

Rotherham Creative Health: Boys' Mental Health Grant

Application Guidance

About the Grants Programme

The Creative Health: Boys' Mental Health Grant programme is made possible through Arts Council England Place Partnership funding. This funding was awarded to a consortium of partners in Rotherham, led by Rotherham Metropolitan Borough Council, and is part of the Children's Capital of Culture programme. Wentworth Woodhouse is leading on the Creative Health strand of the work.

There is £25,000 available in grants funding. This will fund two projects to deliver creative health activities with boys in Rotherham. One project will be for Year 6 boys (age 10 and 11), and another will be for Year 9 boys (age 13 and 14). Each project will be awarded £12,500.

The grants programme is for artists, creatives, cultural organisations, and community groups based in South Yorkshire, who will deliver the work in the Rotherham Borough.

Creative health activities might include:

- Visual and performing arts
- Crafts
- Film
- Literature
- Cooking
- Nature activities
- Physical activity or sporting activities
- Gardening

About the Project

We are inviting proposals from creative practitioners to work with year 6 and year 9 boys. The activities should help boys and young men with their mental health in interactive and creative ways. The sessions will help boys to build relationships and will promote key mental health messages to these audiences.

In 2025 With Me In Mind carried out focus groups with 120 boys across 15 schools in Rotherham. The results of these focus group told us:

- Boys and young men wanted time to build relationships with practitioners, and each other
- They were interested in mental health activities taking place in alternative locations like the outdoors
- They wanted interventions that were creative, interactive, physical and hands-on
- They shared that they wanted activities to be side by side, with less eye-contact so they felt more comfortable
- The boys wanted boys only groups.

The Sessions

- During the sessions the creative practitioner(s) will be supported by [With Me in Mind](#) staff who will offer therapeutic support.
- The sessions will take place over 8 weeks and will be 2 hours long.
- The activities can take place at the (pre-selected) School or could be at a creative or outdoor space in Rotherham. If taking the activities out of school, transport costs and relevant permissions must be considered.
- The activities should end with a tangible output and something that the boys can take home with them to recognise their commitment to the group.
- The activities will take place in Spring Term. There may need to be a break for SATs week, but this will be discussed with the appointed artist.
- Sessions will take place at pre-identified groups.

About the Participants

The young people will have been referred through With Me in Mind. With Me in Mind is a mental health support team that supports children and young people aged 5 to 19 in schools.

Each group will be made up of 12 – 15 young people. There will be one group of year 6 pupils and one group of year 9 pupils.

Guidance

This document provides helpful guidance on the application process.

If you have further queries about the application form or your project's eligibility, please contact communities@wentworthwoodhouse.org.uk.

1. THE APPLICATION PROCESS

To apply for the **Creative Health: Boys' Mental Health Grants** you must submit an application form and the required supporting documents.

The application form

This can be downloaded from <https://wentworthwoodhouse.org.uk/tenders/>

We accept completed application forms in Word Document or PDF format via email. We will also accept audio or video recordings of application forms sent via WeTransfer (5 mins max).

The application form will inform us of your activity and includes questions that will help us to understand if your project meets the funding criteria.

Supporting Documents

You must also submit:

- A **budget** of the project
- An **outline** of what each weekly session will include (topics covered, activities carried out)
- **Safeguarding Policy** / Procedures
- **Health and Safety Policy** / Procedure

- **Inclusion and Accessibility Policy** / Procedure
- **Public Liability Insurance** (minimum £10 million)
- A copy of your **Organisations' Constitution** or **evidence** of being an official business/freelance practitioner.
- Confirmation that you have a **DBS check** (no more than 12 months old)

You can also upload up to **2 sides of A4** that provide examples of your practice, portfolio or previous work.

You can contact us on communities@wentworthwoodhouse.org.uk at any stage of the application process to ask questions or for additional access support provision.

2. THE APPLICATION TIMELINE

Stage 1: Applications Open

During the period that applications are open, Wentworth Woodhouse will respond to applicant enquiries re eligibility / the application process via email or quick telephone calls.

Application guidance is available on our webpage including assessment criteria and top tips for your application.

Stage 2: Applications submitted

Applications are submitted via email or short video / audio. Applicants will receive acknowledgement on receipt of application within 5 working days.

Stage 3: Decision Panels

The Children's Capital of Culture Youth Commissioning Panel will be provided with all applications. At a Panel meeting they score applications and provide their recommendations on which projects they would support funding. These recommendations will then be taken to the Creative Health Commissioning Panel.

The Creative Health Commissioning Panel is made up of health professionals from With Me In Mind and representatives from creative organisations. Ahead of the Panel meeting, all Panel Assessors will review applications based on the assessment criteria. At the decision meeting, panel assessors will provide their individual feedback and recommendations, and an overall score for each application. Any conflicts of interest must be declared.

Stage 3: Application Outcomes

We will inform all applicants the outcome of their application 4-6 weeks after the application deadline. We hope to be able to provide written feedback on unsuccessful applications, but this will be dependent on the number of applications we receive.

We ask successful applicants not to announce their funding until a grant agreement has been signed.

Stage 4: Grant Agreements

Within 2 weeks after successful applicants are informed of the decision outcomes, grant agreements are drafted and sent out to be signed and returned, and first payments are made once this is received.

Payments will be received as followed:

60% upon grant agreement

40% on 31 March 2026.

Stage 5: Project Delivery

Funded projects are then delivered. Funded projects will remain in liaison with Wentworth Woodhouse throughout the timeline of the project.

Stage 6: Final Evaluation

Successful projects are required to complete evaluation documents. These will include quantitative information, including providing the number of participants / attendees, the number of sessions run, details of artist and volunteer supporting project delivery and other key metrics. This will also include qualitative information, including case studies and a questionnaire for participants.

All evaluation documents must be returned for final payment to be made.

Stage 7: Celebrating Projects

You will be invited to attend the Rotherham Creative Health Symposium in 2026 to share the work. There may also be the opportunity to share your project at the Children's Capital of Culture Creative Conference in March 2026.

3. GRANT DEADLINES

The deadline to submit your application form and supporting documents is **30 January 2026**.

We hope that applicants will be notified of the outcome of their application by **10 February 2026**.

4. ELIGIBILITY

We can receive applications from individual artists, cultural organisations, and community groups.

You must be based in South Yorkshire. All projects must be delivered at the pre-identified schools in Rotherham.

The grant can make up any proportion of the overall budget, including the entire budget with no requirement for match funding.

Eligibility Criteria:

- **South Yorkshire based organisation or artist**

To be eligible, the applicant must have a registered address within South Yorkshire.

Note: If the grant funding is oversubscribed, organisations / artists with a Rotherham address may be prioritised.

- **Creative Health Activity**

This funding is for cultural and creative activities only. The activities must:

- Support good health and wellbeing.
- Provide opportunities to build connections, therefore tackling isolation.

The National Centre for Creative Health defines creative health as:

Creative approaches and activities which have benefits for our health and wellbeing. Activities can include visual and performing arts, crafts, film, literature, cooking and creative activities in nature, such as gardening; approaches may involve creative and innovative ways to approach health and care services, co-production, education and workforce development. Creative health can be applied in homes, communities, cultural institutions and heritage sites or healthcare settings. It can contribute to prevention of ill health, promotion of healthy behaviours, management of long term conditions, and treatment and recovery across the life course.

This might include:

- Drama workshops, where participants boost their confidence and meet new people.
- Gardening and horticulture workshops, designed to support building connections, promoting physical activity.
- Songwriting sessions where participants explore their emotions through creating songs and meet new people.
- Animation and games design sessions where participants build skills and develop social skills
- Sports activities where participants develop relationships
- A zine making workshop where families come together to learn zine making skills.

You can find examples of creative health activities here:

<https://www.culturehealthandwellbeing.org.uk/south-yorkshire-creative-health>

- **New Work**

We cannot fund work that has already taken place.

- **Insurance**

Public liability insurance is required from all successful applicants. If you don't already have this, affordable policies for individuals and small groups are easily available to purchase online.

- **Safeguarding**

You must provide your safeguarding policy or procedure. Applicants should also provide their health and safety policy, Inclusion and Access Policy and their GDPR policy.

We cannot fund any of the following:

- Artists, organisations or community groups that are based outside of South Yorkshire.
- We cannot fund employees of Rotherham Council individually, or as a lead applicant for a group, organisation or collective.
- This funding is not suitable for full-time students.
- Any projects which include elements which are unsafe, illegal, defamatory or discriminatory in any way.
- Capital expenditure. Equipment purchases should be no more than 10% of your overall budget.
- The purchase of alcohol
- Faith groups - We can support faith groups to run creative health activity, but we cannot support religious messaging or religious activities.
- Educational institutions, such as schools and colleges
- Core funding for ongoing programmes, including core staffing costs and operational overheads.
- Retroactive costs for activities that have already been delivered.
- Multiple applications from the same lead applicant. Please note, however, that in the case that an applicant has submitted their own 'lead' application while also being named as a delivery partner in another applicant's application to the fund, we are able to consider both applications.

E.g. if Organisation A applied for a project they would like to deliver, while also being named as a possible delivery partner in an application submitted by Organisation B for their project, we would be able to consider both applications.

5. GRANT AMOUNTS

There is a total of £25,000 available.

We will fund two projects at £12,500. One project will be with Year 6 boys and the other with Year 9 boys.

We ask you to provide a draft budget, outlining how you anticipate funding awarded will be spent.

6. APPLICATION ASSESSMENT CRITERIA

Once an application has been confirmed as eligible it will be assessed by our decision panels.

Youth Commissioning Panel

The Youth Commissioning Panel will consider and score:

- Quality of creative health activity
- Audience Considerations
- Overall impression of the proposal

Creative Health Panel

The panel scores each application against six assessment criteria. These are:

- Quality of creative health activity
- Audience considerations
- Project management
 - Budget management
- Safety and Care
- Relevance to mental health objectives

Each eligible project is scored out of 4 for each of the assessment criteria. The maximum score for each project is 20/20. We define 4 – 0 scoring as:

4. Exceptional – application excels all the funding criteria and shows exceptional and unique qualities
3. Strong – application fully meets the funding aims and shows particular strength
2. Adequate – application meets the criteria
1. Potential – application displays potential to meet the criteria
0. Not met – application has not met the criteria

Details of Assessment Criteria

- Quality of creative health activity
 - Does the proposal clearly include a creative or cultural activity?
 - Is the proposed cultural or creative activity a quality activity?
 - Does the activity meet the definition of Creative Health?
- Audience considerations
 - Does this project seem appropriate for the proposed audience?
 - Have accessibility and inclusion been considered?
 - Is this something that children and young people would enjoy?
 - Does this seem appropriate for the age group?
- Project management
 - Is the activity realistic and achievable within the proposed timeline?
 - Is evidence of previous experience or similar project delivery in the past OR information about professional development OR details of project collaborators to support in particular areas of delivery?
 - Are the project's idea, activity and outputs clearly explained?
- Budget management
 - Is the budget proposed realistic and appropriate for the project?
 - Are staff, artists and creative practitioners paid fairly for their time and experience?
- Safety and Care

- Does the project outline how participants will be supported?
- Is the safeguarding policy provided fit for purpose?
- Does the project effectively outline how those delivering the activity will be cared for?

➤ Relevance to mental health of boys

- Will the creative activity help boys to talk about their mental health?
- Will the creative activity help boys to form relationships?
- Is there an opportunity for boys to learn from positive role models?
- Are there clear opportunities for therapeutic links in the session?
- Are there opportunities to share key mental health messages in the sessions?

7. PRIORITISING PROJECTS

If the fund is oversubscribed, we will prioritise:

- Organisations and individuals who have not received funding or payments above the value of £10,000 from Children's Capital of Culture across the current (2025/26) and previous (2024/25) financial years.
- Organisations with a Rotherham address, over other South Yorkshire areas.

8. YOUR BUDGET

When applying we require you to submit an outline budget. This is so that we can assess the value for money of your project, and how you intend to utilise the grant funding.

Match Funding and Income

The grant can make up any proportion of the overall budget, including the entire budget with no requirement for match funding. If you intend to charge participants to attend, you must reflect this as income on your budget.

If you have match funding available, please reflect this on your budget. Match funding can be earned income, a grant from another funder, or additional cash support via fundraising.

You can also consider in-kind support. In-Kind support includes the donations of goods, services, and time. For example, someone might donate in-kind the use of a community hall, or use of a speaker system, or someone may also give their time in-kind i.e. through volunteering to help co-ordinate a project.

We would expect to see the below categories reflected in your budget:

❖ **Staff and Artist time**

Consider all the time that staff or artists will contribute to the project, including planning and project management. Ensure that you are proposing to pay staff and artists fairly.

For artist fees:

Link to a-n (The Artists Information Company) 'Guidance on fees and day rates for visual artists 2023' (<https://rb.gy/ozwo2>)

Link to the Artists Union England 'Rates of Pay' guidance (www.artistsunionengland.org.uk/rates-of-pay/)

❖ **Equipment Hire / Materials / Refreshments / Resources**

Will you be hiring a venue (not the school), requiring specialist equipment or needing to purchase materials? Are you offering refreshments?

❖ **Transportation costs**

If your activity is proposed to take place outside of school, you must factor in the cost of transportation in to your budget.

❖ **Costs to make your activity accessible**

What do you need to ensure the activity suits the needs of your audience?

❖ **Staff Care**

How will you be looking after the people that are delivering this work?

9. GRANT TERMS AND PAYMENTS

All successful applications will be required to sign a grant agreement. There are requirements that all funded projects need to fulfil, they are:

- To remain in contact with Wentworth Woodhouse throughout the delivery of the project
- Public acknowledgement of the funding support. Guidance will be given on how to do this.
- To not deviate from the approved spend
- Completion of all required evaluation and monitoring. This includes participant data, participant questionnaires, a facilitator diary and a case study. We may also choose to send a photographer to your events, to record images for evaluation.
- As part of our auditing process, we may require bank statements and receipts.
- We expect all funded applicants to commit to supporting the wellbeing of staff, artists and volunteers who are delivering the creative health work. We will ask you how you plan to do this in your application and will check-in with you during the delivery of your project.
- All funded applicants must deliver their project in line with the recommendations in the [Culture, Health and Wellbeing Alliance's Quality Framework](#).

You will also be required to provide appropriate risk assessments, evidence of Public Liability Insurance and safeguarding policies.

Grant payments will be received as followed:

- 60% upon grant agreement
- 40% by 31 March 2026.

We do not require you to have match funding for our grants, however, you are required to notify us if you will be charging participants to attend your activities.

10. APPLICATION TIPS

- We recommend you familiarise yourself with other Creative Health projects and programmes. You can find great examples here:

<https://www.artscouncil.org.uk/developing-creativity-and-culture/health-and-wellbeing/creative-health-wellbeing/creative-health-wellbeing-case-studies>

https://ncch.org.uk/case_studies/creative-health-review

<https://www.culturehealthandwellbeing.org.uk/resources/case-studies>

- All application forms will be assessed by the Youth Commissioning Panel, made up of young people aged 13-to-25. These young people may not be familiar with the creative provision that currently exists in Rotherham. Please don't assume they have heard of your organisation or are familiar with your previous work! We suggest using direct, straightforward language that clearly explains who you or your organisation is and your proposed activity or activities and avoids 'arts-speak' and jargon.
- We're looking for ideas that are creative and exciting – but also ones that are realistic! Please carefully consider what can practically be delivered for this size of grant and within the timeline.
- We know it sounds obvious – but make sure you keep to the word counts in the application form! If you go significantly over the word count, we are afraid that your application cannot be considered.
- But do make the most of the word count you have. Use this opportunity to tell us all about the brilliant things you've done in the past, and about how exciting your creative proposal is! Your application will be scored based on how successfully and comprehensively you've answered the questions in the application form and demonstrated how you meet the eligibility criteria.
- Make sure that your accompanying budget breakdown clearly demonstrates your anticipated spend, and any anticipated income. Again, we know this sounds obvious, but you should also make sure that your budget balances (that is, that the 'income' and 'expenditure' figures are the same).

11. FURTHER ADVICE AND GUIDANCE

Where can I get further support to help me with my application? Please email us with any questions at communities@wentworthwoodhouse.org.uk allowing us 5



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working days to reply. Short phone call support can also be arranged; this must be booked via email and should be more than 1 week before you submit your application.

If you're an individual artist on benefits, and are concerned whether our grants will affect you, please seek further professional advice.

Thank you.

The Wentworth Woodhouse team