

Guidance document: Reading Friends Funding Routes

Fundraising for Reading Friends

The Reading Agency has created resources to help engage stakeholders and secure funding for future Reading Friends activity. These include:

- [Case for Support](#) contains an evidence overview of Reading Friends.
- [Further impact statistics](#) from the rollout in 2021 alongside local evidence.
- This [guidance document](#) on potential funding sources.

Strategy and Policy

There are two key action plans to be aware of:

1. Government recovery action plan

The government developed a [COVID-19 mental health and wellbeing recovery action plan](#) in March 2021 to prevent, mitigate and respond to the mental health impacts of the pandemic during 2021-22. It details some investments that will be made to local authorities (P.11 under Communities):

- Public health grant funding will be increased, enabling 'every local authority to receive an [increase in their funding for public health](#), so they can continue to invest in prevention and essential frontline health services.'
- 'Local councils will receive over £3 billion of additional support for COVID-19 in 2021 to 2022.'
- '£15 million is to be invested in local authority areas in the [most deprived](#) parts of the country to help stimulate and boost prevention and early intervention services to support those hardest hit by the pandemic.'

2. Local Loneliness Action Plans

The All Party Parliamentary Group (APPG) on Loneliness recommended in its latest report [A Connected Recovery](#) (March 2021) the development and funding of local loneliness action plans. Public libraries should try to make sure they are involved in the development of these plans and support local partnerships.

Two recommendations from the inquiry are:

- The Ministry of Housing, Communities and Local Government [should incentivise and support all areas to develop local loneliness action plans](#), which should encompass action on placemaking and on delivering the activities needed to support social prescribing. As part of this:
 - [National funding should be distributed locally](#) in line with local loneliness action plans.
 - The Ministry of Housing, Communities and Local Government should share examples of best practice and learning.
- Tackling loneliness should be built into all local authority COVID-19 recovery plans and Integrated Care System population health strategies.

The [Local Government Association](#) talks about the importance of councils and libraries in tackling loneliness. Key areas/audiences will be identified in your local JSNA (Joint Strategic Needs Assessment) created by your [Health and Wellbeing Board](#) and CCG/ICS.

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Routes for funding

Loneliness related funding can be found in a number of different local authority locations dependent on local structures and priorities, and is often co-funded by larger funding bodies (e.g., National Lottery), corporate and private donations, VCSEs, etc. This may change with the development of Loneliness Action Plans.

Covid recovery funding - a key route as priority is around connection, reducing loneliness and social isolation

- Covid outbreak management funds

Local authority routes

- Adult social care – important for positioning of libraries
- Health and Wellbeing Boards
 - Find out who is sitting on the Health and Wellbeing Board in your local authority and look at their priorities
 - Look at the [Joint Strategic Needs Assessments](#) for your local authority and wards
- Friends of library groups can provide some financial support
- Public health often have the remit for tackling loneliness and its impact on wellbeing and a good route for funding as well as social prescribing.
- The [Clinical Commissioning Group](#) (usually co-funded across the CCG and another directorate) have themed rounds of funding. [Find out more about commissioning](#) but also about how [Integrated care systems](#) (ICS) are being [rolled out](#) across the country and [Kings Fund](#) explain how the legislative proposals will mean the disbanding of CCGs
- The Joint Mental Health Commissioning team working across the local authority and the CCG.
- Area teams: i.e., neighbourhood teams/officers in wards – connecting with them as they receive funding to help residents in their wards
- Transport funding
- Sheltered/Extra care housing schemes
- Community infrastructure funding or grants provided by the Community Partnerships Unit under the Community Grant programme
- The older people commissioning team
- Budget for shared reading could be used

Medical and health routes

- NHS/hospital trusts

Trusts and national agencies

- Local Trusts and Foundations, local charities and charitable trusts
 - Personal relationships and word of mouth important
- Arts Council England

Supermarkets, partnerships and sponsorship

- Supermarkets can promote, provide refreshments, or sponsorship for activities (Tesco and Waitrose specifically mentioned). E.g.,
 - [Tesco Community Grants](#) which used to be called Bags of Help
 - [Coop](#) choose community causes with applications opening each spring

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- What does your project need? What relationships can be developed?
 - A partner or funder may provide resources, refreshments, a venue to run sessions, or an event space, publicity materials, promotion and PR, or investment for these aspects of a project etc.

Social prescribing

The [Reading Well toolkit](#) provides detailed information about [social prescribing](#), its expansion, link workers, the role of libraries and best practice case studies.

- Link workers can provide referrals or promote your Reading Friends project.
- As link workers are employed by different organisations, if you want to find out who your local link workers are, contact your regional coordinator below.
- The Reading Agency also have contacts at the National Academy for Social Prescribing so can use their newsletter for promotion.

Region	Contact details
North West	anne-marie.morrison@seftoncvcs.org.uk
North East	jackie.jamieson1@nhs.net sarah.gorman4@nhs.net
Yorkshire & Humber	David.cowan1@nhs.net
East Midlands	maria.willis1@nhs.net
West Midlands	michelle.howard17@nhs.net
East of England	sian.brand2@nhs.net
South West	Liza.jarvis@nhs.net
South East	Malcolm.brav1@nhs.net
London	lianna.martin@nhs.net

National Social Prescribing Team – support contact email:
england.socialprescribing@nhs.net

Tips and advice

Funder or bid requirements

Reading Friends is flexible and if you would like to change focus, develop your activities in a different way or use a different model that is fine i.e., over the phone rather than online, or in-person rather than by phone.

- Pay close attention to the requirements and advice of any funding application to make sure your bid aligns with the priorities. If approaching a stakeholder, make sure your proposal or pitch is line with their priorities.
- There may also be a word limit or other conditions to meet.
- We have provided a budget template within the Case for Support, however, check any budget requirements or restrictions first and adapt as necessary.
- It is useful to have an elevator pitch prepped for conversations with key stakeholders such as public health contacts.
- Any conversations should be followed up with further detail, evidence or a more detailed proposal as required.
- If you are looking at a corporate funder, then consider key aspects of their Corporate Social Responsibility (CSR) priorities. They may have specific requirements i.e., to promote or fund a community group with a case study about how they have made a difference to their community.

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Engaging with funders or commissioners

Our [Commissioning toolkit](#) details tips for engaging with important stakeholders and key documents to research in advance of these conversations to make sure you are aware of their local priorities so you can tailor your approach to them.

Impact

We recommend including national information about the reach and impact of Reading Friends detailed in the Case for Support as well as information about your local service. Make sure to detail your Reading Friends activities, your impact and achievements, and your ideas or plans for future development.

Partnerships

Make sure to include that Reading Friends is a national programme from The Reading Agency with an evidence-based framework and evaluation. If you have been working with partners, mention them in funding applications as funders are keen to see communities working together. They may ask for examples of good practice. It can also strengthen applications if a joint bid is put in with partners, so discuss any funding opportunities with partners. If your partner is a charity, they may be able to access funding routes that a local authority cannot, so a joint bid could be led by the charity. Creating positive relationships and sharing joint future planning could be beneficial for your project in developing future opportunities.

If you would like to share additional ideas, tips or guidance regarding fundraising, then please let us know at readingfriends@readingagency.org.uk

Social Prescribing Regional Learning Coordinators



Our regional footprints

North East and Yorkshire
1. Cumbria and the North East
2. West Yorkshire and Harrogate
3. Humber, Coast and Vale
4. South Yorkshire and Bassetlaw

North West
5. Lancashire and South Cumbria
6. Greater Manchester
7. Cheshire and Merseyside

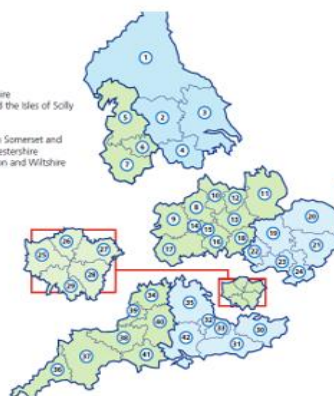
East of England
19. Cambridgeshire and Peterborough
20. Norfolk and Waveney
21. Suffolk and North East Essex
22. Bedfordshire, Luton and Milton Keynes
23. Hertfordshire and West Essex
24. Mid and South Essex

London
25. North West London
26. Central London
27. East London
28. South East London
29. South West London

Midlands
8. Staffordshire and Stoke on Trent
9. Shropshire and Telford and Wrekin
10. Derbyshire
11. Lincolnshire
12. Nottinghamshire
13. Leicester, Leicestershire and Rutland
14. The Black Country
15. Birmingham and Solihull
16. Coventry and Warwickshire
17. Herefordshire and Worcestershire
18. Northamptonshire

South East
30. Kent and Medway
31. Sussex and East Surrey
32. Frimley Health and Care
33. Surrey Heartlands
35. Buckinghamshire, Oxfordshire and Berkshire West
42. Hampshire and Isle of Wight

South West
34. Gloucestershire
36. Cornwall and the Isles of Scilly
37. Devon
38. Somerset
39. Bristol, North Somerset and South Gloucestershire
40. Bath, Swindon and Wiltshire
41. Dorset



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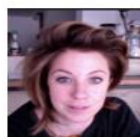
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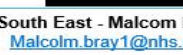
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