Croydon Loves You 2025 Application Questions Creative Health Programme

This document includes all questions on the CLY 2025 Application Form for grant round 3 (deadline 19 September, 5pm). You may wish to refer to it as you prepare to input answers and complete the online form. Alternatively, you may use this document as a guide when creating an audio or video recorded application, or complete and return via email if accessibility needs mean you are unable to complete the online form.

If you have any questions or need help, please don't hesitate to contact the Creative Health team on creativehealth@croydon.gov.uk at any time during your application.

SECTION 1: About You/Your Organisation

1. **Your details: Please give contact details for the best person to answer questions about your application.**
   If you give us an email address please make sure it is checked regularly throughout the application period as this is the most likely way we'll contact you.

2. **Organisation details: If you are applying on behalf of an organisation, please give us the name and address of the organisation.**
   You do not need to be a registered charity, company or other incorporated organisation to apply, but if you are, please include any registration numbers for your organisation. If you are not applying as part of an organisation, please leave this section blank.

3. **What do you or your organisation do?** (Maximum 50 words)
   Make sure you include:
   - *A summary of the main purpose of your organisation (whether this is arts or culture-based or not) OR*
   - *If you are an individual / sole trader, tell us about your main work, practice and/or experience*

4. **Do you or anyone in your organisation have any private or personal interests that conflict with or could bring negative publicity on the Council if awarded this grant? If yes, please include details.**

SECTION 2: Overview of your project

5. **Tell us the name of your project:**

6. **Select which need your project will MOST be responding to.**
   Select one option. This should be the primary aim of your project. You will be able to select further needs below.
   - ▫ People experiencing low mood or low self-esteem
   - ▫ People with mental health needs, including depression or anxiety
   - ▫ People experiencing or at risk of social isolation and/or loneliness
   - ▫ People living with dementia and/or frailty
   - ▫ People who need support with healthy weight management
   - ▫ People who need support to manage long term health conditions (these are conditions without cure, such as diabetes, chronic obstructive pulmonary disease, sickle cell anemia, stroke, or others)

7. **Select any other need(s) your project will be responding to.**
   If your project is only responding to the need selected above, leave this question blank.
   - ▫ People experiencing low mood or low self-esteem
   - ▫ People with mental health needs, including depression or anxiety
   - ▫ People experiencing or at risk of social isolation and/or loneliness
   - ▫ People living with dementia and/or frailty
   - ▫ People who need support with healthy weight management
   - ▫ People who need support to manage long term health conditions (these are conditions without cure, such as diabetes, chronic obstructive pulmonary disease, sickle cell anemia, stroke, or others)

8. **Select which health and wellbeing outcome your project will MOST achieve.**
   Select one option. This should be the primary aim of your project. You will be able to select further outcomes below.
     - Bringing people together to improve feelings of connection and belonging
     - Reducing social isolation
     - Reducing symptoms of anxiety or depression
     - Improving mood
     - Developing confidence
     - Developing self-esteem
     - Improving feelings of self-efficacy and/or resilience
     - Peer support for shared conditions
     - Keeping people physically active
     - Keeping people cognitively stimulated
     - Respite and/or support for carers
     - Information on health condition management, weight management or healthy lifestyles

9. **Select any other health and wellbeing outcome(s) your project will achieve.**
   If your project is only aiming to achieve the outcome selected above, leave this question blank.
     - Bringing people together to improve feelings of connection and belonging
     - Reducing social isolation
     - Reducing symptoms of anxiety or depression
     - Improving mood
     - Developing confidence
     - Developing self-esteem
     - Improving feelings of self-efficacy and/or resilience
     - Peer support for shared conditions
     - Keeping people physically active
     - Keeping people cognitively stimulated
     - Respite and/or support for carers
     - Information on health condition management, weight management or healthy lifestyles

10. **Select which community at risk of health inequalities you will PRIMARILY engage in, and have considered in the design of, the project.**
Select one option. You will be able to select further communities below.
- People experiencing low socio-economic status or deprivation, including those unemployed, living in poverty or on low incomes
- People from global majority backgrounds
- LGBTQI+ or non-binary people
- People with physical or learning disabilities, sensory impairments or neurodivergence
- People who do not speak English fluently
- People with experience of the care system
- Informal carers
- People experiencing homelessness
- Young people not in education, employment or training
- Asylum seeker, refugee or migrant communities

11. **Select any other communities at risk of health inequalities you will aim to engage in the project.**
If you are aiming solely to work with the group selected above, leave this question blank.
- People experiencing low socio-economic status or deprivation, including those unemployed, living in poverty or on low incomes
- People from global majority backgrounds
- LGBTQI+ or non-binary people
- People with physical or learning disabilities, sensory impairments or neurodivergence
- People who do not speak English fluently
- People with experience of the care system
- Informal carers
- People experiencing homelessness
- Young people not in education, employment or training
- Asylum seeker, refugee or migrant communities

12. **Please select the level of grant you are applying for.**
Grants range in size from £500-£5,000 (not including any personal Access Support Funding costs) depending on the size of project and experience of your team.
- Micro Grant (£500-£1,500)
- Project Grant (£1,500-£5,000)

13. **Select which geographic areas your participants will predominantly come from**.
   This might be because you are holding workshops in a specific place, or working online but targeting a geographic community most.
   - ▫ Croydon North East
     Crystal Palace South, Upper Norwood, Thornton Heath and South Norwood
   - ▫ Croydon North West
     Norbury, Pollards Hill, West Thornton Heath & Bensham Manor
   - ▫ Croydon Central East
     Woodside, Shirley, Addiscombe East, and Park Hill
   - ▫ Croydon Central West
     Broad Green, Fairfield, Addiscombe West, Selhurst, Waddon & South Croydon
   - ▫ Croydon South East
     New Addington, Fieldway, Addington Village, Forestdale, Monks Hill & Selsdon
   - ▫ Croydon South West
     Purley, Woodcote, Riddlesdown, Purley Oaks, Sanderstead, Kenley, Coulsdon & Old Coulsdon
   - ▫ Borough-wide or no restrictions

SECTION 3: About your project

14. **Tell us what you want to do**. (Maximum 300 words)
   Make sure you include:
   - *What activity, workshops, events or training you will be doing*
   - *Who will deliver this work (including any partners or artists) and their experience*
   - *What artform(s) the participants will engage with*
   - *Who the primary participants will be (try to be as specific as possible) and how you will reach them*
   - *How the activity will support participants to achieve the outcomes selected above (Question 7) and any others you have set*
   - *Where your project will be taking place (if in specific locations)*

15. **Why do you want to do this project?** (Maximum 300 words)

    Make sure you include:

    - *What ideas or experiences have led you or your organisation to this project*
    - *How you know this project is needed*
    - *Any existing relationships or consultations you have carried out with groups/ communities you are wanting to engage*
    - *Any similar work you have done in the past that was particularly meaningful, and how this work will develop that work*

16. **How will you manage your project?** (Maximum 150 words)

    Make sure you include:

    - *Who will be the main person in charge of making sure the project goes to plan, as well as any additional support they will have. You should consider all stages of the activity: planning, marketing/recruitment, delivery, evaluation.*
    - *How you will manage the budget, and ensure finances are kept safe and clearly recorded*

    For example, you might say, "We will manage the project through a committee of six volunteers led by Claudette Morgan. Each member will have a different responsibility such as: marketing, catering, finance, research, booking and hosting guest artists. The committee will meet once a week to agree expenses and ensure each member is up to date with their tasks. We will all support on project delivery days."

SECTION 4: Creative Health Quality Framework

This framework was developed by the Culture, Health and Wellbeing Alliance to underpin good quality Creative Health delivery. You will need to refer to the CLY 2025 Application Guidelines and/or their website to answer the following questions.

17. **Please explain how your project meets each Creative Health Quality Principle.**
    (Maximum 1 sentence per Principle)
    Your response may reference the design, delivery or evaluation phases of your project.
    - What steps are you taking to ensure your project is Person-centred?
    - What steps are you taking to ensure your project is Equitable?

- What steps are you taking to ensure your project is Safe?
- What steps are you taking to ensure your project is Creative?
- What steps are you taking to ensure your project is Collaborative?
- What steps are you taking to ensure your project is Reflective?
- What steps are you taking to ensure your project is Realistic?
- What steps are you taking to ensure your project is Sustainable?

SECTION 5: Project Outputs

18. How much activity will be delivered?

Please note, projects are not expected to deliver every type of activity listed.

Type of Activity	Number delivered during project *(Enter as number with explanatory text if needed)*
Workshops	
Performances, sharings, screenings or exhibitions	
Training sessions	
Other activity (please specify): _____	

19. **How many people do you expect to engage in this project?**

Please note, projects are not expected to engage every type of participant listed.

Type of Participant	Number reached during project *(Enter as number with explanatory text if needed)*
Active participants	
Audience members	
Volunteers	
Artists / Creatives	
Partner organisations	
Other participants (please specify): _____	

SECTION 6: Evaluation

CLY 2025 is funded by Public Health and we must demonstrate the outcomes of the programme on the health and wellbeing of participants. Each successful grant will be required to complete a minimum level of evaluation to provide information on outcomes.

The Creative Health team will work with successful applicants to design evaluation measures that are proportionate to your level of funding and feasible to deliver within your project's timeframe and capacity. You are encouraged to include any costs related to evaluation activity in your project budget and grant request.

Projects will have 5% of funding retained by Croydon Council until evaluation reports have been completed and submitted (remember to cash flow accordingly).

20. **Please tick to confirm you agree with the statement relating to your grant level:**

- **Micro Grants (£500-£1,500)**
  I understand if successful a representative of the project will be required to attend a (not more than) 30min evaluation planning meeting with the Creative Health team in order to receive my grant agreement and first payment. I confirm I will complete monitoring and evaluation as agreed during this meeting, which will include attendance data, demographic monitoring and qualitative feedback. I agree to commit a minimum of 1 day of someone's time (paid or voluntary) to complete this evaluation. I confirm I have included any costs, fees or expenses related to this evaluation in my budget.

- **Project Grants (£1,500-£5,000)**
  I understand if successful a representative of the project will be required to attend a (not more than) 30min evaluation planning meeting with the Creative Health team in order to receive my grant agreement and first payment. I confirm I will complete monitoring and evaluation as agreed during this meeting, which will include participant attendance data, demographic monitoring and qualitative survey feedback; baseline and post-activity measures and/or case studies may also be required, if appropriate to the project. I agree to commit a minimum of 2 days of someone's time (paid or voluntary) to complete this evaluation. I confirm I have included any costs, fees or expenses related to this evaluation in my budget.

SECTION 7: Additional Documents

21. Budget

How much does your activity cost to plan, market, deliver and evaluate? Please use the provided budget template to list what costs you will incur, and how much funding you are requesting from CLY 2025.

You are welcome to use CLY 2025 funding to cover all costs of your activity. If, however, you plan to use additional funding (match funding) to enable you to deliver a project larger than the CLY 2025 grant limit, please list any other funding you are putting towards this project (from other grants or donations), and whether this is confirmed or expected, in the relevant section of the budget template.

Once completed, please save the file with your project name in the title, and upload here.

22. Timeline

When will your project take place? Please use the provided timeline template to outline the timeline of your activity, including any final planning, delivery and evaluation. Dates can be approximate but try to be as specific as possible. Remember, your project timeline should start at least one week after the grant decision date and needs to be completed by March 31st 2026 (including submitting evaluation information).

Once completed, please save the file with your project name in the title, and upload here.

23. Safeguarding

If you are working with children (anyone under age 18, or people with special educational needs up to age 25) or vulnerable adults, you are required to hold relevant Safeguarding Policy & Procedures. If this is relevant to your project, please upload your documents here.