

Economies for Healthier Lives

Webinar summary

November 2020

Our [pre-recorded webinar](#) shares key information about the [Economies for Healthier Lives](#) programme, recaps on our [Call for applications](#), and answers some frequently asked questions. If you have any more questions, please email us at EconomiesForHealthierLives@health.org.uk.

Background information and context

About us

The Health Foundation is an independent charity committed to bringing about better health and health care for people in the UK. Our aim is a healthier population, supported by high quality health care.

Background to the Economies for Healthier Lives programme

People's health and the economy cannot be viewed independently. Both are necessary foundations of a flourishing and prosperous society. Good health is a societal asset which can help enable people and places to flourish. The economic determinants have a strong influence on people's opportunities to live healthy lives.

The COVID-19 pandemic has shone a spotlight on the strong links between health and the economy but also highlighted existing inequalities in our society. [The Marmot Review 10 Years On](#) found that regional and socioeconomic differences in health are large and growing. Men living in the most deprived tenth of areas in England can expect to live **18 fewer years** in good health than men living in the least deprived.

Our recently published report, [Using economic development to improve health and reduce health inequalities](#), sets out how economic development strategies that promote inclusive economies can be used to improve people's health and reduce health inequalities in the UK. The research report draws lessons from a series of UK and international case studies gathered in 2019 supported by the RSA and Demos Helsinki. The [Economies for Healthier Lives](#) funding programme offers the opportunity to put the findings from our research report into action.

Introduction to the programme

Economies for Healthier Lives

The [Economies for Healthier Lives](#) programme will fund up to four partnerships that aim to promote health and reduce health inequalities through the use of economic development

strategies. Partnerships will be led by a local authority or a statutory regional body and will bring together a range of organisations including an academic and collaboration partner.

Each award will provide:

- grants of up to £500k in total across three years to support economic development projects that seek to improve health and reduce health inequalities
- tailored support to partnerships through a learning support provider commissioned by the Health Foundation; this support could include coaching, facilitation and systems leadership development
- a programme of activities, including regular events, to help build a supportive community and share learning between award holders.

Objectives of the programme

We hope the programme will:

- improve the capacity and capability of economic development and public health professionals to take joint action to use economic development to improve health
- develop a better understanding of the mechanisms through which economic development interventions affect health outcomes
- support the development of metrics to monitor the health impacts of economic development interventions
- build understanding of how to translate the evidence base into practical action
- capture learning from the programme to be used to inform and change practice across the UK through wider dissemination by the Health Foundation.

What type of work will we fund?

The report, *Using economic development to improve health and reduce health inequalities*, outlines economic development levers that can be used to create healthier lives. The examples provided by the report are only a guide for work we would be interested in funding, but this list is not exhaustive. Section 5.1 of the *Call for applications* outlines types of expenditure we would and would not fund. The list is not exhaustive, and we are aware that applying partnerships may require other types of expenditure.

The different roles of partners

The Health Foundation as the funder will hold the contractual relationships with the partnership (through the lead partner) and will commission a learning support provider and an external evaluator to understand whether the programme has met its objectives. The Health Foundation will act as a convener and make links between the partnerships and other organisations.

Partnerships

Each application must be submitted by the lead partner, which must be a local authority or statutory regional body, such as a combined authority. Partnerships must include representation from public health and economic functions. We recognise that these functions are structured differently across the four nations of the UK. Where public health functions sit outside the local authority, we would expect the relevant organisations to be involved in the partnership.

As well as representation from public health and economic development functions, partnerships must also include an academic partner and a specialist partner. We would also strongly encourage the involvement of relevant regional bodies such as Local Enterprise

Partnerships in England or Regional Economic Partnerships in Scotland. There are no restrictions on the number or types of organisations that can be involved in a project. The partnership should be set up in a way that supports the most appropriate and efficient delivery of your project.

How will applications work?

We are aware of the pressure the pandemic is putting on local areas and the decision to go ahead with the programme launch and open for expressions of interest wasn't taken lightly. On balance, we felt that a decision to launch in 2020 rather than delaying until spring 2021 would better fit with timelines for local economic recovery planning.

We considered capacity concerns by designing a light-touch expression of interest stage and allowing two months for expressions of interest to be developed. We will consult with applicants on timing before confirming timelines for subsequent assessment stages.

There are three stages to the application process:

<p>Stage 1: Expressions of interest</p>	<p>Opened on Monday 9 November and will close at 12.00 (midday) on Friday 15 January 2021.</p> <ul style="list-style-type: none"> Expressions of interest must be submitted through our applicant portal by the deadline. Expressions of interest submitted via alternative means will not be considered, and late submissions will not be accepted unless agreed in advance with the project team. We would encourage you to register and become familiar with the portal well in advance of the submission deadline to avoid any last-minute problems. After the deadline, we will review the expressions of interest and then invite between 10 and 15 partnerships to submit a full application.
<p>Stage 2: Full applications</p>	<p>Opens on Monday 8 March 2021 and will close at 17.00 on Friday 7 May 2021.</p> <ul style="list-style-type: none"> We will shortlist between five and eight partnerships and invite them to interview.
<p>Stage 3: Interviews</p>	<ul style="list-style-type: none"> Interviews are tentatively scheduled to take place in June/July 2021. Given uncertainty about the impact of COVID-19, these timelines are indicative and may be subject to change. We will remain as flexible as possible in response to feedback from applicants. If you have concerns about capacity during the application process, please get in contact with us.

What are we looking for in applications?

What do we want to see in an expression of interest?

We will be asking partnerships to submit answers to five core questions. The focus should be on what our funding would specifically support and applications should be clear about what Health Foundation funding would bring, over and above existing plans. We would encourage applicants to seek out the best available evidence on what works and use this to shape the design and delivery of proposals.

We have not allocated weightings. However, at the expression of interest stage, we are particularly interested in assessment criteria 1 and 3. Answers to each of the assessment questions have a word limit. Word limits for each question can be found in the [Call for applications](#) and on the application form itself. There are no penalties for being under the word limit. Applications will not be assessed on the amount of information provided so if you can answer the question in fewer words please do so.

Please be aware that if you copy and paste from a Word document into the applicant portal, your formatting may be lost, so make sure you leave enough time to deal with any formatting issues before the deadline.

Questions and assessment criteria

How would the proposal support health improvement or reduce health inequalities?
In your answer we're looking for you to tell us: <ul style="list-style-type: none">• why you believe the actions you plan to take will have an impact on health outcomes or health inequalities• what success would look like for your project and how you would measure impact• how you would ensure that any benefits last beyond the funding period.
How would the partners work together?
In your answer we're looking for you to tell us: <ul style="list-style-type: none">• what engagement there has been so far between economic development and public health functions• whether there's an academic partner already in place, and if so, what they will focus on and how they will support the process of putting evidence into practice• if there isn't an academic partner in place, how you propose finding and working with an academic partner to produce a more detailed proposal for the full application stage• whether you have commitment for the work at a senior level from the relevant partners. We had a question about whether we needed a certain number of leaders to support the application. We haven't specified a minimum number of senior leaders required at this stage. However, at the full application stage we'll be expecting a letter of support from relevant directors.
How would your project meet the programme aims set out in section 2.2?
For this question, you need to look at the objectives of the programme that can be found in section 2.2 of the Call for applications and clearly outline how your project meets those aims.

How would you collaborate with service users or the public to strengthen the delivery and outcomes of your project?

We expect a portion of the funding to be used to support meaningful public involvement. This engagement should go beyond existing consultation mechanisms. In your answer we're looking for you to tell us:

- how you would ensure that public or service users are able to participate and their voices are heard
- how your project considers diversity and inclusion.

How would you use the funding and manage risk?

At the expression of interest stage we are expecting indicative budgets only, for example rough splits across organisations or functions. Applications that proceed to the full application stage will be expected to provide more detailed budgets. Additionally, in this answer we'd like you to think about:

- why your proposal represents good value for money
- what you think the greatest challenges would be and how would you manage risk.

Frequently asked questions

The final section of this webinar answered questions that had been submitted in advance. See the FAQs on the [Economies for Healthier Lives](#) webpage, under 'Downloads'.