

## Gloucestershire Blood Pressure Grants Programme

### Expressions of Interest Guidelines 2025

Thank you for your interest in working in partnership with NHS Gloucestershire to tackle health inequalities in our county and reduce the gap in the identification and treatment of high blood pressure (hypertension). The following document provides an overview of the grants programme and the steps that you need to take to submit an expression of interest.

Please read this guidance document carefully. If you have any questions, you can contact the NHS Blood Pressure Project Team at [glicb.bloodpressure@nhs.net](mailto:glicb.bloodpressure@nhs.net). Please note that we receive a high volume of emails, and this will mean we may not be able to get back to you immediately, but we will do as soon as possible.

#### Why are we doing this?

As an Integrated Care System our vision is ‘**Making Gloucestershire the healthiest place to live and work.**’ We want people living in Gloucestershire to have the best life possible. However, **there is a condition which accounts for a quarter of all premature deaths, many of which could be avoided with early treatment.** High blood pressure (hypertension) is a leading cause of heart attacks and stroke in England. Cardiovascular disease is identified within the NHS Long Term plan (2019) as the biggest area where the NHS can save lives over the next 10 years.

It is estimated that just under 160,000 people in Gloucestershire have hypertension and as of June 2024, only around 107,000 patients in the county had received a confirmed diagnosis. This means we expect that **there are over 50,000 people in the county who are walking around with high blood pressure but do not know they have it.**

Out of the patients that have been diagnosed with hypertension in Gloucestershire, 64.2% have had their blood pressure treated as per the recommended guidelines. This means that **there are over 38,000 patients in the county who have not managed to effectively treat their blood pressure yet.**

**Both groups of patients (the ones who have not had a diagnosis and the ones who have not been effectively treated) are at greater risk of having a heart attack or stroke in the future.**

We know that 84% of the factors that influence a person’s total health are found outside the formal health system. The ‘rainbow model’ developed by Dahlgren and Whitehead in 1991<sup>1</sup> illustrates the relationship between an individual, their environment, and their health. Furthermore, the 2010 [Marmot Review](#) states that action on health inequalities requires action across all the wider determinants of health, because inequity in these factors (such as housing, employment, etc.) are often the cause of behaviours in later life that can lead to ill health.



Our ambition is therefore to offer grants to the voluntary sector and work in partnership to provide targeted interventions via test & learn pilot projects with identified priority populations or areas to help increase the number of patients being diagnosed with hypertension and being effectively treated.

<sup>1</sup> [The Rainbow Model illustrating the Wider Determinants of Health \(Dahlgren & Whitehead, 1991\)](#)

## Target Populations/ Areas

We have identified certain groups of people who are less likely to have their blood pressure checked or who are less likely to receive treatment for diagnosed high blood pressure. We are keen to fund activities which will specifically work with these groups.

Locally we know the following areas have lower **diagnosis** rates for hypertension:

- Cheltenham
- Cotswolds
- Gloucester (particularly Hucclecote, Longlevens, Tuffley and Barton & Tredworth)
- Stroud (particularly Berkeley Vale, Minchinhampton & Painswick)
- Tewkesbury (particularly Brockworth & Churchdown)

We are interested in having several projects relating to the diagnosis of hypertension in these areas through increased blood pressure testing.

We also know the following areas have lower **treatment** rates or hypertension:

- Cheltenham (particularly Hester's Way)
- Forest of Dean (particularly Coleford and Cinderford)
- Gloucester (particularly Inner City, Kingsholm, Longlevens, Barton & Tredworth and Tuffley)
- Stroud (particularly Wotton-under-Edge and Cam)
- Tewkesbury (particularly Brockworth & Churchdown)

We are interested in having several projects relating to the treatment of hypertension in these areas through community engagement or promoting healthy lifestyles or medication compliance.

Other groups that would be a priority focus have been identified nationally. The Oxford Academic Health Science Network (AHSN) produced a summary of the inequalities in hypertension in March 2022. Some of the groups that were identified as having a higher prevalence of hypertension include:

- People aged over 40
- Working aged men & post-menopausal women
- Black people
- South Asian people
- Gay men, bisexual men and men who have sex with men (GBMSM)
- Adults who experience food insecurity
- Vulnerable groups e.g. homeless, migrants, refugees, asylum seekers, travellers

The diagnosis of hypertension is less likely in young, white, healthy-weight women (compared to men) and it is also under-diagnosed in people with learning disabilities.

The following groups are less likely to manage their blood pressure:

- South Asian women
- People with serious mental illness
- People with lower literacy
- Men who live alone and have low social support

The risk of hypertensive crisis is greater in patients with alcohol misuse and recreational drug use.

## What is the funding for?

- Organisations who can demonstrate the investment will support patients in target populations or areas within Gloucestershire to manage their blood pressure by:
  - Offering blood pressure checks outside of traditional health settings (particularly in areas with low diagnosis rates) **AND/OR**
  - Engaging with communities to talk about blood pressure and understand any barriers that patients face when it comes to diagnosis or treatment **AND/OR**
  - Working with communities (particularly at-risk groups) to encourage healthy lifestyles or hypertension medication compliance.
- Organisations who can start the work immediately, so please demonstrate in your expression of interest how the activity can start promptly once the funding is released.
- Joint expressions of interests from multiple organisations are welcome, but please include a name for the **lead organisations** who the funds will be paid to.

## Examples of what the funding can be used for:

- Staffing costs
- Volunteer expenses
- Project/ programme delivery costs
- Equipment costs
- Core funding (for example, insurance, rent, utilities)
- Transport costs (for example, taxis)
- Continued delivery of projects or increased activity to meet demand
- New work to support an identified community need

## What can't the money be used for?

- Capital (building and planning works)
- Consultancy costs

## Who can apply?

- Community or voluntary groups
- Registered charities
- Community interest companies
- Art, music, performance, nature-based and sports groups
- Faith-based groups (where the application demonstrates that the funding will bring wider community benefit, and the primary purpose of the activity is not religious)

## Who can't apply?

- Sole traders
- Statutory organisations
- Schools or academies
- Healthcare providers
- Organisations located outside of Gloucestershire

## Conditions of Funding

The amount of funding available for projects has been split by district and is based on local performance data linked to blood pressure. The table below shows the total amount of funding available for each area (and the

corresponding GP practices for each area). **Please be aware that this is a one-off funding opportunity and there are no plans for this to become recurrent in the future.**

District	Corresponding GP Practices	Total Funding Available
<b>Cheltenham</b>	Berkeley Place Surgery Overton Park Surgery Royal Crescent Surgery Underwood Surgery Yorkeleigh Surgery Cleavelands Medical Centre Sixways Clinic The Leckhampton Surgery The Stoke Road Surgery Winchcombe Medical Centre St. Catherine's Surgery St. George's Surgery The Royal Well Surgery Weston House Practice	£ 45,381.83
<b>Cotswolds</b>	Chipping Campden Surgery Cotswold Medical Practice Mann Cottage Surgery Stow Surgery White House Surgery Cirencester Health Group Hilary Cottage Surgery Phoenix Health Group Rendcomb Surgery Upper Thames Medical Group	£ 22,798.01
<b>The Forest of Dean</b>	Blakeney Surgery Coleford Family Doctors Dockham Surgery Drybrook Surgery Forest Health Care Lydney Practice Mitcheldean Surgery Severnbank Surgery Yorkley & Bream Practice	£ 23,212.93
<b>Gloucester</b>	Aspen Medical Practice Gloucester Health Access Centre Kingsholm Surgery Partners in Health Pavilion Family Doctors Sevenside Medical Practice Hadwen Health Quedgeley Medical Centre Brockworth Surgery Churchdown Surgery Hucclecote Surgery Longlevens Surgery The Alney Practice Rosebank Health	£ 59,070.04*
<b>Stroud</b>	Cam & Uley Family Practice Chipping Surgery Culverhay Surgery Walnut Tree Practice Five Valleys Medical Practice Prices Mill Surgery Stonehouse Health Clinic Willow Tree Practice Beeches Green Surgery	£ 4,478.76*

	Frithwood Surgery Minchinhampton Surgery Painswick Surgery Rowcroft Medical Centre	
<b>Tewkesbury</b>	Church Street Medical Mythe Medical Practice Newent Family Practice Staunton & Corse Surgery West Cheltenham Medical	£ 15,551.88

\*The full amount of funding originally allocated to Gloucester was £69,720.04 and Stroud was £33,026.76. A proportion of this funding has already been spent on early adopter projects in these areas.

- **There is no minimum level of funding for projects, however due to limited project management capacity we may have to limit the number of smaller grant awards.**
- **We would expect the maximum grant award for projects to be around £15,000, however we would consider larger grants should there be more substantial and developed plans especially where partnership working is demonstrated.**
- You must have a bank or building society account in the name of your organisation or group.
- There must be two or more signatories for the bank or building society.
- You must be a not-for-profit organisation. We cannot fund sole traders or any organisation with less than two unrelated directors or signatories.
- Organisations that are funded will be required to monitor and evaluate the outcomes of their work and participate in blood pressure working group meetings to share progress, learning and best practice.

## Process & Timeline

The below shows the process that will be followed and the anticipated timeline for the delivery of blood pressure pilot projects across the county.

### Stage 1: Expressions of Interest



### Stage 2: Grant Application Development

*For organisations that are successful in stage 1.*



### Stage 3: Project Delivery

*For organisations that are successful in stage 2.*



### ***Stage 1: Expressions of Interest***

The NHS Blood Pressure Project Team will be running an online webinar via Microsoft Teams for organisations to hear more about the opportunity and ask any questions. The webinar will take place on Tuesday 29<sup>th</sup> April 2025 from 12:05pm – 13:00pm.

Please email [glicb.bloodpressure@nhs.net](mailto:glicb.bloodpressure@nhs.net) if you would like to attend the webinar. The webinar will be recorded for those who are unable to attend and will be available after the session. A live FAQ document will also be produced after the session and will be continuously updated throughout the process. The webinar and FAQ document will be available [here](#).

Organisations that would like to be involved in this piece of work should complete the expression of interest form available [here](#) and submit to [glicb.bloodpressure@nhs.net](mailto:glicb.bloodpressure@nhs.net) by **Sunday 11<sup>th</sup> May 2025**. If you fail to complete all sections and provide all the necessary information this may delay the expressions of interest process. No expressions of interest will be considered after the deadline.

The expressions of interest template contains further information on what answer is expected for each question. In the event where there are several expressions of interest from the same area or focussing on the same group/ population, expressions of interest will be scored by the project team against two key criteria:

1. How embedded your organisation is/ how strong your existing community relationships are with identified target areas or groups.
2. How developed your proposed activity is.

Scoring against these criteria will be based on the answers provided to question 2 and question 3 within the template. **Expressions of interest that have no direct link to blood pressure or do not sufficiently target one of the target populations or areas identified will not progress to the next stage.**

### ***Stage 2: Grant Application Development***

Organisations that submit a successful expression of interest will then progress to the grant application development stage.

This stage will involve working in partnership with NHS Gloucestershire to jointly develop a grant application this will include providing more detail on project delivery and thinking about how project success will be measured and evaluated. Completed grant applications will then be sent to a panel for final review and approval. More information about this process will be shared with successful applicants after the expression of interest stage closes.

### ***Stage 3: Project Delivery***

Upon completion and approval of individual grant applications, organisations will then need to sign a grant agreement with NHS Gloucestershire. Once the grant agreement is signed and an invoice produced, the funding will be sent over to all successful organisations. It is expected that project delivery will then commence.

Throughout the duration of the project, all organisations will be expected to attend a Blood Pressure Working Group with all organisations that are delivering a blood pressure pilot project. This meeting will take place quarterly for around 2 hours. The purpose of these meetings will be to share progress updates as well as to share any learning and best practice. Organisations can include the time taken to attend this meeting in the projected costings for the project.

#### ***Stage 4: Project Closure & Evaluation***

Once the project has ended, organisations will be expected to produce an evaluation report that outlines the activity that has been delivered. Evaluation reports will be expected to provide updates on the measures that are jointly agreed between VCSE organisations and the NHS during the grant application development stage. Learning from these projects will be shared widely across the One Gloucestershire system and will be used to inform future partnership working and strategic decisions relating to the diagnosis & treatment of high blood pressure.