

The City Bridge Trust

Bridging Divides: Application for a grant



About your organisation

Organisation Details

Name of your organisation: Claremont Project (Islington)	
If your organisation is part of a larger organisation, what is its name? N/A	
In which London Borough is your organisation based? Islington	
Contact person: Mr Lucien Paul Stanfield	Position: Chief Executive
Website: http://www.claremont-project.org	Social Media Accounts: Facebook account (Claremont Project - Islington)
What Quality Marks does your organisation currently hold?	

Legal Status

Legal status of organisation: Registered Charity			
Charity Number: 1070611	Company Number: 3453945	CIC Number:	Bencom Number:
When was your organisation established? 01/01/1907			
Aims of your organisation: Claremont is a national advocate for putting authentic relationships at the heart of community work. We are a pioneering organisation delivering stellar outcomes for thousands of isolated older people from Islington and across the whole of London. Our award-winning programmes deliver substantial evidenced-based Improvements in psychological well-being, addressing issues resulting from high deprivation such as isolation, loneliness, and depression. Our aspirational and creative programme of opportunities for older people includes a schedule of over thirty-five regular classes ranging from art therapy, psychotherapy groups and one-to-one psychotherapy, to crafts, tai chi, dance, keep fit, and creative writing.			

Main activities of your organisation:

We run a schedule of over thirty-five regular weekly classes/activities from art therapy, to crafts, tai chi, dance, keep fit, and creative writing. Most classes run for one hour, are based in one of the three halls at Claremont and are led by a professional tutor. For example, we work in partnership with Sadlers Wells to deliver some of our dance programme. In addition to activities relating to the arts, physical health, and learning, we also offer low cost one-to-one psychotherapy and one-to-one art psychotherapy. Our psychotherapy services give priority to those people unable to access other psychotherapy services due to cost, physical access or other limiting factors. We created and run the national Flourishing Lives Coalition (the focus of this application) which includes as members most of the UK's London-based national arts and heritage organisations as well as almost 200 organisations working with older people; we also chair and run the national Age Action Alliance ? Arts.

Your Staff & Volunteers

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
3	5	6	45
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 No	

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	15 years

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

We moved this year to 100% renewable electricity and will be able to look for off-set gas suppliers once our current contract is up for renewal.

We are in the process of renovation work which would significantly upgrade our heating and electricity facilities and cut energy consumption. We aim to replace our boilers within the next 12 months.

We do not have bins by desks and have separate communal recycling bins throughout the Claremont premises.

We avoid buying single-use plastics for catering and other activities in the building.

We have projects throughout the year here on various sustainability issues, from talks on Fast Fashion to workshops on mending. We have also had talks on reducing water waste.

We have a high volume Berkey water filter system and encourage visitors and staff to bring their reusable water bottles.

We partner with Tesco to distribute food which would otherwise go to waste.

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	31/03/2020
Grants & donations:	£224,196	£247,123	£278,018
Earned income:	£238,531	£236,896	£137,613
Other income:	£958	£0	£0
Total income:	£463,685	£484,019	£415,631
Charitable activity costs:	£426,330	£441,737	£444,761
Cost of raising funds:	£33,590	£35,000	£30,000
Other costs:	£0	£0	£0
Total expenditure:	£459,920	£476,737	£474,761
Free unrestricted reserves held at year end:	£230,718	£245,422	£185,422

What is your organisation's reserves policy?

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent of 6 months' expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained albeit on the basis that in such a situation, costs would be lowered accordingly.

For your most recent financial year, what % of your income was from statutory sources?
1-10%

Organisational changes

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

We are planning to refurbish areas within the Claremont building and have been fundraising in order to raise sufficient funding to do so. When complete, the refurbishment will include a new entrance, new toilets, a lift and more economically-efficient heating and lighting. Flourishing Lives will not be affected. We will use some reserves for some of this cost.

Grant Request

<p>Which of the Trust's programmes and priority areas will your application deliver? Connecting the Capital/Arts, sports, health and/or well-being projects for older people</p>				
<p>Which of the programme outcome(s) does your application aim to achieve?</p>				
<p>Please describe the purpose of your funding request in one sentence. To pay the total salary costs of the Flourishing Lives Project Coordinator and to contribute towards the project leadership, events/activities, and administration costs of project.</p>				
<p>When will the funding be required? 03/06/2019</p>				
<p>Is this request to continue work that is currently funded or has been funded in the last year by:</p>				
<p>City Bridge Trust? Yes</p>		<p>Another funder? (if so which)</p>		
<p>How much funding are you requesting?</p>				
<p>Year 1: £49,408</p>	<p>Year 2: £49,408</p>	<p>Year 3: £0</p>	<p>Year 4: £0</p>	<p>Year 5: £0</p>
<p>Total Requested: £98,816</p>				

What 3 main differences or outcomes do you want to achieve through your funding proposal?

<p>Moving the London sector of older people's day service providers from a practice-based evidence approach to an evidence-based practice approach, based on a clearly articulated foundational model of service and evidence of best practice.</p>
<p>Increased use by London's older population, especially those previously isolated, of services that are aspirational, not ageist, and which deliver friendship and increased physical and mental well-being.</p>
<p>Reducing the fragmentation of the sector by providing community for service providers.</p>

What are the main activities or outputs you will deliver to achieve these differences?

<p>Eight quarterly workshops (400 people/attendances in total) sharing best practice and thought-leadership and providing opportunities for coalition members to forge new connections and working partnerships; forty quarterly reflective practice groups (240 people/attendances in total) providing coalition members with a safe space for peer support and in-depth reflection on working practice.</p>
<p>Six roundtable discussions (180 people/attendances in total), two summit meetings (60 people in total), participation in four arts festivals (4100 people/attendances in total,) all offering coalition members the opportunity to learn from best practice and share their knowledge and experience of engaging socially-isolated older people in their services.</p>
<p>Run 9 Relational Practice training days providing 72 professionals p.a. with a CPD-accredited framework and skill-set to develop genuine interpersonal connections with the older people who engage with their services, develop practice guidelines identifying evaluation methods appropriate to different settings and work, produce monthly newsletters, sharing thought-leadership and best practice.</p>

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

Most of the activities we are planning over the next two years will be based at Claremont and led or facilitated by the Flourishing Lives Coordinator and/or Claremont's CEO. This will be the case for the training, quarterly workshops and the roundtable discussions. The reflective practice groups and summit meetings will be hosted by coalition champions at venues across London and facilitated by the Flourishing Lives team. Two of the four arts festivals will be Tate Exchange and are already booked. They will be based at Tate Modern, and we will work together with multi-disciplinary arts organisations and coalition members over several days in situ to curate and programme the gallery. Practice guidelines will be developed through the workshops with coalition members and the Flourishing Lives team, and the e-newsletters will be produced and disseminated by the Flourishing Lives team at Claremont.

Why are you the right organisation to do this work?

Claremont is a charity delivering stellar outcomes for the older people we serve. We are a day service provider offering 35+ weekly arts, health and well-being activities/psychotherapeutic services delivered to a high professional level. We have spent the last 16 years building Claremont up as a community of older people from all walks of life with the aim of improving health and psychological well-being. Over 1,000 people participate in our programme each year. We are an exemplar of good practice in the sector and are regularly asked to talk about our model of work. Our outcomes are very good, as conveyed by the large number of very positive subjective comments and ratings from participants, as well as by WEMWBS Before/After results. We make a huge difference to many people, because we work relationally and focus on the quality of relationships, the 'magic dust' we believe, of great services.

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

Flourishing Lives is a business-to-business coalition focussed on supporting richer, more independent lives for older people and is unique in the UK. Its closest 'bedfellows' are The Age of Creativity and The National Alliance for Culture and Well-being, but the fact that Flourishing Lives coalition develops and shares best practice is unique. The British Council is currently engaged in adopting the model for its work.

In terms of Claremont, existing day centres specifically for older people in Islington are: The Peel Centre, which closed its dedicated building and now runs regular classes for older people elsewhere, Sotheby Mews/Highbury Roundhouse which is due to close in April 2019, St Luke's, now a general community centre and café, and Wittington Park, primarily a lunch club. There are specialist centres for dementia but no other centres with expertise in mental health and older people offering such a wide range of activities and services.

You and your grant request

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

In June 2019, we come to the end of a three-year City Bridge Trust grant which has been funding major aspects of Flourishing Lives, and we are applying to the Trust for a further two-year project grant. Flourishing Lives is a London-wide coalition of over 200 arts and health organisations, such as The Barbican, Creating with Dementia, and The London Symphony Orchestra, taking a creative, relational approach to supporting richer, more independent lives for older people. Coalition members believe that building quality relationships is the heart of our work - genuinely engaging with older people as unique individuals and forming close bonds with the dedicated staff and volunteers who work alongside them. We connect practitioners, day centres, major art organisations, health and fitness initiatives, and community outreach programmes so that knowledge, research and resources can be shared, and the very highest level of practice can be established across the sector.

How will the project described achieve your stated outcomes?

By delivering CPD-accredited Relational Practice training, workshops, reflective practice groups, roundtables and summit meetings, we will promote the benefits to coalition members of moving from a practice-based evidence approach to an evidence-based practice approach, supporting them to develop effective and genuine interpersonal connections with their users.

Our website, newsletters, networking sessions, arts festival residencies and quarterly coalition meetings will reduce sector fragmentation by providing a central hub for providers, linking member organisations across boroughs (many of whom will not have connected before) and forging collaborations.

Our needs analysis continues to reflect that many organisations are still struggling to measure the impact of their work and find appropriate methods to quantitatively evaluate the wellbeing of the older people who engage with their services. As a result, we are currently in discussion with Anglia Ruskin University about developing evaluation measures that will better help coalition members to measure their impact.

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

In 2012, Claremont commissioned research to provide a detailed evidence base around the needs and wants of older people in relation to day care services. 'Flourishing Lives' found that older people enjoy having more time, independence and freedom, do not want to be defined by their age/condition, aspire to achieve things and learn new skills, want to contribute, and appreciate the provision of appropriate therapeutic support. The implications for providers are that staff should be of high quality, they should offer a wide range of activities delivered to a professional standard, participation models should be flexible, and investment in inclusivity is important. What we subsequently found is that in addition to the findings above, providers feel isolated and unsupported. It is clear that whilst there is the passion to deliver quality activities needed and wanted by older people, the sector is fragmented, and many staff feel demoralised, and detached.

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

A repeated concern expressed by coalition member organisations during our needs analysis meetings has been around the issue of meeting the needs of socially-isolated and disadvantaged people and expanding their outreach and community work to extend beyond what many of the organisations found to be the same cohort who repeatedly made use of their services.

We will respond to this by facilitating a series of 'Exploring Outreach' roundtable discussions and workshops that will provide space and opportunity for open dialogue between services and isolated older people, to ensure that the views and needs of disadvantaged and socially-isolated people are placed at the heart of service design and to help organisations gain insight into how they might be able to better open up their offering to some of the hardest to reach in society.

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?

This is an issue that the Flourishing Lives coalition is very keen to explore and progress. Our 'Exploring Outreach' programme will invite key players from community outreach programmes and representatives from Intersectional older people's groups to come together and discuss the potential barriers to accessing services and how these might be overcome. We will stage four discrete roundtables (with a capacity for 40 delegates) focusing on discussing challenges to access for older LGBT+, BAME, people from lower socioeconomic backgrounds, and older men's groups, with the aim of increasing diversity and sharing knowledge and best practice across the coalition. The output will be a co-produced document offering a set of best practice guidelines for organisations to apply as they develop their outreach strategy. This will feature on the Flourishing Lives website and be shared across the coalition. The impact of the process could have great resonance across the sector.

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?

In moving the London sector of older people's day service providers from a practice-based evidence approach to an evidence-based practice approach, increasing the use by London's older population of aspirational services which deliver friendship and increased physical and mental well-being, and reducing the fragmentation of the sector by providing community for service providers, Flourishing Lives is meeting an already identifiable need.

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

We are a coalition of over 200 arts, health and well-being organisations all working for the benefit of older people. We work closely together and will continue to facilitate partnership work across the coalition. For example, last year we partnered with UCL and the National Alliance for Museums, Health & Wellbeing on their Museums on Prescription project, sharing the tenets of the Flourishing Lives Charter in a handbook for arts/heritage organisations. The coalition also needs to work closely with its funders, currently City Bridge Trust and The Mercers' Company in delivering outcomes and reporting impact. We also need to work with other coalitions and networks representing LGBT+ and BAME groups/organisations to ensure that the coalition's work is accessible and promotes equality and fairness. We will also partner with Redbridge Dementia Group and Haynes Dementia Hub to promote 'Dementia Friends' - training and advocacy for dementia-inclusive service provision across London.

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?

Those who engage with our coalition member organisations span the full spectrum of these four stages, from the recently socially-prescribed members of day services who are beginning their journey at the Surviving stage to the Thriving older participants of established and aspirational services like Hackney Empire's Community Choir - although a spectrum of stages is still manifest in participants in even the most aspirational of services. Our coalition members have a shared commitment to engaging the most socially-isolated older people in their communities so the majority of service users across the coalition begin their journey at the Surviving or Coping stages. Our coalition shares a unified vision of excellence in services for older people, a Charter that promotes a model of aspiration and inspiration in programming, helping people to move positively towards the Adapting and Thriving stages, ultimately empowering older Londoners to lead healthier, happier, more active and connected lives.

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

Project team members take public transport to all Flourishing Lives external meetings which reduces our carbon footprint. Additionally, we plan to incorporate a green practice review in our newsletter which will be disseminated across the coalition.

Claremont's activities and services and their environmental impact are integral to our thinking and actions. We are committed to making a positive environmental impact and have made significant improvements within our practices and our physical building since our City Bridge Trust eco-audit. Over half of the Flourishing Lives project activities take place within the Claremont building and so will benefit from this reduced environmental footprint.

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
Flourishing Lives Coordinator Salary F/T	30,900	30,900	0	0	0	61,800
Flourishing Lives Coordinator Employer NIC and Pension	4,064	4,064	0	0	0	8,128
Project Leadership from Claremont CEO (20% of salary, Employer NIC and Pension). CEO also leads the training.	17,061	17,061	0	0	0	34,122
Venue hire/refreshments for free training, events and roundtables, travel, project administration.	3,000	3,000	0	0	0	6,000
Flourishing Lives Officer P/T Salary	16,480	16,480	0	0	0	32,960
Flourishing Lives Officer Employer NIC + Pension	1,477	1,477	0	0	0	2,954
Claremont overheads @ 15% (we have had significant increases in rent which is about to double and utilities since we last applied to City Bridge Trust).	10,947	10,947	0	0	0	21,894
TOTAL:	83,920	83,929	0	0	0	167,858

What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Mercers Company	4,000	4,000	0	0	0	8,000
TOTAL:	4,000	4,000	0	0	0	8,000

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Big Lottery	30,000	30,000	30,000	30,000	30,000	150,000
TOTAL:	30,000	30,000	30,000	30,000	30,000	150,000

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Flourishing Lives Coordinator salary	30,900	30,900	0	0	0	61,800
Flourishing Lives Coordinator Employer NIC and pension	4,064	4,064	0	0	0	8,128
Project Leadership from Claremont CEO	5,000	5,000	0	0	0	10,000
Venue hire/refreshments for free training, events and roundtables, travel, project administration.	3,000	3,000	0	0	0	6,000
Claremont overheads @ 15% (we have had significant increases in rent which is about to double and utilities since we last applied to City Bridge Trust).	6,445	6,445	0	0	0	12,890
TOTAL:	49,409	49,409	0	0	0	98,818

Who will benefit?

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

3,100

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

London-wide

Does this project specifically target any groups or communities?

Yes - please enter details below

This project will specifically work with the following age groups:

65-74/75 and over

This project will specifically work with the following gender groups:

Male

Female

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:

Yes

This project will specifically work with other groups or communities:
LGBT+ consortia, older men's groups, BAME groups, people from lower socioeconomic backgrounds.

How will you target the groups/communities you have identified? What is your expertise in providing services for these groups?

By forming a steering committee comprising the members and delegates of representative intersectional advocacy groups. Our expertise stems from the working partnerships that we have already successfully formed with representative groups.

Are there any groups or communities you think your organisation will find hard to include through this project?

Yes - please specify

If yes, please specify which groups or communities? Where possible using the categories listed above.

Our needs analysis has shown it will be hard to reach socially-isolated older people from a lower socioeconomic background for a variety of complex financial, social, medical and psychological reasons. Unlike LGBT+, BAME and older men's groups, there are very few advocacy groups which specifically represent this cohort.

If yes, what steps will you take to make your services accessible to and meet the needs of the groups/communities you have identified?

We will seek to reach out to socially-isolated older people from a lower socioeconomic background through the social-prescription network, to those who have successfully been referred to arts or community groups by their GPs or medical services.

Declaration

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: **Lucien-Paul Stanfield**

Role within Organisation: **Chief Executive**