



Whole Family Wellbeing Application Guidance

for Funding 2024-2026
(£50,001 to £175,000)

*Please read this application guidance carefully prior to
and when completing your application.*

*Incomplete applications will result in the application being delayed or rejected.
Applications should be submitted electronically.*

Aberdeenshire
COUNCIL



Round 2 of the Whole Family Wellbeing Funding in Aberdeenshire will open on
19th June 2024 and will close at Midnight on 31st July 2024.

This allocation of funding will cover the period 1st September 2024 to 27th March 2026.

*Please note: This funding cannot be used to supplement or sustain existing services and
should not exceed £175,000 per application. Read full guidance for details.*

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Introduction & Background

In July 2022, the Scottish Government announced Whole Family Wellbeing Funding as part of its national commitment to support the implementation of the findings of the Independent Care Review (2017-2020).

This review listened to over 5,500 voices over half of which were children and young people who have experience of the care system. The conclusion of this work was The Promise – a clear statement of what needs to change to support the lives and wellbeing of children, young people, adults and families across Scotland.

The Scottish Government recognises, in line with The Promise, that we need whole system change in line with the 10 Principles for Holistic Family Support incorporating the following core components of how holistic, whole family support is delivered:

Children and families at the centre of design - A children's rights based approach to improved Family Wellbeing, with services designed with children, young people and their families' needs at the centre, supporting all families to flourish and thrive.

Availability and access - All families know how to and can access multisectoral, holistic, whole family support.

Leadership, workforce and culture – Cross-sectoral commitment to collaboration and innovation which empowers and supports the workforce to provide family-centred holistic support.

Whole System approach – A collaborative, multi-agency and multidisciplinary approach to the funding, commissioning and delivery of family support. The Scottish Government aims to ensure that every family that needs support gets the right family support at the right time, to fulfil children's rights to be raised safely in their own families, for as long as it is needed.

Aberdeenshire Context

In Aberdeenshire our ambition for our children, young people and families is clear and aligns with the findings of the Independent Care Review:

“Our commitment to Aberdeenshire’s children and young people, is to provide them with the right support, in the right place at the right time. In helping them reach individual potential and goals, we will work together to make Aberdeenshire the best place in Scotland to grow up”

In Scotland, Whole Family Support is widely understood to be a range of services to help families meet their individual needs. By providing the right advice and support in the right way at the right time we aim to improve families' wellbeing and enable them to prevent or reduce crisis. The support is provided by a range of organisations (agencies, professionals, the third sector, trusted partners etc.)

Family support services should take account of [The Promise](#). It clearly highlights the importance of unstigmatised access to effective universal and intensive family support with early intervention and prevention at its core.



Whole family wellbeing is one of the five priorities in the [Aberdeenshire Children's Service Plan](#) and will be promoted and improved by supporting families to get the right support early and effectively.

The Whole Family Wellbeing Fund aims to:

- Support the whole system transformational change required to reduce the need for crisis intervention
- Shift investment towards prevention and early intervention

Application process will open on 19th June 2024 and will close on 31st July 2024.

This allocation of funding will cover the period 1st September 2024 to 27th March 2026.

This funding cannot be used to supplement or sustain existing services and should not exceed £175,000 per application.

There are separate documents that should be used for applications for the following:

- up to £5,000 funding
- between £5,001 and £50,000 funding.

Funding Consideration

The funding will consider supporting projects or services that have a focus on one or more of the following areas:

- **Improved Family Wellbeing**, in line with the Children, Young People and Families (CYPF) Outcomes Framework and core Wellbeing Indicators
- **Reduced inequalities in family wellbeing** between those from the most and least disadvantaged communities
- **Reduction in families requiring crisis intervention** through a shift from investment towards prevention and early intervention
- **Reduction in the number of children and young people living away from their families**, by strengthening and supporting families to stay together where children are safe and feel loved
- **Increase in families taking up wider supports**, such as employability support, contributing to a reduction in children living in poverty or entering poverty across the six priority family types as identified in the first Tackling Child Poverty Delivery Plan



Guidance Notes & Criteria

Please complete and submit the application form electronically.

Please read carefully prior to and when completing the application. Incomplete applications will result in the application being delayed or rejected.

We anticipate that many organisations and services will be bidding for a share of available monies and bids should be realistic with partners working together to prevent duplication where possible. New initiatives should focus on the delivery of early intervention and preventative approaches and support the reduction of pressure on those services dealing with crisis. Bids should not exceed £175,000.

1. Funding should not be used for projects or activities that would be classed as “business as usual” or to replace existing funding providing support for children and families.
2. Where funding is provided for scaling up existing transformational projects or activities, this should be with a view to integrating the work into longer term planning
3. The funding should be used as an additional resource to support transformation of the system in line with the [National Principles of Holistic Family Support](#) and the ambition set out in [The Promise](#)

National Organisations – If you are a national organisation applying for funding for services provided in Aberdeenshire, please provide statistical and financial information relating to the local project only.

Returning your Application

Completed applications and supporting documents (attached and clearly identified) must be submitted via email by **midnight on 31st July 2024** to fwh@aberdeenshire.gov.uk

Important: Applications received after this date cannot be considered for this funding.

Should you require any further information, please contact:

Jude Richards, Change Manager (Whole Family Support)

Email: jude.richards@aberdeenshire.gov.uk

Phone: 01467 539002



Section 1: Organisation/ Group Details

1.1 Please ensure that this section is completed in full & that a copy of the group's Constitution or Memorandum and Articles is attached to your application.

Name of Organisation/ Group applying

This is the name of the group applying for the funding. For partnership applications, the details of the lead partner should be used. This is the group/ organisation that will receive payments.

Name(s) of Partners directly involved

This section is for Partnership applications only. This should be left blank if the group making the application is the sole organisation directly involved.

ALISS Listings

Aberdeenshire Family Wellbeing Hubs are using ALISS as a source of information for signposting purposes. Adding your information to ALISS will raise the profile of your organisations activities and services in Aberdeenshire and provide additional information to professionals and families. It will not impact your application if you are not listed.

Fair Work First

1.2 This section must be completed as part of the grant application process, applicants will be expected to provide a statement verifying their Fair Work First commitment and confirming it has been developed in agreement with the workforce. The representative providing confirmation should be from the relevant trade union(s) where one or more is recognised, alternatively where there is no union recognition, it should be another workers' representative. A grant application cannot be progressed without such a statement being provided to the grant maker/funder.

Section 2: Details of the Project

2.1 The funding must support work being delivered in at least one area of Aberdeenshire.

The funding will support projects or services that have a focus on one of more of the following areas:

- **Improved Family Wellbeing**, in line with the CYPF Outcomes Framework and core Wellbeing Indicators
- **Reduced inequalities in family wellbeing** between those from the most and least disadvantaged communities
- **Reduction in families requiring crisis intervention** through a shift from investment towards prevention and early intervention
- **Reduction in the number of children and young people living away from their families**, by strengthening and supporting families to stay together where children are safe and feel loved
- **Increase in families taking up wider supports**, such as employability support, contributing to a reduction in children living in poverty or entering poverty across the six priority family types as identified in the first Tackling Child Poverty Delivery Plan

(cont.)



Funding should also support at least one of the six priority family types identified in the [Tackling Child Poverty Delivery Plan](#)

- Lone parent families
- Families which include a disabled adult or child
- Larger families
- Minority ethnic families
- Families with a child under one year old
- Families where the mother is under 25 years of age

Project Details

Applicant should provide a summary of the focus of the service/ project, outcomes the project proposes to achieve and explain what difference it will make to children and their families. It should be clear to the reader what the proposed project intends to achieve. You will be asked for more detail later in the application. If there is a charge to families for any proposed services or activities, please provide information in this section.

Principles of Whole Family Wellbeing Fund

2.2 Please describe how your project or service meets the Whole Family Wellbeing Principles (see below)

- **Non-stigmatising:** Support should be promoted and provided free from stigma and judgement. Services should be as normalised as accessing universal services.
- **Whole Family:** Support should be rooted in GIRFEC and wrapped around about the whole family. This requires relevant join up with adult services & whole system, place based, preventative addressing inequalities.
- **Needs based:** Support should be tailored to fit around each individual family, not be driven by rigid services or structures. It should cover the spectrum of support from universal services, more tailored support for wellbeing and intensive support (to prevent or in response to statutory interventions). Creative approaches to support should be encouraged.
- **Assets and community based:** Support should be empowering, building on existing strengths within the family and wider community. Families should be able to 'reach in' not be 'referred to'. Support must be explicitly connected to locations that work for local families and the community, such as schools, health centres, village halls and sports centres.
- **Timely and Sustainable:** Flexible, responsive and proportionate support should be available to families as soon as they need it, and for as long as it is required, adapting to changing needs.
- **Promoted:** Families should have easy, well understood routes of access to support. They should feel empowered to do so, and have choice about the support they access to ensure it meets their needs.
- **Take account of families' voice:** At a strategic and individual level, children and families should be meaningfully involved in the design, delivery, evaluation and continuous improvement of services. Support should be based on trusted relationships between families and professionals working together with mutual respect to ensure targeted and developmental support.



- **Collaborative and Seamless:** Support should be multi-agency and joined-up across services, so families don't experience multiple 'referrals' or inconsistent support.
- **Skilled and supported workforce:** Support should be informed by an understanding of attachment, trauma, inequality and poverty. Staff should be supported to take on additional responsibilities, and trusted to be innovative in responding to the needs of families.
- **Underpinned by Children's Rights:** Children's rights should be the funnel through which every decision and support service is viewed.

How do you know the project is needed?

2.3 Please indicate how you know there is a need for the project in your community, how you know it is not going to duplicate something that already exists and why your organisation or partnership should deliver it. Please use data to evidence the need for your proposed project.

Involvement of those with lived experience

2.4 Ensuring those with lived experience are involved in developing strategies, policies, action plans, services and informing practice is vital to ensuring that services and activities meet the needs of children and families.

Please give details on how you have engaged with those with lived experience:

- How those with lived experience and marginalised communities have informed this service/ project/ application
- What role those with lived experience will have through the duration of this service or project?
- What data/ evidence do you have from your engagement to support your application?
(videos/ audio evidence also accepted as attachments with your application)

Is your project aimed specifically at any of the following protected characteristics?

2.5 Everyone is protected by the [Equality Act](#). Every person has one or more of the protected characteristics, so the Act protects all of us against unfair treatment.

The protected characteristics are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

Please indicate if your project is specifically aimed at promoting positive attitudes, equality and diversity and eliminating discrimination, harassment and victimisation in any of these nine protected characteristics.

How many people are likely to benefit from the project?

2.6 Please give an indication of the number of people who will benefit from this project. If possible, applicants should seek to provide demographic information. Without this information being clear, your application will not be considered.

Does the project demonstrate partnership working?

2.7 How does your project involve other groups or partners? What does this look like in practice? How does it link to existing work? If the proposed delivery is in Peterhead or Fraserburgh, how will you link to the Family Wellbeing Hubs?



How do you intend to evaluate this project or service to demonstrate the impact on children and families

2.8 What will you do to evaluate the work being carried out that will clearly demonstrate the impact on children and families? Please be specific about the outcomes you propose to measure and how/ how often.

Section 3: Project Costs

Have you received any other funding for this project?

3.1 The funding is to be used to add additionality or sustainability to other funding streams, and particularly those that are time limited. Also, to build capacity to increase project outcomes or to leverage extra funding in line with the information detailed in 2.1 and 2.2.

Total costs of projects/ services are rarely covered through the funding available to Whole Family Wellbeing.

Please give details of any other funding you may have received or anticipate receiving towards this project.

Project cost breakdown

3.2 Please ensure this is completed as fully as possible. Include all costs and over the period the funding is being applied for.

3.3 Please include information about how you intend to maintain a sustainable Whole Family Support project or service longer term. We have been advised by the Scottish Government that this funding is not expected to be extended beyond the end of 2025/ 2026, therefore is essential that sustainability is built into all applications.

Section 4: Signature

Please ensure the application is signed. If you are unable to sign the form, please type your name in the Signature Box and ensure the form is sent from the same email address stated in the organisation details section of the form.

Application Checklist

A checklist of required documentation is provided for your convenience. Please ensure that you attach the required information with your application and tick the checkbox on your application form. Where information is unavailable, please detail the reason with your submission. Please be aware that failure to submit the required documentation may result in the application not being assessed.

Additional Information

This grant funding will be advertised widely through the Whole Family Wellbeing network, including social media and Our Aberdeenshire website.

If any additional assistance or guidance is required, please contact:

Jude Richards, Change Manager (Whole Family Support)

Email: jude.richards@aberdeenshire.gov.uk

Phone: 01467 539002