1) and pointers (Appendix 2) before you submit your application.





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### Deadline for Applications and scoring matrix

The deadline for applications is midnight on **30<sup>th</sup> September**

If your application is successful, you will be notified of the decision through a Grant Acceptance (via email) within 5 working days of the Panel assessing your application.

Funds through this grant scheme **should only be spent on the items/purpose detailed in the application form and Grant Acceptance** and within **6 months** of the date of the Grant Acceptance. All funding awarded will be for a maximum of six months, although our contribution could be part of a longer-term project which is match-funded from elsewhere and funding may be available in future years. You must indicate on your form if you have applied for or intent to apply for match funding for this project. If the grant is not spent on the approved purposes or there is an underspend, the Council has the authority to reclaim part or all of the grant. If you are proposing to make any changes to your approved project, please inform us as soon as possible.

An evaluation and monitoring form will be sent for completion **after 6 months** to ascertain the impact that the project / activity had. Returning this form to us is one of the grant conditions.

***Please keep copies of receipts and invoices related to the project / activity – we may ask to see these as part of our monitoring process as we spot check a proportion of successful applications.***

**Applications will be scored as per the scoring matrix below, along with consideration given to the location of the asset. This is to ensure equitable access to grant funding for people across the District and to prevent duplication of provision in more localised areas.**

<b>SCORING CRITERIA</b>			
	<b>Criteria</b>	<b>Strong projects will have...</b>	<b>Weak projects will have...</b>
<b>A</b>	Provide a safe, welcoming and staffed heated space that's conveniently located for your local community,	A room in a secure, well-insulated building with good facilities – toilets, comfortable chairs, central heating, etc - that can be accessed easily by the local community, that's big enough to host people comfortably and where there is at least one member of staff on site for the duration	A difficult to heat room in an insecure building with limited facilities that is difficult to get to and that isn't staffed
<b>B</b>	Provide your Warm Space at the times when you feel your community must needs it/would benefit most for 21 weeks from	A Warm Welcome available for a minimum of 8 hours a week for 21 weeks from w/c 4 <sup>th</sup> November and for a set number of hours to allow people to flexibly attend	A Warm Welcome available for significantly less time (unless doing so allows the Warm Welcome to combine with existing activity to significantly reduce costs)



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	beginning of November. These sessions could be morning, afternoon and/or evening		e.g. a Meet Up Monday for 2 hours plus a Warm Welcome for 3 hours = 5 hours in total
<b>C</b>	Offer hot drinks to all guests, including but not limited to tea and coffee	Hot drink making facilities plus a fridge to store milk	No hot drink making facilities
<b>D</b>	Provide access to the Warm Welcome for other support services to engage with guests	Enough space in the Warm Welcome to accommodate people from other support services to engage with guests, and have additional separate space for private conversations	Too little space to accommodate additional support services and no private space
<b>E</b>	Provide activities or entertainment that enrich attendees	The facilities, equipment, staff and resources to provide activities and entertainment that enrich attendees and will make the experience even more positive for guests and bring people together. Activities will link with the 5 Ways to Wellbeing.	Little or no capability to put on additional activities or entertainment that enrich attendees.

### Scoring Matrix

<b>0</b>	No Evidence
<b>1</b>	Poorly Met
<b>2</b>	Satisfactory
<b>3</b>	Good
<b>4</b>	Very Good

SCORING CRITERIA			
Criteria	Score Range	Weight	Max Weighted Score
<b>A</b>	0-4	4	16
<b>B</b>	0-4	4	16
<b>C</b>	0-4	4	16
<b>D</b>	0-4	3	12
<b>E</b>	0-4	3	12

- Groups can achieve a maximum score of 72 points
- A medium score is considered to be 36 points
- Applications that score less than 36 will be referred back to the applicant or rejected.



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## Appendix 1 – charter

### *Warm Welcomes, Warm Hearts*

### *East Suffolk Council's Warm Welcomes Charter*

#### *You will get a warm welcome as well as a Warm Welcome.*

Every time you come to a Warm Welcome, you'll be given a warm welcome from any staff and volunteers. We're here to help and support.

#### *Everyone is treated equally, with dignity and respect*

Everyone has a right to be warm, so everyone in a Warm Welcome will treat people, and be treated by people, with dignity and respect.

#### *Your Warm Welcome will be a safe space*

Your Warm Welcome will stick to the individual safeguarding policies that it always uses, and to food hygiene rules too! If you see a possible hazard, or you are worried by something you see please tell someone.

#### *We'll not tell anyone about you needing a Warm Welcome*

If you want to share the reasons you need a Warm Welcome, someone will listen, but they won't tell anyone else unless you give them permission, or they must because of their safeguarding policies. Talk/ask if you want help – Warm Welcomes are part of a much wider programme of support.

#### *It doesn't matter why you need a Warm Welcome*

Every Warm Welcome is a non-judgemental place; whatever the reason you have for coming in, you'll be treated the same and never judged. Please do the same.

#### *Making your Warm Welcome better*

If you've got ideas about improving your Warm Welcome please tell us!



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## Appendix 2 – pointers

### What can Warm Welcomes look like?

- Warm Welcomes may look different depending on where you go in the district – different parts of the district may have different variations on how they want to deliver; and that's okay!
- You may decide your warm space will work best and attract most people when it is just be a space where people can 'be' and chat to others, do their crossword etc OR you may decide it will attract more people when extra features like games or even some light entertainment is provided
  - Think about what works best for your community and what will bring people to the provision!
  - Last winter, some places ran half term activities for young people so that there was an offer to the whole family – others offered specific activities like yoga and crafts etc
- Warm Welcomes don't have to be brand new! You may already have an activity or event that takes place that you might want to run more regularly with this funding or you could combine with so that provision is running for longer or providing new activities or providing light meals

### What is the draw?

- Remember that some people may feel stigma going to a place with 'Warm' in the title – as they may be worried it implies they can't heat their home and are admitting to money worries
- So when promoting your offer, think about what other draws you have on offer or you could offer that would get people along
- E.g. if the space is also about wellbeing or activities you otherwise wouldn't do, the barriers of stigma are reduced
- Think about what is perhaps missing that this could help cater for – or if you have something that people want more of, could you use this offer to provide more of it? E.g. a popular quiz once a month at the village hall so the Warm Welcome could provide a second quiz in the month

### Enriching activities

- By this, this could be activities that bring people together, learn new skills etc
- Could be meals, IT support, quizzes, sing-alongs arts and crafts etc
- The 5 Ways to Wellbeing is a helpful guide to what the focus of these enriching activities could be:
  - **Connect:** Connect with other people
  - **Be active:** Get physically active
  - **Take notice:** Make time to appreciate the world around you
  - **Keep learning:** Learn new skills



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- **Give:** Give to others
- What activities might enable attendees to connect?
- Could your Warm Welcome bring in a practitioner who can run activities like chair-based exercises, yoga etc? Is there a link-up with organisations like Active Suffolk that would be helpful?
- Could you loop in nature themed activities to help appreciate the world around?
- Could there be courses or talks to help learn new skills?
- Could Warm Welcome attendees be encouraged to help out with tasks at the sessions so they are enabled to give?

### **Promoting a lot and clearly**

- Think about where to promote your Warm Welcome – e.g. local press and media, flyers in local businesses and social media helped to draw attention to Warm Welcome running
- Think about where people get local information (e.g. noticeboards, newsletters etc)
- Also think about the messaging – make sure local people know what is on offer and give people a reason to attend!
- Think about who your audience is
  - If it is families, which schools, mother and toddler groups, nurseries will you target? How to get it to the right contact? We can help!
  - If you're trying to reach out to older people, where might they access their information?
  - It could be that some of your promotion appeals to children or grandchildren of an older person who can then relay the message to them
- Could you put something in the local newsletter?
- How far will you promote it? If people live nearby, would they travel for it? Are they able to travel for it?
  - Are there any good links in those local areas that could be used to promote? E.g. Facebook groups, additional newsletters/magazines etc

### **Make monitoring a part of your warm welcome**

- Monitoring information (of how many people attended and who they were) might not be the most exciting subject but it is important!
- We need to prove the impact Warm Welcomes is having – and numbers of attendees on sign-in sheets is a big part of that; as are anecdotes about how people felt about Warm Welcomes
- Make sure you are clear to attendees that you need to collect the information
- We have some good examples of Warm Welcomes that used different ways to collect the above information in a different sort of way including 'clocking in and out' cards and hands up for the questions. These ways helped make the data collection more engaging for attendees.



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- If you do not provide monitoring information at the 3 month stage, you will not receive the last 25% payment

**Make sure equality and accessibility is considered throughout**

- Think about how it can be as open and accessible for local people as possible
- Think about where it is promoted (more below) so lots of different people hear about it and use it
- Think about venue accessibility but also transport – how easy or difficult is it to get to the venue you’re thinking of? Have you chosen the best days for your Warm Welcome?

**Appendix 3 – list of the Warm Welcomes funded in 2023/2024**

Warm Welcomes financially supported include:

Saint Andrews Church (with Community Centre)	Re-Utilise
Bungay Library	Access Community Trust Over 60s Club
Bungay Community Support	Bloodmoor community centre
Seagull Theatre	Gunton Community Hall
Southgen	St Peter and St John’s Church
Hub @ Huntingfield	Ashby, Herringfleet and Somerleyton Parish Council
Levington Parish Council	Halesworth Day Centre
Angela Cobbold Hall	Fortrey Heap Village Hall
DANES	Access Community Trust Waveney Centre
Lound Village Hall	Jetty Lane CIO
Pushchair Pitstop	Kessingland Parish Council

These were funded by:

- UK Government (through the UK Shared Prosperity Fund)
- East Suffolk Council’s wider Ease the Squeeze programme of advice and support around the rising cost of living
- East Suffolk Council Community Partnerships
- Suffolk County Council Community Grant Funding
- Or a combination of the above