

# CHESHIRE COMMUNITY FOUNDATION

## YOUNG MINDS MATTER FUND 2017-2020

'**Mental health:** a state of **well-being** in which every individual realises his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community.'

**World Health Organisation**

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### GUIDANCE FOR APPLICANTS

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## INTRODUCTION TO THE FUND

In 2016, Cheshire Community Foundation carried out its Vital Signs research, which proved the catalyst to us identifying the importance of positive mental health and mental wellbeing amongst children and young people within Cheshire communities. Our research revealed that this is an area of need suffering from a severe lack of funding.

Mental health, was identified as often being misunderstood; where conditions are hard to identify and where children and young people are often confused and reluctant to seek help. Furthermore, if the early signs of mental health issues are not dealt with, they can escalate into more serious issues in later life.

On 23rd March 2017, we held a Mental Health Round Table with a range of voluntary sector organisations specialising in mental health services, service users and their families. The event was led by Dr Sandeep Ranote, a specialist in mental health and wellbeing.<sup>i</sup> From this event, some stark statistics were discussed, including:

- 1 in 4 young people will suffer from a mental health issue in their lifetime with 75% of all adult mental health issues starting before the age of 18.
- In a typical class of thirty 15-year-olds:<sup>ii</sup>
  - 3 have a clinically diagnosable mental illness
  - 10 have witnessed their parents separate
  - 1 has experienced the death of a parent
  - 7 have been bullied
  - 6 are self-harming
- In Cheshire, 13.1% - or nearly 24,300 children and young people aged 0-24 years are estimated to have a mental health issue.
- Cheshire children are more likely to have experienced long-term illness and to have been alcohol users in the last four weeks than their national counterparts".<sup>iii</sup>
- Cheshire young women are more likely to worry about their physical appearance and fitting in than their national counterparts.<sup>iv</sup>
- Nine in ten under-25s surveyed said they had used the internet to search for help with a personal problem. Only one third of young people would turn to their mother to discuss a problem, whilst an even smaller number - one in twenty - would speak to their father.<sup>v</sup>

The Mental Health Round Table discussion led us to a range of priority interventions and through further discussion with stakeholders and service users, key priorities have been identified for the Young Minds Matter Fund. We now invite applications to support these priorities.

**Zoe Sheppard**

**CEO, Cheshire Community Foundation**

## PROGRAMME OUTCOMES

We recognise that each young person is unique. Some young people who experience mental ill health may still enjoy both a good quality of life and mental wellbeing. Some young people may not have a specific mental health problem, but may experience poor mental wellbeing and reduced quality of life.

We are looking for projects which work to improve mental health by making a strong contribution to tackling mental health problems at an early stage. We also seek projects which promote mental wellbeing. Mental wellbeing encompasses a young person's sense of positive feeling about their life situation and their personal health, both physical and mental. This includes how young people feel, their emotions and life satisfaction and their life circumstances, such as meaningful relationships with others, having purpose in life and personal control over decisions which affect them.

We recognise that mental wellbeing will represent different things for different young people and can be achieved in many ways. For some young people it's about spending time with family and friends, for others achieving their own personal goals or perhaps taking part in meaningful work and activities.

**We are therefore looking to fund projects which can meet one or more of the following key outcomes:**

- Projects reducing the stigma and discrimination associated with mental health issues.
- Projects increasing access to coping strategies and improving mental wellbeing from as early as primary school age (and above).
- Projects increasing the support available to hard-to-reach children and young people by making mental health services more accessible.
- Projects which empower young people to seek help at an earlier stage and/or to set up their own mental health/mental wellbeing peer support groups, with appropriate support.

## PROGRAMME PRIORITIES

We are looking for projects:

- Working in Cheshire and Warrington. We hope to receive some applications, working in areas of **high deprivation** or **rural isolation** (where it may be particularly hard to access support).
- Delivered by organisations ideally with **lived experience**, where people directly affected by the issues are involved in all levels of the organisation.
- With **innovative approaches** designed to respond to clearly defined need – including the use of digital technology as appropriate.
- Demonstrating **effective practice**, with evidence that the methodology being used will be successful.
- Which have longevity beyond the life of any grants awarded under this programme.
- Which focus on **early intervention** of mental health conditions in children and young people.
- Which recognise that to achieve positive mental health and wellbeing outcomes for children and young people, **multi-disciplinary partnerships and strong referral systems** are needed.

## GRANT FUNDING AVAILABLE

**£500,000** will be available between 2017 and 2020 to support Young Minds Matter.

**In 2018**, there will be **£200,000** of funds available for small to medium sized, one-year projects in Cheshire and Warrington (minimum grant £5000, maximum £50,000).

**In 2019**, grantees who have successfully delivered the above grants in Year 1, may be invited to apply for a share of a further **£300,000** of funds. It is anticipated that **three** projects from those invited to apply will be awarded a further grant, on the basis that they have delivered significant impact and have a proven model, which can be continued/developed over a further two years. The three projects will be awarded up to £100,000 each, spread over two years.

**In 2020, there may be a further grants round if some of the above funding remains unallocated for new applicants to apply for and/or if further funding is secured.**

## WHO CAN APPLY

The funding is for community groups delivering projects in Cheshire and Warrington.

- This fund is open to registered charities, constituted community groups and other charitable organisations including Social Enterprises and CICs delivering projects in Cheshire and Warrington.
- National organisations with a local presence and knowledge or experience of running mental health and wellbeing projects for children and young people in Cheshire and Warrington will be eligible to apply.
- New groups that fulfil all the other criteria are welcome to apply.
- We are keen to see projects **delivered in partnership** with other organisations. In this instance, there must be a lead applicant - and all other partners must be eligible for funding.
- Your organisation will need to have been running activities for a minimum of 12 months.
- We are primarily focussed on medium-sized charities (as defined in the National Council for Voluntary Organisations' UK Civil Society Almanac - i.e. those with annual incomes of between **£100,000 and £1million**).

## FUND PARAMETERS

- We welcome applications supporting a wide range of children and young people including those working with young people who might not have appropriate support systems around them to access help.  
**For example:** disabled children and young people; looked-after children (in care or receiving accommodation from a local authority); young people in contact with the youth justice system; children and young people from Black and Minority Ethnic (BME) groups; Lesbian, Gay, Bisexual and Transgendered (LGBT) young people; children and young people from lower social economic groups; children and young people who may experience chaotic lifestyles.
- The fund will support children and young people aged 5 to 20 years old when the programme begins, or up to 25 years of age for disabled young people.
- Expressions of Interest submitted in 2017 should be for a project that lasts for one year – with the potential for a further two years.
- Community groups that can draw in match funding are encouraged to apply, however the presence of match funding will not affect our assessment of your application.
- Projects can deliver opportunities in a range of contexts and settings:  
**For example:** online, extracurricular, in clubs and groups, in schools and via outreach into communities - either informally, or as part of structured programmes.
- Groups should engage children and young people in ongoing regular activities OR demonstrate how another youth-led method will be as effective at engaging young people in improving their mental health.
- Projects do not have to be led by a youth group but it is important to have consulted young people to find out what they would want for themselves.
- We want to award grants to projects in the first year of the Fund which have the potential to continue to deliver greater impact (subject to further funds being awarded).

## INELIGIBLE ACTIVITIES

- Statutory services – including schools, universities or hospitals.
- Activities promoting party political activity.
- Buildings refurbishment/major capital expenditure.
- Individual sponsorship.
- Activities generating private profit.
- We recognise that faith-based organisations undertake valuable work in supporting disadvantaged and marginalised communities, and we can support their work. However we cannot fund the practice of religion, or any activities that actively promote religion or particular belief systems (or indeed the lack of belief). This is because these activities could exclude people from accessing a project on religious grounds. We would expect all organisations to be able to evidence the practical implementation of their diversity policy, so that people from all faiths - or none, can become a member of staff, board member, volunteer, or benefit from the work.
- Activities delivered outside of Cheshire and Warrington unitary authority areas

## QUALITY PRINCIPLES TO CONSIDER

- Clear evidence of need for the project.
- Involvement of children and young people in the planning, delivery and evaluation.
- Evidence of benchmarking/consultation with young people in the area where the project will be delivered.
- An awareness of similar activities in their area and where appropriate, the ability to work in partnership with strong existing services to maximise the potential to work with more young people or new groups of young people in the future.
- An understanding of how national best practice (i.e. organisations such as (but not limited to) Place2b, The Mix, Young Minds etc.) is relevant to Cheshire & Warrington - and whether any successful wider practices could be replicated/enhanced.<sup>vi</sup>
- The ability to evidence clear safeguarding policies and procedures and a strong safeguarding culture - face to face and digitally (if digital technology is used). This includes an up-to-date Child Protection Policy and a named Designated Safeguarding Officer, confirmation that all eligible staff management committee members and volunteers have a Disclosure and Barring Service Check and ensuring that all staff, volunteers and management committee members attend appropriate child protection training for their roles.
- The ability to submit a well costed budget which represents good value for money.
- Have clear tools and techniques to measure and report on positive changes made (including - where appropriate - using appropriate digital tools and techniques relevant to young people).

## WHEN TO APPLY

**Year 1**      **10<sup>th</sup> October 2017** (World Mental Health Day) – Programme Launch on Cheshire Community Foundation’s website

**30<sup>th</sup> November 2017** – Submission Deadline for Expressions of Interest (EOI)

**Year 2**      **31<sup>st</sup> January 2018** – Successful EOIs invited to submit a full application (declined EOIs notified)

**15<sup>th</sup> March 2018** – Deadline for invited organisations to submit their full application

(a digital inclusion webinar will be scheduled in March for applicants)

**17<sup>th</sup> and 24<sup>th</sup> April 2018** – Full Application Applicants invited to present their projects to a Panel

**15<sup>th</sup> May 2018** – Successful grantees awarded one-year grants – which must commence delivering activity by **1<sup>st</sup> September 2018**

**Year 3**      **30<sup>th</sup> March 2019** – interim monitoring to be submitted

**April to end of May 2019** - discussions and visits with grantees (to see projects in action)

**June 2019** – Grants Panel meet to decide which projects will be invited to submit proposals for a further two year’s funding. We may at this stage proactively encourage a partnership approach between grantees

**August 2019** – Projects with strong evidence of impact are invited to submit final detailed project plans

**October 2019** – grantees present proposals to the Panel

**November 2019** – Panel decisions communicated to grantees

**January 2020** - **three**, 2-year grants will be awarded \*

**\*Note:** dependent upon the number of awards made, there may be a further call for new projects to be submitted as EOIs

## EXAMPLES OF POTENTIAL PROJECTS

### **Some ideas to show the range of possible activities (but not limited to):**

- A group of young people supported to create a social media campaign raising awareness of a mental health issue or mental health challenge faced by young people.
- Working with schools to create toolkits and coping strategies to help build resilience at an earlier age which improve mental wellbeing.
- Providing drop-in or pop-up 1-2-1 mental health support services for children and young people to access support when they need it the most.
- Providing support to young people who are self-harming or at risk of self-harming.
- Providing early intervention 1-2-1 counselling support or talking therapies (which are additional to statutory provision).
- Projects supporting the first signs of symptoms of an eating disorder which encourage and support children and young people to gain the help and support they need as quickly as possible.
- Projects which support and encourage the development of positive body image.
- Projects which support and empower children and young people to develop anti-bullying awareness and coping strategies.
- Projects which work with both children and young people and parents/carers/other family members, to help them better understand and support mental health issues experienced by the child or young person.

### **Other positive elements for young people supported could include:**

- Making new friends and feeling less isolated.
- Better able to cope with the normal stresses of life and work productively and fruitfully.
- More able to talk about mental health in new ways with new people.
- More enabled to take positive action for themselves.
- Feeling that support has become more accessible (for example, through digital media which young people regularly access).

## DIGITAL PROJECTS - GUIDANCE

We have put together some useful advice if you are planning to use digital media in your project and we plan to make a webinar available at the Expression of Interest phase for organisations wishing to learn more, including digital media access within their project:

- We encourage applications for digital-based projects or solutions that are focused on specific children and young people user needs; make best use of web, mobile apps or internet based technologies to deliver change; scale services effectively (have economies of scale) or disrupt and challenge existing ways of delivering services.
- We want applicants to also show that they understand how to manage any digital element to their project, that they have access to sound technical expertise and have done some initial scoping or development work in advance of applying.
- Your application should be able to evidence the social need, user demand and competition surrounding the proposed solution, including a case as to why the target audience would choose this specific product/service over others. You should include consideration as to how the product/solution will fit in the context of the intended users' daily lives, the types of technology they already use, as well as any accessibility issues.
- You should also be able to show why the digital product/service will be effective and therefore a better solution compared to others available (online or offline).
- You should consider sustainability of the product/service beyond the lifetime of the grant, such as maintaining and marketing a digital project once it has been built.

## DIGITAL PROJECTS WE WON'T FUND

There are several specific digital activities not eligible for this fund.

- These are: upgrading of internal IT systems and databases; organisation website development and social media engagement; monitoring and evaluation systems; large scale capital costs; capacity-building to make an organisation more 'digital ready' (including staff and volunteer training); or digital inclusion initiatives (training people to use the internet, providing access to computers or smartphones and developing coding skills).

## DOCUMENTS TO ACCOMPANY APPLICATION

- A list of the names and addresses of your management committee. You need a minimum of three unrelated management committee members to be eligible for the grant.
- A copy of your governing document (e.g. constitution, memorandum and articles or set of rules).
- A copy of your most recent annual accounts or management accounts if these are unavailable.
- A photocopy of a bank statement no more than 3 months old. The bank account must be in the name of the organisation applying.
- Copies of your safeguarding and equal opportunities policies. If you need support with safeguarding we suggest seeking guidance from the NSPCC. <https://www.nspcc.org.uk/preventing-abuse/safeguarding/>

## FINAL TIPS WHEN APPLYING

- Involve children and young people in benchmarking, planning, delivery and evaluation – ask young people for advice.
- Where appropriate, include sociable, enjoyable activities where children and young people can be with their peers - or make new friends.
- Consider when children and young people are available to access the project. Flexibility and responsiveness is key to maximum engagement. Regular activities held at the same time every week may work well, but may not always be the right formula. Bite size events are a good option and help overcome bookings and timings challenges.
- Consider the digital elements to your project. Email, text and social media mean convenient support sessions can be planned and publicised quickly. Apps and online information can help with delivery.

## FURTHER ADVICE

- For any enquiries about grant applications or the process of applying, please contact Cheshire Community Foundation on 01606 330 607 or email [grants@cheshirecommunityfoundation.org.uk](mailto:grants@cheshirecommunityfoundation.org.uk)
- Please also refer to the page on our website (where the online application can be found) <https://cheshirecommunityfoundation.org.uk/apply-for-funding/>

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<sup>i</sup> Sandeep is an NHS Consultant in Child and Adolescent Psychiatry leading on eating disorders, Associate Medical Director for 5 Boroughs Partnership NHS Foundation Trust and member of the Child and Family Public Education Board at the Royal College of Psychiatrists, leading on national mental health awareness - as well as being a Professional Media Contributor for BEAT (National Eating Disorder Association).

<sup>ii</sup> Public Health England

<sup>iii</sup> Cheshire East Joint Strategic Needs Assessment 2016

<sup>iv</sup> The Children's Society Good Childhood Enquiry

<sup>v</sup> Telegraph.co.uk

<sup>vi</sup> There are good examples nationally of discussion boards, live chats, mental health apps etc