



**Heart  
Research  
UK**

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# Welcome to the Heart Research UK and Subway Healthy Heart Grant Application

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## Section 1: APPLICANT DETAILS

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**Applicant Details** Mr Henry Hart

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**Is the Project Lead over 18 years of age?** Yes

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**Address** 12D Josephs Well  
Hanover Walk  
Leeds, West Yorkshire LS3 1AB

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**Email** healthyheartgrants@heartresearch.org.uk

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**Phone Number** 01132347474

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**What is your role in the organisation** Administrator

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**Are you also the Project Leader?** No

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## Section 1: PROJECT LEADER DETAILS

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**Project Leader Details** Mrs Harriet Hart

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**Project Leader Date of Birth** 01 May 1985

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**Project Leader Address** 12D Josephs Well  
Hanover Walk  
Leeds, West Yorkshire LS3 1AB

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**Project Leader Email** healthyheartgrants@heartresearch.org.uk

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**Project Leader Phone Number** 01132347474

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**What is your role in the organisation** Project Coordinator

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## Section 2: ORGANISATION DETAILS

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**Name of your organisation:** Heart Research UK

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**Organisation Website Address: (if applicable)** <https://heartresearch.org.uk/>

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**Type of organisation:** Charity

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**Registered Charity Number: (If applicable)** 1044821

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**What are the main objectives of your organisation?**

Proud to stand out from the crowd, Heart Research UK is the charity dedicated to your heart. We inspire and invest in pioneering medical research, ground-breaking training and education and we work with communities to improve heart health. These are some of the things we are proud to have done for over 50 years.

Many peoples' loved ones are around for longer now because we have driven advancements in the 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.

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### Section 3: PROJECT OVERVIEW

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**What is the name of your project?** Sgt Pepper's lively hearts club

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**Expected start date:** Aug 01, 2021

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**Expected end date:** Mar 31, 2022

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**Heart Research UK do not fund ongoing community projects unless they are being delivered to a new group, please state whether this is a new community project?** Yes, this is a new project

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**Who is the target audience for your Healthy Heart project?** Men aged 45+ years who are single, widowed or living alone

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**Please summarise your Healthy Heart Project in no more than 500 words** Our Healthy Heart project aims to actively reduce the risk of heart disease in a deprived area of Leeds through the following activities:

- Online weekly 1 hour health promotion sessions will be delivered using Zoom Each session will last 1 hour and topics will include healthy eating, alcohol awareness, smoking cessation, stress management, physical activity and sleep quality.

- Weekly online 2 hour cooking skills workshops will be delivered. During these sessions, the men will learn how to plan and prepare inexpensive nutritious meals. Topics will include; shopping on a budget, understanding food labels, meal planning, one-pot recipes and heart healthy recipe swaps- each geared specifically for single men. Each session will include a cooking demonstration where participants will learn how to cook simple, nutritious dishes from scratch. We will also provide participants with recipe cards, which will be sent to them by post.

Weekly online physical activity sessions will be delivered using Zoom. These sessions will last 45 minutes and they will demonstrate activities that can be done in the home, without the need for specialist equipment.

- WhatsApp groups will be set up where participants will be encouraged to offer support and motivation to each other.

- A Facebook group will share content, including recordings and photos of the cookery demonstrations and tips for getting active inside and outside of the home.

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<p><b>How have you determined the need for this project/equipment?</b></p>	<p>We carried out an online 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, cookery demonstrations and fitness classes.</p> <p>Online 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.</p>
<p><b>If you are applying for a community project please state how participants will be recruited:</b></p>	<p>We have already established two groups of 15 single men who have attended a hobby skills workshop and they have expressed an interest in living a healthier lifestyle and improving their cooking skills. We will advertise the project through local hobby clubs, community centre newsletters, GP's, clinics and on social media. We also have a large employer, employing largely middle-aged manual workers who would be willing to advertise this project. We will aim to recruit those in greatest need of health messages.</p>
<p><b>If you are applying for funding to purchase equipment only, please explain how you will engage with the people who will benefit from using the equipment:</b></p>	<p>N/A</p>
<p><b>Who will be responsible for delivering the Healthy Heart messages and what are their credentials?</b></p>	<p>Miss Hannah Hart, has several years' experience working in a health promotion role, working with people living in deprived communities. Hannah will deliver the health promotion sessions along with Mr Herbert Hart and Mr Adam Active.</p> <p>Mr Herbert Hart, NVQ Level 2 Nutrition a former chef who will deliver the weekly cooking skills workshop and cooking demonstrations. Herbert will also deliver healthy eating workshops and he will provide 12 healthy recipes for the recipe cards.</p> <p>Mr Adam Active, BSc Sports Science, will deliver the fitness sessions on Zoom as well as the physical activity health promotion sessions.</p>

## Section 4: BREAKDOWN OF PROJECT

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**Activity description: If you are running sessions as part of a community project, please provide a breakdown of the sessions you will run stating how many sessions you will run, how often and for how many people. If you are using the grant money to purchase equipment, please describe how the equipment will be used by the people in your community**

Every week, each participant will be invited to attend three sessions:

- 1 x 1 hour health promotion session
- 1 x 2 hour cooking session
- 1 x 45 minute physical activity session

We will run the three sessions every week for twelve weeks. The three sessions will be repeated each week to accommodate more than one group:

1. Health promotion sessions on Zoom: We will invite five groups of six men to attend a one-hour health promotion session every week (5 groups x 1 hour each). The twelve one-hour sessions will include healthy eating, alcohol awareness, smoking cessation, stress management, physical activity and sleep quality.
2. Cooking Skills Workshops on Zoom: We will invite two groups of fifteen men to attend a two-hour cooking skills session (2 groups x 2 hours each). The men will learn how to plan and prepare inexpensive nutritious meals. Topics will include; shopping on a budget, understanding food labels, meal planning, one-pot recipes and heart healthy recipe swaps- each geared specifically for single men. Each session will include a cooking demonstration where participants will learn how to cook simple, nutritious dishes from scratch. We will provide participants with recipe cards, which will be sent by post before the start of the course.
3. Physical Activity Sessions on Zoom: We will invite five groups of six men to attend a weekly physical activity session using Zoom. These sessions will last 45 minutes and they will demonstrate activities that can be done in the home, without the need for specialist equipment.

Total number of hours for delivering all sessions:

Health Promotion sessions - Five weekly 1 hour sessions x 12 weeks = 60 hours

Cooking - Two weekly 2 hour sessions x 12 weeks = 48 hours

Physical activity = Two weekly 45 minute sessions x 12 weeks = 45 hours

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## Section 5: IMPACT

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**How many people do you expect to benefit from your project?**

30

**How many indirect beneficiaries do you expect to reach during the project (E.g family members or wider public)?**

250 people are expected to read the messages on our Facebook page and to hear about the health promotion messages.

**How will your project impact on the heart health of people in your community?**

Participants will be supported to increase their physical activity levels over the course of 12 weeks and they will be encouraged to set personal, measurable goals. They will be given the knowledge and practical skills to plan, prepare and cook twelve heart healthy meals 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.

**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 lifestyle habits such as physical activity levels, 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. We will encourage participants to measure their weight and waistline during the project, if they have access to weighing scales and a measuring device. We will provide advice on how to measure your waistline.

**How will you share and publicise your project and generate publicity for Heart Research UK and Subway®?**

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 also share updates regularly on progress and our final evaluation will be shared with partners, funders and community health professionals.

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.

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## Section 6: PROJECT BUDGET

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Please confirm that you have read the above information and are ready to start the budget section

Yes

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## Budget Item 1

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**Budget Item 1** Wages

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**Description of Budget Item 1** 48 hours at £19 per hour for the delivery of the cooking sessions

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**Cost per item (£) 1** 19.00

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**Quantity** 48

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**Budget Item 1 Cost Total** 912.00

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**Would you like to add another budget item?** Yes

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## Budget Item 2

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**Budget Item 2** Wages

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**Description of Item 2** hours at £22 per hour for the delivery of the physical activity sessions

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**Cost per item (£) 2** 22.00

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**Quantity** 45

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**Budget Item 2 Cost Total** 990.00

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**Would you like to add another budget item?** Yes

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### Budget Item 3

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**Budget Item 3** Wages

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**Description of Budget Item 3** 60 hours at £20 per hour for the delivery of the health promotion sessions

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**Cost per item (£) 3** 20.00

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**Quantity** 60

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**Budget Item 3 Cost Total** 1200.00

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**Would you like to add another budget item?** Yes

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## Budget Item 4

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**Budget Item 4** Wages

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**Description of Budget Item 4** 20 hours at £16 per hour for the administration and project planning

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**Cost per item (£) 4** 16.00

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**Quantity** 20

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**Budget Item 4 Cost Total** 320.00

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**Would you like to add another budget item?** Yes

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## Budget Item 5

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**Budget Item 5** Wages

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**Description of Budget Item 5** 36 hours at £30 per hour for the management of the project

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**Cost per item (£) 5** 30.00

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**Quantity** 36

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**Budget Item 5 Cost Total** 1080.00

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**Would you like to add another budget item?** Yes

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## Budget Item 6

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**Budget Item 6** Recipe cards

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**Description of Budget Item 6** 31 x 12 laminated recipe cards (including 30 x envelopes and postage)

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**Cost per item (£) 6** 5.00

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**Quantity** 31

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**Budget Item 6 Cost Total** 155.00

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**Would you like to add another budget item?** Yes

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## Budget Item 7

<b>Budget Item 7</b>	Cooking ingredients
<b>Description of Budget Item 7</b>	12 cooking sessions x basic ingredients @ £5.00 each
<b>Cost per item (£) 7</b>	5.00
<b>Quantity</b>	12
<b>Budget Item 7 Cost Total</b>	60.00
<b>Would you like to add another budget item?</b>	Yes

## Budget Item 8

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**Budget Item 8**

Cooking utensils for cooking demonstration

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**Description of Budget Item 8**

3 pans, frying pan, bowls, plates, sharp knives, wooden spoons, chopping boards, oven trays etc

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**Cost per item (£) 8**

80.00

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**Quantity**

1

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**Budget Item 8 Cost Total**

80.00

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**Would you like to add another budget item?**

No

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## Total Project Budget

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Total Healthy Heart Grant Application	4797.00
Project Budget (£)	

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## Section 7: OTHER FUNDERS

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Are you receiving funding for this project from any other organisation/s?

No

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Will participants be charged a fee to be included in your project?

No

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## Total Project Budget

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Total Healthy Heart Grant Application Budget (£) 4797.00

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## Section 8: DECLARATIONS

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

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**I have read the Terms and Conditions** Yes

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**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. We have good links with the local papers and BBC Leeds.

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