

<b>Committee</b>	<b>Date:</b>
City Bridge Trust	13 May 2015
<b>Subject:</b> 20 <sup>th</sup> Anniversary Proposals	<b>Public</b>
<b>Report of:</b> Chief Grants Officer	<b>For Decision</b>

### Summary

This paper builds on the outline City Bridge Trust 20<sup>th</sup> Anniversary paper presented to your January 2015 meeting. It sets out in detail some of the proposed activities to take place during 2015-16 to mark the Trust's 20<sup>th</sup> Anniversary. These include:

- Strategic grant proposals to be developed in two key areas:
  - i) Disability and inclusion (young disabled people into employment and education and supporting London-based employers in the possibility of employing people with mental health disabilities).
  - ii) Strengthening London's voluntary sector (capacity building and delivery models).
- Unrestricted grants to 20 City Bridge Trust funded organisations.
- Scoping a small grants programme.
- Communications work through the Lord Mayor's Show and a Media Trust film project.

### Recommendations

#### Members are asked to:

- (i) Receive this report and note its contents.
- (ii) Approve funding of £55,125 to enable the Media Trust to work with a cohort of grantees on a 'Telling Your Stories'/ambassadorial project.
- (iii) Approve a budget of £35,000 to commission research into a potential small grants programme.
- (iii) Approve funding of up to £40,000 for the Trust to work in partnership with up to three London-based disability arts/sports organisations and participate in the Lord Mayor's Show 2015.

## **Main Report**

### **Background**

1. At your January 2015 meeting, you received a report with outline proposals of plans to mark the Trust's 20<sup>th</sup> Anniversary Year 2015-16 (financial year). This paper aims to flesh out in more detail some of the proposed activities to take place during 2015-16.

### **Strategic grants proposals**

2. The 20<sup>th</sup> Anniversary presents an opportunity to award grants of strategic benefit to London, over and above your usual strategic grant-making. Officers recommend that you focus on the following:

- a) **Disability and inclusion**

Throughout your 20 years of grant-making, you have been a strong advocate of work supporting disabled people and your disability grants programme has been one of your flagships. You have helped to make community transport more sustainable in the capital by helping them to develop sustainable vehicle-replacement strategies, as well as moving to a funding model of largely self-generated income. You have encouraged good practice amongst organisations wishing to make their community buildings more accessible, by making grants available for access audits and disability awareness training, as well as for the capital improvements.

You have also made a large number of grants to help disabled people live more independently and have more choice and control over their lives. Officers propose to build on the experience we have gained during the last 20 years through a new initiative. Officers are acutely aware that unemployment rates amongst young disabled people are disproportionately high: according to Nomis (official labour market statistics) 48.3% of all disabled London residents of working age are in employment compared with 74% of the non-disabled population. The Trust has funded some good work to tackle this problem (for example, Muscular Dystrophy Campaign and Action for Kids) but we know this is only scratching the surface.

- i) **Young Disabled People into Employment**

It is proposed that money from your ring-fenced 20<sup>th</sup> Anniversary strategic grants budget is used to fund work to help young disabled people into employment. The use of this money to leverage resources from other funders would be encouraged. Applications would be invited from organisations with exemplar projects that can be replicated elsewhere. The worked up grant proposals would be brought back to your committee for your consideration and decision.

Such a proposal would complement other initiatives around inclusion that you are currently involved in during the Anniversary year, namely the work with Lemos & Crane to increase access to arts institutions for adults with learning difficulties (proposals for taking this work to the next stage will be brought to

your next meeting) and the event hosted at Mansion House on May 6<sup>th</sup> 2015, in partnership with BBC Children in Need and London Youth, to increase the participation in youth projects by young disabled people.

## ii) **Improving London's mental health**

Again, the Trust has been a long-standing supporter of work to improve the mental health of Londoners. One in four people will experience a mental health problem at some point in their lives. Mental ill health is more prevalent in London than the rest of the UK and the mental health needs of Londoners can be complex. Some people with mental health problems may also have a problem with drugs or alcohol – often referred to as 'dual diagnosis'.

It is proposed that money from your ring-fenced 20<sup>th</sup> Anniversary strategic grants budget is used to fund work to educate and support London-based employers in the possibilities of employing people with mental health disabilities. Again, the use of this money to leverage resources from other funders would be encouraged. Applications would be invited from organisations with exemplar projects that can be replicated elsewhere, or amplified through your additional resources. The worked up grant proposals would be brought back to your committee for your consideration and decision.

## b) **Strengthening London's voluntary sector**

Throughout the last 20 years, the Trust has recognised the importance of helping to build the capacity of London's voluntary and community. Members have expressed the desire that the Trust use the occasion of its 20<sup>th</sup> Anniversary to leave London's voluntary sector stronger by encouraging greater collaboration and joint working amongst its constituents, and also drawing on the expertise from all sectors – voluntary, private, and statutory.

Members will recall from the presentations at your March 2015 committee meeting on the Strengthening the Voluntary Sector theme, that the external speakers noted the following: that there is work to do to challenge the level and structure of the existing infrastructure that supports the Voluntary Sector in London (drawing on the recent UK-wide review); and that there is a need to support voluntary sector leaders in further developing their change management skills, and their business planning/forecasting in a very altered funding context. It is proposed to support a piece of scoping research which, over a 6 month period, will work with key stakeholders to review the London voluntary sector context and make recommendations on its capacity building infrastructure and needs, and make recommendations. The recommendations would then be considered as to how your grant monies and CBT's locus between the voluntary, private, and statutory sectors may best contribute. These proposals will be brought to you later in the year and are likely to complement proposals currently under development to improve the Trust's Funder Plus<sup>1</sup> offer.

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<sup>1</sup> "Funder Plus" means additional support for grantees provided by a funder, usually through an intermediary body, that help to build capacity of the funded organisation and therefore add value to the grant.

c) **20 Unrestricted grants of £20,000 to 20 organisations**

Unrestricted funding can be the 'holy grail' for many organisations and it is especially difficult to find in the current economic climate. Your 20<sup>th</sup> Anniversary presents an opportunity to spotlight 20 organisations that have previously received your grant funding and to mark their success with an unrestricted grant of £20,000 each. Every effort would be made to work with the cohort of 20 to ensure that the grant would be a hook to both profile the work that they are doing for London and to celebrate the 20 years of CBT funding that has enabled this work.

Finding fair and equitable criteria to select the cohort could prove challenging, but officers propose to go back to the first twenty organisations that received grants at the earliest Grants Committee meetings in September and October 1995. Should any of these organisations no longer exist, it is proposed to move to the next oldest grant, and so on.

d) **Small grants programme**

The Trust does not have a small grants programme at present and you will be aware that very small organisations often find it difficult to access the Trust's funds without a programme that specifically focuses on their needs. It is proposed that you commit £35,000 to commission research and feasibility into how the Trust might best target a small grants programme. Early thinking by officers is that such a programme could target those boroughs where you have made fewer grants relative to their levels of deprivation. However, there needs to be reflection on which organisations to target; the appropriate size of organisation; level of grant award; and grant themes, based on local needs and gaps in other funding. The research and feasibility brief is currently being worked up. Officers propose that the research and feasibility would inform an options paper that would be brought to Committee for discussion later in the year.

e) **Telling Your Stories in partnership with the Media Trust**

The Trust has worked in partnership with the Media Trust for four years on the 'Telling Your Stories' initiative in which the Media Trust works with a cohort of your grantees to produce short films about the work of the organisation. These films are used by the organisations to help promote themselves by bringing their work to life. Your 20<sup>th</sup> Anniversary is an opportunity to work with the Media Trust for a fifth year and hold a screening event at the Barbican as part of your programme of 20<sup>th</sup> Anniversary events during 2015-16, prior to the films being broadcast on the Community Channel. They would also be available on the Trust's YouTube, and used to target some of the audiences identified in the Trust's Communications Plan.

Recent grantees would be invited to apply to take part, describing what they do and why they would like to produce a short video. Eight would then be selected, based on who has:

- the most compelling stories to tell
- clearly identified the perceived benefits to their organisation
- a suitable platform to show the film (i.e. an up-to-date website)
- a commitment to engage with and learn from the process.

The Media Trust would host a one-day introductory event for the selected grantees. Each of the eight organisations would then be matched with a voluntary professional film-maker, together with Media Trust staff. There follows two days of filming and three days of editing to produce each film. The charities concerned are encouraged to get involved in the production process if they would like to learn more about the film-making, and the Media Trust team will offer additional support throughout.

In addition, the Media Trust will produce a slide show for the City Bridge Trust using stills from new and previous charity films. Its purpose will be to provide a backdrop or 'wallpaper' for use at events and will be branded with both the City of London crest and the City Bridge Trust 20<sup>th</sup> Anniversary logo, and will be set over a music track. It will be overlaid with information graphics with facts and figures about the Trust and Londoners. To ensure that it is useful beyond the life of the 20<sup>th</sup> Anniversary, it will be provided in a format that will enable it to be edited and the graphics can be updated.

Finally, it is proposed that a modest amount is included in the budget to enable the Media Trust to evaluate the impact that the films have on beneficiaries.

The table below sets out the cost of these proposals from the Media Trust:

<b>Item</b>	<b>Cost</b>
8 x charity films	£41,979
2 x Community Channel compilation films	£10,275
1 x slide show	£1,800
Evaluation	£1,071
<b>Total</b>	<b>£55,125</b>

### **Lord Mayor's Show**

3. It is proposed that the Trust takes part in the Lord Mayor's Show 2015 as part of the 20<sup>th</sup> Anniversary year, in partnership with up to three disability arts organisations.
4. You have participated in the Show on several occasions, most recently in 2011, 2012 and 2013, in partnership with Heart n Soul, a leading creative arts charity working with people with learning disabilities. Active participation in the arts is a stated priority of your Making London More Inclusive programme and you have funded some very high quality work in this area. Taking part in the Show during the 20<sup>th</sup> Anniversary year would present an excellent opportunity to showcase the work of some of the groups you have funded. In order to make co-ordination of this proposal manageable, it is proposed to work with up to three disability arts organisations.
5. Based on costings of participation in previous years, you are asked to approve a budget of up to £40,000. Costs will include staff time of the

organisations concerned; volunteer/participant expenses; props and costumes; and design and production (e.g. sound system). Once the partner organisations have been identified, it will be possible to draw up detailed costings and report these back to Committee.

### **Events during 2015-16**

6. The Trust is already committed to hosting/co-hosting/ running many events throughout the 20<sup>th</sup> year. The aim is to use these events as a platform to reference the 20<sup>th</sup> anniversary, making use of the dedicated logo developed and appropriate referencing in promotional literature, introductions and speeches on the day. One such example was the recent event co-hosted at Mansion House with BBC Children in Need and the Sir John Lyon Trust, focused on inclusion of young people in youth work across London.
  
7. Appendix 1 sets out the latest timetable of events through the 20<sup>th</sup> Anniversary Year for your information.

### **Conclusion**

8. The proposed series of special grant programmes, one-off funding awards, strategic initiatives and events will provide a suitable backdrop to the Trust's 20<sup>th</sup> Anniversary celebrations. These will both highlight the excellent work funded by the Trust over the last two decades, whilst also looking to the future of the Voluntary Sector in London.

Appendix 1: Events during 20<sup>th</sup> Anniversary Year

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## Appendix 1

### Key activities and events during 20<sup>th</sup> Anniversary year 2015/16

<b>What</b>	<b>When</b>	<b>Audience</b>
Beacon Awards (in conjunction with JP Morgan, the Pear Foundation, and UK Community Foundations)	21 <sup>st</sup> April 2015	City leaders, workers, key commentators, London media.
Youth Inclusion Event at Mansion House	6 <sup>th</sup> May 2015	London youth worker professionals (grantees/potential grantees)
Growing Localities Awards	4 <sup>th</sup> June 2015	Greening & Growing voluntary organisations (grantees/potential grantees)
CBT Chairman's dinner	30 <sup>th</sup> June 2015	Politicians, immediate stakeholders (as defined above), other London funders
London Fairness Commission inaugural debate	June/July 2015 (TBC)	Policy makers, key commentators, London media
City Funding Network event	June 2015 & December 2015	Young City professionals, philanthropists, voluntary sector (grantees/potential grantees)
City Philanthropy event	Autumn 2015	City Leaders, Human Resource and Corporate Social Responsibility professionals
London's Giving event in association with London Funders	17 <sup>th</sup> June 2015	Voluntary sector, funders, local authorities, private sector
Lord Mayor's Show	November 2015	All London audiences (defined above)
Youth Offer – final learning event	December 2015	Local authorities and voluntary sector grantees
Barbican film screening of funded work in association with the Media Trust	TBC	Grantees, other funders, key commentators, London media