

The City Bridge Trust

Bridging Divides: Application for a grant



About your organisation

Organisation Details

Name of your organisation: CREATE London	
If your organisation is part of a larger organisation, what is its name? East London Business Alliance (Accounts)	
In which London Borough is your organisation based? Barking & Dagenham	
Contact person: Ms Charlotte Aston	Position: Development Coordinator
Website: http://www.createlondon.org	Social Media Accounts: https://twitter.com/create_london; https://www.facebook.com/createlondon.org/
What Quality Marks does your organisation currently hold?	

Legal Status

Legal status of organisation: Registered Charity			
Charity Number: 1146063	Company Number: 07586759	CIC Number:	Bencom Number:
When was your organisation established? 01/04/2008			
Alms of your organisation: Create exists to explore the ways artists can contribute to the lives of people in cities. We help artists to connect closely with communities through an ambitious programme of projects. Our work is focused in east London, home to more artists and arts organisations than anywhere in Europe, and with communities living within 1%-5% of the most deprived areas of the UK. Our mission is to contribute to east London's ongoing regeneration by bringing about positive social change, creating jobs and skills opportunities, attracting visitors, generating inward investment and supporting sustainable urban physical, environmental and public realm projects. We achieve this by delivering ambitious projects that are shaped to respond to the specific needs of diverse communities living in the most socially and economically deprived areas of London.			

Main activities of your organisation:

The White House is a public space for art and social activity in Dagenham, established in 2016. It is based in the Becontree Estate in Dagenham, an area that has experienced years of social and economic deprivation and which has had few opportunities for diverse groups of people to undertake self-development to positively change their life circumstances. TWH invites artists to live and work in the house, exploring new ways to collaborate with the local community. TWH hosts a regular programme of community-led events with and for local residents, such as arts/craft, poetry, socials, co-working, youth activities, gardening and more. We provide resources and opportunities to support Barking & Dagenham residents to shape their own cultural lives, contributing to social change within their communities.

The White House's ambitious programme is an exemplary long-term project demonstrating how art can be used as a tool to bring about long-lasting and meaningful social impact.

Your Staff & Volunteers

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
8	4	14	0
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	23 years

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

Create London is committed to implementing practices that conserve energy and resources and promote sustainability. Create recognises that as a provider of services and as an employer it has the opportunity and capability to both control and influence impact on the environment. The following order of priorities is employed for reducing environmental impact and minimising resources; Reduce, Re-use, Repair and Recycle. Consideration is given to maximising value for money and appropriate use of resources, including staff time, when seeking to minimise the effect on the environment.

We have an environmental policy in place which is reviewed quarterly by the Senior Management Team to ensure it meets current legislation and procedures.

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:	£884,005	£1,373,084	£1,173,200
Earned income:	£34,775	£18,750	£25,000
Other income:	£10,682	£16,128	£12,000
Total income:	929,462	£1,522,234	£1,479,200
Charitable activity costs:	£1,014,410	£1,307,087	£1,272,049
Cost of raising funds:	£43,902	£40,139	£42,146
Other costs:	£0	£0	£0
Total expenditure:	£1,058,312	£1,347,226	£1,314,195
Free unrestricted reserves held at year end:	£140,529	£140,000	£147,000

What is your organisation's reserves policy?

The Trustees have an ambition to continue to accumulate general reserves, currently standing at £140,529, until those reserves represent at least 6 months' worth of core operating costs and amount to circa £250,000, which is in line with Charity Commission recommendations for an organisation of this size.

Given the nature and size of the company's surpluses the Board recognise that it may take a few years more to realise this aspiration and to have a fund of around £250,000.

For your most recent financial year, what % of your income was from statutory sources?
31-40%

Organisational changes

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

Staff changes at the White House include a permanent Engagement Coordinator, who will develop/deliver a new engagement strategy to develop new partnerships and widen participation, a permanent Curator to project manage/produce the 3-year programme, ensuring outputs and outcomes are delivered within budget and timeframe; a live-in Caretaker, and Evaluator to develop and implement robust monitoring framework.

Grant Request

Which of the Trust's programmes and priority areas will your application deliver? Connecting the Capital/Growing, greening and environmental projects				
Which of the programme outcome(s) does your application aim to achieve?				
Please describe the purpose of your funding request in one sentence. The White House Garden will provide a bespoke community-led engagement and skills-development programme, increasing the amount of publicly-accessible green space resulting in a robust governance model to ensure future sustainability.				
When will the funding be required? 01/05/2019				
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:	Year 2:	Year 3:	Year 4:	Year 5:
£21,000	£21,000	£21,000	£0	£0
Total Requested: £63,000				

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

Develop community-led green space and sustainable governance model:

- 70% of participants identifying contribution to improve local area through garden activities, increasing resident's sense of local pride and care/ownership of local environment.
- 80% of participants identifying new skills and increased confidence through activities and involvement in decision-making processes.

Develop stronger and more cohesive community through increasing civic participation:

- 50% increase in participants engaging with garden activities with 70% of participants identifying a sense of pride in their achievement.
- Strengthen and diversify community networks, working with 5-10 diverse community groups and 10-15 community partners to embed activity.

Increase access to 'green' volunteer opportunities in LBBD:

- 70% of participants identifying activity has positively contributed to health & wellbeing through increased physical, social and recreational activities.
- 60% of participants engaging in activities have faced barriers to accessing other opportunities due to health, mobility and socio-economic background.

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

Generate sustainable community-led governance model for garden:

- 36x meetings with Core Friends group to develop decision-making processes, roles & responsibilities, increasing membership from 20 to 50 residents
- Work with 10-15 community partners to embed garden into boroughwide strategies, developing supportive network
- Produce/disseminate x300 garden manuals with participants

Widen and deepen community engagement, increasing civic participation and community development:

- 24x bespoke workshops for 5-10 identified target groups (BAME, disability, learning difficulties, mental health groups)
- 50% engagement increase through 144x gardening sessions; 36x workshops; 6x open days
- 80% of participants identifying new skills supporting professional/personal development

Develop front garden, increasing publicly accessible green space by 31%:

- 36x Core Garden Group meetings to co-design/produce front garden
- Grow gardening club from 100 to 250 participants
- 144x drop-in sessions
- 36x skills development/educational garden workshops
- Increase public engagement in garden from 200 to 400 participants

You and your grant request

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

Over a 2-year period we have developed a publicly accessible community garden at The White House (TWH); accompanied by horticultural training for residents; developed a gardening group who co-designed/produced the garden; and established a network of experts to teach new growing methods. Having completed the R&D and build phases, we now seek continuation funding to activate the full potential of the space, increasing the garden's outputs and reaching a wider participant demographic.

We have identified the need to continue this project by developing a programme of events aimed at attracting a more diverse demographic to the garden through targeted programming; using growing/harvesting activities to promote awareness of social, political and ecological issues; to generate a robust and sustainable method of community governance, safeguarding the future of the garden; and complete the development of the front garden of TWH, embedding a resilient green resource within the heart of the community.

How will the project described achieve your stated outcomes?

- Core garden group and garden consultant will co-design/produce front garden to increase public green space, act as gateway to back garden; increasing accessibility and local engagement opportunities.
- Increase and diversify Core garden group membership, creating pathways for target groups to join encouraging continued engagement.
- Support establishment of governance model, roles, decision-making processes to futureproof garden.
- Co-produce garden manual to support skills exchange.
- Develop supportive network of local groups, partners and residents to strengthen community cohesion and build stronger communities.
- Deliver regular skills development workshops for participants to develop skills to govern/maintain garden.
- Widen and diversify garden participation through working with target groups/partners to deliver bespoke educational engagement programmes.
- Garden Consultant and participants to co-develop regular educational sessions (open access and targeted) exploring social and ecological issues within the local and global context; contributing towards physical and mental health, and greening initiatives.

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

London Borough of Barking & Dagenham is ranked 9th within England on deprivation indices, placing it in the top 3% most deprived authorities in England (Source:IMD 2015).

Kings Fund Report (2016) highlights physical and mental health benefits for those living in areas with accessible green spaces, with significantly less income-related health inequality, weakening the effect of deprivation on health (Mitchell&Popham 2008).

Valence Ward has significantly lower percentage (11.8%) of open green space compared with LBD (33.7%) and London (39%) as a whole.

Conversely LBD is undergoing major transformation to the built and green environment, making it a more desirable place to live/work by 2030, the completion of the garden is an initiative LBD fully supports.

Through ongoing community consultation and evaluation, we have identified need to widen and diversify access to gardening activities. Identifying a lack of specialist support, capacity, and accessible outdoor activity and green space in LBD.

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

- Appoint Garden Consultant to develop and implement engagement programme and outreach, with Engagement coordinator
- Embed activities across borough, working with identified partners to cross-pollinate programmes, building supportive network
- Monthly Core Garden Group meetings to co-develop, design and manage delivery of Front garden with gardening consultant
- Weekly sessions for wider gardening club of self-led garden activity
- Co-design/deliver bespoke monthly workshops exploring wider societal issues engaging target groups facing barriers (BAME, disability, learning difficulties, mental health groups)
- Monthly meetings with Core Garden Group to develop community-led governance model for TWH garden, decision-making processes and exit strategy for consultant-led workshops
- Deliver exit strategy, ensuring target participants/groups engage with weekly gardening club and monthly skills development workshops to move towards community-led workshop model
- Appoint publication designer to co-design/disseminate publication with wider gardening group
- Governance model led by Core Garden Group In place ensuring garden sustainability

Why are you the right organisation to do this work?

The White House is embedded within the Becontree estate, delivering a respected and ambitious community-focused programme in collaboration with residents. We have been working in LBBB for over six years and have long-standing relationships with the local community and local organisations. We work with LBBB Council on their long-term cultural plans and they have emphasised their desire to establish a long-term purpose for The White House by providing a 25-year lease agreement for the House and garden, working in partnership to deliver joint ambitions in the borough, including green initiatives to deliver environmental impact on micro and macro-scale across the borough.

The initial 2-year development phase enabled us to develop a dedicated gardening group of residents and extensive network of urban farmers, permaculturists, horticulturists, local growers and green initiatives. We will collaborate to deliver environmental impact projects to support place-making and local regeneration, developing strategies for reducing carbon footprint.

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

Although there exist a number of volunteer gardening opportunities in the borough we will tailor our activities to target specific groups that are not currently catered for by developing bespoke programmes for BAME communities, disability and mental health groups, and socially isolated groups facing disadvantage.

We will work with garden consultant to deepen the quality of engagement and use the garden as a vessel to deliver activity that challenges attitudes and perceptions towards broader societal issues, expanding the type of voluntary activity on offer in the borough, developing a model for hands-on learning to aid community cohesion.

We will work with local partners, Growing Communities, Dagenham Farm, Park Rangers, Valance House Museum, Participatory City, Healthy Lifestyle Team (LBBB), TFL Farmstore, Company Drinks and Keep It Complex to ensure activity across the borough complements and informs each other, working towards borough-wide strategies to deliver environmental impact and high-quality volunteering opportunities.

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

The Core Garden Group will be made up entirely of local residents who will advise and take a lead on strategic direction, sustainability, community development and maintenance. We will ensure the core group is representative of the borough, inviting participants from our targeted engagement programme (targeting BAME, Disabled, learning difficulties, Mental Health groups) to take on decision-making roles.

We will provide opportunities for people who experience inequality or disadvantage through targeted engagement and co-designed bespoke programmes addressing need. With all activity developed in collaboration with the community it is for, ensuring relevance and ownership over the garden programme, supporting greater wellbeing and independence.

We will deliver a variety of activities; community garden open days, weekly drop-in gardening club, monthly skills development workshops, bespoke workshops for participants with specific needs and the Core Garden Group, offering progression routes to all participants to be represented in decision-making processes within their community.

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?

The programme will be co-developed and delivered in collaboration with the community, working with individuals/groups from LBBD who face barriers to accessing volunteer opportunity in their community. Devising bespoke programme with target groups responding to specific need; Green Shoes Arts (mental health group); Ab Phab (young people with disabilities); LBBD Youth Offending Service; Anaya Asian Women's Group (socially isolated mothers/families); Community Health Champions (healthy lifestyles with South Asian and Black African communities); Relish (adults with learning difficulties); Jacksons Cafe (adults with disabilities).

Our engagement strategy will enable various groups and individuals to come together, regardless of difference, promoting an inclusive approach to increase community cohesion and civic participation. Using the garden as a resource to directly explore and challenge attitudes towards social, ecological and political issues affecting our local and global communities; supporting residents to better understand themselves and each other, creating a safe space to share knowledge and experiences.

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?

N/A

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

TWH Engagement Coordinator; deliver engagement strategy, develop new partnerships, attract new groups and widening participation.

-Garden Consultant; work with participants to co-develop and lead skills workshops engaging with local/global issues through garden. Work with Core Friends to co-develop/deliver Front garden, increasing TWH garden.

-TWH Curator; project manage 3-year programme, ensuring outputs/outcomes are delivered within budget and timeframe.

-TWH evaluator; collect qualitative/quantitative data to measure outcomes/impact, using garden as a case study for community development.

-Core Garden Group; smaller group of core decision-makers advising on programming, development and community integration to lead community-led model forward.

-Wider gardening club; participants engaging in weekly drop-in garden sessions. Will be trained-up to provide ongoing garden support for exit strategy.

-Target groups; we have approached groups to research and evidence need, programme will be co-designed with groups.

-Network; work with network of local partners, LBBD, environmental initiatives, and horticulturalists to embed and advise on activity.

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?

The target groups are at various staging of coping and adapting, we aim to move positively between mid-term effects of engagement and long-term impact of the gardening group, supporting health and wellbeing outcomes.

We will work with group facilitators to identify long-term benefits of the project, developing a progression plan. TWH staff will facilitate sessions to support individuals from different groups to interact and share skills, developing friendships and cohesion amongst groups, increasing continued investment in the project.

We will provide opportunities for accessing different types of support, bringing together different groups to generate a supportive network, working with local residents? Focus Point to signpost to local support services if more statutory support is required.

TWH evaluator will measure impact on personal and community development. The evaluator will conduct baseline, mid-point and final interviews with key participants to track journey between the four stages and measure impact

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

We will increase the amount of public green space and trees in the borough, helping reducing carbon levels and air pollution in the urban environment.

-We will work with permaculture expert to develop a sustainable ecosystem and increase biodiversity in the garden, supporting residents to develop these practices at home.

-We will increase green/eco-friendly initiatives amongst residents by hosting workshops and training, raising awareness on environmental impact, climate change and permaculture. Supporting residents to develop strategies to reduce household and individual carbon footprint through gardening practices such as composting, waste reduction and reuse schemes, increasing plant life/biodiversity, growing food and promoting local produce. 60% of residents will identify new learning/practical skills on environmental issues through garden activities.

-We will work closely with LBBD to feed into borough wide environmental policy and strategies including; Delivering Low Carbon Borough, Climate Change Awareness and Green Champions.

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
Front Garden (inc. planting, landscaping, gardening tools/equipment, signage, furniture)	5,000	6,000	0	0	0	0
Engagement (inc. Volunteer training (@£130 x12 sessions p.a.); Volunteer expenses (travel/subsistence) (@£50 per month); Outreach/Hospitality (@£300 per quarter); Garden materials/ingredients (@£50 per month); Workshop expenses (@£50 x 12 sessions p.a.)	4,560	4,560	4,560	0	0	0
Communications (inc. marketing materials, events, publication designer fees, printing, distribution)	700	700	6,700	0	0	0
Project Management (Inc. Engagement Coordinator (@equivalent of £24K pro rata); Garden Researcher/Consultant; WH Curator (@equivalent of £30K pro rata); WH evaluator	32,280	31,280	26,280	0	0	0
Contingency	1,100	1,100	1,100	0	0	0
TOTAL:	43,640	43,640	38,640	0	0	0

What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
City Bridge Trust (pending)	21,000	21,000	21,000	0	0	0
Create core (confirmed through ACE NPO funding; towards salary costs)	17,640	17,640	17,640	0	0	0
Paul Hamlyn Foundation (confirmed towards Evaluator costs)	5,000	5,000	0	0	0	0
TOTAL:	43,640	43,640	38,640	0	0	0

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	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
Front Garden	5,000	6,000	0	0	0	0
Engagement programme	4,560	4,560	4,560	0	0	0
Communications	700	700	6,700	0	0	0
Project management	9,640	8,640	8,640	0	0	0
Contingency	1,100	1,100	1,100	0	0	0
TOTAL:	21,000	21,000	21,000	0	0	0

Who will benefit?

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

700

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

Barking & Dagenham

Does this project specifically target any groups or communities?

Yes - please enter details below

This project will specifically work with the following age groups:

0-15/16-24/25-44/45-64/65-74/75 and over

This project will specifically work with the following gender groups:

Male

Female

Transgender or other gender identity

This project will specifically work with the following ethnic groups:

Asian/ Asian British (including Indian; Pakistani; Bangladeshi; Chinese; Any other Asian background)

Black/ African/ Caribbean/ Black British (including African; Caribbean; Any other Black/ African/ Caribbean background)

Mixed / Multiple ethnic groups

White (including English/ Welsh/ Scottish/ Northern Irish/ British; Irish; Any other White background)

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

This project will specifically work with other groups or communities:
In addition to those listed above we will also work with socially isolated groups facing disadvantage.

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

Our staff are trained (DBS/NSPCC) in supporting adults/young people with moderate-severe learning disabilities, physical disabilities and mental health needs; regularly supporting hard to reach communities and groups with specific needs.

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.

We acknowledge that we cannot reach all groups and communities in such a diverse area as Dagenham.

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 utilise our strong LBBB networks, sharing opportunities through partner networks to reach new/diverse participants. Gardening Group members will be ambassadors, advocating within their communities.

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: **Charlotte Aston**

Role within **Development Coordinator**
Organisation: