



Grant type applying for **Subway Yorkshire** up to £10,000

Organisation Details

Organisation status Community Group/Voluntary Organisation

Organisation type Charity

Organisation name HRUK

Address 1 Suite 12D **Address**

2 Joseph's Well **Town/City**

Leeds

Postcode LS3 1AB

What are the main aims and objectives of your organisation?

We help people to live healthier, happier and longer lives. We do this through research into the treatment and cure of heart disease and by promoting a healthy lifestyle.

Charity number (if applicable) 1044821 **Web**

Address heartresearch.org.uk



Primary contact details

Title: Mrs

Forename: Barbara **Surname:**

Dinsdale

Position in organisation: Head of Lifestyle

Telephone: 0113 297 6206

Email: headoflifestyle@heartresearch.org.uk

How did you hear about Heart Research UK and Subway®'s Healthy Heart Grants? Work/colleague

Project Details

Project title: Sgt Pepper's lively hearts club group

Total project budget: £9,213 (including funding from other sources)

Duration of project (months): 12 months

Expected start date: Friday 01/09/2017

Please clarify the district/city/town where the project will be delivered: Leeds

Describe your Healthy Heart project and how the programme's activities will promote

heart health: Our Healthy Heart project will actively promote heart health through the following activities: Weekly football and cycling physical activity sessions. Monthly cooking skills workshops and education on how to plan and prepare inexpensive heart- healthy, nutritious meals including

- shopping on a budget, understanding labels, meal planning and one-pot recipes and recipe modifications, snacks and swaps. Each session will include a health promotion focus on
- smoking, alcohol awareness, stress management and sleep quality.

What is the target audience for your Healthy Heart project?

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.

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 indirect beneficiaries do you expect to reach during the project? (eg 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 workshops 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.

How many direct participants do you expect to benefit over the whole project?

60 men (4 groups of 15)

Detailed Breakdown

Detailed breakdown of each activity

Activity/session description Football friendly- 30 minutes each way

Length of session (hours) 1 hour per week

Target group Men aged 45 + who live alone

No. of participants per cohort/ group 15

No. of sessions per cohort/ group 12 (1 per week x 12 weeks)

No. of cohorts/ groups: 4

Number of participants expected to benefit from this activity: 60

Activity/session description Cycling- mix of gym based, track and cross country

Length of session (hours) 4 hours (1/2 day) each month

Target group: Men aged 45 + who live alone

No. of participants per cohort/ group: 15

No. of sessions per cohort/ group: 3 (1 per month x 3 months) **No. of cohorts/ groups** 4

Number of participants expected to benefit from this activity: 60

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.

Length of session (hours) 2 hours fortnightly

Target group Men aged 45+ who live alone

No. of participants per cohort/ group 15

No. of sessions per cohort/ group 6 (1 per fortnight x 6)

No. of cohorts/ groups 4

Number of participants expected to benefit from this activity 60

How will your project impact participants and their heart health?

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.

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.

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

Our lifestyle manager with over 20 years' experience in the health, fitness and nutrition together with a qualified 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.

What publicity opportunities will your project generate for HRUK and Subway®?

We will hold a quarterly awards ceremony with media opportunities and promote the project through our website and quarterly newsletters, local press and social media.

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

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

Project Budget

Will your project make a charge to participants? No

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

Yes

Please provide more information

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

Resource Ingredients for healthy cooking workshops

Unit Cost £3 per person

Total Cost 1,080

Number of units 360 (60 participants x 6 fortnightly sessions)

Funding source HRUK

Resource Chef trainer/Nutritionist

Unit Cost £25 per hour

Total Cost £2,400

Number of units 96 (2 hrs x 6 sessions x 4 cohorts)

Funding source HRUK

Resource Venue hire

Unit Cost £20 per hour

Total Cost £1920

Number of units 96 (2 hrs x 6 sessions x 4 cohorts)

Funding source HRUK

Resource Football coach expenses

Unit Cost £5 per session

Total Cost £240

Number of units 48

Funding source HRUK

Resource Pitch hire

Unit Cost £10 per hour

Total Cost £480

Number of units 48

Funding source HRUK

Resource Cycling coach

Unit Cost £25 per hour

Total Cost £1200

Number of units 12 (4 hours x 3 sessions x 4 cohorts)

Funding source HRUK

Resource Cycle hire

Unit Cost £50 each per session

Total Cost £600

Number of units 12 (3 sessions x 4 cohorts)

Funding source HRUK

Resource Stationary, administration & office costs, project management & reporting

Unit Cost £10 per hours

Total Cost £960

Number of units 96 hours

Funding source In kind



Resource Bottled water

Unit Cost £2.10 per pack of 12 = 17.5p

Total Cost £63

Number of units 60 sessions (48 wks football + 12 wks cycling) x 60 participants = 360 bottles

Funding source HRUK

Resource weighing scales

Unit Cost £40

Total Cost £120

Number of units 3

Funding source HRUK

Resource Contribution towards celebration award evening

Unit Cost £50

Total Cost £150 **Number of units** 3

Funding source HRUK

Declaration

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.

I Agree

I have read the Terms and Conditions and agree that if my application is shortlisted I will be required to provide a financial statement and may be asked to give a presentation to the Healthy Heart Grant Panel.

I Agree

Heart Research UK would like to send you occasional information about what we do and ways you can support us. Please let us know your preferred method of contact below, ticking as many boxes as you wish. Your data is safe with us and will never be sold or shared with any third party for marketing purposes.

To view our privacy policy, please visit www.heartresearch.org.uk/privacy where you can also change your communication preference at any time.



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