



# Heart Research UK

## Section 1 - Applicant details

### APPLICANT DETAILS:

Prefix: Mr

First Name: Harry

Surname: Heart

Is the Project Leader over 18 years of age? (We do not accept projects that are led by a person aged below 18 years): Yes

Address: 12D Josephs Well, Hanover Walk, Leeds, West Yorkshire, LS3 IAB

Email: healthyheartgrants@heartresearch.org.uk

Confirm Email: healthyheartgrants@heartresearch.org.uk

Phone Number: 01132347474

What is your role in the organisation? Administrator

Are you also the Project Leader? No

### PROJECT LEADER DETAILS:

Prefix: Mrs

First Name: Harriet

Surname: Hart

Project Leader Address: 12D Josephs Well, Hanover Walk, Leeds, West Yorkshire, LS3 IAB.

Project Leader Email: healthyheartgrants@heartresearch.org.uk

Confirm Email: healthyheartgrants@heartresearch.org.uk

Project Leader Phone Number: 01132347474

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# Heart Research UK

Project Leader's role in the organisation? Project Coordinator

## Section 2 — Details of your charity

Name of your charity: Heart Research UK

Charity website address (if applicable): <https://heartresearch.org.uk/>

Social media accounts (if applicable): Instagram: @heartresearchuk

Registered charity number or company number (is applicable): 1044821

Please describe the main objectives of your charity:

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.

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

## Section 3 — Project overview

What is the name of your project? Sgt Pepper's Lively Hearts Club

Expected start date: 01 July 2026

Expected end date: 31 January 2027

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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# Heart Research UK

What age group is your project targeting? If your audience spans across more than one age group, please select all that apply.

31-59

60-75

Please summarise your Healthy Hearts Project:

Our Healthy Heart project aims to actively reduce the risk of heart diseases in single males who live alone, in a deprived area of Leeds through the following activities:

Weekly 1-hour health promotion session delivered at the Sgt Pepper's Community Centre in Leeds. Topics will include healthy eating, alcohol awareness, smoking cessation, stress management, physical activity, goal setting and motivation and sleep quality.

Weekly 2-hour cooking skills workshops delivered at a local learning kitchen. Participants 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 practical cooking workshop where participants will learn how to cook simple, nutritious dishes from scratch and enjoy eating them together. We will also provide participants with recipe cards, which they can take home.

Weekly 1-hour physical activity sessions. These will demonstrate activities that can be done by all, despite the level fitness, without the need for specialist equipment.

Participants will also receive 2 x 1-hour 121 coaching sessions (one at the beginning on the programme and mid-way) focussing on behaviour change and overcoming barriers.

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.

We fund projects that focus predominantly on one or more of the following areas.

Please select the area/s that form the main focus of your project: Healthy Eating

Physical Activity

Does your project target vulnerable adults who are at risk of heart disease?

Yes

If you answered yes to the above question please state who your target population is:

Single men aged 45 to 60 years living in a deprived area of Leeds.

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How have you determined the need for this project? You should include information about why your project is needed in your local area and your reasons for targeting the specified population in relation to heart health:

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.

A focus group discussion 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.

Please state how participants will be recruited:

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.

Please list the people who will be involved in the delivery of the project along with their qualifications and experience relevant to the project:

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.

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.

Mr Adam Active, BSc Sports Science, will deliver the fitness sessions on Zoom as well as the physical activity health promotion sessions.

Ms Mary Motivate, BSc Psychology and certified behavioural change coach will carry out the 121 coaching sessions.

## Section 4 — Breakdown of project

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Activity description: Please provide a clear breakdown of your project, stating what it will include, how many sessions you will run, how often and for how many people.

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 1-hour physical activity session

We will run the three sessions every week for twelve weeks. The three sessions will be repeated each week to accommodate three groups of 15 participants:

1. Health Promotion Sessions: We will invite three groups of 15 men to attend a one-hour health promotion session every week (3 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: We will invite three groups of 15 men to attend a two-hour cooking skills session (3 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: We will invite three groups of 15 men to attend a weekly physical activity session. These sessions will last 1-hour (including warm up and cool down) and they will demonstrate activities that can be done in the home, without the need for specialist equipment and that those with varying levels of fitness can take part in.
4. 121 Behavior Change Coaching: each participant will receive a one-hour coaching session focused on behavior change, overcoming barriers, and changing habits at the beginning of the programme and mid-way through the programme.

Total number of hours for delivering all sessions: 234 hours total

Health promotion sessions - Three weekly 1-hour sessions x 12 weeks = 36 hours

Cooking - Three weekly 2-hour sessions x 12 weeks = 72 hours

Physical activity - Three weekly 1-hour sessions x 12 weeks = 36 hours

121 Coaching - 2 hours per participant = 90 hours

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## Section 5 — Impact

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

45

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

250

How many sessions/points of contact will each beneficiary receive in total? Please include the number of hours'/minutes' of contact time per individual if possible.

Each participant will be invited to take part in four hours' of contact per week, plus the two 1-hour coaching sessions totaling 50 hours' of contact time throughout the 12-week programme.

How will your project impact on the heart health of your target audience?

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 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.

Please explain how you will measure the impact of your project in relation to reducing the risk of heart diseases. Please provide as much information about the quantitative and qualitative data you will collect and explain how you will collect it:

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 have their weight, blood pressure and waistline measured pre, mid and post project.

It's important that we showcase the great work that our Healthy Heart Grants projects do by developing case studies and posting about the impact of our projects on social media. In less than 100 words, please tell us how you will work with us to publicise your project:

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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 logo 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.

## Section 6 — Budget

### Budget Item 1

#### Salaries

#### Description of Budget Item 1:

72 x €19ph for the delivery of the cooking sessions = E1,368

36 x E22ph for the delivery of the physical activity sessions = E792

36 x E20ph for the delivery of the health promotion sessions = E720

90 x E20ph for 121 behavior change and goal setting coaching session = E1800

20 x €16ph for the administration and project planning = €320

36 x E30ph for the management of the project = E1080

#### Cost per item (E) 1:

€5,630

#### Quantity:

1

#### Budget item 1 cost total:

€5,630

### Budget Item 2

#### Other

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## Description of Budget Item 2:

45 x 12 laminated recipe cards (including envelopes and postage)

Cost per item (E) 2:

€8.00

Quantity:

45

Budget item 2 cost total:

€360

## Budget Item 3

Consumables

## Description of Budget Item 3:

36 x cooking sessions for 15 participants x 3 = basic ingredients pack per person @ €5.00 each (total 540 ingredient packs)

Cost per item (E) 3:

€5.00

Quantity:

540

Budget item 3 cost total:

€2,700

## Budget Item 4

Third-party venue hire

## Description of Budget Item 4:

72 x hours hire of cooking workshop kitchen at E60ph

Cost per item (E) 4:

Quantity:

72

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Budget item 4 cost total:  
€4320

## Budget Item 5

Other

Description of Budget Item 5:

45 x cooking aprons printed with Heart Research logo for use during the cooking workshops & for participants to take home after the project.

Cost per item (E) 5:

€12

Quantity:

45

Budget item 5 cost total:

Total cost of your project? (E):

€13,550

## Section 7 — Other

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

No

If you answered yes to the above question please provide further details, including the amount, who the funders are and what part of the project they will be funding:

N/A

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

No

If you answered yes to the above question please provide further details:

N/A

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# Heart Research UK

If your application is successful, Heart Research UK may ask to visit your project to see it in action. We may also ask to take photos or videos to be used on our social media or website and we may collect participant feedback/quotes (with participant consent). Is this something you would be willing to agree to?

Yes

If you answered no to the above question please explain:

BLANK

## Section 8 — Declarations

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

Yes

I have read and agree to the Terms and Conditions

Yes

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