

# Children and Young People Engagement Support Partner – Building Brighter Futures fund

## Invitation to tender

February 2025

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## Summary

[Building Brighter Futures](#) is a £10 million fund that will support work to improve the mental health of children and young people aged 10-19 years old who are living in the most challenging circumstances and who face complex difficulties.

Maudsley Charity is looking for a support partner (referred to as the Partner) to help the Charity meaningfully engage children and young people with the Building Brighter Futures programme and provide a safe, supportive and developmental experience for this group.

Building Brighter Futures will consist of two rounds of funding over 5 years:

- The first round of funding involves two application stages – an expression of interest (EOI) and a full application.
- The second round of funding will be shaped by learning from the first and is anticipated to follow a similar approach.

This ITT consists of two phases relating to the rounds of funding planned.

Role of the Partner in **round 1**: to work in partnership with Maudsley Charity and deliver the following activities:

1. Recruit a group of children and young people who have an interest in improving mental health care and support for children and young people, and who have lived experience across any of the programme's risk factors. We have a preference to engage children and young people from south London.
2. To empower and support this group to review full applications to the Building Brighter Futures fund and create a process that gathers their feedback to help the Charity make funding decisions.
3. To empower and support the group to meet successful applicants (online) at the 'Project Introductory Meetings'
4. To support this group to inform an evaluation of Building Brighter Futures round 1 and methods of communicating impact.
5. To ensure the safety and wellbeing of this group.
6. To pass payment/reward to this group on behalf of the Charity.

In **round 2**, the following anticipated activities are to be delivered:

7. To recruit a group of children and young people who have an interest in improving mental health care and support for children and young people, and who have lived experience across any of the programme's risk factors.
8. To empower and support this group to review EOIs to Building Brighter Futures and within a process that gathers their feedback to help the Charity make funding decisions.

9. To empower and support this group to review full applications to Building Brighter Futures and within a process that gathers their feedback to help the Charity make funding decisions.
10. To empower and support the group to meet successful applicants (online) at the 'Project Introductory Meetings'.
11. To support this group to inform an evaluation of Building Brighter Futures round 2 and methods of communicating impact.
12. To pass payment/reward to this group on behalf of the Charity.

A contract review will be carried out after round 1 to review the performance and deliverables of the Partner and to define the scope of work and timeline for the remainder of the programme in round 2 based on learning.

Round 1 contract value: c. £37,000 inc VAT (2025-2026).

Round 2 contract value: c. £48,000 inc VAT (2026-2028).

Total value: c. £85,000 inc VAT.

**Deadline for submissions: 5pm, Wednesday 12 March 2025.**

Key contact: Georgina Chatfield, Programme Manager.

## About Maudsley Charity

We are a grant-making charity rooted in south London. Our vision is a world where everyone who experiences mental illness, without exception, has access to the right care and support for them. We focus on Croydon, Lambeth, Lewisham and Southwark, and share what we learn to promote change in other parts of the UK.

We fund work led by South London and Maudsley NHS Foundation Trust, research teams at King's College London, and the voluntary and community sector to build a more equitable and effective mental health care system in south London.

Mental illness can have a profound impact on a person's life – affecting their relationships, education, career and physical health. Amongst the communities we serve, those impacts are worsened by experiences of racism, exclusion and poverty, and lead to higher levels of mental illness than in comparative populations in the UK and across Europe.

We fund work that builds a mental health care system that can deliver high-quality care to everyone who needs it, that listens and learns from diverse experiences and expertise, including the voices of the people who use it, and supports more people to live well with their illness.

We believe that this can only be achieved by designing and funding solutions with the input of everyone who has a stake in the system. That's why, in addition to looking at the best available evidence, we bring together the expertise of our partner organisations and the perspectives of the communities we serve to define and focus on the areas where our funding can make the biggest difference.

## About the Building Brighter Futures fund

**Summary:** Maudsley Charity has committed £10 million over the next 5 years to fund work to improve the mental health of children and young people aged 10-19 years old who are living in the most challenging circumstances and who face complex difficulties.

**Amount available:** We have given a (optional) grant for project development for £5,000-£15,000 at EOI stage. At Full Application stage, we expect most grants to be £300,000-£500,000, but we are open to grants for up to £1 million.

**Aimed at:** Integrated care organisations and partnerships, South London and Maudsley NHS Foundation Trust, King's College London, voluntary and community organisations, schools, colleges and alternative provisions.

### Key dates:

- Full application opens on Monday 10 March
- Full application closes on Friday 4 April
- Final funding recommendations will be taken to the Board of Trustees meeting scheduled for 31 July.
- Applicants informed of the outcome early August.

### Eligibility

We are looking for projects that:

1. Focus on children and young people aged 10–19 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 and/or discrimination
  - Neurodiversity or learning disabilities
  - Substance use
2. Commit to co-production and collaboration
3. Develop, adapt or scale innovative and effective approaches

4. Demonstrate benefit in one of more of the boroughs served by South London and Maudsley NHS Foundation Trust: Lambeth, Lewisham, Southwark and Croydon.

Please see our website for further reference: [Building Brighter Futures - Maudsley Charity](#)

## Round 1 application process and timeline

### Expression of Interest:

At the EOI stage, we received 90 applications. Following an assessment and decision-making process, 23 projects were selected to go forward to the development phase and to full application.

### Development phase:

We are providing a 5–6 month period for co-production activities before the deadline for the full application. This is designed to enable the deeper development of project ideas and relationships, and is an opportunity to engage and involve children and young people and their families/carers in project planning. We have made available an optional development grant of up to £15,000 to enable further development.

### Full Application:

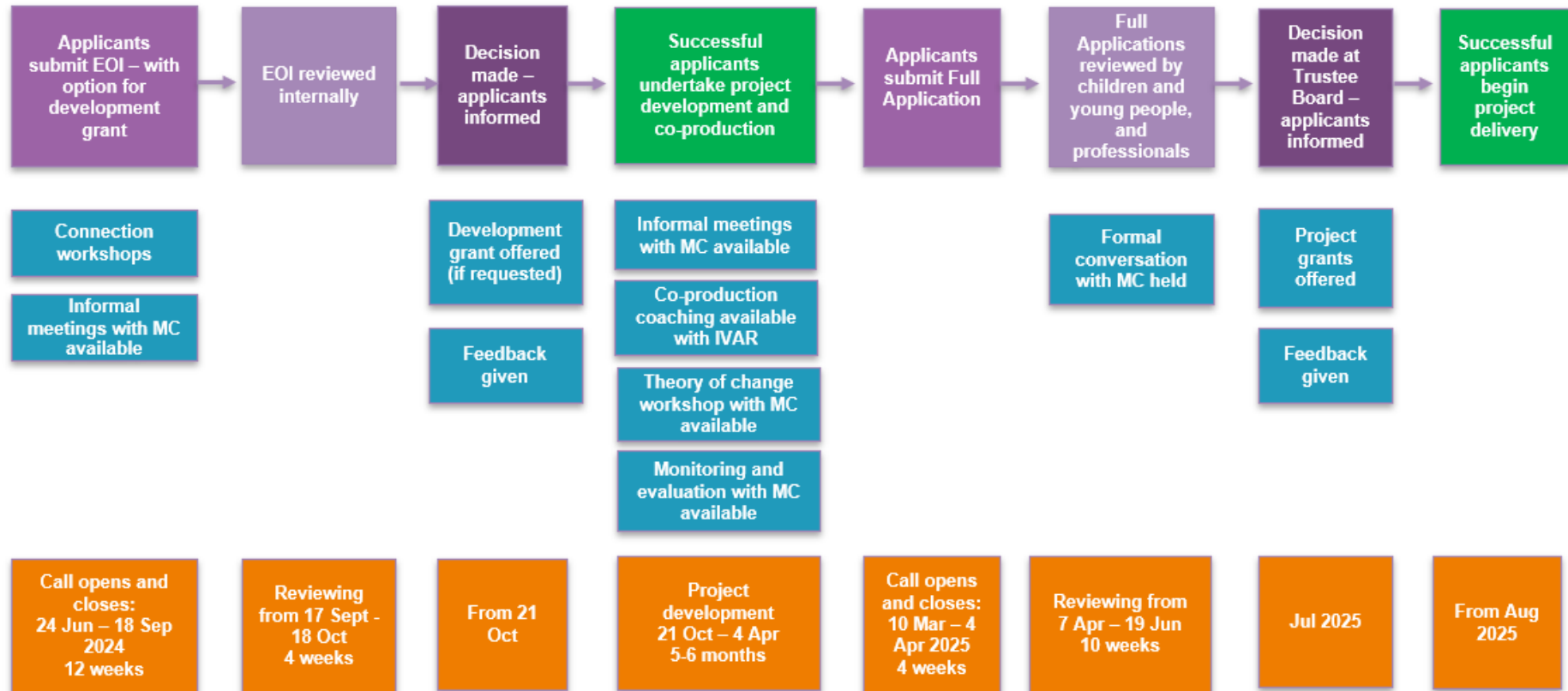
We are anticipating 23 full application submissions. They will apply through our grant management platform, SmartSimple.

### Selection criteria:

At each stage of the application process, proposals will be reviewed against the following selection criteria:

- Potential for impact
- Evaluation and learning approach
- Based on knowledge and evidence
- Demonstrating connection to the wider support and care system
- Delivery and management

## Funding model and round 1 timeline



## Assessment and decision making process

The assessment and decision making process is being firmed up at the moment. Please see the table below for indicative steps and timing. A key deliverable of this tender relates to involving children and young people meaningfully in this process and is marked below with an '\*’.

Step	Who	Timing approx.
1. Full application deadline	Applicants	Fri 4 April
2. Initial read and appraisal of full applications / due diligence	Maudsley Charity	Mon 7 April
3. Scoring against selection criteria framework as a guide for deliberations	Maudsley Charity	Thu 10 - Tue 29 April
4. Applications reviewed and external perspectives gathered	Invited professionals	During May
5. Applications reviewed and external perspectives gathered through working with support partner	Children and young people*	During May (if feasible)
6. Conversation between applicants (x 23 est.) and Maudsley Charity	Maudsley Charity and applicants	June
7. Deliberations following applicant conversation and reviewer feedback (professionals and CYP)	Maudsley Charity	June - July
8. Maudsley Charity discuss and make recommendations to/with Trustees:	Maudsley Charity	
- Grants Advisory Committee meeting (this is a sub-group of Trustees)		Thu 3 July
- Board of Trustees meeting – final decision making point		Thu 31 July

## Objectives of the CYP engagement support partner

We are looking to meaningfully engage children and young people with the Building Brighter Futures programme and provide a safe, supportive and developmental experience for this group. We would like a support partner:

- To create a deliverable timetable with Maudsley Charity in respect of this brief in order to meet our deadlines.
- To recruit a group of children and young people.
  - o We are open to the number that would be appropriate for this brief. We are happy to take guidance from your experience.
  - o We are especially interested in hearing the perspectives of children and young people with lived experience of the focus of the programme (please see the identified risk factors) and who have an interest in children and young people's mental health.
  - o We have a preference to hear from children and young people from south London, particularly from our boroughs of focus: Croydon, Lambeth, Lewisham and Southwark. We are open to children and young people from across London also.
  - o We would like to hear from children and young people across the 10 to 19 age range, with parental consent, where required.
- To be responsible for the safeguarding of this group in relation to this work, using a trauma informed approach, working with Maudsley Charity as appropriate.
- To make arrangements for the reimbursement towards time or costs incurred so that children and young people who contribute to Building Brighter Futures are appropriately compensated.
- To articulate clearly how you would/we could support the children and young people to gain value out of the experience beyond simply being compensated.
- To empower and support the group of children and young people to engage with reading, reviewing and deliberating on full applications to Building Brighter Futures. We have indicated to applicants which questions/answers will be shared with children and young people.
- To gain views and perspectives on applications and identify the method/s of data collection that would work best using age-appropriate approaches.
- To work with Maudsley Charity on the most effective ways to take into account the groups' views and perspectives in order to meaningfully inform decision making.
- To support attendance of (some of) the group to the Grants Advisory Committee (a sub-group of Maudsley Charity Trustees and co-opted Trustees) on Thursday 3 July, 8.30-10.30am. We can make other arrangements if this time is not practical.
- To support this group to engage with Maudsley Charity on how we will evaluate round 1 and on our process of engaging them as a group; how they understand they have been listened to and how their views have shaped decisions.
- To empower and support the group to meet the successful applicants (likely online) at the 'Project Introductory Meetings' in October/November. To plan the best approach to this with Maudsley Charity, taking into account the earlier



reviewing process. We anticipate there could be in the region of 8-10 projects at this point. This figure is dependent on the funding decisions.

- To engage the group to explore different creative approaches on how we can communicate the outcomes and impact of the programme to a wider community of children and young people and local stakeholders.
- To carry out any debrief, after-care or other follow-up after the engagement.

## Our approach to inclusion

Maudsley Charity is committed to addressing inequalities both in what we fund, and how we fund. We are actively working towards being a more inclusive funder. As part of this effort, we involve a diverse group of people in our decision-making and work to ensure that our decision-making processes are as fair and free from bias as they can be. We regularly review who is applying for our funding and who has successfully received our funding.

We also aim to follow an inclusive tendering approach when we commission work and will commit to the following actions:

- We plan to engage with a diverse pool of potential applicants.
- We are looking for a thought partner as we are open to suggestions based on your expertise relating to the meaningful and safe participation of children and young people.
- We will only ask for a simple tender application and then interview a few candidates that best meet our criteria. Selecting those for interview will be based on the responses in the tender application form.
- We will provide the template for the tender application and budget to save applicants design time.
- We will share interview questions in advance.
- Scoring and interview panels will only discuss scores after all applications/ interviews have been reviewed.
- Tender applicants will have the opportunity to ask questions about the brief with the Maudsley Charity team and any new information that arises from these will be shared on our website for all to see.
- If requested, we will provide feedback to applicants who are not successful.
- Any output materials will be jointly owned.
- We believe in, and are open to, mutual feedback between us and our partners.
- We disseminate a questionnaire to monitor the diversity of successful and unsuccessful support partner applicants, grant applicants, grant holders and reviewers. We use the responses to meet the aims and commitments we make in our Diversity, Equity & Inclusion policy, which includes not discriminating under the Equality Act 2010, being inclusive, and actively promoting involvement from a diverse group of people in our decision-making.

## Safeguarding

At interview stage, we will share our safeguarding policy, safeguarding code of conduct and supplier minimum standards. \* If successfully through to this stage, tender applicants will be expected to read these and confirm their compliance.

At this point, we will also ask applicants to provide their organisation's policies on safeguarding, data protection and governance.

All contractors delivering projects for Maudsley Charity where they come into contact with vulnerable adults or children must agree to comply with our policies as part of the terms of their contract.

\*We are able to provide a copy of these documents earlier upon request.

## Timeline for proposals

- |  |                          |
|--|--------------------------|
| • Deadline for proposals                     | <b>5pm, Wed 12 March</b> |
| • Shortlisting proposals                     | Thu 13 – Mon 17 March    |
| • Successful applicants invited to interview | Mon 17 March             |
| • Interviews held                            | Wed 26 March             |
| • Final decision and applicants informed     | Thu 27 March             |
| • Onboarding                                 | from w/c Mon 31 March    |

## Cost

The expectation is that the Building Brighter Futures fund will run for c. four years and that a Partner will be involved throughout. The total anticipated budget available for a Partner over the four years is c. £85,000 incl VAT.

However, the design of the second round of grant funding is reliant on learning captured from the first round. At this point, a contract review will take place and a review of activities required by the Partner for the remaining three years will be confirmed, so we are initially offering a budget of c. £37,000 (incl VAT), with no guaranteed funds beyond the first year.

The contract review will be based on learning and feedback captured from the first year and the '*Objectives of the CYP engagement support partner*' listed above being addressed to Maudsley Charity's satisfaction. Aspects may include, but are not limited to: meeting key milestones, quality of approaches and delivery, provision of support to children and young people and effective communication with Maudsley Charity.

In response to this tender, we are asking applicants to provide a full indicative budget breakdown for round 1 of activities and an estimated budget for the round 2. Please include figures for the payment/reward towards children and young people's involvement. Note also, that we anticipate engaging children and young people in assessing both the EOIs and the full applications in round two.

## Next steps

If you are interested, please apply by 5pm, Wed 12 March using the

- Application form template – including a timeline of deliverables
- Budget template

If you have any questions about this brief and the programme, please get in touch with Georgina Chatfield, Programme Manager at [georgina.chatfield@maudsleycharity.org.uk](mailto:georgina.chatfield@maudsleycharity.org.uk).

Thank you for your interest.

## Appendix 1: Values

### **Maudsley Charity values**

We are in the process of updating our values and behaviours. Our current values are:

1. **Passion & Purpose**  
We are passionate about improving mental health and motivated by our ability to make a difference for those most impacted by mental illness.
2. **Integrity**  
We will act with integrity. We will be objective and consistent in how we allocate funding and support. We will counter direct and indirect discrimination.
3. **Knowledge**  
We value diversity of experience, expertise, and perspective. We will build into our organisation, and every aspect of our work, a range of voices, including those of people who experience mental illness.
4. **Improvement**  
We care about maintaining high standards and improvement. We will be open about where we could do better, learn from our successes and failures and expect those we work with to do the same.
5. **Appreciation**  
We value relationships and show appreciation for support we get in whatever form that takes. We know that we influence change through the expertise and commitment of others.

## Appendix 2: Theory of Change

