



## A guide to applying to the Happy Early Years Fund (HEY!) Fund)

### What is the Happy Early Years Fund?

The Happy Early Years (HEY!) fund has been set up to help parents, grandparents, and other adult carers in the Better Start Bradford area **to apply for funding up to £2500** to develop ideas and initiatives to help expectant parents and local families and their children aged 0-3 to:

- Eat well and be healthy
- Talk and communicate well
- Be confident, friendly and understand their emotions

### How do I apply?

You need to complete a simple application form telling us your idea and how much funding you need to bring your idea to life. The application form is available to download from

[www.heyfundbradford.org](http://www.heyfundbradford.org) or you can collect this from the Better Start Bradford office:

**Better Start Bradford, Mayfield Centre, Broadway Avenue, Bradford, BD5 9NP.**

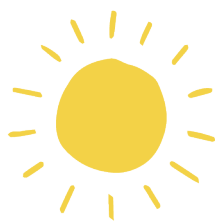
### Who can apply?

Parents including mums, dads, carers, and grandparents and families expecting a baby. Community groups can also nominate a parent to lead on an initiative, however, we would require the community group to show evidence of how the parent will be supported to run the initiative and how the parent's skills will be developed. **Applicants must live in the Better Start Bradford area.**

Ideas and initiatives must support families living in Bowling and Barkerend, Bradford Moor and Little Horton wards. You can use our postcode checker on the Better Start Bradford website to see if you will be within the Better Start Bradford area.

Check whether your postcode is in the Better Start Bradford area [here](#).





## What can I apply for?

We are looking for ideas, initiatives and activities that will improve the lives of families with 0-3s and give children the best possible start in life. **Here are some examples:**

- Well-being activities for expectant parents
- Planting and outdoor activities with families and their 0-3s
- Sporting sessions for families and their 0-3s
- Healthy teeth activity packs for families with 0-3s
- Messy play sessions for families with 0-3s
- Wheelie sessions for 0-3s at a local park
- Healthy baking sessions with 0-3s



Check out some initiatives that have already received funding here: [www.heyfundbradford.org](http://www.heyfundbradford.org).

**There's lots of ideas to explore but you must check that no-one else is doing something similar in your local area.**

## How much can I apply for?

You can apply for up to £2500. Your initiative must be completed by the **end of June 2025**. The funding allows you to pay for the things you need to run your idea, such as:

- Resources needed for your idea/initiative
- Venue hire
- Equipment
- Toys
- Arts and craft supplies
- Sessional workers
- Storage for your resources
- Healthy food/snacks (**capped at £15 per session – if you need more, please add an explanation for the panel to consider**)
- Volunteer expenses (**you will need to break these down on your application form, for example travel expenses**)
- Membership to support organisations
- Educational trip costs that engage both parents/carers and 0-3s
- Marketing materials

**All these need to be outlined in your HEY! Fund application form**

**We will not pay for:**

- Staff costs (unless sessional worker fees)
- Screen based activities using mobile phones, laptops, tablets or similar gadgets.

**We will expect you to look at environmentally friendly and low-cost resources. There is information at [www.heyfundbradford.org](http://www.heyfundbradford.org) with cheap and sustainable play ideas.**

## Do I need a bank account?

No. Funds will be loaded onto a pre-paid Happy Early Years Fund card and you will use this to purchase all of the resources (that were approved on your application form) you need to deliver your initiative. You will need to download an app to a mobile device so that you can keep track of your spending.

## How long do I have to complete my initiative?

You will need to have completed your initiative by **30 June 2025**. Your initiative can range from a one-off delivery to weekly sessions over a set period.

## When do I need to apply by?

The next deadline is **Friday 14 June 2024**. Please note that this is the final deadline and there will not be a further opportunity to apply for more funding. You will need to have completed your initiative by **30 June 2025**.

## HEY! - I need help to apply!

We would recommend you read all the information that we have **on our website** and in particular the **Frequently Asked Questions** section.

We also have **hints and tips** from parents and carers that have previously applied to us.

We can also help you with everything you need to complete your application form, or you may be able to get help from a community group that you know.

If you would like support with your application, please ring us on **07909 875032** or **01274 723146** and ask for **Saira** (HEY! Fund Co-ordinator) who will be happy to chat to you.

## When will I know if I have been successful?

You will be informed of the parent panel's decision within six weeks of the application deadline. Successful applicants will need to sign an agreement to access the funding.

Your initiative cannot start until your agreement has been signed and you have attended the 'Before you start' session.

## Before you start session

Successful initiatives will be invited to a 'Before You Start' session. This will be an opportunity to go through what happens next and find out what support you have available to help you deliver your initiative.

We will share what resources, templates, marketing support and campaigns we have available to support delivery of your initiative and the training opportunities you can access to develop your own skills.

It will also be an opportunity for successful applicants to connect with each other, for example, to create a WhatsApp group to share learning, pool resources and learn together.

## What happens when my Happy Early Years Fund initiative ends?

The HEY! Fund Co-ordinator or an allocated mentor will support you throughout the life of the initiative. This support will also include discussions beyond the life of your initiative and how we can support you in your journey beyond the HEY! Fund.

At the end of your initiative, you will be required to complete an end of award form so that we can find out who has benefitted from your initiative and what skills you have personally gained.

During delivery of your initiative, you will be expected to log details of who has attended and benefitted. We will provide everything you need, such as a template registration form to be able to keep track of this information at each session.

## Any questions?

If you have any questions, please ring us on **07909 875032** or **01274 723146** and ask for **Saira** (HEY! Fund Co-ordinator) who will be happy to chat to you or by email to [saira.riaz@betterstartbradford.org.uk](mailto:saira.riaz@betterstartbradford.org.uk).

## HEY! before you go here's some top tips...

- Keep the explanation of your idea on the form simple and to the point
- Show your filled in form to someone who knows nothing about your idea to see if it makes sense
- Don't try to meet all three of the Better Start Bradford outcomes – it is better to meet one strongly



[www.heyfundbradford.org](http://www.heyfundbradford.org)