



Briefing Document

Blood Pressure Award Programme – Round 2

Following the successful launch of Round 1 of the Blood Pressure Award Programme, we are pleased to inform you that the British Heart Foundation (BHF) will be commencing a second round of funding.

Interested UK based organisations are invited to attend a briefing event to learn more about the Round 2 funding and application process. This briefing document provides a summary of the programme, including the BHF funding and eligibility criteria, the funding timetable and details of the two briefing event options.

Please note that in order to be eligible to apply for these awards, a representative from the applicant organisation is required to attend one of the briefing events.

Programme Overview

The BHF is actively influencing at a government and health system level across the UK to improve co-ordinated action on CVD prevention with a specific focus on hypertension. The BHF Blood Pressure Award Programme will award funding to develop, test and implement into practice, ideas and approaches to detecting people with high blood pressure. The application will be open during the 2017-18 Financial Year, with funding awarded in 2018-19 to applicant sites across the UK. A total of £1.5million is available across the whole programme in Rounds 1 and 2, with £800,000 available in this second round.

Round 1 awarded funding to a total of 7 sites centres across the UK. These have been awarded in the following locations: Bradford, Wirral, Leeds, London (3 sites) and Scotland.

Round 2 now seeks to invite further applications for projects with the aim of reducing variation, particularly in areas of health inequality and higher than average CVD premature mortality.

Programme Aims and Objectives

The **aims** of the programme grant are to:

- Increase the detection and management of people who have undiagnosed hypertension
- Increase accessibility to blood pressure testing in wider community settings.
- Increase support for patient self-management and self-testing of blood pressure in the population to become routine practice.

- Add to the evidence base on effective detection and management of high blood pressure and demonstrate the impact of these BHF funded programmes through external evaluation.

The **objectives** of the programme are to:

1. Develop and test innovative ideas and approaches to detecting people with high blood pressure and ensure a pathway to facilitate appropriate and timely medical and behaviour change support is in place.
2. Target areas of high social and health inequality, with high prevalence of cardiovascular disease and higher than average cardiovascular disease and premature mortality rates.
3. Disseminate best practice drawn from the evaluation of these projects and promote widespread adoption of the models to increase the number of people tested and treated for high blood pressure.

Eligibility

The BHF blood pressure awards assessment panels will be looking for evidence of eligibility within the application that demonstrates all of the following:

Project Activity

- **Population Size:** We are seeking applications from organisations serving a **minimum population size of 100,000**. Please note, sites that were successful in Round 1 will still be able to apply for this round to **either** extend their reach to a new population of 100,000 **or** expand the number of tests in the same geographical area.
- **Number of Tests:** Ability to carry out circa of **5,000 new case tests a year per site** throughout award period.
- **Evidence of need:** Applications will be sought from areas where there is:
 - A higher than average prevalence of cardiovascular disease¹ (CVD)
 - Premature mortality from CVD² (heart attack and stroke) and,
 - Identified health inequalities.
- **Hypertension is already identified as a priority in local plans:** New projects should be complementary to other existing local initiatives addressing hypertension detection and management such as risk assessment programmes and Long Term Conditions strategies.

¹ GP Health Indicators QOF 2015/16 ([England](#); [Scotland](#); [Northern Ireland](#)) and QOF 2016/17 [Wales](#)

² <https://www.bhf.org.uk/research/heart-statistics>

Project Conditions/Governance

- **Evidence of cross-sector systems leadership approach:** We would expect to see evidence of existing multi-sector partnerships in support of this approach.
- **Agreed Pathway:** To ensure that a pathway is in place to facilitate appropriate and timely medical and behaviour change support.
- **Organisational Requirements:** Any statutory health or health provider organisation in the UK is eligible to apply where services are **delivered free at the point of delivery**. These sites may also act as lead partners for projects that partner with community pharmacies, Voluntary and Community Sector (VCS) organisations or similar.
- Organisations will be expected to demonstrate commitment to the following:
 - To sustain project activity following the end of the 2 year grant period. This will be a condition of the grant funding.
 - Have robust testing in place, including ambulatory blood pressure testing, that follows appropriate national guidelines (e.g. NICE, SIGN) and accurate testing using calibrated and validated equipment.
 - Have robust referral and management pathways for hypertension in place. This is not covered by the award, but is a condition of the award.
- **Stakeholder Support:** Applicants will need to demonstrate commitment from the following stakeholders:
 - Senior (Executive Officer Board level) commitment to the implementation of the programme as an overall organisational objective. The Lead applicant will be required to have:
 - The application approved and signed off by the Chief Executive of the organisation acting as the lead service provider prior to submission of the application.
 - The Director of Finance/Chief Finance Officer to confirm 25% budget allocation **throughout** year 2 of project funding and is the person responsible for allocating funding for Project budget costs (Letter of Support asked for in the application form).
 - Application authorised by the Lead Clinician for the service (Letter of Support asked for in the application form).
 - Applicants will be able to demonstrate the commitment of key stakeholders (including from partner statutory bodies and regional boards such as STPs) to preparing a strategy and action plan and setting up a hypertension steering group. Key stakeholders of the multi-sector partnership to complete Letters of Support and attach in the application form.

- The appropriate Health Board / Commissioning authority or service planning authority must provide evidence of a commitment to sustaining the service from year 2 and beyond (Letter of Support asked for in the application form).

What will BHF Fund?

Applications will be accepted from lead organisations who may consider federating and forming a joint bid. We will consider bids across multiple organisations with a designated lead provider organisation. Any funding award would be made to the lead applicant organisation who would be responsible for all partnership arrangements. We will consider awarding funding to expand an existing pilot to implement and grow their geographical reach or to implement a new service. In this scenario, sites will be expected to commit to testing an additional 5,000 people per annum.

Eligible organisations will be able to apply for up to £100k over the **two year** funding period. Collaborative bids for a larger amount may be considered, providing that the targeted reach and impact is commensurate. The BHF will provide up to 100% funding for costs outlined in year 1 of your application and a maximum of 75% in year 2 (with the other 25% funded by the lead applicant **throughout** year 2). Consideration will be given to proposals for less than this amount.

BHF funds can be used for:

- Salary costs for direct service provision such as costs related to allied health care professionals who will be setting up and delivering blood pressure testing.
- Up to 20% of the funding can be used to purchase testing equipment and awarded sites will be able to claim for upfront costs for equipment during the set up phase of year one.
- Other relevant direct costs, such as training for key personnel may be considered.

BHF funds cannot be used for:

- Costs related to the management and treatment of detected cases.
- Funding support staff (administration) or project managers.
- Any 'on costs' for staff included within the bid will need to be met by the applicant organisation as these will not be funded by the BHF.

BHF branded polo shirts and fleeces are available to BHF funded staff at no additional cost.

Registration of interest

During November (timelines below), the BHF will hold two Briefing Events, for sites to hear about the funding opportunity and then to consider registering their interest to apply.

Application Process and Timeline

The application process will be via the BHF on-line grant application system.

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| Invitation to Briefing Events and Briefing Document circulated | 5 th October 2017 |
| Briefing Event Registration Deadline (grants@bhf.org.uk) (Booking details outlined in the Invitation Letter) | 8 th November 2017 |
| Briefing Events Held: <ul style="list-style-type: none"> • London – Monday 20th November 2017 • Edinburgh – Wednesday 22nd November 2017 | 20 th & 22 nd November 2017 |
| Registration of interest open Please e-mail: grants@bhf.org.uk with: <ul style="list-style-type: none"> • Name • Job Title • Organisation • Address • Email address (BHF need these details to add you to our Grants System to enable you to access the Application Form). | 23 rd November 2017 |
| Registration of Interest Deadline | 7 th December 2017 |
| Online Application Process Open | 11 th December 2017 |
| Application Deadline | 14 th March 2018 midday |
| Application Assessment | March to June 2018 |
| Interviews held at the Assessment Panel Day | June 2018 |
| Successful Applicants contacted and contracts awarded | July 2018 |
| Project Implementation Commences | August / September 2018 |

Governance - A Blood Pressure oversight and steering group, with representation from the four UK nations oversees the programme.

Local - A local decision making steering group must be established (either new or managed within an existing structure) by each successful applicant at the beginning of the service set up period and meet quarterly for the lifetime of the funding cycle. The local steering group's role and remit is to coordinate and deliver the overall programme locally.

Evaluation

Organisations will need to commit to participate fully in a BHF commissioned project evaluation.

Further information

For further information contact: Grants and Awards Team grants@bhf.org.uk

Applicants should consider the use of the Heart Age Tool and NHS Choices blood pressure tool to inform and empower individuals to make lifestyle change to lower their risk of hypertension and CVD.