# Questions to expect when completing a Building Brighter Futures Expression of Interest (EOI) on Smart Simple

The following is an outline of the questions asked in the Expression of Interest (EOI) form for Building Brighter Futures on SmartSimple, the Maudsley Charity grant management platform. Please note, depending on your answer, there may be a follow-up question not listed here.

You need to be registered on [SmartSimple to apply](https://maudsleycharity.smartsimpleuk.com/). If you need to register, please click on the ‘Register here as applicant’ button and enter your organisation and contact details, and to note, we will need to activate your account before you can begin.

The deadline to submit your EOI on SmartSimple is 11.00am, Wednesday 18 September.

**This document is for helpful reference only. You need to apply through SmartSimple. Thank you.**

## Project Details tab

### **Project title**

Please provide a title for your project idea.

### Project summary

Please provide a short description of your project idea. Guidelines:

* What is the goal? One short sentence.
* The challenge the project will address and who will benefit. 2-3 sentences.
* The solution(s) that you expect to explore. A small number of bullet points

### Project length

How long is your project likely to last? We understand that as you co-produce your project this might change.

Please select one option. Please note, if you are successful at the Full Application stage, your project would be able to start from approximately July 2025.

* 18 months – under 2 years
* 2 – under 3 years
* 3 - 5 years
* Other

### 

### Outline budget

What is the estimated budget for the project? We understand that as you co-produce your project this might change.

* Please select one option:
* £150,000 - £299,999
* £300,000 - £499,999
* £500,000 – £1 million
* Other

## Eligibility Criteria

The following statements are to check your eligibility for funding.

As lead applicant, your organisation would receive the whole grant for your project. If you are working in partnership with others, the lead applicant will distribute the grant amongst those involved. Please confirm that you are able to pay out funding to the organisation(s) in your partnership, should this be necessary:

* Yes
* No
* N/A

### 

### The lead applicant must be part of one of the following

Please select one option:

* Integrated care board of South East London ICS (for projects across Lambeth, Lewisham and Southwark) or integrated care board of South West London ICS (for projects in Croydon)
* Local care partnerships: Lambeth Together, Lewisham Health and Care Partnership, Partnership Southwark, One Croydon Health and Care Partnership
* Primary care networks in Croydon, Lambeth, Lewisham and Southwark
* South London and Maudsley NHS Foundation Trust
* King's College London
* Local voluntary or community sector organisation based in Croydon, Lambeth, Lewisham or Southwark
* National voluntary or community sector organisation that works in, or is interested in working in, Croydon, Lambeth, Lewisham and/or Southwark, including working in partnership with local voluntary or community sector organisations
* Schools, colleges and alternative provisions

### Please confirm who the senior sponsor is for this project:

* Name
* Job title
* Organisation
* Email

### Please confirm who the safeguarding lead is for the development stage of this project:

* Name
* Job title
* Organisation
* Email

### How likely are the following stakeholders to be formally part of your project?

* Integrated care board of South East London ICS (for projects across Lambeth, Lewisham and Southwark) or integrated care board of South West London ICS (for projects in Croydon)
* Local care partnerships: Lambeth Together, Lewisham Health and Care Partnership, Partnership Southwark, One Croydon Health and Care Partnership
* Primary care networks in Croydon, Lambeth, Lewisham and Southwark
* South London and Maudsley NHS Foundation Trust
* King's College London
* Local voluntary or community sector organisation based in Croydon, Lambeth, Lewisham or Southwark
* National voluntary or community sector organisation that works in, or is interested in working in, Croydon, Lambeth, Lewisham and/or Southwark, including working in partnership with local voluntary or community sector organisations

### The proposed project will work with children and young people aged 10-19

* Yes
* No

### The proposed project will focus on children and young people with emerging and developing mental health difficulties

* Yes
* No

Please note: Primary prevention is out of scope for this programme. We define primary prevention as preventing mental health difficulties from happening in the first place.

### Please outline how the project is currently expected to focus on children and young people with emerging and developing mental health difficulties

Projects should focus on children and young people who are affected by at least one of the following risk factors. Which risk factor(s) do you currently expect to focus on? We understand this might change as the project develops:

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

### Please describe the group(s) of children and young people you intend to benefit from your project

The proposed project will use co-production:

* Yes
* No

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 organisations and professional staff. Co-production should involve people at an early stage and give them a real say:

### Please outline how the project is currently using and/or planning to use co-production with children, young people, families, carers, community organisations and/or wider professional stakeholders

The proposed project will focus on innovative and effective approaches:

* Yes
* No

There is a need to re-imagine how the children and young people who are living in the most challenging circumstances and who face complex difficulties are supported. We define innovation as doing things differently or doing new things to make positive change.

### Please outline how your project is currently expected to develop, adapt or scale innovative and effective approaches

### Please tell us which borough/s your project will take place in

* Lambeth
* Lewisham
* Southwark
* Croydon
* Other

If other, please state where and your reasons

## Selection Criteria tab

We understand that your Expression of Interest is an outline of your project idea and current thinking and that, if successful at this stage, you will explore it more deeply and gather more evidence as you co-produce your project.  
  
We would like to understand your current thinking and planning. We also welcome you to highlight areas that you know you need to explore and develop further. Please write no more than 400 words per answer.

### Please describe the potential for impact of your project

Your response could include the following:

* Potential improvements in mental health outcomes for children and young people.
* Early ideas on how the impact of the project might be sustained beyond the funding period.

### Please describe how your project will approach evaluation and learning

Your response could include the following:

* Early ideas on your approach to evaluation and learning.
* Early ideas on how you might share findings and identify possible changes to policy and practice.

### Please describe how your project is currently expected to use and build on knowledge and evidence

Your response could include the following:

* Key knowledge and evidence on the issues, barriers and opportunities facing the children and young people you hope to work with.
* How the project will use best available evidence-based approaches and contribute to the available evidence.

### Please describe how your project will demonstrate connection to the wider support and care system

Your response could include the following:

* How the project aligns with or could enhance existing priorities/work locally and/or nationally.
* The range of stakeholders your project might need to engage with to address the complex difficulties facing children and young people, beyond your project team.

### Please describe your approach to delivery and management

Your response could include the following:

* The roles and experience of the project team who would develop the full application.
* The key risks and mitigations you have already identified for the project

## Development phase tab

A development grant is available to fund co-production. Whether or not you need one will not be a factor in assessing your full application.

### Would you like to apply for a development grant?

If you would like a grant you will be asked for a budget.

### What activities would be undertaken during the development phase in order to produce your full application?

## About your application

We would like to streamline our grant-making processes as much as possible, whilst still being able to collect necessary monitoring and evaluation data.

* Roughly how long did it take you to complete this application process (in hours/minutes)?
* If there were any challenges/restrictions to applying which we should be made aware of?