**Creative Minds Project Application Guidance 2025 Kirklees**

**Hello and thank you for taking the time to read our funding application guidance. We would strongly recommend you contact Creative Minds with any proposal, especially if you are new to us or haven’t worked with us for more than 2 years.**

**Overview**

This funding round will deliver matched financial support to deliver Creative Minds projects that use creative activity to support and improve the wellbeing of people living in Kirklees.

At Creative Minds the term “creative activity” includes a broad range of arts, leisure, recreation, horticultural, sport and physical activities. We use the term ‘project’ to represent a creative initiative that we fund for a specified length of time.

**About the funder**

Creative Minds (CM) is a unique and award-winning Charity hosted by Southwest Yorkshire Partnership NHS Foundation Trust (SWYPFT) that has been operating for over 15 years and since 2016 as a charity (see appendix 2).

* **Creative Minds**focuses on developing creative activities in partnership with community organisations that help improve the health and wellbeing of people who use SWYPFT and interrelated services, organisations and groups which benefit the community SWYPFT serves. We work with locally operating constituted not-for-profit voluntary/ third sector organisations (eg charities CIC’s), companies with a social benefit in their articles, smaller community and peer-led groups. If you are not signed up as a Creative Minds partner organisation you will need to apply, please look at the sections on eligibility criteria and requirements below.

The use of creative activities in healthcare can have a really big impact on a person’s mental health and wellbeing and we are very proud of the work that our partners have done to contribute towards this.

**Southwest Yorkshire Partnership NHS Foundation Trust**

SWYPFT exists to help people reach their potential and live well in their communities. We do this through our mental health, community, learning disability and wellbeing services across Barnsley, Calderdale, Kirklees and Wakefield. We also provide specialist secure mental health (forensic) services for the whole of Yorkshire and Humberside.

In Kirklees SWYPFT covers mainly secondary mental health services including wards, rehabilitation and recovery and specialist community services. There is a plethora of specialist health services such as the Physical Health and Wellbeing team, the Recovery and Wellbeing College, specialist learning disability services for adults, Talking Therapies for low level mental health needs and long-term conditions, Perinatal Mental Health, Care Home Liaison, the Admiral nurse team, Dual Diagnosis and ADHD/ASC for adults. **For more information about the services SWYPFT delivers please visit:** [Services Archive - South West Yorkshire Partnership NHS Foundation Trust](https://www.southwestyorkshire.nhs.uk/services/)

**Eligibility criteria**

**Please note peer-led groups do not necessarily have to abide by these criteria marked with #**

**Applicants should:**

* Be organisations based or working in our localities.
* Have an existing track record in the delivery of quality creative activities #
* If you want to work with others, demonstrate a partnership with at least one service/organisation or group that they want to work with or a referral pathway #

**We Cannot Give Grants:**

* To organisations or for activities that support party-political aims
* For activities which promote religious beliefs
* To meet debts or liabilities
* Retrospectively i.e. for expenditure incurred before a grant has been formally awarded
* To sole-traders or individual practitioners

**Requirements**

**Please note peer-led groups do not have to abide by these requirements marked with #** (we would like peer-led groups to aspire to these if they don’t have them)

**Successful applicants will:**

* Have a UK bank/building society account with at least 2 unrelated signatories or associated procedures for withdrawals. You will be asked to submit a recent bank statement that uses the same name as written in your constitution.
* Have audited/inspected accounts # or a record/projection of cash flow
* Have public liability insurance of at least £3m #
* Have policies for equality & diversity, safeguarding and volunteers (if you involve them in a project) #
* Be willing to share your project outcomes and learning with Creative Minds/SWYPFT. We like projects to use evidenced-based tools to monitor the impact of your project if possible. We find the CHIME framework as particularly suitable for many of projects: [CHIME framework - Recovery College Greenwich](https://www.therecoveryplace.co.uk/chime-framework/). But we welcome other ways to bring the impact/outcomes of a project to life eg films, case studies, testimonials, pictures, storyboards, infographics and the use of evaluation methods which suit the people you want to work with. We love stories that bring the impact of projects to life. All projects will be asked to collect equality monitoring information and be required to produce an end-of-project report.
* Credit Creative Minds by using its logos on marketing materials and social media.
* Be willing to share any media coverage of projects we are funding
* Be willing to provide marketing material to Creative Minds. So that we can ensure your project is promoted to our service users and staff, we expect successful projects to provide us details of their project to advertise on the local events section of the Create & Bloom app.
* Have enhanced level DBS checked staff/volunteers #
* Demonstrate how they might address barriers to involvement in activity #
* Have staff/volunteers with mental health awareness or other appropriate training or the willingness to undergo training. Lived experience may also count in this requirement #
* Endeavour to build in the necessary time and effort to engage with the services and audiences you want to reach. You should take this into consideration when submitting the start and end date of your project.
* meet the Trust’s Purpose and values: #

[Purpose and values - South West Yorkshire Partnership NHS Foundation Trust](https://www.southwestyorkshire.nhs.uk/about-us-2/why-were-here/vision-mission-and-values/)

**The amounts you can apply for**:

From £800-2000(£1000 is the maximum for small or peer-led groups). Newly formed organisations (less than 2 years old) can only apply for up to £1000.

**Match Funding**

**All applications (except small/peer-led groups) will need to identify match-funding** as part of their submissions. For applicants to receive funding from Creative Minds they would have to find match funding from another source to deliver the initiative.

* Projects would ideally demonstrate having at least 100% cash match**\*** funding, however, we would be able to accept up to 30% in-kind \*\* funding at the discretion of the Creative Minds Manager/panel

**\*Cash match** means financial funding secured from another source that supports the proposed project

**\*\*In-kind** funding is all the volunteer time, services and goods that your project gets for free or at a reduced rate

* **Please be explicit about the source of the match funding**. We can except applications where match funding is pending but to help make decisions, we require timelines on this.

**Our priorities**

Applications must show a relevance to SWYPFT services and demonstrate the benefits for our service users, carers, services and communities. An example might be taster sessions intended for our Recovery and Wellbeing College, or you might want to work with local groups of people who have experienced mental health issues to produce a creative project to help tackle mental health stigma.

We expect applicants to demonstrate conversations with the services/groups (this can include community organisations and groups) you want to benefit or will have worked with them previously. If your organisation is not currently linked to the services/groups/organisations it wishes to work with/benefit please have a conversation with the Creative Minds Manager about how that might be possible.

**For projects covering 2026-27 we have identified some priorities.**

We have limited funds but are still willing to look at a broad range of priorities. You do not need to comply with them all. We welcome applications from organisations which:

* benefit our Calderdale and Kirklees Recovery and Wellbeing College [What can we help you with today? - Calderdale and Kirklees Recovery College (calderdalekirkleesrc.nhs.uk)](https://www.calderdalekirkleesrc.nhs.uk/)
* will benefit those accessing The Physical Health and Wellness Team service – you find out about what they do here: <https://www.nhs.uk/mental-health/social-care-and-your-rights/annual-health-check-smi/>[Severe mental illness and physical health checks (rethink.org)](https://www.rethink.org/advice-and-information/living-with-mental-illness/information-on-wellbeing-physical-health-bame-lgbtplus-and-studying-and-mental-health/severe-mental-illness-and-physical-health-checks/) - as part of a care plan
* To support the work of the new Integrated Neighbourhood teams
* directly contribute to falls prevention for people identified as at risk.
* Want to benefit our Kirklees Talking therapies service [Kirklees Talking Therapies](https://kirklees-talkingtherapies.nhs.uk/)
* Want to benefit the service users of our Kirklees Insight (Early Interventions in Psychosis) Teams
* work with LGBTQIA+ communities
* appeal to people with neurodiversity
* who provide activities for people with a learning disability
* work with armed forces veterans
* work with carers of people with mental health issues or learning disabilities
* work with people with dementia
* contribute to suicide prevention or tackling the impact of suicide e.g in i) men ii) people who are LGBTQIA+
* are trauma-informed
* are peer-driven where possible

**How do I apply for funding?**

To have an informal discussion about your project idea (we recommend this for any organisation, particularly those new to us), please contact the local Creative Minds manager:

 **Kirklees & Calderdale:** Alex Feather 07827 232698 alex.feather1@swyt.nhs.uk

**Or contact the team**: **01924 316 285** creativeminds@swyt.nhs.uk

**Simply fill in the Creative Minds Project application form and email it to: Alex Feather** alex.feather1@swyt.nhs.uk **and cc the** creativeminds@swyt.nhs.uk email account.

We will always acknowledge receipt of your Creative Minds application, if you have not received this acknowledgment with 5 workings days please contact us (please also check junk mail folders for replies).

**How will decisions be made?**

* Your application will be assessed by the Creative Minds team using a scoring scale (see Appendix 1).
* Once scored, the application will then be passed to the local Creative Minds panel and our services for comment and discussion. The Creative Minds panel consist of service users, carers and staff with an interest in creative approaches. They help us to make a collective decision or to submit requests for further information from applicants.
* All applicants will receive a decision notification, and if unsuccessful, will receive feedback.

**Time scales**

* **Closing date:  4pm Friday 31st Oct 2025**
* Applicants to be informed of decisions/conditional offers by 28th Nov 2025 unless further panel discussion and information is needed)
* Projects projected to start from late January 2026 onwards, unless by specific arrangement

**What happens if the application is successful?**

**Please note peer-led groups do not have to abide by these requirements marked with #**

**Funding for projects is conditional on receipt of:**

1. A **Service level specification** - mutually agreed, dated and signed; including an agreement about monitoring and evaluation. #
2. **Evidence of match funding**, as outlined in your application #
3. **A ‘project listing’** for marketing purposes
4. Completion of **Creative Minds partner process** (if your organisation is not a partner or needs to update records with us - please note from receipt of completed application this can take at least 2 weeks to be approved)
5. Until items 1-4 above have been completed satisfactorily you **must not start** any part of the Creative Minds project element of your application/project.

**What else can you expect from a partnership with Creative Minds?**

1. Creative Minds will endeavour to visit the project at least once in its funding period
2. Creative Minds partners can receive help with further funding applications eg references, partnership bids, signposting to funding opportunities
3. That Creative Minds will endeavour to publicise and promote the good work of its partners and projects
4. Invitations to events, research opportunities
5. A dedicated Creative Minds worker as a contact point

**APPENDIX 1- CREATIVE MINDS SCORING FRAMEWORK**

* The tool’s standard points system per dimension (poor = 0, excellent = 3).
* The Level of robustness dimension is something that Creative Minds decides on previous experience and other factors relating to the project application.

|  |  |  |
| --- | --- | --- |
| **Dimension** | **Weight** | **Score** |
| 1) Strategic fit | 25.0% |  |
| 2) Health and other benefits | 25.0% |  |
| 3) Implementation | 25.0% |  |
| 4) Cost-effectiveness | 25.0% |  |
| Overall score |  |  |
| Level of robustness |  |  |

(adapted from the YOUNG FOUNDATION: HEALTH INNOVATION TOOL – Scaled-down Variant)

**Appendix 2: Creative Minds awards include:**

**Southwest Yorkshire partnership Foundation NHS Trust 2024 Excellence awards. ‘**Runner up: Living our values – Best partner excellence’: The Good Mood Football League, the Good Mood Sports steering group and Creative Minds. ‘Winner:  Living our values – social responsibility and sustainability excellence’ Creative Minds team

**‘West Riding County FA Football Development Award’**[#CFARA24](https://www.facebook.com/hashtag/cfara24?__eep__=6&__cft__%5b0%5d=AZVB0sXFAXCSrJDveWNUZNZWmydXW48LEtWVetrELV_pZC2XT9kcclfRLJZnj1zZV0fHzd2ba5d02wkkCw-QbbdY3kkTg503Le-G_RstWWi6ysSDVvxln1e8LnHSLSRUnCsAe9doE3kMKjE6hniF55DL3_vKUr5os_ZexXAOp9FyHQ&__tn__=*NK-R) for the Good Mood League 2024

**Building Better Health Care Awards – ‘Patients Choice Special Award 2023’**for The Caring Garden, Fieldhead Hospital, Wakefield.

**Health Service Journal Partnership Awards 2022** “highly commended” ‘Best not for profit working in partnership with the NHS’

**Ashoka Reimagining Community Health Challenge!**  **2022** **winner**

**‘Disability Sports Yorkshire ‘organisation of the year’ in 2018**

**Patient Experience Network National Awards 2015**

winner ‘Strengthening the Foundation’ award

runner-up ‘Including Social Care to Improve Experience’ and ‘Partnership Working to Improve the Experience’

**Building Better Healthcare Awards 2015**

Winner ‘Best Collaborative Arts Project’

**Health Service Journal Award 2014**

winner ‘Compassionate Patient Care’.