

# The City Bridge Trust

## Bridging Divides: Application for a grant



### About your organisation

#### Organisation Details

Name of your organisation: <b>Young Westminster Foundation</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Westminster</b>	
Contact person: <b>Ms Helen Mann</b>	Position: <b>Development Manager</b>
Website: <b><a href="http://ywfoundation.com">http://ywfoundation.com</a></b>	Social Media Accounts: <b>@ywestfound</b>
What Quality Marks does your organisation currently hold? <b>N/A</b>	

#### Legal Status

Legal status of organisation: <b>Registered Charitable Incorporated Organisation</b>			
Charity Number: <b>1169255</b>	Company Number:	CIC Number:	Bencom Number:
When was your organisation established? <b>13/09/2016</b>			
<b>Aims of your organisation:</b> The promotion of the voluntary sector primarily in the City of Westminster in particular by building the capacity of charitable and voluntary organisations working with children and young people and providing them with the necessary advice, support, information, training and services to enable them to pursue their charitable purposes and improve the efficiency and management of their resources. b. To advance in life and relieve the needs of young people through making grants to charities and voluntary organisations that do any or all of the following: ? the provision of recreational and leisure time activities provided in the interest of social welfare, designed to improve their conditions of life and increase their opportunities; ? providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals.			

**Main activities of your organisation:**

To create and support a member network of not for profit organisations working with young people and children ( 0-25) through :

Networking events

Support in fundraising

Linking them with business partners who are able to offer support either financially or pro-bono

To recruit and develop a team of young ambassadors to support our research, help shape our strategy and convey our message to the communities in Westminster

To work with Westminster organisations to secure funding and support for the communities they are in and to engender a better understanding of those communities.

To work with other strategic partners in the borough to ensure cohesion and ensure appropriate opportunities for young people are developed made available and taken up .

To maintain an active business partnership programme to support local young people.

**Your Staff & Volunteers**

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
<b>1</b>	<b>3</b>	<b>8</b>	<b>15</b>
Do you have a Safeguarding policy? <b>Yes</b>			
<b>Are the following people in your organisation subject to DBS checks?</b>			
Paid Staff <b>Yes</b>	Volunteers <b>Yes</b>	Trustees / Management Committee Members <b>Yes</b>	

**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?
<b>Rented</b>	<b>2 yrs</b>

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

Our approach to environmental sustainability includes minimising our impact wherever possible. This includes:

- Adoption of a paper-free office approach, print is only used when really necessary
- Recycling printer cartridges, paper, cans and other waste
- Encouraging staff to cycle rather than use transport

## Finance Details

### Organisation Finances

	<b>Year of most recent audited / examined accounts</b>	<b>Current financial year forecast</b>	<b>Next financial year budget</b>
End of financial year date	31/03/2018	31/03/2019	
Grants & donations:	£184,687	£226,555	£0
Earned income:	£15,693	£4,250	£0
Other income:	£0	£0	£0
<b>Total income:</b>	<b>200,339</b>	<b>£230,806</b>	<b>£0</b>
Charitable activity costs:	£115,378	£343,344	£0
Cost of raising funds:	£0	£0	£0
Other costs:	£0	£0	£0
<b>Total expenditure:</b>	<b>£115,378</b>	<b>£343,344</b>	<b>£0</b>
Free unrestricted reserves held at year end:	£50,977	£27,090	£0
<p><b>What is your organisation's reserves policy?</b>                      It is the Charity's Policy to hold no less than three months' operating costs in reserves.</p>			
<p>For your most recent financial year, what % of your income was from statutory sources?  <b>51-60%</b></p>			

### Organisational changes

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

**None**

## Grant Request

Which of the Trust's programmes and priority areas will your application deliver?  
**Connecting the Capital/Capacity building support**

Which of the programme outcome(s) does your application aim to achieve?  
**Connecting the Capital/Local communities have better, more sustainable, assets (financial, physical, environmental)**  
**Connecting the Capital/Civil society organisations are more effective and resilient**

Please describe the purpose of your funding request in one sentence.  
**Funding to cover 60% of the CEO role and 40% of the Development Manager role and office rent/expenses**

When will the funding be required? **01/04/2019**

Is this request to continue work that is currently funded or has been funded in the last year by:  
City Bridge Trust? **Yes** Another funder? (If so which)

How much funding are you requesting?

Year 1:	Year 2:	Year 3:	Year 4:	Year 5:
<b>£59,125</b>	<b>£59,125</b>	<b>£59,125</b>	<b>£59,125</b>	<b>£59,125</b>

**Total Requested: £295,625**

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

Organisations will be more able to jointly deliver services and apply for funding to do so . Greater understanding of other organisations work and expertise resulting in less duplication and a more cohesive connected community sector

A convincing and accurate picture of need is developed as evidence for funding applications. Young people are part of helping us shape our strategy and identify and convey the best way to ensure young people in Westminster are better able to access opportunities and thrive.

More funding in the sector leads to more robust and sustainable organisations. Local businesses through working with local charities will have a better understanding of the needs of their local community leading to ongoing funding and a robust and sustainable sector. Local communities have better, more sustainable, assets(financial, physical, environmental).

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

Bring the community of member organisations in Westminster together through quarterly networking events and develop co-working and partnerships for fundraising applications . Inform and up-skill on fundraising opportunities through one to one member meetings and monthly newsletters.

Sustain and develop our young ambassador programme to ensure that our research is up to date and that we have a team of people able to communicate effectively with their peers .

Work with business to secure investment and partnerships for working relationships between members and local businesses.

## You and your grant request

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

YWF is an exciting cross-sector partnership, working with youth clubs, charities, schools, businesses and Westminster City Council to create the best opportunities for brighter futures for all young people in Westminster.

We connect our members, funding partners and strategic partners to shape opportunities, broker new funds and create the best services for children and young people in Westminster. Our members include youth clubs, charities and social enterprises delivering grass-root services to children and young people.

We are applying for Funding to cover the costs of the CEO and Development Manager . The CEO leads on the strategy and overall vision of the foundation as well as our work with businesses. The role of the Development Manager is key in ensuring that our members are supported and consulted especially in relation to funding applications. Our office ,situated centrally in the Borough, allow us to easily visit all members and businesses.

### **How will the project described achieve your stated outcomes?**

We will support our members to develop their skills to build capacity and become financially robust resulting in a more effective, resilient and sustainable sector.

Our members will be better connected and have an understanding of Westminster projects avoiding duplication and encouraging joint working. We will encourage partnership working and consortia bidding for funding. Members will have an improved understanding of available funding and skills to apply for it .

Partnership working with young people and a range of stakeholders including businesses will ensure greater access to a range of opportunities and confidence to access them.

Businesses and statutory providers ( including WCC , NHS ) will have a better understanding of the needs, concerns and aspirations of young people growing up in Westminster through consultation, research and involvement in projects.

Young people will help shape future services and opportunities in Westminster through consultation and research work

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

In 2017 we undertook a peer-led Needs Analysis of young people in Westminster . This report ' A city Within a City ' has informed our vision and highlighted needs in certain areas .Ongoing consultation with young people ensures that our focus is current and needed. Since the recent cuts to funding for Westminster youth services no longer receive any funding from WCC. We know through consultation with our member organisations that they are struggling not only to maintain delivery of their provision but also to find capacity and appropriate skills within their organisation to identify funding streams and apply for funding .Members are also not used to working in partnership and have told us that they welcome introductions to other members.

Businesses have told us they welcome the opportunity to hear the views of young people and the opportunity to be involved and make a difference in their communities.

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

Through partnership working we will :

Train and work with a team of young people - Young Ambassadors - who will inform our work and keep our consultation and research work current.

Work closely with our members to understand their needs and support them as appropriate assisting with funding applications, introducing them to business partners and organising membership and networking meetings .

We will identify and form relationships with business partners in Westminster brokering introductions to enable business to support our members in the best way possible both financially and through pro-bono support and volunteering . Through these partnerships we will raise funds which will go directly towards a Grants programme which members will be eligible to apply for .

Our CEO will represent the voice of young people and our members lobbying as appropriate.

We will write funding applications on behalf of our members to major funders .

**Why are you the right organisation to do this work?**

As a non delivery organisation we are able to concentrate on supporting others this includes both our member charities and businesses and we will link them up as appropriate. Our development Manager is able to identify funding opportunities and support members as appropriate in applications either through consortium bids written on their behalf or by linking up members for partnership work .

Our close working relationship with WCC also allows us to bring in member partners with their community expertise to supplement their work (often bringing funding with it ) .

With a focus on young people and a team of young ambassadors our expertise and knowledge will make us the "go to" organisation for those wanting to understand the needs of young people in Westminster and how best to support them .

In a period of 9 months we have secured 72 member organisations.

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

As a non delivery organisation our work has a different focus to that of our members.

There is no longer a local authority youth service in Westminster -a gap which needs filling

We work closely with One Westminster to ensure that there is no duplication and to share learning , events and knowledge. Jackie Rosenberg CEO of One Westminster is a YWF trustee which ensures that our strategy reflects this.

We will consult as required when working on new projects and awarding funding - for example we have recently awarded money for an employability pilot to a member organisation the spec for which was devised following consultation with a range of stakeholders already working in the field ensuring that our pilot would not duplicate work already being undertaken .

We will continue to talk to others funding projects in Westminster to share knowledge and avoid duplication .

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

In early 2018 we published our peer-led Needs Analysis ' A City within a City '. This report examines the views and needs of 250 young people in Westminster - many of them living in the most deprived areas such as Church street which has the highest levels of poverty in London (50%) The findings and the themes that came through have shaped our strategy and workstream . Our member organisations and young people are based in some of the most deprived wards of Westminster and their views will be heard through ongoing consultation led by their peers and our team of young ambassadors .Our close relationship with WCC teams working with the most disadvantaged young people including Early Help team, Intergrated Gangs Unit , Pupil Referral Units will ensure that we have access to the views of disadvantaged young people.

**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 will engage and empower individuals in several ways :

Through our Young Ambassador programme we will encourage young people to actively engage in social action campaigns around issues they have themselves identified. We will work with them to lead further research and consultation to further explore the needs identified in our Need Analysis .

Through consulting our members about what support they require and bringing our members together at regular events we will bring members together to consider how best to build sustainability in the sector..

Through consulting the young people accessing the opportunities and services delivered by our members we will empower young people to share their views in a solution focused way .

We will work with members who have expertise with various groups to reach those who are excluded or at risk of exclusion such as PRUs , Virtual Schools , Learning Disability members organisations.

**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?**

Our Needs Analysis has identified the views and needs of Young People in Westminster and our recent follow up consultation in June 2018 identified some of the ways of tackling the issues. These included a full range of diversionary /preventative activities and programmes offered through youth clubs and community based organisations. With the recent funding cuts to youth services in Westminster ( Westminster has received an 89% cut to funding for youth services since 2011/12- Sian Berry report Londons Lost Youth Services March 2018) the youth clubs in Westminster are now facing an acute need for funding and support around sustainability. Our work will focus around supporting the youth clubs and member organisations to become sustainable and to allow them to continue their largely preventative work in supporting young people across the Westminster.

Businesses have also told us that they welcome expertise on how to support young people.



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

We will work closely with all organisations delivering opportunities and services to young people in Westminster this will include.

Westminster City Council and their various teams including Employment , Policy , Early help , Integrated Gangs Unit , Public Health , Troubled Families team , City Lions ( WCC cultural programme ) , Youth Council and local councillors to ensure they understand the needs of their local community and are able to influence service provision and funding.

Other partners include:

Schools - including PRUs

Police

Housing Associations

NHS and Health and Wellbeing Partners ( Central London CCG, Healthwatch, Central London Health Care ,CAHMs )

Businesses

Museums and other cultural partners offering opportunities for young people

We will also continue to work closely with One Westminster and funders including Westminster Amalgamated Charities , St Giles ,Strand Parishes , Westminster Foundation. London Youth , GLA and the other Young People's Foundations.

**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?**

Our members are delivering a range of services which touch all of the four stages listed eg RedThread will be working with young people at the point of trauma in hospitals having experienced serious violence while Dream Arts an arts performance/therapy charity will be working on coping mechanism for young people experience mental health problems and enabling them to adapt and adopt strategies to allow them to thrive.

The youth clubs who we are looking to support ultimately provide an safe place and environment for young people to thrive. We believe that all young people growing up in Westminster . Our vision is that all young people in Westminster grow up healthy, safe and happy with the best opportunities to thrive with a brighter future. We believe our work will support organisations to empower young people and allow them to thrive supporting them at all stages to achieve this.

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

no

## Funding required for the project

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

<b>Expenditure heading</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
Funding for CEO (100%)	57,500	57,500	57,500	57,500	57,500	287,500
Funding for Development Manager(100%)	40,250	40,250	40,250	40,250	40,250	201,250
Funding for Marketing Officer (100%)	12,038	0	0	0	0	12,038
Funding Office Manager (100%)	11,000	17,400	17,400	17,400	17,400	81,638
Finance Support	3,100	2,400	2,400	2,400	2,400	12,700
Interns and Volunteers	8,272	6,000	6,000	6,000	6,000	32,272
Office and Administrative Running Costs	26,930	26,930	26,930	26,930	26,930	134,650
Rent and Service Charge	6,000	6,000	6,000	6,000	6,000	30,000
Other overheads	20,930	20,930	20,930	20,930	20,930	104,650

<b>TOTAL:</b>	<b>186,020</b>	<b>177,410</b>	<b>177,410</b>	<b>177,410</b>	<b>177,410</b>	<b>890,660</b>
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### What income has already been raised?

<b>Source</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
John Lyons Charity	50,000	0	0	0	0	50,000
income through charged services	0	0	0	0	0	0
Income through managed projects	0	0	0	0	0	0

<b>TOTAL:</b>	<b>50,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>50,000</b>
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**What other funders are currently considering the proposal?**

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Westminster City Council	0	0	0	0	0	0

<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
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**How much is requested from the Trust?**

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
CEO	34,500	34,500	34,500	34,500	34,500	172,500
Development Manager	16,100	16,100	16,100	16,100	16,100	80,500
Rent and service charge	6,000	6,000	6,000	16,100	16,100	30,000
Contribution to running costs: Telephone	900	900	900	900	900	4,500
Contribution to overheads: Insurance	745	745	745	745	745	3,725
Contribution to Independent Exam Fee	880	880	880	880	880	4,400

<b>TOTAL:</b>	<b>59,125</b>	<b>59,125</b>	<b>59,125</b>	<b>59,125</b>	<b>59,125</b>	<b>295,625</b>
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## Who will benefit?

How many people will directly benefit from the grant per year?  
**12,000**

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

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**

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:  
**Mixed / Multiple ethnic groups**

If Other ethnic group, please give details:

This project will specifically work with Deaf and disabled people:  
**No**

This project will specifically work with LGBTQI groups:  
**No**

This project will specifically work with other groups or communities:

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

**We will work through member organisations with expertise in their communities and through our young ambassadors**

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

**No**

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

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

### **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: **Helen Mann**

Role within                      **Development Manager**  
Organisation: