The City Bridge Trust

Investing In Londoners:
Application for a grant

About your organisation

Name of your organisation: **The Reader**	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? **Southwark**	
Contact person: **Ms Jemma Guerrier**	Position: **Associate Director, Development**
Website: **http://www.thereader.org.uk/**	
Legal status of organisation: **Registered Charity**	Charity, Charitable Incorporated Company or company number:**1126806**
When was your organisation established? **02/08/2008**	

Grant Request

Under which of City Bridge Trust's programmes are you applying? **Older Londoners**
Which of the programme outcome(s) does your application aim to achieve? **Fewer older Londoners aged over 75 years with depression and more reporting improved well-being**
Please describe the purpose of your funding request in one sentence. **The Reader brings people together through Shared Reading aloud of great literature. This 3-year Croydon project will boost over-75 wellbeing:establishing 15 groups&training 42 volunteer facilitators.**
When will the funding be required? **01/03/2017**
How much funding are you requesting? Year 1: **£32,533**   Year 2: **£32,277**   Year 3: **£33,457** Total: **£98,267**

Aims of your organisation:

We bring people together and our primary way of doing this is through our Shared Reading model. During weekly groups, members are invited to listen to poems and stories or read aloud. Key to this is that a safe, non-judgemental and creative space is established, where each member feels valued, encouraged and listened to. Our groups are open to all - irrespective of age or ability. It is during these sessions that thoughts and experiences are shared and personal and social connections are made. The central power of Shared Reading means that we can help individuals make changes to how they feel about themselves and relate to others. We want to develop a cost-efficient model that enables Shared Reading to be sustained and coordinated locally. Our long term aim is to establish a sustainable network, inspiring and supporting a social movement of Shared Reading, so that you could go to most places in the UK and easily find a group.

Main activities of your organisation:

Working closely with a wide range of partners - from public health and criminal justice bodies; education and social services and charities for dementia and the elderly, in 2015 alone, we reached 12,000 people in care homes; mental health wards; community settings; schools; substance misuse rehabilitation centres and prison psychological units. Since 2008, we have trained and empowered 5,000 people, from a range of backgrounds, to deliver Shared Reading groups themselves.

Flagship projects include our Big Lottery Merseyside volunteer programme that has reached almost 800 socially isolated older people; our Big Lottery North Wales project that has trained 72 'Reader Leaders' to run Shared Reading groups and our Guys and St Thomas project that has pioneered our community-led model, training 200 volunteers to reach 1800 individuals through Shared Reading groups. We have a portfolio of personal testimony and growing evidence and research base, produced by the University of Liverpool, which attests to the wellbeing and social benefits of Shared Reading.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
66	73	10	283

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	123 years

Summary of grant request

Older people in London are more likely to live alone, in poverty and lack family support networks compared to those elsewhere in the UK. The focus of this project will therefore be the prevention of isolation and building of positive social networks for over-75s. Shared Reading will allow for meaningful, face-to-face communication with other members of their community-including those they might not otherwise meet-building relationships that carry on week-to-week, reducing loneliness, improving wellbeing and enhancing quality of life.

The Reader will work with up to 4 partner organisations in Croydon, embedding Shared Reading into their service delivery model, to support those over-75 at risk of isolation and depression. Through this project, The Reader will pilot a new delivery model focussed on a community-led approach which consists of training and supporting community members to be reading group leaders (including over-75s) supported by Local Organisers who will coordinate those groups. This will enable us to build into a network that already exists in Croydon and learn how to reach the over-75 community where they are most likely to be based. This community-led approach is more cost-effective and sustainable when compared to staff-led delivery, which is important given London's ageing population. After 3 years funding, The Reader will seek to replicate this project to support over-75s across London through an affordable partner package.

This 3-year project therefore aims to establish 15 reading groups reaching 250 members; run 1030 sessions; train 42 volunteers and 4 local organisers minimum, producing over 5000 beneficiary experiences. In light of the target age group, whilst the bulk of work will be group-based, 1:1 sessions can be offered to individuals where health or mobility issues present a barrier.

Since 2008, The Reader has pioneered the use of Shared Reading in diverse communities across London and beyond. Over the last 5 years, we have engaged over 5000 older people: flagship projects include Big Lottery Merseyside that has reached almost 800 socially isolated older people 1:1 and in care homes and a London based project in partnership with Guys and St Thomas Trust, that has trained 200 individuals to become Reader Leaders. A growing body of academic study from The University of Liverpool and portfolio of personal and professional testimony shows that Shared Reading is an effective non-medical intervention, supported by our in-house evaluation that finds: 86% readers with dementia report improved mood; 88% of older members report improved social interaction and 89% volunteers say training has been an investment in their own wellbeing.

We aim to meet the Trust's Older Londoners project outcomes with 70% of beneficiaries reporting reductions in isolation and improved wellbeing, enabled by the project structure and Shared Reading model itself:

1. Ongoing and weekly-offering valuable continuity and structure, a long term community of peers is developed with a shared focus; confidence is built over time
2. Flexible-readers contribute as much as they like according to mood or ability
3. Enjoyable and rewarding-working through a text together boosts confidence and self-esteem
4. Carefully chosen, great literature-coupled with slow, thoughtful facilitation enables members, including those with dementia and for whom English is an additional language, to participate in a safe environment
5. Inclusive-Quarterly gatherings and pairing facilitators of different ages gives volunteers and group members opportunity to socialise outside their age group and locality
6. High quality training-Volunteers offer and gain new skills whilst working with others-with access to our digital platform and bank of resources, that helps keep our carbon footprint to a minimum
7. Embedded-Partnering with social landlords in sheltered housing; the public sector through libraries and the third sector via local charities, allows for a more targeted referral pathway and approach

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **Yes**

What Quality Marks does your organisation currently hold?

We were awarded the PQASSO Level Two quality kite mark in September of this year.

Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

Across the three years, to establish 15 Shared Reading groups in Croydon.

Groups will be open to all but primarily targeted at the over-75 older community, as experience tells us that leaving groups open to family and carers increases accessibility. The average group size will be five members.

Across the three years, to run 1030 Shared Reading sessions.

Across the three years, to attract 250 members to the groups – 70% of whom will be over 75.

We will work closely with older community partner organisations and ensure the model is adapted to attract and meet the needs of this target age-group, offering 1:1 Shared Reading where needed.

Across the three years, to train 42 volunteers to deliver Shared Reading sessions.

We will actively encourage over 75s to volunteer and co-deliver with younger volunteers, exposing them to the wider community and to reduce stigma by encouraging the younger generation to recognise the skills of the over 75 community.

To promote continued community engagement and ongoing review and refinement by running and rolling out:

-Quarterly celebration events and gatherings

-A series of evaluation methods that draws on our Theory of Change and in-house evaluation system (including feedback forms and focus groups)

-Delivering regular communications to members and volunteers

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

70% group members and volunteers to report improved wellbeing.

The weekly nature of sessions means that Shared Reading gives members something to look forward to and offers stimulation, interrupting destructive cycles and patterns of thought. In engaging with the text and each other, confidence, essential for independence, is developed.

70% group volunteers to report that they have learned new skills.

70% group members to report that the group helps them to connect to others in a more meaningful way.

Shared Reading enables members and volunteers to relate to one another in a thoughtful way - therefore building long lasting connections and support networks

Understanding of how Shared Reading can be embedded into existing services in order to provide wellbeing support to over 75s will be gained, ensuring future approach in Croydon and across London is informed, appropriately nuanced for this target age group and sustainable.

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

By training volunteers from the community to deliver Shared Reading, this project will be a springboard to an expanded, sustainable programme of Shared Reading across London. We are developing an affordable partnership package which will provide a cost-effective way to support volunteers in the long-term and will look to be commissioned by other London based organisations after project end.

Who will benefit?

About your beneficiaries

How many people will benefit directly from the grant per year?
97

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

Croydon (100%)

What age group(s) will benefit?

25-44

45-64

65-74

75 and over

What gender will beneficiaries be?

All

What will the ethnic grouping(s) of the beneficiaries be?

A range of ethnic groups

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

21-30%

Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Staffing (Partnerships Manager, 2.5 days per week, 2% salary increment per year)	15,003	15,303	15,609	45,915
Project Coordination (including travel, training, IT equipment, refreshments and books)	3,725	2,160	2,160	8,045
Project Management Fee (including evaluation, quality assurance, supervision)	2,809	2,574	2,395	7,778
Overheads (including Senior Management, accountancy, insurance)	5,447	5,447	5,447	16,341
Volunteer Costs (including recruitment, travel and events)	1,358	2,367	3,241	6,966
Volunteer Read to Lead Training	9,800	9,800	9,800	29,400
	0	0	0	0
TOTAL:	**38,142**	**37,651**	**38,652**	**114,445**

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
TOTAL:	**0**	**0**	**0**	**0**

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Guys and St Thomas Trust (amounts relate to Croydon thread of this bid)	5,609	5,374	5,195	16,178
	0	0	0	0
TOTAL:	**5,609**	**5,374**	**5,195**	**16,178**

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Staffing (Partnerships Manager, 2.5 days per week, 2% salary increment per year)	15,003	15,303	15,609	45,915
Project Coordination (including travel, training, IT equipment, refreshments and books)	3,725	2,160	2,160	8,045
Overheads (including Senior Management, accountancy, insurance)	5,447	5,447	5,447	16,341
Volunteer Costs (including recruitment, travel and events)	1,358	2,367	3,241	6,966
Volunteer Read to Lead Training	7,000	7,000	7,000	21,000
TOTAL:	**32,533**	**32,277**	**33,457**	**98,267**

Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: March	Year: 2016

Income received from:	£
Voluntary income	474,975
Activities for generating funds	0
Investment income	6,098
Income from charitable activities	2,790,860
Other sources	406,571
Total Income:	**3,678,504**

Expenditure:	£
Charitable activities	3,139,087
Governance costs	15,668
Cost of generating funds	0
Other	256,239
Total Expenditure:	**3,410,994**
Net (deficit)/surplus:	**267,510**
Other Recognised Gains/(Losses):	**0**
Net Movement in Funds:	**267,510**

Asset position at year end	£
Fixed assets	479,216
Investments	0
Net current assets	874,330
Long-term liabilities	(54,708)
*Total Assets (A):	**819,622**

Reserves at year end	£
Endowment funds	0
Restricted funds	373,054
Unrestricted funds	446,568
*Total Reserves (B):	**819,622**

* Please note that total Assets (A) and Total Reserves (B) should be the same.

Statutory funding

For your most recent financial year, what % of your income was from statutory sources?
15.8%

Organisational changes

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

1

Previous funding received

Please list the funding received by **your** organisation from the following statutory sources **during** the last THREE years.

	2012 £	2013 £	2014 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	33,140	77,427	59,216
Health Authorities	535,867	402,719	460,013
Central Government departments	0	0	0
Other statutory bodies	728,916	886,683	1,056,353

Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	2012 £	2013 £	2014 £
Big Lottery Fund	72,542	89,191	92,853
Big Lottery Fund (Wales)	74,703	80,303	81,303
The Guys and St Thomas Trust	112,500	180,000	142,750
Social Investment Business	52,200	382,573	0
Esmee Fairbairn Foundation	0	76,000	70,000

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: **Rachel Parker**

Role within
Organisation: **Development Coordinator**