



# Exploring funding models

**Chaired by Joshua Ryan**

Head of the Thriving Communities Programme  
National Academy for Social Prescribing

Monday 16 May 2022

[@NASPTweets](https://twitter.com/NASPTweets)

# Housekeeping

- Please note we are **recording** this webinar
- There will be a **Q&A session** at the end
- Please submit questions via the chat
- Please use the chat for introducing yourself and networking
- Please stay on **mute** and **camera off**



# Accessibility

- **Closed Captions** are available - turn these on at the bottom of your screen
- **BSL interpretation** is available - the interpreters will be spotlit



# Today we will be hearing from

**Joshua Ryan**

Head of the Thriving Communities Programme  
National Academy for Social Prescribing

**Elizabeth Cody**

Foundation Manager for The Utley Foundation  
and Revenue Generation Consultant, National Academy for Social  
Prescribing

**Jenny Hartnoll**

Health Connections Mendip Service Lead, Frome Medical Practice  
and Development Lead for Local Social Prescribing, National Academy for  
Social Prescribing

**Justin Sargent**

Chief Executive, Somerset Community Foundation



# Thriving Communities - In Numbers

- 7 Regional Leads in place, supporting both grassroots delivery and Thriving Communities funded projects
- Over 15 further staff in place in region, including representatives of partners forming multi-agency teams
- 37 funded projects for a total of £1.8m - 186 applications
- Attracted investment and match funding of a further £1.8m
- Over 10,000 people engaged across these projects
- 17 webinars, with an average attendance of 450
- Over 1,200 organisations connected to Learning Together
- 63 articles and case studies published on the Ideas Hub

# Thriving Communities - Impact

“To me, all of you have been so supportive, gentle, it was so lovely; I feel like I am being listened to and understood. There is help there, and there is hope there.”

- Client 1



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for Social  
Prescribing

# Thriving Communities - In Pictures



Woodworking for Wellbeing - St Margaret's House, London

# Thriving Communities - In Pictures



Archaeology on Prescription - York Archaeology



# Thriving Communities - In Pictures



Physical Activity in the Community - Sunderland Thriving Communities

# Future Considerations

- Sustainable funding models - shared investment funds, identifying multiple ways of securing funding, including avenues such as corporate social responsibility and commissions
- Build on our strong foundations and fully align our strategic partnerships with current partners, and new partners including NAVCA
- Communities of Practice supported by Social Prescribing Leaders
- Identifying areas of unmet need and health inequalities
- Working across partnerships to encourage community connections



# Thriving Communities video

- Watch the video [here](#)



**Elizabeth Cody**

Foundation Manager for The Utley Foundation  
and Revenue Generation Consultant  
National Academy for Social Prescribing



# Exploring funding models: a funder's perspective

# Who I am:

- Foundation Manager for The Utley Foundation – a private family foundation
- Backers of the [Music and Dementia Campaign](#)
- Distributed £620k through the Paul and Nick Harvey Fund, in less than 6 months, mostly to socially prescribed activities
- MA in Philanthropic Studies from the Centre for Philanthropy at the University of Kent
- Research specialism in family foundations and the behaviour of first generation UHNW philanthropists with family foundation structures
- Philanthropy and Funding Consultant for National Academy for Social Prescribing
- Trustee for First Step – a SEN children’s charity in the London Borough of Havering

# The funding landscape:

- Quite segmented, but crowded – many funders crossing over
- Funders are ‘new’ to social prescribing – often may not realise they are supporting socially prescribed activities
- Models for sustainable funding of social prescribing activities are emerging, but they’re not ready quite yet
- The relationship with the NHS may be complicated for funders
- Funders are interested in leveraging impact
- Funders want low-risk investments, with high impact results

# A funder's perspective:

- Each funder/funding organisation is unique
- Most funders will receive >50 unsolicited applications a month
- Most funders have easily discernible 'patterns'
- Grant managers are constantly balancing your organisational needs, the needs of their Trustees and their knowledge of impact/the sector
- Most funders aren't clued up on social prescribing (yet!) but have a distinct interest in funding 'good' in a causal area



# Translating your work:

Social prescribing specifics:

- Take some time to explain social prescribing (maybe use some evidence from NASP's evidence bank)
- Emphasise the reduction in pressure on the NHS/primary care
- Be clear that social prescribing supports and enhances the current system, it does not replace it
- Consider consortia working – does this make your evidence more powerful?
- Consider your long term plan...

A few general tips to consider:

- Who the letter/email/correspondence is addressed to
- How you approach the funder – letter versus email

# Key takeaways:

- Funders have responsibility for making funding available and making it work
- Identifying impact and success is key for funders
- Consortia working could be powerful
- Explaining the link to the NHS and impact for the individual is key
- Link it back to a key causal area
- Funders appreciate honesty, and will do their best to reflect that back



**Jenny Hartnoll**

Health Connections Mendip Service Lead

Frome Medical Practice

and Development Lead for Local Social Prescribing

National Academy for Social Prescribing





# Funding Model for Health Connections Mendip

May 2022



2013 x 1 worker for 11 GP practices



2015 CCG funding from Community  
Matron decommissioning 11 GP  
practices



NHS ARRS roles - Somerset



**ARRS funding 3 x PCNs**

Health Coaches

**CCG contribution to Health Coaches**

Support costs

**CCG SPLW contract held by one practice on behalf of 11**

Social Prescribing Link Worker team and support costs



## Frome Medical Practice CIC

Community Connector trainer  
1,800 Connectors - FTC then charity

Digital Health Connector  
Good Things Foundation – Learn  
My Way plus free devices  
National Data Bank

Surviving Winter Fund £20,000

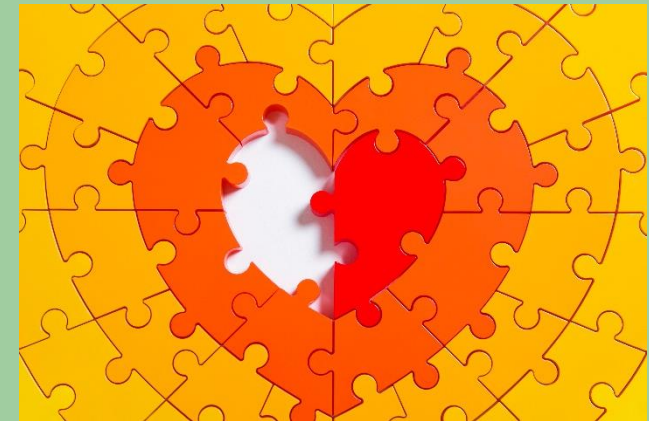
Assura – Frome Community Cars,  
Digital drop ins, hot compost!

Frome Medical Practice  
Green Health Connector  
Climate Action Fund - Lottery

Find volunteers  
Promote  
Support to set up  
£

## CCG contribution to vol sector

Somerset Community Foundation





Thank you

Jenny Hartnoll, Health Connections Mendip Development Lead

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NASP – [jenny.Hartnoll@nasp.info](mailto:jenny.Hartnoll@nasp.info)



# Justin Sargent Chief Executive Somerset Community Foundation

Please note Justin did not speak to slides



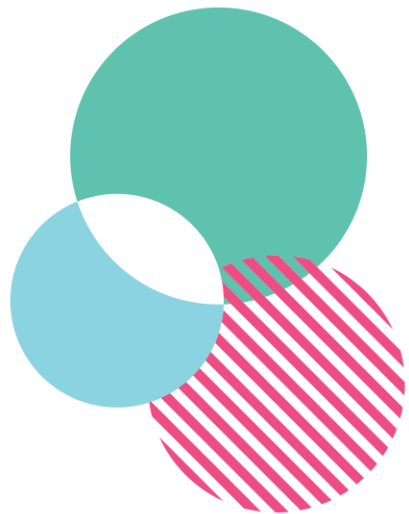


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**Thank you**

Our next webinar will be  
**Measuring and Communicating Results with Impact**  
Tuesday 24 May 9.30-10.30am

More details and to catch up with previous sessions see our website:  
[socialprescribingacademy.org.uk/thriving-communities-webinars](https://socialprescribingacademy.org.uk/thriving-communities-webinars)



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## Get in touch

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