



Moving Forward

Men's Mental Health Investment Programme



YORK
& NORTH
YORKSHIRE
COMBINED AUTHORITY

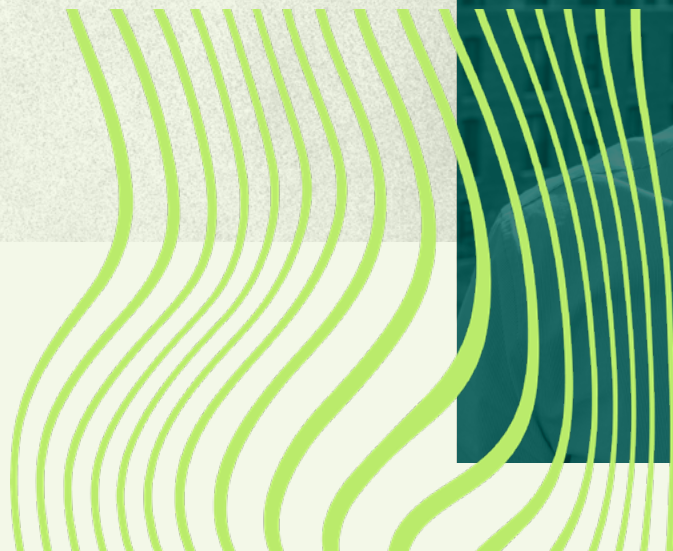
DAVID
SKAITH
MAYOR



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Foreword

from David Skaith,
Mayor of York and
North Yorkshire



Men are dying too young, too often, for preventable reasons and illnesses. That's a national disgrace and its incumbent on leaders to act.

In our region, we have a high proportion of male dominated employment sectors. Often in jobs that have long hours and in pressure filled environments.

People across York and North Yorkshire will have their own personal experiences, whether themselves or someone they know, we know that too many men struggle with their mental health. Suicide is a leading cause of death in men under the age of 50. This is a national tragedy, and we have a moral duty to something about this. The Men's Mental Health Fund has been designed to do just that.

This isn't a nice to do, it's essential. Because, when people are healthier, communities are wealthier.

This is an issue that touches every family, every workplace,

and every community. And that is why, as Mayor, I have been clear that we must take action. Because healthier men help build healthier, stronger, wealthier communities. When men are able to thrive, it lifts up everyone around them.

We have an opportunity here in York and North Yorkshire to address issues that matter to our communities. Through this fund, we will look to target rural access, tackle stigma through male friendly engagement, promote workplace mental health, invest in support for young people, especially neurodivergent young people, and enhance digital presence and clarity of services. All this work will help plug the gaps in provision and help existing groups go even further, helping our men to thrive in York and North Yorkshire.

This forms a vital part of my Moving Forward campaign which is about empowering people across our region to build the healthy and thriving

communities they want, need, and deserve. I believe in the power of our communities, they know what is best for them and I'm determined to give them the tools to deliver on that potential.

The best part of my job is seeing the huge impact hard working groups have on their neighbourhoods. They know what they need, and we will work with them every step of the way as we continue Moving Forward together.

Men's Mental Health Fund

What is the fund?

The £715,000 Men's Mental Health Investment Programme provides funding to help increase men's active participation in activities that help improve their mental health. This can be in the community, workplace or service settings.

Why have we created this fund?

Suicide is the leading cause of death for men under 50, and although one in five men are diagnosed with depression or anxiety, the actual figure is likely much higher.

Poor mental health is a major cause of sickness leave, impacting personal wellbeing and the region's economy.

By investing in men's mental health, we can reduce the demand in care services, improve sickness leave rates and support resilient local economies. When men are mentally well, families are stronger, children do better, and communities become more connected.

What projects does the fund support?

We are keen to support projects that:

- Promote approaches that focus on men's strengths and abilities to improve wellbeing
- Tackle stigma through male friendly engagement
- Reach diverse or hard to reach audiences (particularly, rural areas, neurodivergent young people, gay men, trans men, men from ethnically diverse backgrounds, men affected by trauma, adverse childhood experiences (ACEs), and those in the justice system)
- Support men in the workplace for their mental health (enhancing workplace return/retention)
- Enhance digital presence and services in mental health

- Support individual behaviour change outcomes and structural shifts

We would still encourage other relevant projects to apply. The projects do not need to be explicit mental health activities, they can be projects that indirectly promote good mental fitness.

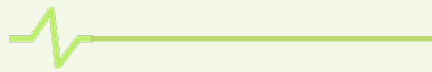


About the fund

The delivery window is March 2026 – February 2028

Grant type: Revenue

The minimum value available is £3,000 and the maximum value available is £30,000.



Fund requirements

Individual or collaborative applications are welcome from the following:

- VCSE organisations including charities, social enterprises, community interest companies, community groups
- Parish Councils
- Businesses (SMEs under 250 employees)
- Educational institutions

Match funding can be cash and/or in kind such as staff costs, volunteer time (£20 per hour), venue hire and is required as follows:

- £3k – £9,999 – no match funding required

- £10k – £19,999 – MMH Fund will fund up to 90% of total project costs
- £20k – £30,000 – MMH fund will fund up to 80% of the total project costs.

This does not need to be confirmed prior to applying.

Applicants must:

- Commit to inclusive engagement and/or co-design. For example, involving men in shaping the project approach or testing materials with local communities
- Prioritise a location/pilot project when applying
- Be located within York and North Yorkshire (or have a presence in the area)
- Provide a clear rationale for the need and evidence of demand
- Have the capacity to deliver within the 24-month timeframe.



Eligible and ineligible activity

Eligible activity and costs

Examples include –

- Support initiatives that use nature, outdoor activities, bushcraft, woodwork, tutoring, gaming, music, skills building, sport, hobbies, and spaces (such as barbers, community areas, arts and sport settings) to engage men in mental health conversations. Please note this is not an exhaustive list
- Mobile outreach services and local hubs in rural and coastal areas
- SMEs to adopt male-friendly mental health initiatives, including on-site counselling and peer support
- Scaling up of existing successful initiatives in the region to another part of the region
- Pilot projects
- Professional development for those supporting men
- Services tailored to men affected by trauma, adverse childhood experiences and those in the justice system
- Training for peer mentors
- Service adaptations to improve accessibility such as improving websites and visibility
- Online initiatives
- Peer support groups and events
- Continuation of projects trying to achieve sustainability



Ineligible activity and costs

Examples include –

- Scaling up of existing successful initiatives elsewhere in the UK
- Projects that have already started (prior to funding award) unless these are for continuation to achieve sustainability
- Projects that are purely commercial or for profit
- Projects supporting only one individual
- Paying the fees of bid writers to develop the application on your behalf
- Statutory services or business-as-usual activities
- Capital works or feasibility studies
- Projects without measurable outputs/outcomes
- Projects outside of York and North Yorkshire/that do not benefit men in York and North Yorkshire



Outputs and outcomes

Outputs

- Number of new connections with men
- Number of men returning to access services, initiatives and activities on a repeated basis
- Number of men signposted to other services, initiatives and activities (including

mainstream healthcare services, such as GP or social prescribing appointments, Talking Therapies, Health Trainers, workplace wellbeing offers)

Outcomes

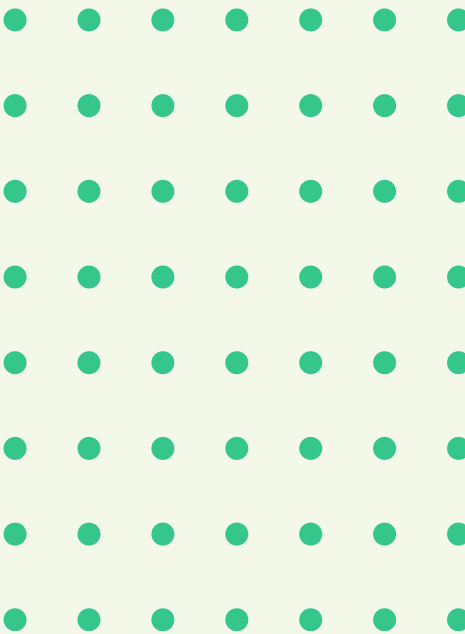
- Number of men helped to return into work
- Number of men accessing healthcare interventions (including mainstream healthcare services, such as, GP or social prescribing appointments, Talking Therapies, Health Trainers, workplace wellbeing offers) following support
- Number of men self-reporting a reduction in loneliness, anxiety, low mood.*we encourage the use of validated tools for measuring mental wellbeing. Examples include ONS4 and the Short Warwick-Edinburgh

Mental Wellbeing Scale (SWEMWBS)

Projects do not need to deliver against all these. Through the application, applicants should select at least one or a combination of the outputs and outcomes which are most relevant to their project.

Successful applicants will be required to:

- Report on a selection of these outputs and outcomes as the project progresses
- Provide case study information that demonstrates the impact of the project
- Participate in shared learning and evaluation activities





How will applications be appraised?



The appraisal framework used requires applicants to:

- Explain and evidence the Need for the project
- Explain and evidence the Strategic Fit with the programme objectives
- Explain and evidence the positive Impact the project will have and explain how measurable outputs and outcomes will be achieved. Any added value the project will achieve to maximise the public benefit from the grant funding should be described too
- Provide an accurate and reasonable breakdown of Project Costs
- Explain how the project will be Deliverable in full within the timeframe
- Explain who will be Managing the project and track record of delivery.

Timescales

Milestone	Date
Open for applications	21 November 2025
Deadline for application submissions	2 January 2026
Appraisal and Decision making Please note. We may approach applicants for clarification on aspects of your application.	January 2026 – February 2026
Notification and contracting	February 2026 – March 2026
Delivery Period	March 2026 – February 2028
Monitoring	Every 2 Months from March 2026
Evaluation Reporting	January 2028 onwards

How do I apply?

The application form can be found [here](#)

The Application window will be open from the 21 November 2025 and will close on the 2 January 2026.

Useful documents



- City of York Council – [York Joint Health & Wellbeing Strategy](#)
- Galdas et al – [Designing men’s health policy: the 5R Framework – The Lancet Public Health](#)
- GOV.UK – [UK subsidy control regime: statutory guidance – GOV.UK](#)
- GOV.UK – [Men’s Health Strategy for England – GOV.UK](#)
- Health and Wellbeing Board North Yorkshire – [North Yorkshire Joint Health and Wellbeing Strategy 2023–2030](#)
- HM Treasury – [Guide to Developing the Project Business Case](#)
- Movember – [Real Face of Men’s Health report](#)
- NHS – [North Yorkshire and York Community Mental Health Transformation Programme – Tees Esk and Wear Valley NHS Foundation Trust](#)
- NHS – [SWEMWBS: Measuring Mental Wellbeing](#)
- Samaritans – [Samaritans_Handbook_for_mens_wellbeing_services_2021.pdf](#)
- York and North Yorkshire Combined Authority – [Economic Framework](#)
- York and North Yorkshire Combined Authority – [Mayor’s Vision](#)

Frequently asked questions

Is there a set allocation per constituency?

There are no set allocations per constituency. Following appraisal, the panel will have a clear overview of applications and will ensure recommendations are equitable and transparent.

The minimum grant value you can apply for is £3,000 and the maximum is £30,000, is this the total available or is this per year?

This is the total amount available and not per year.

If the total value of funding available isn't awarded in the initial funding round, will there be additional rounds?

Yes, until the funding is absorbed and/or allowing no less than 12 months delivery window.

If I apply to the initial round, can I also apply to any additional rounds?

This will depend on the level of interest and will be reviewed following the initial round.

Can match funding be in kind?

Yes, we welcome in kind contributions such as staff costs, volunteer time, event hire.

What is the difference between a pilot project (eligible) and a feasibility study (ineligible)?

A pilot project is a small scale implementation of a project, whilst a feasibility study assesses if a project can be undertaken successfully.

Am I able to save my application form to work on?

Yes, details are included on the application form.

How will payment be made?

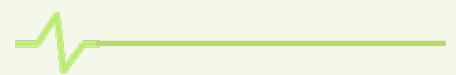
Our usual terms are quarterly in arrears however we will liaise with successful applicants to accommodate terms where possible.

When referring to men, does this also include boys and young men?

Yes, boys, young men and men.

What is the delivery period?

Up to 24 months delivery between March 2026 – February 2028.



Get in touch

If you have any questions about this information and how to apply, or require any support, please fill in an enquiry form available on our webpage: [Men's Mental Health Investment Programme > Mayoral Combined Authority](#)



Men's Mental Health Investment Programme

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About us

The York and North Yorkshire Combined Authority has been created by the City of York Council and North Yorkshire Council and is a legally recognised, single body. Our role is to use some of the money and powers, that up to now have been held by central government, and work with local leaders and communities to invest in ways that will help to make York and North Yorkshire a better place for you to live, work and do business.