



## General Details

**Your region:** Yorkshire

**Please clarify the city or town where the project will be delivered:** Sheffield

**Total Budget:** £12,080

**Total Healthy Heart Grant requested:** £8,480

**Important:** If you are shortlisted you will be asked to give a presentation to the panel

**Save the date:** Thursday 9 May 2019

**Head Office:** Leeds



## Organisation Details

**Organisation financial status:** Charity

**Organisation name:** Heart Research UK

**Charity Number** (*if applicable*): 1044821

**Web Address:** <https://heartresearch.org.uk/>

### **Building number/ name:**

Suite 12D Josephs Well

**Street:** Hanover Lane

**Town/City:** Leeds

**Postcode:** LS3 1AB

### **What are the main aims and objectives of your organisation?**

Proud to stand out from the crowd, Heart Research UK is the charity dedicated your heart. We inspire and invest in pioneering medical research, ground-breaking training and education and in communities to improve their heart health for themselves. They are things we're proud to have done for over 50 years and pushes us to do more.

Many peoples' loved ones are around for longer now because we have driven advancements in prevention, treatment and cure of heart disease. We know research works and we focus on benefiting patients as soon as possible.

Always looking to the future, we give doctors unique opportunities to gain the latest skills, knowledge and hands-on experience to become the experts of tomorrow. We show youngsters born with heart disease, and those who care for them, that they can live active lives.

Our Healthy Heart Grants focus on what works in communities to prevent heart disease in the first place.



### **Applicant contact details**

**Title:** Miss

**Forename:** Sarah

**Surname:** Mirfin

**Position in organisation:** Healthy Heart Coordinator

**Telephone:** 0113 234 7474

**Email:** healthyheart@heartresearch.org.uk

### **Project Leader Contact Details**

Same as applicant details.



## Project Details

**Project title:** Sgt Pepper's lively hearts club group

**Duration of project (months):** 12 months

**Expected start date:** 02/09/2019

**Expected completion date:** 31/08/2020

**Is this a new project?** Yes

**Is this a repeat project for a new group?** No

**Describe your Healthy Heart project in less than 500 words:** Our Healthy Heart project will actively reduce risk of heart disease in Sheffield and surrounding areas of deprivation, through the following activities:

- Weekly football and cycling sessions
- Monthly cooking skills workshops where single men will learn how to plan and prepare inexpensive nutritious meals. To include; shopping on a budget, understanding food labels, meal planning, one-pot recipes and heart healthy recipe swaps- each geared specifically for single men, culminating in a cook off which will engage the local community
- Interactive health promotion workshops will include a focus on smoking, alcohol awareness, stress management and sleep quality
- WhatsApp groups will track changes and offer support and motivation
- A FB group will share content with and for Heart Research UK and Subway
- An end of project football league and summer fair will bring the community together. Healthy street food will be cooked by participants

## Target Group

**What is the target audience for your Healthy Heart project?** *(you may target more than one group)*

Men aged 45+ who are single, widowed or living alone

**How have you determined the need for this project?**

We carried out a survey amongst men in our local area and identified a need within this group of people for simple, supported lifestyle interventions. 70% of responders said that they would be interested in living a healthier lifestyle and showed interest in attending workshops and physical fitness classes. We also ran a taster football and a pilot led bike ride in which we had over 25 participants, this feedback directly fed back into how the project has been designed.

Focus group discussions found that single men aged 45-60 were not engaging in physical activities due to lack of confidence or self-esteem, lack of money/affordability, lack of convenient venues and lack of skills and knowledge to safely engage in physical activity. Our target group also referred to unhealthy eating habits due to living alone and a lack of cooking skills and how to plan and prepare healthy meals on a budget.

**How many people do you expect to directly benefit over the whole project?** 60 men (4 groups of 15)

**How many indirect beneficiaries do you expect to reach during the project? (E.g. family members or wider public)** 180 people or more are expected to read the local paper and hear the heart health message.

**How will participants be recruited?**

We have already established three groups of 15 who attend a hobby skills workshop who have expressed an interest in living a healthier lifestyle and access to informal, non-competitive but fun physical activities. We will advertise the project through local hobby clubs, community centre noticeboards and newsletter, GP's, clinics, local job centre and on social media through other local hobby groups. We also have a large employer, employing largely middle aged manual workers. We will ask participants to sign a commitment pledge. We will aim to recruit those in greatest need of health messages and offer peer support for the project.

## Impact

**How will your project impact on the Heart Health of those who take part?**

Participants will be supported to increase physical activity levels over the course of 12 weeks and be encouraged to set personal, measurable goals. They will be given the knowledge and practical skills to plan, prepare and cook eat at least one heart healthy meal each month together with the knowledge and understanding of heart-healthy nutrients, cooking methods and meal adaptations. They will have access to a bank of recipes to enable them to create healthy meals at home and be empowered to adopt new healthy lifestyle behavior changes to help them to live healthier, happier, longer lives.

**Who will be responsible for delivering the healthy heart messages and what are their qualifications/credentials?**

Our Healthy Heart Coordinator with over 20 years' experience in the health, fitness and nutrition together with a BSc degree in nutrition will oversee the programme and delivery of heart healthy lifestyle advice and cookery sessions. Football will be played by participants independently alongside a qualified volunteer coach.

**How will you measure impact and evaluate the success of your project?**

We will use recognised evaluation tools as follows: Participant will have a baseline and end of programme (12 weeks) measure of weight, waist circumference and lifestyle habits such as smoking and units of alcohol. They will complete a food questionnaire to monitor changes in eating habits at the start and end of the programme. We will use the recognised Warwick- Edinburgh Mental Wellbeing tool to measure changes in mental health and create at least one case study using a video diary from each cohort.

**Can you give an example of positive health impact from a previous project?**

We have been running weekly sports and nutrition classes since 2018 for women. 8-10 participants attended each activity. The groups have improved their fitness, lost weight and become more confident when choosing healthy alternatives and trying new recipes.

One person went from drinking 6 bottles of Lucozade each day to 1 per week after seeing the amount of sugar she was consuming and learning about the effects of sugar on the body. We have seen over 100 adults lose weight, inches, and body fat over the past year. One woman lost over 2 stone, with many of the participants talking about not only their lives changing but also their families' lives too as a result of the whole family making healthier food choices and being more active together. We have even had 2 participants come off their insulin injections and medication as they reversed their diabetes.

**How will you ensure sustainability of the heart health message after the project has ended?**

We will start to run weekly football sessions, which people can make a small contribution to. We will also signpost people to other local organisations that offer other physical activity sessions. Recipes will be shared on our social media posts and we will ensure that messages from PHE healthy eating recommendations such as Eat Well guide and healthy snacks and sugar swaps (change4life campaign) are given throughout the programme and that participants are familiar with these resources which they can continue to use after the programme.

We will also encourage participants to set up WhatsApp groups to encourage them to meet outside the project. Over the year participants will have got into a routine of meeting up at a certain times and will be more likely to continue meeting up to run or bike ride together under their own steam.



## PR Value

### **How will you generate publicity for Heart Research UK and Subway®?**

Publicity will be generated through our main channels of social media, our website, our quarterly newsletters and local press. The Heart Research and Subway logos and website addresses will be used on all promotional materials that we distribute; posters, leaflets, mailshots, and emails. Social media posts and our website will include live links to the Heart Research website and in all sessions we will actively promote the project to generate further interest in Heart Research and Subway. In all photographs we will have participants/ coaches wearing Heart Research T-shirts and where viable we will include stickers saying funded by Heart Research UK and Subway on all equipment purchased.

### **How will you share, publicise and use the findings from your Healthy Heart project?**

We have our own social media pages, Facebook, Instagram and Twitter. We will share videos and pictures of the project on our website, showcase successful case studies via the local press and local radio station and tag Heart Research UK into all social media posts. We will share and publicise our achievements and findings at our quarterly celebration awards night. The events will be used to celebrate success, give out certificates and awards to participants, and to have fun and encourage all to join in and have a go at an activity on the day. We will also share updates regularly on progress and our final evaluation will be shared with partners, funders and community health professionals.

### **If you are successful we would like to connect with your organisation through our media channels to help publicise the project. Please list any social media groups that you manage (Facebook, twitter, Instagram), connections with local newspapers or other media streams:**

We have a Facebook, Twitter and Instagram account. Current stats are Instagram 1,000 followers, Facebook 8,400 and 9,300 twitter followers. We have good links with the local papers and BBC Leeds.

### **Detailed Activity Breakdown**

*Please give details of all activities included in this project in its entirety*

#### **Activity 1**

**Activity description:** Football friendly- 30 minutes each way

**How long will the activity run (hours)?** 1

**How many sessions per person?** 12

**Total hours for activity?** 12

**How many people per group?** 15

**How many groups?** 4

**How many people are expected to directly benefit?** 60

**Target group** Men aged 45 + who live alone

**How often will this group meet?** Once per week

**Nature of engagement?** Course sign up

**Please expand on when the groups will run over the course of the project?** One group of 15 meeting once a week for 3 months

**Funding Source:** HHG

#### **Activity 2**

**Activity description:** Cycling- mix of gym based, track and cross country

**How long will the activity run (hours)?** 4 hours

**How many sessions per person?** 3

**Total hours for activity?** 4

**How many people per group?** 15

**How many groups?** 4

**How many people are expected to directly benefit?** 60

**Target group:** Men aged 45 + who live alone

**How often will the group meet?** Half a day each month.

**Nature of engagement:** Course sign up

**Please expand on when the groups will run over the course of the project:** one group of 15, once per month for three months.

**Funding Source:** HHG

### **Activity 3**

**Activity/session description:** Heart healthy cooking demonstration followed by 'cook off' competition. For example, a selection of ingredients are provided for stir fry. A quick talk is given on reducing fat in recipes, choosing healthy meat/fish and importance of 5-a-day then in pairs they decide what and how they are going to prepare a healthy stir fry and have one hour to complete. They will eat together and share samples of their dishes with a heart shaped trophy given to the pair with the best voted dish for health and taste. Other themes might include selecting the cheapest ingredients with hidden price tags.

**How long will the activity run (hours)?** 2

**How many sessions per person?** 6

**Total hours for activity?** 12

**How many people per group?** 15

**How many groups?** 4

**How many people are expected to directly benefit?** 60

**Target group:** Men aged 45 + who live alone

**How often will this group meet?** Fortnightly

**Nature of engagement?** Course sign up

**Please expand on when the groups will run over the course of the project?** One group of 15 per fortnight over 3 months.

**Funding Source:** HHG



## Project Budget

Will participants be charged a fee to be included in your project? No

If the answer is yes, how much will you charge and what is the purpose of this? N/A

Will this project receive funding from any other organisation (including own organisation)?

Yes

If the answer is yes please provide more information including shared branding stipulation and added value of joint funding:

A qualified football coach has volunteered to run the football sessions. Project management, monitoring, evaluation and reporting will be provided in kind by ourselves

## Budget Breakdown

*Please complete to show a detailed breakdown of the project budget in its entirety*

Page 10

### Item 1

**Resource name:** Ingredients for healthy cooking workshops

**Cost per item (to the nearest £) 3**

**How Many:** 360

**Description:** 60 participants x 6 fortnightly sessions

**Funding source:** Heart Research UK

**Total funding required (£):**1,080

**Total Healthy Heart Grant requested (£):**1,080

### Resource 2

**Resource Name:** Chef trainer/Nutritionist

**Cost per item (to the nearest £) 25**

**How Many:** 48

**Description:** 2 hrs x 6 sessions x 4 cohorts @ £25 per hour

**Funding source:** Other

**Please give further details:** we will provide 50% in kind

**Total funding required (£):** 1,200

**Total Healthy Heart Grant requested (£):** 600

### Resource 3

**Resource Name:** Venue hire

**Budget (to the nearest £) 50**

**How many?** 48

**Description:** 2 hrs x 6 sessions x 4 cohorts

**Funding source:** Heart Research UK

**Total funding required (£):** 2,400

**Total Healthy Heart Grant requested (£):** 2,400



#### Resource 4

**Resource Name:** Football coach expenses

**Budget (to the nearest £) 5**

**How many? 48**

**Description:** Football coach expenses e.g. travel costs, cones and markers, bibs

**Funding source:** Heart Research UK

**Total funding required (£): 240**

**Total Healthy Heart Grant requested (£): 240**

#### Resource 5

**Resource Name** Pitch hire

**Budget (to the nearest £) 10**

**How Many? 48**

**Description:** 4 groups, one hour a week for 12 weeks

**Funding source:** Heart Research UK

**Total funding required (£): 480**

**Total Healthy Heart Grant requested (£): 480**

#### Resource 6

**Resource Name:** Cycling coach

**Budget (to the nearest £) 25**

**How Many? 48**

**Description:** 4 hours x 3 sessions x 4 cohorts

**Funding source:** Heart Research UK

**Total funding required (£):1,200**

**Total Healthy Heart Grant requested (£):1,200**

**Resource 7**

**Resource Name:** Cycle hire

**Budget (to the nearest £)** 50

**How Many?** 36

**Description:** 3 sessions x 4 cohorts x 3 bikes

**Funding source:** Heart Research UK

**Total funding required (£):** 1,800

**Total Healthy Heart Grant requested (£):** 1,800

**Resource 8**

**Resource Name:** project management time

**Budget (to the nearest £)** 15

**How Many?** 200

**Description:** planning, administration & reporting 5 hours each week for 40 weeks

**Funding source:** In kind

**Total funding required (£):** 3,000

**Total Healthy Heart Grant requested (£):** 0

**Resource 9**

**Resource Name:** branded water bottles

**Budget (to the nearest £)** 1

**How many?** 360

**Description:** 60 sessions (48 wks football + 12 wks cycling) x 60 participants = 360 bottles

**Funding source:** Heart Research UK

**Total funding required (£):** 360

**Total Healthy Heart Grant requested (£):** 360



**Resource 10**

**Resource Name:** weighing scales

**Budget (to the nearest £) 40**

**How many? 3**

**Description:** 3 x weighing scales

**Funding source:** Heart Research UK

**Total funding required (£): 120**

**Total Healthy Heart Grant requested (£):120**

**Resource 11**

**Resource Name:** contribution towards celebration award evening

**Budget (to the nearest £) 50**

**How many? 4**

**Description:** 4 x event costs e.g. certificate costs, awards, healthy refreshments

**Funding source:** Heart Research UK

**Total funding required (£): 200**

**Total Healthy Heart Grant requested (£): 200**



## Declaration

I declare that as representative of the organisation the information I have provided is true and accurate to the best of my knowledge: Yes

I have the [Terms and Conditions](#) and agree that if my application is shortlisted a representative of the organisation will be required to give a presentation to the Healthy Heart Grant panel: Yes

I have saved the date of the panel meeting on 9 May 2019 and will ensure that somebody is available: Yes

## Marketing

How did you hear about Heart Research UK and Subway® Healthy Heart Grants: word of mouth

Preferred method of contact: email