# Building Brighter Futures - Further information

## How do I apply?

### **Q:** How do I apply to the Expression of Interest (EOI)?

A:From Monday 24 June, you can apply by clicking on the SmartSimple link and access the EOI questions.

You need to be registered on [SmartSimple to apply](https://maudsleycharity.smartsimpleuk.com/). SmartSimple is Maudsley Charity’s grant management platform. If you have previously applied for a grant from us, you will already be registered. If you’re a new applicant please click on the ‘Register here as applicant’ button and enter your organisation and contact details. We will then need to activate your account before you can begin.

If you want to see the application questions and prepare your answers ahead of time, [download the EOI questions from our website](https://maudsleycharity.org/wp-content/uploads/2024/07/Building-Brighter-Futures-SmartSimple-EOI-Questions.docx). The deadline to submit an EOI is 11.00am, Wednesday 18 September.

### Q: What are your tips for writing application answers?

A: Your application will be reviewed by a wide range of people including young people and other experts by experience. Please write brief, clear answers in plain English using short sentences. Explain any acronyms or technical language. . This will help all our reviewers to fully understand your project. There is no word limit on the questions, on some questions, we have given a guide to what we think is an adequate word count.

If you are writing a list then use dashes/bullets.

You could get a partner organisation to proofread your application before submitting to spot any mistakes and check if the answers are clear.

### Q: How will you make decisions on who to give grants to?

A: At the Expression of Interest stage:

* Maudsley Charity will make decisions on which projects to progress.
* We will use the eligibility and selection criteria to inform these decisions.

At Full Application stage:

* We will invite you to a conversation so we can fully understand the work you are proposing.
* we will invite reviews of your project from children and young people and a range of professional experts.
* Maudsley Charity will make recommendations on which projects to offer a grant to.
* Recommendations and rationale for funding will be discussed and approved/declined at the Maudsley Charity Trustee Board.
* We will use the full range of information to inform the deliberations.

### Q: Can you tell me more about the selection criteria and what you are looking for?

We have identified the following criteria and have listed prompts on SmartSimple. At the EOI stage, we are interested in understanding your starting point/areas for further development. We appreciate that your project will evolve as you undertake further development. These are the criteria:

* Potential for impact
* Evaluation and learning
* Focus on knowledge and evidence
* Demonstrating the connection to the wider support and care system
* Delivery and management

There is a suggested word count but this is to act as a guide and you will not be limited with how much you can write on SmartSimple.

## Who can apply?

### Q: What is the role of the lead applicant?

A: The lead applicant will receive the grant.

The lead applicant will submit the EOI on SmartSimple, our grant management platform. You can create co-applicants on SmartSimple to allow others to help with the application.

The lead applicant will be the lead contact for the project and take responsibility for communications and reporting with Maudsley Charity.

If you are successful with your application for funding, then the lead applicant would also be financially accountable for the project. All arrangements for subcontracting and/or transfer of funds to other parties will be the responsibility of the lead applicant/their organisation.

### Q: Can an individual apply?

A: Individuals are not eligible to apply for funding.

### Q: Can one organisation apply more than once?

A: An organisation can put more than one application in. Organisations can also be part of more than one proposal. We may discuss your thinking with you to understand your approach and how the plans are realistic and deliverable.

### Q: How do I know if my organisation is considered part of the voluntary and community sector?

Who can apply:

Eligible organisations:

* Registered charity: This is a formal type of voluntary and community organisation that works for charitable purposes and has gone through a process to gain special tax benefits and recognition from the Charity Commission.
* Community interest company (CIC) (with two or more directors): This is a special type of business that has a social purpose and reinvests its profits back into the community. It needs at least two directors to oversee its operations.
* Companies Limited by Guarantee**:** These are companies that are not set up to make a profit, and any profits they do make are reinvested back into the company.

In order to be eligible for funding, all organisations must be working on projects/services that are considered to be legally charitable under the Charities Act 2006. This means that the project's purpose must fall within one of the 13 charitable purposes outlined in the Act and be for the public benefit.

Additional requirements that organisations must meet to be eligible for funding:

* Organisations who have not previously provide services in Southwark, Lewisham, Lambeth and/or Croydon must be able to evidence their ongoing commitment to working in these boroughs. Organisations do not need to have a postal address in one of these boroughs.
* Be formally constituted with a governing document that sets out their charitable aims and objectives.
* Have a bank account in the UK registered to your organisation.
* Have at least three non-executive trustees or directors.
* Have an asset lock or other mechanism in place to ensure that their assets are used for charitable purposes.
* Have financial statements showing your income and expenses each year.

Faith Based Organisations: Religious groups, and charities with religious values can apply for funding as long as they meet the standard criteria above and support is not dependent on individuals participating in religious activities.

Who cannot apply:

* Individuals, for example, sole traders or consultants.
* Organisations not based in the UK: Funding is only available to organisations located within the UK.
* Companies for personal profit: We do not fund businesses that aim to make money to distribute to private individuals.

### Q: Can local authorities apply directly?

A: Local authorities should apply via their integrated care systems because this aligns with our interest in system wide approaches and longer-term sustainability of the work.

### Q: You say that benefit must be demonstrated in one or more boroughs related to South London and Maudsley NHS Foundation Trust: Lewisham, Lambeth, Southwark and Croydon. Can it be beyond?

A: Benefit must primarily be in one or more of these four boroughs but can extend beyond them. National organisations based outside of these boroughs are eligible to apply providing they can demonstrate how their work will serve the local population.

### Q: Can we apply without a partnership with SLaM?

We have a strong preference for projects to have a connection with SLaM as SLaM is a key partner of Maudsley Charity, but it is not a requirement. The role of SLaM can vary, from lead applicant, a partner on a project, or as an advisor on a project.

### Q: I want to work with an NHS Trust that is not South London and Maudsley NHS Foundation Trust (SLaM). Would this be eligible?

A: As long as benefit is primarily in one or more of Lambeth, Lewisham, Southwark and Croydon, we will consider projects working with NHS trusts other than SLaM.

### Q: Can SLaM apply without any partners – where there is not an obvious third sector partner?

We strongly encourage applications that involve a mix of organisations. We believe this is needed to think differently, address multiple risk factors and solve complex problems. We are open to different types and forms of partnerships, as relevant to the project being proposed.

### Q: Do you have any particular services or teams in mind who might apply?

A: We would like to see applications from both:

- Services and teams that target a **range of children and young people at high-risk of mental health difficulties**, for example, through community services; hub models; voluntary and community organisations and youth services, schools and alternative provisions.

- Services and teams that are focused on a specific mental health need, for example, CAMHS complex needs teams; national and specialist services.

The examples here are for illustrative purposes.

## What can I apply for?

### Q: Can I apply for a grant less than £200,000?

A: We see £200,000 as a likely minimum budget, however, you can. We will ask you to explain the reasons why your project is likely to cost around this amount. We are encouraging applicants to take this opportunity to be ambitious about the scale of their projects.

### Q: What costs can I include in the project budget for the optional project development grant when I submit the Expression of Interest?

A: Costs related to the development of your project, to support co-production with children, young people and their families, and partner involvement. As a guide these may include:

* Staff costs
* Event costs / room hire
* Children, young people and families / carers engagement costs
* Printed / digital material / marketing
* Professional / consultancy fees
* Staff travel costs
* Training

Budgets should be in line with the proposed development activities.

### Q: What costs can I include in the project budget when I submit the Full Application?

A: All costs related to the delivery of the project, as a guide, these may include:

* Staff costs - staff salaries and on-costs, i.e. NI and pension contributions
* Monitoring, evaluation and learning costs – we would expect to see between 10-30% of the budget on these activities depending on the project
* Travel costs
* Project delivery costs – room hire, catering, materials
* Children, young people and families / carers engagement costs
* Training
* Equipment
* Professional fees - costs of consultancy or engaging the services of any specific professionals whose input is required for the project
* Printed / digital material / marketing
* Overheads

### Q: Can we include overheads?

A: We pay reasonable overheads. Maudsley Charity will pay up to a maximum of 15% of the project costs to help cover indirect costs/overheads. This is a standard percentage for King’s College London, South London and Maudsley NHS Foundation Trust and voluntary and community organisations. We have an overhead policy which explains this further. This is available here [MC-Overheads-Policy-Nov-2022.pdf (maudsleycharity.org)](https://maudsleycharity.org/wp-content/uploads/2023/05/MC-Overheads-Policy-Nov-2022.pdf).

### Q: Will you fund us to research and better understand an issue?

A: We will assess proposal for their benefit to children and young people. We are interested in action research, where there is the potential for impact and to influence change for children and young people. We would encourage meaningful links with children and young people and their communities in the development of research and will be assessing projects according to their potential for impact.

The types of research you might like to consider could include:

* Formative evaluation
* Starts during the early stages of a new service/intervention/project.
* Assesses the relevance and feasibility of the proposed approach against the aims and priorities of the work.
* Process evaluation
* Concerned with implementation and delivery.
* Examines why the service/innovation does or doesn’t meet its aims and objectives.
* Can show where and how the service/innovation deviated from the original plan.
* Impact/outcome evaluation
* Extent to which the service/intervention/project achieved its aims and outcomes and made a meaningful difference to key stakeholders (e.g. staff, users, carers).
* Translational research to pilot innovative ideas into practice in community settings.

### Q: How will safeguarding be managed?

A: The lead applicant will be responsible for safeguarding. At the EOI stage, we will ask you to consider how safeguarding will be managed and who the initial lead will be. At the Full Application stage, we will ask applicants to complete a Working Together Agreement to outline roles and responsibilities and this should include confirming the safeguarding lead.

### Q: How will intellectual property be managed?

A: The lead applicant will own the intellectual property generated through the grant activity. The partners should consider how intellectual property will be managed between them.

At Full Application stage, applicants will be asked to complete a Working Together Agreement. The Agreement will ask applicants to outline roles and responsibilities of the partnership involved in the project.

## Can you explain more about the programme focus?

We are asking for projects to focus on 10–19-year-olds experiencing emerging and developing mental health difficulties and affected by at least one of the following risk factors:

* Living in deprivation
* Vulnerable family circumstances
* Impacted by racism or discrimination
* Neurodiversity or learning disabilities
* Substance use

### Q: Can I only focus on one, and do I need to focus on all five risk factors?

A: We do not expect applicants to respond to all five risk factors. You can focus on only one risk factor, but we would strongly encourage applicants to have a focus on children and young people who experience more than one risk factor.

Children and young people and professional stakeholders told us about the increasing complexity of young people’s lives and the challenges in meeting the needs of children and young people. Multiple risk factors have a compounding nature and evidence tells us that poverty is an underlying risk factor in developing poor mental health.

### Q: What do you mean by ‘vulnerable family circumstances mean’

A: We are being open about the definition. This could mean, circumstances such as where there is family/relationships breakdown, poor parental mental health, parental substance misuse, domestic violence, risk of homelessness, amongst others. It would be helpful for you to outline any specific vulnerabilities your project is concerned with.

### Q: Projects must focus on children and young people already experiencing some problems with their mental health. What does this mean?

A: We are interested in projects focused on early detection and intervention for emerging and developing mental health difficulties. The aim is to prevent mental health difficulties of the children and young people experiencing disadvantage from escalating. This can be known as ‘secondary prevention’.

For this programme, we cannot fund projects focused on preventing the conditions that create health inequalities in the first place, for example risk factors such as poverty, discrimination and vulnerable family circumstances, otherwise known as ‘primary prevention’.

### Q: Why is there a focus on the age range 10-19 and not early years/primary school if you want to intervene early for CYP at risk of mental health difficulties?

A: We understand the critical importance of early years and primary school. We have chosen to focus on the adolescent phase to build on existing work on early childhood.

Research tells us that there is a gap in attention, funding and evidence-based interventions in the 10-19 age range. Our interest is in emerging and developing mental health difficulties, and early detection and intervention in this age group.

50% of mental health difficulties are established by age 14 and 75% by age 24. A recent international review concluded that peak age for the start of mental health disorders was 14.5 years, and median age of onset was 18. It also highlighted that preventive interventions during mid/late adolescence and young adulthood are currently lacking (Solmi et al, 2021).

Adolescence is a critical period of development and heightened risk. The transition from childhood to adulthood is a time of rapid change and can be a turbulent time for mental health. Children and young people experience significant physical, psychological and behavioural changes. There can be challenges with transitions from primary to secondary school, and moving from child to adult services.

### Q: Our project reaches children and young people who are outside the 10-19, are we eligible?

A: The project must focus on children and young people aged between 10-19 but we recognise that you might also be reaching children who are younger and older than this.

We will make exceptions to take into account the ages at which certain mental health difficulties are known to develop, and for practical reasons, where there might be a drop-in service which serves a wider range of ages, for example.

### Q: Why are you supporting co-production?

A: We have a strong focus on supporting co-production. When done well, co-production offers agency and a sense to children and young people and their families/carers of having the ability to achieve their goals, by involving them in the solutions.

We understand that co-production is a challenging area to put into practice and we will offer support and capture learning.

We took over a year to consult on the design of this programme with a wide range of stakeholders including children and young people and our local and national stakeholders.

We received significant feedback around the complexity of young people’s lives, and the health and care system, People expressed a desire for the time and resources for collaboration and engagement with a broader set of partners in projects, especially children, young people and their families/carers in the design of projects,

Mind’s research found that applicants were asking funders to enable co-production with children and young people and their families/carers by designing this into funding programmes.

We also heard other strong reasons for co-production:

* the views and needs of children and young people in challenging circumstances and facing complex difficulties are particularly poorly understood and/or listened to – co-production is a helpful way to address this by including their voices and experiences as central to the process.
* trust is a major issue for these children and young people which is best addressed by co-production and working in partnership. Children and young people are growing up in a different world to the world the people ‘in charge’ grew up in, for example, social media.
* we need to reimagine how children and young people are supported and how we innovate, particularly given intense, growing pressures on access to mental health services and existing waiting lists. This includes new approaches to leadership and workforce given the challenges in the mental health workforce and potential benefits of new partnership approaches
* managing risk can be a significant barrier: taking a risk with new ways of working and managing risk around children and young people.  Co-production and partnership arrangements might help overcome this through the development of projects together.
* a co-production approach aligns with the partnership work of the Integrated Care Systems and is strongly encouraged by NHS England.
* co-production aligns with [PCREF](https://slam.nhs.uk/pcref?trk=public_post-text) (the Patient, Carer and Race Equality Framework) and its key principles of partnership working, co-production and co-learning, a key programme in SLaM.

### Q: What is co-production? And what does ‘good’ co-production look like?

A: We define co-production as groups of people brought together to influence the design development and evaluation of services they use. These groups might include children and young people, their families/carers, community orgs and professional staff. Co-production should involve people at an early stage and give them a real say.

Co-production acknowledges that those with ‘lived experience’ are often best placed to advise on what support and services will make a positive difference to their lives. Done well, co-production helps to ground discussions in reality and maintains a person-centred perspective.

Here is an illustration of why working with people who have lived experience is so valuable to everyone involved: [Healthcare improves thanks to Experts by Experience (youtube.com)](https://www.youtube.com/watch?v=7Rezd8Ly04M) from the Mind and Body Programme by King’s Health Partners.

As we are setting a 5-6 month timeframe for co-production activities to take place, we understand that your approach will reflect that and be proportionate within the time given.

### Q: I don’t need to do co-production, I have a project and partnership that is ready to go, will you fund that quicker?

A: We have built in co-production to the funding model, in the form of time and financial support. Development grants are available if needed, of up to £15,000, as proportionate to your proposal.

We believe that proposals that incorporate co-production will design more effective ways of working and interventions and those are the ones we anticipate are more likely to be funded.

### Q: I don’t need to do co-production to produce our full application, we have already carried out significant co-production with children and young people. Do you require new co-production activities?

A: We will be reviewing bids on their approach to co-production. We don’t require the co-production to have taken place solely during the project development stage. Equally, we don’t require co-production activities to have taken place before submitting an EOI. You might want to consider enhancing your existing co-production to meet the specific focus and requirements of this programme.

### Q: How are Maudsley Charity going to involve children and young people in Building Brighter Futures?

A: In several ways. We will work with a support partner to recruit a group of children and young people who represent the focus of the programme and who have lived experience with the challenges we are seeking to address. This group of children and young people will be invited to form a review panel to look at the Full Applications and to share their views on these. We will also invite them to advise on programme level thinking and the evaluation of Building Brighter Futures.

### Q: What does success look like for Maudsley Charity for Building Brighter Futures?

A: In the medium term, we would have funded high quality projects about what might and might not work, with children and young peoples’ and their families voices as central to this.

Over the long run, say over ten years, to see that children and young people and their families are benefiting from the projects we have supported, and that together we have been able to positively influence the health and care system and national priorities and policies.

We will look at the evaluation and learning from projects that are funded and carry out an evaluation of the programme’s activities as a whole.

### Q: What is the relationship to King’s Maudsley Partnership Children and Young People’s (KMPCYP) programme?

A: The KMPCYP is a partnership between SLaM and KCL to find new ways to predict, prevent and treat mental health disorders for children and young people, locally, nationally and globally. Its home is the Pears Maudsley Centre, a new building opening in 2025. Maudsley Charity has a role in the King’s Maudsley Partnership as a funder of the building, and works with KCL and SLaM to support the ongoing work of the partnerships.

Building Brighter Futures is a distinct and independent programme from the King’s Maudsley Partnership. Given the strategic objectives of the King’s Maudsley Partnership include increasing early interventions and decreasing inequalities in outcomes for children and young people in south London, we hope that teams at the King’s Maudsley Partnership will consider applying and partnering with others.