

The City Bridge Trust

Bridging Divides: Application for a grant



About your organisation

Organisation Details

Name of your organisation: Brentford FC Community Sports Trust	
If your organisation is part of a larger organisation, what is its name? N/A	
In which London Borough is your organisation based? Hounslow	
Contact person: Mr Peter Shears	Position: Disability and Young Carers Projects Manager
Website: http://www.brentfordfcst.com	Social Media Accounts: twitter.com/BrentfordFCCST
What Quality Marks does your organisation currently hold? Quest Assessment - Sport for Community Mark - Excellent grade Business in the Community Quality Mark	

Legal Status

Legal status of organisation: Registered Charity			
Charity Number: 1112784	Company Number: 5602833	CIC Number:	Bencom Number:
When was your organisation established? 01/01/1987			
Aims of your organisation: With community work spanning more than three decades, Brentford FC Community Sports Trust has established itself as a pioneering organisation for the local community. We use the power of sport to engage, inspire and empower people from all sections of the community. Working in partnership with Brentford FC, the Trust offers a portfolio of programmes in education, health, intervention, sports participation and community engagement. The Trust has won the 'Football League Community Club of the Year' award four times and has recently achieved an "Excellent" grade in the quality assurance Quest Award for Development through Sport Broadly, the Trust is a vibrant hub of community activity: running projects all year round and spanning throughout the day. Our mission is to build sustainable projects that have longevity contributing to lasting change.			

Main activities of your organisation:

We offer a wide range of activities including:

1. Young Carers Programme -- Providing a range of support programmes for Young Carers in Ealing.
2. Youth Inclusion- providing a range of activities including sport and youth clubs on 40 local housing estates
3. Disability sessions- offering new opportunities (specific and inclusive) to disabled people such as kayaking, cycling, swimming, multi-sport days, deaf-specific and autism-specialist activity sessions.
4. Mentoring Project- providing volunteer mentors to support young offenders and children-in-need in conjunction with Youth Offending and Social Care teams
5. Schools- offering a range of activities linked to the national curriculum across over 100 schools.
6. Holiday Courses- Offering a range of holiday opportunities.
7. Volunteering and work experience- offering a range of opportunities across our projects
8. Brentford Boating Arch- A purpose built facility providing a boating and educational base.
9. Training and Education- Employability project, Promoting young leaders, Young Journalists, B-Tec in Sport, Traineeships etc

Your Staff & Volunteers

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
25	50	8	30
Do you have a Safeguarding policy? Yes			
Are the following people in your organisation subject to DBS checks?			
Paid Staff Yes	Volunteers Yes	Trustees / Management Committee Members Yes	

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Leased	2 years rolling contract

Environmental Impact**What action have you taken in the past year to progress environmentally sustainability principles and practice?**

We recycle paper, plastics and card through specific recycling bins in each office. There is a weekly recycling collection as well as a rubbish collection.

Cycling is encouraged through the cycling Incentive to work scheme.

All group trips are encouraged to use public transport or Minibus hire to reduce the number of vehicles being used.

Finance Details

Organisation Finances

	Year of most recent audited / examined accounts	Current financial year forecast	Next financial year budget
End of financial year date	31/03/2018	31/03/2019	
Grants & donations:	£166,444	£150,000	£0
Earned income:	£1,711,722	£1,772,733	£0
Other income:	£53,084	£31,444	£0
Total income:	1,931,250	£1,954,177	£0
Charitable activity costs:	£1,352,664	£1,482,470	£0
Cost of raising funds:	£0	£0	£0
Other costs:	£533,979	£417,146	£0
Total expenditure:	£1,886,643	£1,899,616	£0
Free unrestricted reserves held at year end:	£360,669	£360,669	£0
What is your organisation's reserves policy?			
The Finance sub-group aims to keep reserves equal to 3 months operating expenses, which is currently estimated to be in the region of £360,000. General unrestricted reserves at 31/3/18 were £360,669. Plus, a surplus of £72,152 in restricted funds and an additional £42,910 relating to fixed assets. The latter is not readily convertible into cash and therefore not available to fund the charities activities.			
For your most recent financial year, what % of your income was from statutory sources? 11-20%			

Organisational changes

Describe any significant organisational changes to your structure, financial position or core activities since the date of your most recent accounts.

Change in Trustees - Chair of Finance sub group replaced (previous trustee resigned).

Grant Request

Under which of City Bridge Trust's programmes are you applying?

Connecting the Capital

Which of the programme outcome(s) does your application aim to achieve?

Connecting the Capital/Londoners experiencing inequality or disadvantage have greater wellbeing and independence through improved access to arts, sports and other community facilities and services

Positive Transitions/Vulnerable and disadvantaged Londoners are more resilient and empowered to make positive choices

Please describe the purpose of your funding request in one sentence.

We aim to increase the opportunities and the numbers of deaf people taking part in sport and physical activities in west London, increasing resilience, building confidence and enhancing life skills.

When will the funding be required? **01/11/2018**

Is this request to continue work that is currently funded or has been funded in the last year by:

City Bridge Trust?

Another funder? (if so which)

Yes

How much funding are you requesting?

Year 1:

£43,750

Year 2:

£42,750

Year 3:

£0

Year 4:

£0

Year 5:

£0

Total Requested: £86,500

You and your grant request

What, specifically, are you applying for (your project)?

We will provide an additional 2 years of a bespoke deaf sports based programme, which tackles communication problems, the lack of community deaf awareness and a lack of confidence for deaf people to take part in sport and physical activities. By providing a profoundly deaf coordinator / lead coach, we will ensure participants are communicated to through both BSL and English, ensuring positive communication from the outset. We will also improve the communication networks across west London for deaf people by employing a part time Marketing / Media post. Face-time, Facebook, Videos and other deaf friendly communication methods will be used to promote all known programmes.

Each session will provide a social environment as well as a sporting one which offers further opportunities for communication with other deaf people, therefore supporting the social needs of participants, family and friends attending as well.

What are the changes you hope to achieve?

We are aiming to create a positive and inclusive programme of sport and activity programmes for deaf people across west London, employing deaf people to lead and support the project.

We will also offer volunteering and work experience opportunities for deaf young people providing positive experiences of working in a supportive community sports environment. We aim to develop a group of positive deaf role models to pioneer sports activities and employment skills / opportunities for deaf people across west London.

We aim to ensure that Leisure Providers, schools and community organisations are knowledgeable around deaf awareness principles, enhancing the cohesion of hearing and deaf participants in sport and community settings.

How do you know there's a need for this work?

Active People Survey 2014 showed only 10% of people with a hearing impairment take part in sport each week. A local survey across West London of 70 deaf adults (2014) showed communication problems, lack of Deaf awareness and lack of confidence were the main reasons for non-participation in Sports activities.

?Deaf people need to be communicated in ways which are deaf friendly and familiar for them. So often they feel excluded from mainstream conversation and communication, and this is vitally important to ensure the participants feel included? Ben Lampert (profoundly deaf) BFCCST Community Sports Coach.

A report on deaf children and sport by NDCS in 2012 showed the key area is again communication.

?I would prefer mainstream but I would like them to be deaf aware.?

?I would prefer to go to a deaf club because everyone would know what it's like to be deaf?

How will the work be delivered - specifically, what will you do?

We will employ a Project Co-ordinator (3 days), part time Media / Marketing officer (1 day) and a Fundraising Officer (1 day). The Project co-ordinator will also lead on both networking and delivery of all sports and activity programmes including children/young people/adult groups, competitions, deaf awareness training and holiday programmes. They will also lead on opportunities for deaf young people through work experience and volunteering programmes providing employability skills and confidence for young people to enhance their employment or training opportunities.

The Media/Marketing Officer will support the outreach of the programme by providing media coverage, including deaf friendly videos, Social Media posts, website articles etc. ensuring more deaf participants are aware of the opportunities available. We are aiming for this post to be filled by a new deaf / hearing impaired member of staff. The Fundraising Manager will support the sustainability of the project by creating additional funds and partners.

Why are you the right organisation to do this work?

As a Trust we have delivered programmes for disabled people for over 13 years with major funders like Sport England, 3 Gulnea Trust and the FA having recently funded other innovative disability projects.

We have delivered this deaf programme for the last 2.5 years and made a good start to achieving our objectives. We have a profoundly deaf co-ordinator who leads the project and he is building up a group of deaf children / young people across west London to inspire, train and develop into future inspirational roles for others. We can offer deaf awareness courses for non-deaf coaches and our partners, to develop their skills in working with deaf people. Ben has proved in the past 2.5 years he can develop positive relationships with the deaf community and other organisations, to encourage participation in sports projects across west London, now reaching over 150 deaf people annually through sports activities.

How does your work complement and not duplicate other services within your area?

Our Deaf Sports Plus worker is the only deaf full time sports Co-ordinator in west London. We work alongside the NDCS and UK Deaf sports however, neither of these organisations deliver regular programmes in or around our region. We are aware that Panathlon Challenge run school competitions across London for Deaf children / young people but these are during curriculum time. We aim to build up the opportunities for deaf children outside of school by supporting new deaf young people / adults to become coaches to deliver sport and activity sessions in their local area.

A recent partnership with Middlesex FA has provided their FA Football Talent Centre to use Ben as a coach for their Deaf Development Centre. Together we are providing high quality football coaching sessions, led by a profoundly deaf member of staff. This adds the additional element of aspiration and role modelling for the deaf participants.

How will this proposal meet the Programme Outcome(s) under which you are applying?

Deaf children and young people often face a disadvantage in accessing sports and other activities, finding it difficult to access mainstream clubs, owing to the communication barriers and difficulties. They subsequently lack confidence to join in, as do the clubs in welcoming them. By providing deaf specific clubs / groups we enable opportunities for friendships to be formed, confidence to be built and support access to other community facilities / groups for the participants. By providing "Deaf Awareness Training" we offer opportunities for local groups to be confident to welcome deaf participants into their clubs / groups. We also provide practical support for deaf participants to access mainstream facilities / groups thereby building their confidence to access them on their own also. By supporting deaf young people with work experience / volunteering opportunities in a deaf friendly environment, we are building confidence and self-esteem for their future employability opportunities.

How will you ensure that your project will hear and represent the views and needs of disadvantaged people and/or diverse communities?

We ensure that our project staff team is primarily led by deaf / hearing impaired staff. This creates immediate representation and leadership for this disadvantaged group. Their links within the deaf community mean that these connections are already there, providing a natural flow of information. We will also build a steering / working group for organisations interested in building up sport / physical activity opportunities and pathways for people who are deaf / hard of hearing. We also will create regular feedback opportunities, including survey monkey feedback questionnaires, as well as regular completed feedback forms, to ensure the needs of all the group are heard, and programmes, sessions and plans can be adjusted accordingly.

How does your project engage and empower individuals and/or communities to come together on this issue? Will you be working with people who are particularly excluded?

We have spent three years engaging with around 150 deaf people each year. Our key worker is himself deaf and we have supported him to grow in his leadership and development skills and qualities. As he grows and develops, he is able to encourage and support many more deaf people to get involved in sport. This year, he is starting a new employability support programme which will provide opportunities for six deaf young people with extended work experience and volunteering opportunities at Brentford FC Community Sports Trust. All of our staff have "deaf awareness training" and alongside staff who use BSL to communicate, will provide a safe and supportive learning environment for these young people.

Is the focus of your project meeting an already identifiable need (acute or otherwise) or are there elements which are preventative and/or incorporate early action?

Statistics from the National Active People Survey in June 2014 showed that only 10% of people with a hearing impairment in the UK take part in sport for more than 30 minutes each week. The need for a new approach is clearly vital. Too often deaf people are included in overall disability programmes which are not specific enough for their communication requirements. A local survey across West London of 70 deaf adults (2014) showed that Communication problems, Lack of Deaf awareness and a Lack of confidence were three of the main reasons for their non-participation in Sports activities. Through providing deaf awareness training, offering paid and voluntary positions to deaf young people / adults and providing work experience for young people aged 14 to 21 years old, we are looking to provide early stage support for building confidence and skills towards future work and training opportunities.

Who might you need to work closely with in delivering this project - whether before, during or afterwards?

We will continue to work closely with the NDCS and UK Deaf sport as well as smaller local deaf support groups such as Harrow and Hounslow Deaf Clubs, Ealing Deaf Womens group, children in deaf schools and mainstream education, Short Breaks teams and a range of National Governing Sports bodies. These include the FA, Deaflympics and the Tennis Foundation.

As we are adding a part time post (7 hours per week) to support media and marketing of the programme, we will need the Trust's media team to support the officer using an approach which is deaf friendly. They have all received deaf awareness training and will be supported by the Project lead in this also.

Our aim as a funder is to help people move positively between any of the four stages of Surviving, Coping, Adapting and Thriving. For your project at which of these stages will most people begin their journey?

Most of the people who join the programme are within the surviving and coping stages when they first join. Some are beginning to adapt but very few are thriving. For many they are learning to cope with the hearing world but often struggle to adapt fully and very few are able to thrive. We are working hard to support our key worker to thrive, thereby enabling him to develop opportunities for other deaf people to cope, adapt and thrive themselves also.

Will there be any elements of this project that will help you or your beneficiaries to reduce your environmental footprint?

Many of the programmes are located in a variety of Boroughs across west London. Our groups use either public transport or single vehicle travel, e.g. minibuses to reduce the number of cars travelling. We are also starting a new cycling group this year which will provide confidence in using bikes for local journeys as well as bike repair training to support the sustainability and longevity of this mode of transport.

Texting and Facetime are two of the preferred modes of communication, both of which are non paper and therefore environmentally positive.

What are the main activities or outputs you want to deliver?

An increased range of Deaf Friendly sport sessions across west London enabling the deaf / hearing impaired people to access a greater variety of activities which are supportive through bespoke communication, deaf awareness and mutually supportive participants.

Enabling deaf young people and adults in west London to access work experience, training, volunteering and employment opportunities in the sport sector via Brentford FC Community Sports Trust and it's partners.

Creating training and support for west London Sports providers providing confidence to create new sports sessions to include or specifically for deaf people utilising the ongoing support of BFC CST's Co-ordinator / lead deaf coach and the knowledge gained from deaf awareness and basic BSL courses.

What 3 main differences or outcomes do you hope the activities you have described above will achieve?

Deaf people in west London will be more confident and willing to access both deaf specific and mainstream facilities / programmes to take part in sport and physical activities.

Deaf young people and adults across west London will have increased chances to access bespoke deaf friendly support which will provide increased learning and skills in employability and training opportunities within the sports sector.

Sports facilities and organisations in west London will provide an improved service for deaf people, which is deaf friendly, welcoming and supportive.

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Project Co-ordinator (inc on-costs)	0	0	0	20,687	20,687	41,374
Funding Officer	0	0	0	6,000	6,000	12,000
Media / Marketing Officer	0	0	0	4,500	4,500	9,000
Session delivery	0	0	0	20,490	20,490	40,980
Venues	0	0	0	2,400	2,400	4,800
Marketing	0	0	0	4,000	3,000	7,000
Training and Development	0	0	0	5,336	5,336	10,672
Sundries (phones, mileage, medals)	0	0	0	1,340	1,340	2,680
Management	0	0	0	5,989	5,989	11,978
TOTAL:	0	0	0	70,742	69,742	140,484

What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Hounslow Council - Short Breaks	0	0	0	11,670	11,670	23,340
Charges / fees	0	0	0	4,600	4,600	9,200
London Community Foundation iWill fund	0	0	0	4,200	0	4,200
TOTAL:	0	0	0	20,470	16,270	36,740

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	0	0	0	0	0	0
TOTAL:	0	0	0	0	0	0

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Project Co-ordinator (inc on-costs)	0	0	0	19,500	19,500	39,000
Funding Officer	0	0	0	6,000	6,000	12,000
Media / Marketing Officer	0	0	0	6,000	6,000	12,000
Session delivery	0	0	0	3,410	3,410	6,820
Training and Development	0	0	0	1,136	1,136	2,272
Marketing	0	0	0	4,000	3,000	7,000
Sundries (phones, mileage, medals)	0	0	0	1,340	1,340	2,680
Management	0	0	0	3,864	3,864	7,728
TOTAL:	0	0	0	43,750	42,750	86,500

Who will benefit?

How many people will directly benefit from the grant per year?

200

In which Greater London borough(s) or areas of London will your beneficiaries live?

Hounslow

Does this project specifically target any groups or communities?

This project will specifically work with the following age groups:

0-15,16-24,25-44

This project will specifically work with the following gender groups:

This project will specifically work with the following ethnic groups:

If Other ethnic group, please give details:

This project will specifically work with Deaf and disabled people:

Yes

This project will specifically work with LGBTQI groups:

No

<p>This project will specifically work with other groups or communities:</p>
<p>How will you target the groups/communities you have identified? What is your expertise in providing services for these groups? Through deaf friendly media and through network created by our profoundly deaf project co-ordinator. We have delivered this project successfully for the past 2.5 years already.</p>
<p>Are there any groups or communities you think your organisation will find hard to include through this project? No</p>
<p>If yes, please specify which groups or communities? Where possible using <u>the</u> categories listed above.</p>
<p>If yes, what steps will you take to make your services accessible to and meet the needs of the groups/communities you have identified?</p>

Declaration

<p>I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance. Please confirm: Yes Full Name: Peter Shears</p>
<p>Role within Senior Project Manager Organisation:</p>