**Transcript**

30 July 2025, 01:00pm

0:31  
Hi, welcome to those joining us. We have I think 700 people registered for this webinar. So we're just giving a little bit of time to kind of let everyone come in. It takes a while for teams to process.  
So just bear with us for a couple of seconds and then we'll get going.  
Start up again.  
OK, we might have more people joining as they come in. So hi, everyone and thank you so much for welcome for coming to today's webinar. I'm Claire McGread. We're going to do the introductions for my other presenters in a couple of minutes, but I just want to go through some housekeeping with you.  
Your microphones and cameras are all turned off. We've got some notes in that you can see Ellen will have posted, so you might notice cameras are turned off by default, so we don't get any background noise. And that also means unfortunately you can't speak to us if you've got questions during the session.  
Please add them to the Q&A tab because we're expecting so many attendees. We've got a big backroom team who are going to be moderating questions, answering some of those in the Q&A tab itself, and then feeding some through for myself. Matt and Mary, the other presenters.  
To answer during the webinar, so if you don't see your question popping up immediately, don't panic.  
It will either mean we've already answered a question like it, or it's going to be coming through.  
As part of the kind of bigger conversation.  
We also don't expect with the high numbers of attendees that we're going to get through everyone's questions today. We will.  
Update our FAQs with any that we can't get to today, so will those will be on the website. We're also going to be record this is being recorded. We'll put a version of this up on the website and and kind of share any other information that we need to share as you can see you've got the ability to raise your hands but unfortunately we can't do anything with that because your mics.  
So the Q&A is the only way of interacting interacting with us during the webinar.  
You can vote if you see a question that you're like, oh, I was going to ask that or I'd like to know the answer. You can vote for it. There are two things you can click on a on a question. There's a thumbs up or a vote. Thumbs up doesn't do anything. A vote pushes questions up the Q&A. So please click on the vote.

We'll get the QA live for you. If not, we might have to log out. And so again, let's hope not.  
I'm going to go on to introductions, so my name is Claire McGread. I am the director of getting started at Henry Smith. I joined in April this year.  
Where I'm going to be leading our work around early years and I've all visible description. I'm a middle-aged woman with kind of lightish hair and a blue top on middle Age white woman and I've got my 2 colleagues with me.  
Mary and Matt, who are going to be helping out. Mary, do you want to introduce yourself?

 **Mary Mosinghi** 7:19  
Yeah. I'm thank you. Claire. Hi. I'm Mary Mosinghi. I'm a grants manager with the getting started programme programmes team. Just a bit about me. I'm a black middle-aged woman. I have short, dark, \*\*\*\*\* hair and I'm I'm wearing a multi coloured top with different Shades of Grey.  
Black, white and blue. Thank you.

7:42  
And Matt?

 **Matt James** 7:44  
Thanks, Claire. My name is Matt James. I'm a grants manager and I also work on the getting started programme with Claire and Mary Visual description. I'm a white man with a moustache.  
Shaped head pierced is I've got a blue shirt on and pale green baseball cap and glasses.

8:08  
Thank you. I know for those who are joining, we still haven't got the Q&A working for you guys. We're going to try and get it going as soon as we can.  
And we've got some backroom guys trying to get that working.  
So who is the name of Keisha? Jack, Annabelle, Steve, Ella, and Ellen who are trying to keep everything running together and they will be frantically trying to sort this out right now.  
So in terms of the webinar today, what we're going to do is run through some of the headlines around the together, we begin fund and.  
We're then gonna take hopefully take some questions. If we've got the Q&A working by then. If not, we might just have to kind of we'll have to find a different way of dealing with those and we'll come up with something during the session.  
Next slide, please, Helen.  
Sorry, I was on just going to. So yeah, that's our agenda. Go. I'm going to do a very quick intro going to talk through the fund and then we will fingers crossed have AQ and a for questions. Next slide Ellen please.  
So getting started is our overall big theme around early years. That's the name of it. It's a five year commitment in our strategy to address.  
Some of the key issues around early years that we know many of you will be dealing with and looking at. So our strategy is to focus on key transition moments and on communities most at risk of social and economic exclusion. We're trying to take a systems approach to our funding.  
As well as looking at direct funding and you know with the direct funding.  
At systems we've made early years a priority because everything starts there, you will all know that if you're here, you're already interested in early years. Unfortunately, that includes the learning and the wider development gap around health, nutrition, everything else between the wealthiest and the poorest in the.  
Over the next five years, we'll be investing in work that aims to ensure we're putting children at the centre of our work and at the work of of those that we're funding, particularly those at risk of the worst early childhood outcomes. We want children to be healthy.  
Curious and confident, we want families to feel confident in their parenting, in their society, in the home, that they're supported and connected, and have what they need to help children grow and flourish. We want families that can access high quality early years services and support that reflects their needs.  
And their strengths and we want policies and practises that are putting children and families first, removing barriers so every child has a chance to thrive. We're going to be bringing, I think, a big equity lens to our work.  
We're going to be trying to look at those groups who are most at risk of being left behind.  
This fund, this webinar today, is about together we begin. This is just our very first programme under the strategy. There will be other funds coming over the next five years.  
And we will obviously be sharing information about those. Hopefully we'll be giving more time to those and we're able to give to this one in terms of leading time and all the rest of it. And we'll be consulting.  
With you and learning from you as we go on this work, so keep signed up to Henry Smith alerts and keep watching the website. It'll be 2026 before the next round of things come through, but for now we'll move on with together we begin.  
So Matt, I'm going to pass to you and you're going to be talking about the fund.

 **Matt James** 11:38  
Thanks, Claire. Hi, everyone. Thanks for joining us today. I'm very happy to introduce our new fund. Together we begin. I'm going to talk a little bit about the funds focus and its key aims and objectives. And we're also going to run through some of the eligibility criteria and give some application advice and.  
As Claire said, we're going to have some time for questions at the end. Hopefully we get that tech issue sorted. So together we begin as a three-year fund that will support organisations who provide early year support to families for children aged naughty to five, and that includes pregnancy.  
And that's for families who are facing financial hardship or social isolation. By the way, Ellen, can you move on to my slide? Thank you.  
So we're looking to fund organisations who work face to face with parents and children in the family home, ultimately improving children's developmental outcomes, strengthening parenting skills and improving family connections within the community.  
The fund fund will provide running costs of up to £50,000 a year for up to three years, and we will be awarding approximately 40 grants by mid-december this year.  
OK, next slide please. Thank you.  
So we've developed this fund to address some of the following challenges. The families living in poverty face, as I'm sure many of you know, families living in poverty experienced the biggest barriers to help to early help and parenting support.  
Supporting these families and delivering in trusted settings like the home significantly boosts access to other services and improves children's outcomes.  
Parental engagement is one of the most effective ways to improve early learning, especially when support is intensive, targeted and happens in the home.  
Children in high poverty areas have consistently worth early health and developmental outcomes. We're going to prioritise these areas and we're going to fund organisations based in local authorities where at least 25% of children live in poverty. So that's for reference. We're going to be using.  
Data that's been pulled from the local child poverty statistics published by the end Child Poverty Coalition and the Centre for Research and Social Policy at Loughborough University, and you can find that kind of definitive list linked through on our web page.  
So we're committed to funding work that is rooted in communities. We want to find organisations that know and understand the communities they work with and within communities may be represented through your volunteer base, your staff or trustees and through the families you support where they lived. Experienced voices can inform.  
And improve the services you provide.  
We know that local community connection creates pathways to wider help such as housing benefits and mental health support, especially for families who've struggled to get help previously.  
We want to fund work that is strength based that recognises the parent as the expert of their child that focuses on families, capabilities, resources and potential rather than on perceived challenges or deficits.  
We also want to fund work that is responsive to need, inclusive and accessible, where barriers to support are reduced for the people who need it most, we want to see that your recruitment and outreach reflects the diversity of your Community and that there is training and support for staff and volunteers on inclusive practises.  
And that you have a strong safeguarding policy in practise and finally, we're committed to work that's focused on meaningful, lasting change. Ideally you'll be working with families for six months or more and your outcomes will reflect positive impact, the positive impact that your support has had on the families that you support.  
In our funding guidance, we've added some suggestions on how to think about the evidence and learning that you will be presenting. So please do take a look at that. We're really keen that you think about the impact of your work early on in the application process.  
OK, next slide please.  
Thanks. So in this section I want to kind of summarise the two core objectives of together, we begin.  
We want to fund work that enhances parenting skills. Families build more confident and capable in supporting their children. Children's development with your support, this might include reduced stress and anxiety within the family setting.  
Improved daily routines, better parent and child well-being.  
That's just a kind of short list of examples.  
The second objective we want for your support to create better community connections for those families.  
As I'm sure you will know, when families engage with your services, they begin to build genuine connections not just with professionals and local services, but with other families in their community. We know that this sense of belonging can be transformative.  
So through your projects, families may be introduced to local resources that might have previously fell out of reach or unknown. They start to feel more confident navigating the support available to them and more empowered in their parenting journeys. And, crucially, the relationships they form. Whether it's friendship with another parent or a trusted link with a local service.  
Don't end when your project and your support ends.  
As you know, these connections will then continue well beyond the life of the funded activity, creating lasting networks of care and support. All of this contributes to a more nurturing environment for children to grow up in, and as you know, when families feel connected and supported, children are more likely to thrive socially, emotionally and developmentally.  
Hopefully.  
So that's the very kind of broad overview of the fund. I hope we've kind of conveyed the the key aims and objectives there. My colleague Mary is now going to tell you about the funding eligibility criteria and give some application advice.  
So I'll hand over to Mary. Thank you.

 **Mary Mosinghi** 18:06  
Thank you, Matt. Next slide please.  
Thank you. Hi, everyone. I'll now talk about the eligibility criteria to apply. Organisations must be formally formally registered, not-for-profit organisations with the charitable purpose.  
For example, you could be registered as a Community interest organisation, a Community interest company, or a community benefit society. If you're registered as a Community interest organisation, you will need to demonstrate a clear charitable purpose.  
And that any surplus is reinvested in your work, we may request your governing documents and your most recent set of independently reviewed or audited accounts to be eligible, the organisation must have a year's worth of audited or independently examined.  
Accounts you must be based in and delivering services in the United Kingdom that is in England, Northern Ireland, Scotland and Wales and deliver work in the local authority with 24.9% or higher child poverty using the child and child poverty.  
That Matt has already referred to.  
We cannot fund private sector or private organisations work that doesn't focus on early years, pregnancy to the age of five projects that are not home based or relationship focused. Organisations that cannot show past impact.  
And organisations that provide generic support that isn't tailored to individual family needs.  
If you already have a grant from the Henry Smith Foundation, please get in touch with us and ask to speak to a member of the greeting started programme team first. You can call e-mail or request a call back. The details for contacting us are on our website.  
Next slide please.  
So next I'll take you through the advice for together we begin fund application first. There's the expression of interest. The fund opens on 31st July 2025 at 9:00 AM, you'll start by taking a short eligibility quiz to check if you can apply.  
If you qualify, you'll be asked to submit an expression of interest. This short form with approximately 10 questions will help us decide if your work fits before you spend time on a full application.  
The deadline to submit the expression of interest is 28th August 2025 at 5:00 PM, and you'll hear from us by 17th September 2025. If you're not invited to submit a full application, I'd just like to say that expressions of interest that don't make it through to the full application.  
We'll still feed feed. We'll still receive feedback, but still, due to the volume of expressions of interest, we expect to receive, the feedback will be more generic.  
Next slide please.  
OK.  
So this section is for organisations that have been invited to submit a full application.  
We will ask you in depth questions about your work, your team, the difference you're making, and what this funding can do for you. We will also conduct background cheques such as due diligence on your finances, your organisational structure and anything else we may we may deem fit.  
And that the deadline to submit the full application is 17th October at at 5:00 PM. You'll also have a conversation with us which could which could be via teams zoom or by phone. And really, this conversation will help us learn more about your work.  
And safeguarding processes and allow us to to and allow you to ask US questions and this will take place between the 5th and 27th of November 2025.  
Next slide please.  
Thank you. So we'll make grants of 40 to £50,000 per year for three years, a maximum of £150,000 in total. This is flexible funding so you can use the money for general running costs. We're developing support and relational building beyond funding and.  
And we'll offer that to organisations and around 40 grants will be awarded. Decisions will be made in mid-december 2025 and you can start your grant within six months of the award. We'll inform you by mid-december and if you're not.  
If you're unsuccessful, we'll provide feedback so that you can strengthen future applications. Some tips from us when completing your application. Remember that clear, concise, thoughtful answers matter more than polished language.  
And please focus on your work and its impact and provide examples where you can. I'll return you to Claire.  
Thank you.

24:01  
Thanks, Madam. Mary, we've got a lot of questions coming in, which some of the team have already started answering. I think the first one is around kind of work in home.  
And kind of what that means and and kind of supporting families in the home.  
And aerial, Matt, one of you want to take?  
Kind of speak a bit about that.

 **Matt James** 24:29  
Yeah, I'm happy to speak about that. Thank you, Claire. So, yeah, as mentioned, we're focusing on organisations that are able to deliver an aspect of home based support to young families.  
The kind of frequency of that I think we are, we've been we've looked at a range of different kind of models, but the the key kind of element here is that that's the port in the home can then kind of branch out and can include many other types of support whether it's.  
Attending groups attending kind of sessions at your organisation but a key element being that it is there is work support provided in the home. Maybe it's once a week, maybe it's twice a month, once a month kind of at the at the other end of the scale.  
I think when it gets less frequent than once a month, I think we're looking at a kind of different model. So our focus really is.  
Multiple times a month if possible, up to the kind of once a month frequency. But yeah, it really is focused on home based support this fund.

25:43  
And I saw there was some oh.  
And there was something in there about what about homeless families or families in refuges? I think with the open to particularly for those families where home is a kind of more.  
Kind of, you know, not specific to them being in the in their own kind of domestic setting, but it is the space where those families are predominantly or trying to care for children. I think we're open to hearing about applications from those from services working with families.  
Where the kind of concept that the actual home that the family are in permanently is actually a more kind of interim or kind of temporary or different kind of basis. So you know pleased to give us a call or please put an application in.  
And kind of, you know, explain.  
We had this question about, you know why? Why we're looking at different eligibility across programmes and I think this is something you're going to see. Henry Smith is we're changing.  
And our different programmes going to have different kind of routes, different criteria, different different approaches. So 1, the criteria that we're applying to together, we begin. This does not mean this is fixed in time and will be the same criteria in future programmes. All of those things are being developed.  
But also looking across programmes the teams are we're applying the criteria that we think is kind of appropriate, the priority or the focus for the way in which the work could be delivered. So for instance, the £1,000,000 limit on organisations in terms of turnover.  
We looked back at families kind of long history of Henry Smith funding parenting programmes and family service support, and we looked at what that meant in terms of numbers of applicants, numbers of organisations historically been funded and we took a call on where we thought was an appropriate line.  
Now we know that cuts out a lot of people. That's a hard line, but this is one way in which we've we've decided actually in terms of the way in which some of those organisations have been working. That's where we're putting that line. That doesn't mean that line will be in every programme going forward.  
But it's also it's a different it's a different turnover criteria to the criteria that shout for instance, are using who are looking at smaller number of grants and a kind of bigger level of scale out there, which I think is then reflected in their turnover figure.  
The other thing we've been asked about is the end child poverty. Why we're using that data and that was a hard decision.  
We were looking for data that was comparable across the UK, across every local authority and that could be compared at AUK level and we knew in using that.  
That it would be cutting out wards where you've got higher levels, but the average on the local authority is is is lower than that cut off point of 29.  
And again, we're sorry, we're sorry, kind of if this effects you, but what we want to do is prioritise our investment is happening in the areas with the highest child poverty levels.  
And in every kind of criteria decision there are, you know, there are pros and cons to those and we decided actually we want to prioritise in the areas with highest child poverty.  
And that's why we've gone with that. Mattel Mary. Is there anything you want to add to either of those points?

 **Mary Mosinghi** 29:03  
I think you've covered it, Claire.

 **Matt James** 29:06  
Yeah, I think that's covered it. And as you say, it was kind of, it was a tricky situation, tricky choice to make. But yeah, we've this is where we've landed.

29:07  
A.

 **Mary Mosinghi** 29:08  
OK.

29:16  
Yeah, I'm trying to. I'm sorry because I now have been answering those. I'm not on top of the chats.  
So OK, I've got a question about what we're looking for an impact and what to expect. Matt and Mary, one of you want to have a go with that and I can jump in afterwards.

 **Mary Mosinghi** 29:33  
I think I I can have a go when we're looking at when we're asking you to demonstrate impact. We're asking you to show how how you measure the difference your work makes in line with the funds to objectives, and you could use a mix of qualitative and quantitative indicators.  
And in car, and we'd encourage you to use to use methods that work for your organisation and community, such as surveys, interviews, focus groups, case studies and corporate sessions with families. And really, when looking at impacts, looking at our objectives, the outcomes.  
Your organisation is is achieving on behalf of the the the families you're supporting and the difference you're making is what we're really referring to as impact. Yeah. Claire, would you like to add anything?  
Yeah.

30:27  
I mean, I think we've given it, if you look at the guidance we've given some suggestions of things of ways you can look at it, but we're also not saying you have to be limited to that. I mean, any organisation applying you all have been thinking about the impact the way you work and you should make the case to us.

 **Mary Mosinghi** 30:27  
Yeah.  
Mm-hmm.

30:45  
Around how you'll be looking impact and understanding.  
Impacts. But we've also given some suggestions in the guidance around it.  
I think there was something I saw about.  
Will we limit funds? We're we're trying to work in a way that when we award funds, we will largely be flexible in the funding and the way it's described. So actually, you know, you've told us you want to do something in a particular way. We get behind you and your way of doing it and are flexible in the funds.  
There may be occasions when in conversation with you, we both agree it's appropriate that our award is restricted.  
And that would be something we discussed with you. But for those I think you were asking about, you know if it's a project, do we need other funders? I think you would need other funders if the project you're proposing to us costs a lot more than we can afford to fund.  
But largely, we're looking to try and be flexible in the funding that we award.  
Right, this is the problem with the chat is it's much harder to stay on top of the questions coming in than it was with the Q&A.  
Sorry, bear with me a minute.  
I've seen someone else. Can we talk anymore about future funds? Not yet, I'm afraid.  
That is, work is that's under way and we will get information out as soon as we can, but it's kind of going through development and going through sign off, which means we won't have a confirmation on what those funds will look like until December.  
So we won't be able to share information on that any earlier.  
Can people apply for this fund? And one of the others? For instance, domestic abuse or shout?  
Matt. Mary.

 **Mary Mosinghi** 32:43  
I'll take that. I think we'd expect organisations to have only one fund with us at any one time. So I think it also depends on whether you meet the eligibility criteria. But it's important that you understand that it's one application for this programme and one fund with us.  
10/1 time.

33:04  
Yeah, I think you need. Yeah, we need. We're trying to be realistic about this and we'll fund the projects that best meet the objectives and criteria. If you've got outstanding work that fits several funds, I think you know the best thing is to call us and have a conversation about it.

 **Mary Mosinghi** 33:04  
Yeah. Mm-hmm.

33:22  
And talk it through and we can give you more detailed advice.  
But there will also be a consideration around how are how the investment we're putting out there is balanced across the UK and not kind of not over not being given in heavier amounts to smaller numbers of organisations. So trying to balance that.  
I can see some detailed comments around reserves. I'm going to suggest we pick that up in our FA QS rather than try and answer that here. We're we're we're doing a lot of work around, a lot of what were historic lines around the way in which we considered grants.  
And actually what we're taking forward, we probably largely will be staying.  
Ways in which we assess things like reserves historically for now, but again, all of those things are under a review. So we'll come back to that one. I think in FAQ.  
Is it the? Is it the organisation or the work that needs to be in the local authority with levels of child poverty? Matt can answer that.

 **Matt James** 34:30  
Your organisation needs to be delivering work to people in that local authority, I think is the key thing here. I think in pre, in historical programmes we've had a degree of flexibility on this as well. I mean I think if you are.  
The other end of the country, outside of the county, all of that kind of thing, then it's going to start to raise eyebrows, but ultimately this is about how well you work within that area, how well you know that area and proximity is obviously a huge consideration for that. So.  
Yeah.

35:11  
There's questions in here around the year of the poverty threshold rate. All of those things are on the website. If people look at the guidance and at the poverty, you'll see where that poverty data comes from. And also the year that it's that it's drawn.  
Gosh, sorry, there's some very detailed questions here.  
Can we apply for current and receive reflects funding grants?

 **Matt James** 35:43  
Yeah.

 **Mary Mosinghi** 35:43  
Yes, yeah, but go ahead. Go ahead. Yeah.

 **Matt James** 35:46  
Sorry, both jumped in there. Yeah, eventually. I think with most of the flex funding that went out last year and just for context, people who don't know what that is, we we awarded a kind of additional year of funding to bridge the gap in the pause in our funding for our main grants.

 **Mary Mosinghi** 35:57  
Yes.

 **Matt James** 36:03  
Most of those flex funds will be coming to an end around the time that likely we will be awarding and paying these grants. So we we don't see that as an issue. So you can apply, yeah.

 **Mary Mosinghi** 36:15  
And I think what I could add is that yes, you can apply as long as you meet the eligible eligibility criteria. And please call and speak to the programme team fast and our contact details are on our website.

36:16  
OK.  
We've got people in here about, you know, with projects, be open to all, offer specific groups. That's for you to decide. You need to make the case for who you're working with and how it's meeting the fund objectives. We're we're not, we are, you know, looking to support work with those who may be most excluded.  
At risk of financial or social exclusion, you make the case for who it is you're working with.  
Sorry, I'm just.  
It's such a shame my Q&A isn't working.  
Councillor vivant eligibility of receiving funds.  
Are we able? So there's a few people asking about a kind of blended service where they're in the home and they're also working in family centres in conjunction.  
Matt, do you want to answer?  
On that one, how that might fit?

 **Matt James** 37:43  
Yeah, sorry, blended, blended service as in different kind of.

37:48  
As in the work with the parents happens in the home and also in in some central spot.

 **Matt James** 37:54  
Yeah, I think that's fine. And as we kind of touched on before about, you know what home based might look like, I think we are looking for.  
An element and it could be a significant element. I think we had, you know, at the lower end of the scale once a month in the home or you know just talking to that point about what is a home. We're mindful of temporary accommodation, we're mindful of.  
People in sort of different home based circumstances, but yes, ultimately if you are providing support in that environment minimum, I would say once a month, but ideally more than once a month. But if that is in conjunction with other places, other settings then by all means I think that's.  
Completely fine.

38:43  
Yeah. And I think it links to that. You know that actually when you bring people together, those are those opportunities to also link to other services as well alongside targeted home based support.  
People are asking if can they apply if it's brand new work that they have the capability and the you know the capability to do it.  
Any thoughts?

 **Mary Mosinghi** 39:08  
I think yes, people can apply if they've if they can demonstrate impact. So if you've been running a a a project or a programme, for example for six months, and you can demonstrate the impact.  
Yes, you can apply. It shouldn't be brand new work. You should be able to demonstrate impact and would expect the the programme or the project to have run at least for six at least six months or more.

39:36  
Thank you, Mary. And we've got some questions around partnership applications. Can people apply if it's a partnership or consortia?

 **Matt James** 39:45  
Yeah, in short, but you'd need to choose on one person who is the the lead applicant, just so that you've got a kind of administrative lead organisation, I think applications.  
From partnerships, from from consortia are, I guess it's the it's it's like different kind of writing exercise. I guess there's a few bits more to convey in the application form. It's not just your organisation that you're talking about. So I suppose there is an element of work that you need to put in beforehand to make sure that you're conveying that partnership.  
The best way that you can, but yes you can apply.

40:28  
Yeah.  
Gosh, thank you, people writing very long questions. I am struggling to get to you because of the time it kind of takes to read those engage.  
We work.  
Now we've.  
Got questions? You've seen the data refers constituencies, but we're offering to local authorities. I will double check that the data we prepped is around local authorities.  
And we are talking that where there is constituency data from men, child poverty, but we prepped the local authority 1. So I will absolutely double check that we've got the right data on the website on that.  
I've also got someone. Mary, can we just if someone's already received a fund? Someone seems a bit confused. If you're already in a receipt of fund of a fund fund from us. A grant from us.  
You need it's best to call as you should call us first.

 **Mary Mosinghi** 41:30  
Yeah.

41:33  
OK, even if that's an improving lives Grant, Mary. Yeah.

 **Mary Mosinghi** 41:35  
Yeah, they can call us again as long as they meet the criteria. The they can call us and have a discussion. But yeah, it could apply.

41:47  
OK.

 **Matt James** 41:49  
I think I'd just add to that, but I think you know ultimately it's going to be case by case. What we don't want to have is huge periods of overlapping funding. And if we felt that your work, if it was a kind of different element of your work that we would be funding.  
With the other grant then we might switch this to a kind of project cost type situation, but very much case by case. What we want to avoid is just big overlaps in funding. But I think for the majority of people there's not going to be a huge overlap in funding.

42:20  
Yeah, we don't want to duplicate funding.  
But there shouldn't be.  
And are there any eligibility restrictions on the service? Users say it's families who are designated NRPF or others?  
We're not. We're not doing that, are we?

 **Mary Mosinghi** 42:38  
No, I'm not.

 **Matt James** 42:39  
No, we're not. And I think we're, you know, we're especially mindful of people in those situations. Yeah, kind of hit, like, hidden homelessness, all of that kind of thing. I think everybody's eligible to come in. I guess it's just about you explaining what that support looks like.

42:39  
No.

 **Matt James** 42:57  
In those contexts.

43:03  
OK. And it appears that in one of our slides, Scotland was emitted from organ from the list of countries or organisations Scotland you can apply. We're aware it's a small number of local authorities that applications can come from in Scotland that we.  
Do welcome.  
Applications from Scottish charities in the local authorities that have 24.9% child poverty.  
We've got people will.  
We only open this on an annual basis. How often will this kind? We don't this at the moment. This is a one off contained scheme. We're working, as I said at the beginning, we're working on a number of different plans and schemes and there will be other funds coming.  
So.  
This is Henry Smith working under its new strategy. This is not about big. This may not be about big open rolling programmes.  
So at the moment, think of this as a one off.  
Until we're able to update.  
In kind of early 2026 about what the next lot of funds will be like.  
Sorry to send some other information here.  
Addressing rural versus urban poverty.  
This figures are highest in cities.  
They are. Figures are highs in cities because that's where you tend to have highest populations of children. But I think for now.  
The challenges we've set the 24.9% and if it doesn't apply to your local authority, then I'm afraid you can't come in within this fund.  
And.  
We will, we will keep building in. We'll be looking at all of those figures in the future.  
So Matt, Mary, we're being asked that organisations who work online with families, so it reaches a family in the home, but they're not working in the home.  
Guidance we say face to face and in the home.  
What advice do we want to give to those organisations?

 **Matt James** 45:20  
I would say and sorry to jump in Mary, if you had something, but.  
We are talking about face to face and I think we're we're going to be fairly harsh with that. We understand that obviously online REACH is crucial and I think that could be if you combined it with face to face where you know perhaps it wasn't possible to be meeting up.  
As frequently, I think online only for this particular fund, we.  
Would not be a strong application to us and I would suggest not not eligible. That's not to say that we don't recognise the importance of online support processes, but yeah, that's those are my thoughts on it that we are.  
We're looking for that kind of connection that can be built face to face, that kind of relational type of support that's in, in the family home where possible.

 **Mary Mosinghi** 46:18  
Yep, I agree, Matt and I it's really we're looking at organisations that are providing home based support. So it really refers to services or interventions delivered in a family's home. So if you can offer hybrid services, for example, online support as well, that's fine.  
But the majority of your services need to be delivered in the home setting.

46:46  
Yeah.

 **Mary Mosinghi** 46:47  
Mm-hmm.

46:49  
Yeah, those asking, there's few in here asking very detailed question of whether they meet the criteria. I'm afraid we're not going to answer those specifically. I'd say read read the funding guidelines very carefully.  
Read the FA QS if you're still uncertain, then give us a call or ask us to call you. But please do read those and and kind of you know, identify whether what you're delivering matches those objectives.  
We're expecting this to be high numbers of high numbers of applicants to be quite probably quite a tough funding round.  
Previous success I see someone else saying, oh, you know you rejected because of volume in previous rounds. What happened in previous rounds around rejecting because the volume doesn't doesn't kind of carry forward or apply. We'll be looking at applications based on how you meet our criteria and objectives.  
And so please just read those carefully and.  
If if you think.  
You might meet it.  
You know then, but you're just a little unsure then. Then do you kind of give us give us a call?  
If you don't meet it, then please don't apply or you know you won't get through the. You'll get through the. You'll get to the UI or you won't get through the UI stage.  
Just trying to look for some other ones.  
Matt, Mary. We've been asked how do we square? How do we kind of square kind of working with someone in the home around building community connections, which is also obviously a key objective and that you talked about this in your slide. Do you want to talk a bit about how how you kind of could see that working that someone's working in the home face to face but also connecting?  
A parent to community, other community support and services.

 **Matt James** 48:47  
Yeah. And I think the question was how do you square in the home with building community connections? And I, you know, ultimately we're looking for organisations that can do both, not not just one, I suppose.  
I think the the kind of methodology or the what that might look like is that you're building a regular in home face to face connection with a family and the links that your organisation will have and the knowledge that you will have about the services that those.  
Families can access may be built in a kind of ongoing relational way through that home visitor with the family, and that increases their access to other.  
Whether it's sort of access to rights and entitlements, whether it's access to community support outside of the home that might be support, that your organisation is providing or or others, so really it's about.  
I guess that face to face relationship that is able to then signpost and be a kind of font of information and support and help build confidence for those families. But yeah, it's that combination of the two. If your organisation can do.  
Both of those things, then it's going to be a strong application.

50:16  
Thanks Matt.  
I think I know there are some questions that we probably haven't got to and having to because our Q&A didn't work and we had to do it by chat. This this has not made it easy at our end. So thank you for bearing with us.  
What we're probably going to do is kind of pull off any any questions. We haven't got to or you know, unless it's a really specific to an organisation, we're not going to answer them in the FA QS and we, as I said, if you please read the FAQ, S and the guidance.  
And and think really, you know, do you meet those objectives and the criteria?  
And if you're unsure, you can give us a call.  
We'll come back to questions at a general and about the fund, in the FAQs, and we'll publish those on the website. This session has been recorded.  
With the hiccups and problems as well.  
And we'll be sharing that on the website and and kind of alongside updated FAQs, but I think I'll just have a quick look.  
Yeah, it's kind of getting quite specific down there.  
I think what we're going to do, oh, is wrap it up unless Matt.

 **Matt James** 51:25  
I've.  
I just wanted to jump in because that's sorry, I just wanted to. There's someone who's pointed out a quite a key thing, which is that our eligibility checker kicks you out of the eligibility if you are. If you currently have a a grant with the Henry Smith Foundation.  
We need to go back and revisit that because that's not we. That's not right. So thank you.

51:46  
We need to fix that.

 **Mary Mosinghi** 51:48  
Definitely, yeah.

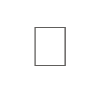
51:50  
Well, yes, but that also means the programme starts live tomorrow, so we just need to double check whether it's kicking people out anyway. But yeah, we definitely need to check that.

 **Mary Mosinghi** 51:52  
Yeah.  
Today. Uh-huh.

52:04  
But thank you very much everyone. I'm really sorry we had technical problems with the Q&A. We've got another webinar coming for the other funding round, the Safer Futures Domestic abuse.  
Funding round coming up, so we'll get we'll look into that and work out why that went wrong. Thank you, people saying nice things for handling IT stresses. I don't recommend meeting chat for answering questions from 350 to 400.

 **Mary Mosinghi** 52:26  
Yeah.

52:33  
Matt. Mary, everyone in the backroom. Everyone who's attended, we really appreciate it. Please check the website, read the guidance. As I said, we'll update FAQs and we'll come back to you. And otherwise, I'm not checking my notes for this section.  
And just freewheeling it, we're here to try and help you through this. I'm sorry for those for whom this criteria cuts you out. Remember, this is not the only thing we'll be funding. And just because it's being funded in this way here doesn't mean the rest are going to be funded in that way. We.  
So we're going to be kind of, you know, thinking thinking through all the programmes we've got five years of funding minimum for early years. So stay engaged and stay involved with us. And Ken, thank you for your.  
Good luck with what you're doing. Good luck to those of you making applications right. Thanks very much.

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