



For better
mental health



CHANGING SPACES ECOMINDS

GUIDANCE NOTES PART TWO
COMPLETING THE APPLICATION FORM



About Ecominds

Ecominds will promote the integration of mental health service users into the community via the delivery of environmental projects beneficial to good mental and physical health. Ecominds will help reduce the stigma surrounding mental distress and help create a society that treats people with experience of mental distress fairly, positively, and with respect.

Terminology

The term mental health service user is used throughout this document and is inclusive of all people with direct experience of mental distress, whether users of mainstream mental health services or not.

About these guidance notes

These notes are to help applicants to the Ecominds funding scheme and describe in detail what information each question on the application form is seeking. It is important you refer to these notes when completing the application and follow the guidance carefully. When assessors read your application they will be considering your responses against these guidance notes.

Ecominds will fund both new and existing groups with grants up to £250,000. Ecominds questions are thorough, and although not every question is appropriate for a new or smaller group they should try to complete the form as fully as possible. Larger groups may be asked for extra information or to attend an interview.

If you are applying for a grant to include land and buildings you also need to read the Land and Buildings Guidance Notes available from the Advice Line or the Ecominds web site.

Ecominds will return any applications containing errors or omissions and cannot give any advice on completing the application form.

Accessibility

If you or your main contact have any particular communication needs, please contact the Changing Spaces Advice Line.

Important

This document and the application form are subject to change. Check you have the latest version by visiting the Ecominds web site or contacting the Changing Spaces Advice Line. It is important you do this before completing the application form.

Website: www.ecominds.org.uk

Changing Spaces Advice Line: 08453 671 671

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Part one: About your organisation

1.	Organisational details
1.1	<p>Organisation name This is the name of your organisation as stated on your governing document. If you are a new organisation you should think carefully about the name you choose. You will need it to open a bank account, when holding formal meetings, seeking funding, and if you register as a charity.</p>
1.2	<p>Organisation address The address of your organisation's registered offices. This must be a full address and not a PO box. If you are a new group this may be the personal address of a committee member.</p>
1.3	<p>Organisation phone number If you are a new group this may be the personal telephone number of a committee member. You must provide a landline and if appropriate a mobile number also. A mobile number is not acceptable as a primary contact number.</p>
1.4	<p>Organisation fax number If you are a new group this may be the personal fax number of a committee member.</p>
1.5	<p>Organisation website address We know that not all groups will have their own website.</p>
1.6	<p>What does, or will, your organisation do? This might be your organisation's objectives, or a mission statement.</p>
1.7	<p>What date did your organisation start? On what day, in which month and year, did your organisation start running? This could be the date of your inaugural meeting.</p>
1.8	<p>Are you a newly formed group, less than one year old? Newly formed groups may be less experienced than existing groups and so may face additional problems. If you are a new group it will help us to know this, and may allow assessors to offer advice throughout the life of your grant.</p>
1.9	<p>If you are a newly formed group:</p> <p>a) Why do you believe your group is needed? What evidence do you have? This might be the outcome of a local survey or a consultation with a local mental health group. Are there any groups in your area already doing this work?</p> <p>b) Why did the group come into being? What circumstances surrounded its formation?</p> <p>c) What are the experiences and skills of the people involved? Are these relevant to what your group is proposing to do?</p>
1.10	<p>Who are, or will be, your organisation's main beneficiaries? Who benefits from your general organisation activity? This refers to the organisation and not to your proposed project beneficiaries, which may be different.</p>

1.11	<p>How many members of staff does your organisation have? List the number of full and part time staff, paid and unpaid.</p>
1.12	<p>What experience does your organisation have of grant management? Have you previously applied for or been given a grant? If so, to whom did you apply and what was the grant for?</p>
1.13	<p>Have you or your organisation ever applied for funding or been involved in a project funded by the National Lottery? Were you successful? If yes, Please give the scheme name, dates, and reference numbers.</p> <ul style="list-style-type: none"> ● How long did the scheme run for and what were the dates? Does any part of that project remain incomplete? ● Has the project and grant funding ended? When did it end? Describe any problems you experienced with the funding organisation during the lifetime of the project ● Did you or your organisation fail to comply with any of the funding conditions?
1.14	<p>Legal status The assessors will take organisational structure into account when considering applications. For example: for a new group with little history, assessors may seek certain assurances before making a grant. Or if you are a company but not a charity, assessors may seek certain assurances regarding any profits arising from your project.</p>
1.15	<p>Management committee Provide details of the Chair and Treasurer of your management committee. If you have further members, provide their details on a separate piece of paper and attach to the application form.</p>
2.	Organisation policies
2.1-2.7	<p>Organisational policies A functioning organisation will have, or will need to quickly develop, a range of policies. This section lists policies that Ecominds considers relevant to the projects we fund. Please indicate which policies are operational in your organisation and which you plan to develop and when. Applications will be considered more favourably if policies are in place before you apply. The National Survivors User Network may be able to help you create your user involvement policy, see Guidance Notes one – Getting help.</p>

Part two: About you

3. Main contact details	
<p>One person in your organisation must be nominated as the main contact. Enter their contact details. Ecominds will liase with this person who will also be signatory one in the signatories section.</p>	
3.1	<p>Name of main contact This will be the person with whom Ecominds communicate routinely, and from whom we will seek information and feedback on your project during the lifetime of the grant.</p>
3.2	<p>Does the main contact have any specific communication needs? For example: Braille, large text, or interpreter services</p>
3.3	<p>Position or job title in the organisation The paid or volunteer post held by the main contact.</p>
3.4	<p>Address, including postcode Supply the main contact's details at the organisation if applicable, otherwise their personal address. Specify if this is a personal or organisational address.</p>
3.5	<p>Main telephone number Supply the land line number where your main contact can be reached. A mobile number is not acceptable.</p>
3.6	<p>Secondary telephone number You may include a second number, which may be a mobile number.</p>
3.7	<p>Fax number Supply the fax number where your main contact can be reached.</p>
3.8	<p>Email address Supply the e-mail address for your main contact. For environmental reasons email may be the main form of contact between your project and Ecominds. You should let us know if this is not acceptable.</p>

Part three: About your project

4.	Project details
4.1	Project name This is the name you give to the project you are asking Ecominds to fund. Think carefully before selecting a projects name. Make sure it is not already in use. The project name that will be used in press releases, reports and other promotional materials.
4.2	Length of your project in months How long do you estimate your project will run for with Ecominds funding?
4.3	Project summary (maximum 30 words) This summary may be used throughout the life of the project in reports, documents, press releases, media interviews, articles, evaluations, and case studies. Construct the summary with care and ensure it accurately reflects your projects intentions.
4.4	Tell us more about your project, plans, and aspirations. This is where you can describe your project in more detail. Make sure you don't duplicate other parts of the application form here. For example, budget and outcomes are recorded elsewhere on the form.
4.5	Project location In some cases a project may be delivered in more than one location. If this is the case, tell us the locations and postcodes for each delivery location. If your project is delivered through outreach work or covers a very wide area, tell us the postcodes of where the project will be based. Estimate the percentage of the grant that will be used to deliver the project in each location. Your column total should be 100%. If your site does not have a postcode, use the postcode of the nearest building.
5.	Project need
5.1	Why is your project needed? How did you decide your project is needed? Did you consult with potential beneficiaries or undertake local research? Perhaps you contacted similar organisations and are filling a gap not covered by them? Do not send your consultations or research at this time.
5.2	How will your proposed project fit with your organisation's current activities? If the project is a divergence from your current work, explain why you think the project is appropriate for your organisation.
5.3	Are there any existing local services of a similar nature? Have you checked locally for anything similar?
5.4	How will your project complement the local services or fill the gaps? Ecominds expect applicants to check locally for other projects undertaking similar work. The presence of another organisation does not prevent us from funding your project, but we would expect to see some attempt at networking, co-ordination of effort, and avoiding unnecessary duplication. Describe how your project fills in the gaps.

6.	Involving mental health service users in your project
Ecominds exists to integrate mental health service users into the community via environmental projects. This is an essential part of your project.	
6.1	Has your organisation worked with service users previously? This is a straightforward yes/no response.
6.2	If no, tell us how your project will acquire this expertise. If your organisation has never worked with mental health service users before then your organisation will need to develop mental health awareness and gain skills in this area. This can be done in a number of ways: <ul style="list-style-type: none"> ● train staff using mental health service user-run training organisations such as Business Boosters. See Guidance Notes part one – Getting Help. ● seek consultancy and support from a community mental health organisation such as a local Mind association ● ensure that the job descriptions for project staff carry the requirement of a minimum level of experience of working in a mental health environment.
6.3	If yes, please summarise your organisations experience involving mental health service users. If you have worked with mental health service users previously, describe in what capacity and the levels of involvement.
6.4	How do you propose to recruit mental health service users into the project? Mental health service user involvement is essential for every Ecominds project and must be maintained throughout the funded activity. It is therefore essential that you have a mental health service user recruitment strategy. For example: you may have arranged for a local Mind group or a GP to refer mental health service users to your project.
6.5	How do you propose to support mental health service users in the project? Tell us about plans you have to assist mental health service users in your project. This could include: <ul style="list-style-type: none"> ● giving mental health service users support and training to be involved at all levels, including management of the project. ● alerting mental health service users that any expense payment they receive from assisting on the project may have an impact on any benefits they are paid. ● having systems for mental health service users to provide feedback. ● having a system to discuss, agree, and record the roles and expectations of individual mental health service users.

7.	Project beneficiaries
7.1	<p>What people and/or organisations will benefit from your project activity? Who are the interested parties and potential stakeholders in your project? Who has an interest in seeing it succeed? Who will benefit from it?</p>
7.2	<p>Number of people involved in the project</p> <ul style="list-style-type: none"> ● Percentage of paid and volunteer staff you expect to be volunteers ● Total number of paid and volunteer staff you expect to be involved in your project. ● Percentage of paid and volunteer staff you expect to be people with experience of mental distress ● Number of people you expect to directly benefit from your project. ● Number of people you expect to broadly benefit from your project. ● Number of not-for-profit organisations you expect to benefit directly from your project. For example: community, environmental, and mental health groups. <p>A. In the first year of funding B. During the entire funding period C. On what do you base your estimate in a) - How did you decide on the number you wrote in a)?</p> <p>Make these estimates realistic. If your project is funded we will check progress towards these targets.</p>
8.	Project outcomes
<p>Ecominds, an outcomes-orientated scheme, asks you to be clear about your outcomes and the stages or milestones, you identify to reach each outcome.</p>	
8.1	<p>Project themes Tick at least one theme your project will match and give a short explanation of how your project will do this. The Big Lottery Fund expects all projects to aspire to at least one of these themes.</p>
8.2	<p>Project features Mind expects Ecominds projects to aspire to all five features. Tell us briefly how your project will achieve each one. For example, feature 4 should satisfy assessors that you have the skills or plans to deliver your project successfully. You could mention what monitoring checks you will make, who will manage the project and how? How will the project be evaluated, and how will recruitment be organised?</p>
8.3	<p>General project outcomes These are general outcomes that you may also aspire to achieve. Tick any of the general outcomes you believe apply to the proposed project and give an example of how your project will achieve these.</p>

8.4

Project specific outcomes

This is where you list outcomes and milestones specific to your Ecominds project. Outcomes are the changes, benefits, and differences that happen as a result of your project activity. This is where you can demonstrate in a very practical way what changes will occur as a result of your project. Identify up to five outcomes and show the stages or milestones you will put in place to achieve the outcomes. Ecominds will monitor the project against these outcomes. If you are applying for less than £60,000 you only need identify three outcomes, and three milestones for each outcome.

Project outcomes must be Specific, Measurable, Achievable, Realistic and Time-based, so include information such as dates and numbers, what will happen, and who will benefit. Your outcomes must be relevant to the scheme and we expect them to reflect the purpose, themes and features of Ecominds.

For example, you may include an outcome relevant to mental health service users:

Increased involvement of mental health service users in the development of their local community through devising a practical 12 month involvement strategy.

or

Reduced local stigma towards people with mental distress through the involvement of 6 mental health service users in the set up and delivery of an 18 month community recycling project

Assessors will consider your outcomes and decide if they are realistic and achievable. Their views will be integral to the funding decision.

Milestones

Milestones are clearly defined steps along the way to achieving an outcome. List up to five milestones for each proposed outcome, or three if you are applying for less than £60,000. These should be short bullet points identifying key activities, tasks, services, or changes that will occur in the project. The same milestone may appear under more than one outcome. Indicate a realistic time scale for each milestone. Assessors will consider your milestones and decide if they are realistic and achievable. Their views will be integral to the funding decision. For example:

Outcome:

Increased involvement of mental health service users in the development of their local community through devising a practical 12 month involvement strategy.

Milestones:

Quarter 1:

- Assess the allocation of roles and tasks throughout all levels of the project
- Engage service users. For example via local community mental health groups, local Mind associations or GP surgeries

Quarter 2:

- Provide appropriate training and support
- Set up systems for project personnel to comment

Quarter 3:

- Review comments, evaluate systems and implement change

Timescales

Write here the length of time after the project start date by which you expect to have achieved this milestone. Such as, 'six months after the project begins', or 'within quarter one'.

9.	Project management
9.1	<p>How will you ensure that people working on the project will have, or will acquire, the relevant skills and knowledge? For example, have you prepared personal specifications and job descriptions? Will staff be trained?</p>
9.2	<p>How will people working on the project be managed and supported? Is there a management structure? How will staff be supervised? Who will manage staff? Will there be regular supervision sessions and opportunities for personal development?</p>
9.3	<p>How will the budget for the project be managed? Who will manage the project budget? What skills and experience does this person have? What financial monitoring processes will be in place?</p>
9.4	<p>What other organisations will you work with to help you deliver the project, and what role will they have? Are you undertaking the project alone or working with other organisations? How will other organisations help? What will they do? For example you may be working with a community mental health organisation or a local Mind association to bring these skills to your project.</p>
9.5	<p>Will you have a launch event for your project? Explain. Your launch event can be anything from a simple ribbon cutting ceremony involving the local media to a larger community celebration. Explain what event your project will have, if any. Ensure that the activity is relevant to the project and that you have allowed a suitable budget.</p>
9.6	<p>How will the people or organisations you are targeting know the project exists, have access to your project, and be able to use the facilities and services provided? How will you promote the project? For example: advertising, posters, mail shots, e-bulletins and newsletters, or linking with mental health and environmental groups in your area.</p>
9.7	<p>Have you considered the long-term sustainability of your project? What might you do to help it survive when Ecominds funding comes to an end? If your project will come to an end, how will it close down? Or will the project keep running when Ecominds funding runs out, and if so how?</p>

10.	Project risk assessment
10	<p>Risk assessment</p> <p>Think constructively and honestly about your project proposals and take a realistic view of what factors present the greatest risk, and what aspects of your project may not work as planned. Provide a management of risk plan for each risk you identify. Applications of less than £60,000 can present three identified risks, and up to five identified risks for applications over £60,000. For example:</p> <p>Potential risk: Project fails to involve people with experience of mental distress.</p> <p>Management of risk: Revise promotional strategy, place promotional information in GP surgeries, local libraries, schools and colleges, drop-ins, local Mind associations and other community mental health groups; approach mental health groups for advice.</p>
11.	Project budget
Ecominds asks for a detailed breakdown of your project finances to assess whether your project is likely to deliver your proposed outcomes, and whether the project is realistic and achievable.	
11.1	<p>Project budget</p> <p>This table helps you explain your proposed project budget, how much you are asking for, what the money will be spent on, and when you plan to spend it. Guidance Notes one will help you understand the headings.</p>
11.2	<p>Additional funding from other sources</p> <p>Your project budget asks if money for your project will come from other sources. Please provide more details here, explaining where the funding will come from, how much it is or what the in-kind contribution item is, and whether it is secured yet.</p>
12.	Employing staff on your project
Ecominds want to know if you have thought about the role and responsibility of paid staff and volunteers on your project. These tables are your opportunity to demonstrate how you have done this.	
12.1	<p>How many paid jobs will be created in the first year of your project?</p> <p>Full-time posts (35 hours per week, or more)</p> <p>Part-time posts (less than 35 hours per week)</p> <p>How many paid jobs will be created during the life of your project?</p> <p>Full-time posts (35 hours per week, or more)</p> <p>Part-time posts (less than 35 hours per week)</p>
12.2	<p>How many volunteer posts will be created in the first year of your project?</p> <p>Volunteer posts (10 hours per week, or more)</p> <p>Volunteer posts (less than 10 hours per week)</p> <p>How many volunteer posts will be created during the life of your project?</p> <p>Volunteer posts (10 hours per week, or more)</p> <p>Volunteer posts (less than 10 hours per week)</p>

12.3

Proposed employees (paid and volunteer)

Provide details of the proposed job positions to be held by all employees in year one.
Provide a job description/personal specification for each post. These may be in draft form.
Assessors will be seeking salaries consistent with the role and responsibility of the posts.

Part four: Signing and completing the application

13.	Project reference
13	<p>Provide the contact details for an independent referee who is familiar with the applicant, the organisation, and the proposed activity, but not directly connected to your organisation. This should be someone who can declare no conflict of interest and who is employed in a position of trust, such as a Justice of the Peace, solicitor, magistrate, MP (Member of Parliament) and so on, for whom endorsing a false statement may be considered a breach of professional conduct.</p> <p>Ecominds will contact referees in all cases where applications proceed to assessment. Select your referee carefully - if a referee fails to respond the application will not be assessed.</p>
14.	Signatories
14.1	<p>Declaration All signatories must read and agree to this statement.</p>
14.2	<p>Signatory one The applicant appearing as the main project contact in part two should sign here to confirm the information given is true and accurate. In addition, the box should be ticked to confirm that the State Aid Regulation information found in Guidance Notes one and also the data protection and freedom of information statements appearing at the end of this document have been read and understood.</p>
14.3	<p>Signatory two This should be the chair, chief executive, or person of similar authority in your organisation. If you are a company, two directors, or a director and the company secretary must sign this form.</p>
14.4	<p>Signatory three - Limited companies only This should be another director or the company secretary, if not already signatory two.</p>
15.	Finishing your application
15.1	<p>What you need to send Ecominds: This is the list of items that should be returned to Ecominds with the completed application form.</p>
15.2	<p>How did you hear about Ecominds? You can help us to market Ecominds to maximum advantage by telling us where you found out about the scheme.</p>
15.3	<p>Would you like to receive the Ecominds newsletter? Successful applications have the option of receiving this informative newsletter via email or postal mail several times each year.</p>
15.4	<p>Applying by post Send your applications to:</p> <p>Ecominds 15-19 Broadway Stratford, London E15 4BQ</p>

Part five: Beneficiary monitoring

16.	This data helps us to track how we are reaching ethnic and underrepresented groups. Please circle all the applicable answers.
	Data Protection Statement and the Freedom of Information Act It is important that the primary signatory reads these statements and acknowledges this before signing the form. See 14.2.

