

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

|  |  |
|--|--|
| Name of your organisation:<br><b>West London Zone</b>                                  |  |
| If your organisation is part of a larger organisation, what is its name?<br><b>No</b>  |  |
| In which London Borough is your organisation based?<br><b>Kensington &amp; Chelsea</b> |  |
| Contact person:<br><b>Mr. Freddie O'Farrell</b>  | Position:<br><b>Development Officer</b>                                    |
| Website: <a href="http://www.westlondonzone.org">http://www.westlondonzone.org</a>     |  |
| Legal status of organisation:<br><b>Charitable company</b>                             | Charity, Charitable Incorporated Company or company number: <b>1160947</b> |
| When was your organisation established? <b>17/03/2015</b>                              |  |

### Grant Request

|  |
|--|
| Under which of City Bridge Trust's programmes are you applying?<br><b>Strengthening London's Voluntary Sector</b>  |
| Which of the programme outcome(s) does your application aim to achieve?<br><b>More organisations with improved capabilities in monitoring, evaluation and impact reporting</b>   |
| Please describe the purpose of your funding request in one sentence.<br><b>Support at least 20 charities to collaborate, make better use of data, and drive towards measurable outcomes, to improve the lives of local children.</b> |
| When will the funding be required? <b>30/03/2018</b>   |
| How much funding are you requesting?<br>Year 1: <b>£30,000</b> Year 2: <b>£30,000</b> Year 3: <b>£30,000</b><br><br><b>Total: £90,000</b>  |

**Aims of your organisation:**

West London Zone serves children with a number of related, unmet needs, who are at risk of negative outcomes in their lives. We provide long-term, preventative support tailored to each individual child through our partnership of Link Workers, charities, schools, families and other community organisations, so that these children get on-track to flourish in adulthood.

Part of our mission at West London Zone is to permanently change what it means to grow up in this community. We believe the only way to achieve this ? and to ensure our impact is sustainable ? is to work from within the community itself.

**Main activities of your organisation:**

Over the past few years, West London Zone has built a thriving local partnership of charities, schools, children's centres, and community groups. We work to achieve the best possible outcomes for children who might be in danger of going off-track, by offering them and their families a long-term, preventative package of support via our partnership, tailored to their specific strengths and needs. The aim is to catch problems early, before they develop into damaging crises in later youth or adulthood.

We believe the most effective method to making this community more resilient in the long-term is to strengthen the assets that already exist here. So we help local charities deliver their work more effectively, by doing three key things: 1) join up and focus on the same group of pre-identified children; 2) provide a dedicated Partnerships Manager so support is as effective as possible and 3) support charities to collect/analyse data, so support can be individually tailored and impact evaluated.

**Number of staff**

| Full-time: | Part-time: | Management committee members: | Active volunteers: |
|------------|------------|-------------------------------|--------------------|
| <b>19</b>  | <b>5</b>   | <b>8</b>                      | <b>0</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>We are moving office in Jan 18</b>                    |

## Summary of grant request

WLZ is requesting funding to strengthen the voluntary sector in this part of West London. Funding from City Bridge Trust would improve outcomes for children in our community by doing three key things:

- 1) Joining up local charities so that they focus their efforts on the same group of at-risk children, as identified in advance by WLZ and local schools
- 2) Provide a Partnerships Manager who closely monitors service delivery and acts if something is working not as it should, coordinating with our Link Workers to ensure that the children turn up to every session and stay engaged
- 3) Support those charities to collect data throughout their programme and then analyse that data on an ongoing basis. This means support can be tailored to each individual child and our impact can be evaluated, enabling us to learn from our experience and make a real difference to this community.

This is the approach we have followed for the past two years and it has resulted in positive and productive relationships with a range of organisations. We believe that our partners are more effective as part of WLZ and they agree. In our recently conducted Partner Survey, we received responses such as 'we believe that our intervention will have even more impact as part of WLZ', and 'I found that being introduced to a school by WLZ was a fantastic way in to start delivering my programme successfully'. 90.9% of our partners agreed that data collected by WLZ is/will be useful for their own delivery, and 82% agreed that ongoing communication with the Link Worker helps ensure that delivery is suited to each child.

Together, we are more than the sum of our parts. Most recently, we found that our partnership approach, which included support from local educational charity the Clement James Centre and had improved our students' reading age by an average of 23.5 months. This is equivalent to an improvement of nearly 2 years in reading age in just a 5-month period. At one of our secondary schools, 65% of children improved their mental wellbeing.

Behind the scenes, a great deal of work goes into making results like these possible, led by our Partnerships Manager and our Data and Systems Manager.

Our Data and Systems Manager oversees the process of identifying our shared cohort of 'at-risk' children, ensures partners (with varying degrees of data literacy) are using data on a day-to-day basis, and ensures we are evaluating our long-term impact. This includes developing a shared data system, built to last. Our Partnership Manager not only brings in partners in the first place but constantly updates the charities we work with so that we can tailor support to individual needs but works hand-in-hand with them to manage the delivery of that support to ensure that it is having the desired impact.

WLZ would use a grant from City Bridge Trust (£30,000 per year for three years) to cover 50% of the salary costs for both the Partnerships Manager and the Data and Systems Manager.

WLZ complements the work of other organisations by actively supporting their various strengths together creating a focus on the 'whole child'. By identifying a cohort of shared beneficiaries, facilitating new conversations between charities, driving attendance and engagement at every session, and supporting the local voluntary sector with impact measurement, a grant from City Bridge Trust would further enable West London Zone to increase efficiency, reduce duplication and multiply our chances of making a real difference to every child's life.

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? **No**

What Quality Marks does your organisation currently hold?

## **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.

**Further refine our process of identifying groups of 'at-risk' children using innovative data collection and analysis methods (using our 'My Voice' survey and analysis of school-data), so that charities are better able to target their support to the children who can benefit most.**

**Provide partner charities with detailed information on each child before they deliver their programme, so they can hit the ground running**

**Collaborate with charities to work towards the organisational standards of the Dartington Confidence Framework (see full proposal). This includes improvement in use of data, so that support can be tailored and tweaked on an ongoing basis.**

**Consistently monitor and evaluate the ongoing outputs and impact of our work and that of our partners, and share our learning widely and honestly with our partners and wider sector, so we can all learn from our experience both here in West London and beyond**

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.

**THE VOLUNTARY SECTOR: charities are 1) better able to target the highest need children as a result of WLZ's identification process; 2) better able to collaborate due to data sharing and proactive partner management, 3) better able to deliver their service as a result of sharing learning.**

**THE CHILD: by the end of the grant period, children and young people on the WLZ cohort will have made more progress in all five of our outcome areas: positive relationships; good mental wellbeing; good physical health; good progress and attainment; confidence and aspiration.**

**THE COMMUNITY: the community, of which our charities are a key part, is better equipped to ensure all our children are on track to flourish in adulthood in the long-term, as a result of working in a more joined-up way.**

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?

**We hope to affect a permanent change in the ways our partner charities work, including a lasting boost to their capacity as part of our Collective Impact Bond? WLZ's innovative co-commissioned, sustainable financing structure. We also hope to build infrastructure (e.g. data system) that can be maintained as part of our work going forward.**

## Who will benefit?

### About your beneficiaries

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

**450**

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

**Hammersmith & Fulham (85%)**

**Kensington & Chelsea (15%)**

What age group(s) will benefit?

**0-15**

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?

**1-10%**

## Funding required for the project

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

| Expenditure heading                                      | Year 1 | Year 2 | Year 3 | Total  |
|--|--------|--------|--------|--------|
| Partnerships Manager                                     | 30,000 | 30,000 | 30,000 | 90,000 |
| Data and Systems Manager                                 | 30,000 | 30,000 | 30,000 | 9,000  |
| Data Infrastructure                                      | 8,000  | 8,000  | 5,000  | 21,000 |
| Senior management and overheads (inc. NI + penslon etc.) | 12,867 | 12,867 | 12,867 | 38,600 |
|  | 0      | 0      | 0      | 0      |
|  | 0      | 0      | 0      | 0      |
|  | 0      | 0      | 0      | 0      |
|  | 0      | 0      | 0      | 0      |
|  | 0      | 0      | 0      | 0      |

|               |               |               |               |                |
|---------------|---------------|---------------|---------------|----------------|
| <b>TOTAL:</b> | <b>80,867</b> | <b>80,867</b> | <b>77,867</b> | <b>239,000</b> |
|---------------|---------------|---------------|---------------|----------------|

### What Income has already been raised?

| Source                 | Year 1 | Year 2 | Year 3 | Total   |
|------------------------|--------|--------|--------|---------|
| Paul Hamlyn Foundation | 50,000 | 50,000 | 0      | 100,000 |
|                        | 0      | 0      | 0      | 0       |
|                        | 0      | 0      | 0      | 0       |
|                        | 0      | 0      | 0      | 0       |

|               |               |               |          |                |
|---------------|---------------|---------------|----------|----------------|
| <b>TOTAL:</b> | <b>50,000</b> | <b>50,000</b> | <b>0</b> | <b>100,000</b> |
|---------------|---------------|---------------|----------|----------------|

### What other funders are currently considering the proposal?

| Source | Year 1 | Year 2 | Year 3 | Total |
|--------|--------|--------|--------|-------|
|        | 0      | 0      | 0      | 0     |
|        | 0      | 0      | 0      | 0     |
|        | 0      | 0      | 0      | 0     |
|        | 0      | 0      | 0      | 0     |

|               |          |          |          |          |
|---------------|----------|----------|----------|----------|
| <b>TOTAL:</b> | <b>0</b> | <b>0</b> | <b>0</b> | <b>0</b> |
|---------------|----------|----------|----------|----------|

### How much is requested from the Trust?

| Expenditure heading      | Year 1 | Year 2 | Year 3 | Total  |
|--------------------------|--------|--------|--------|--------|
| Partnerships Manager     | 15,000 | 15,000 | 15,000 | 45,000 |
| Data and Systems Manager | 15,000 | 15,000 | 15,000 | 45,000 |

|               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|
| <b>TOTAL:</b> | <b>30,000</b> | <b>30,000</b> | <b>30,000</b> | <b>90,000</b> |
|---------------|---------------|---------------|---------------|---------------|

## Finance details

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

|                       |                        |                      |
|-----------------------|------------------------|----------------------|
| Financial year ended: | Month:<br><b>March</b> | Year:<br><b>2017</b> |
|-----------------------|------------------------|----------------------|

| Income received from:             | £                |
|-----------------------------------|------------------|
| Voluntary income                  | 955,001          |
| Activities for generating funds   | 0                |
| Investment income                 | 0                |
| Income from charitable activities | 246,024          |
| Other sources                     | 2                |
| <b>Total Income:</b>              | <b>1,201,027</b> |

| Expenditure:                            | £              |
|---|----------------|
| Charitable activities                   | 628,563        |
| Governance costs                        | 0              |
| Cost of generating funds                | 44,588         |
| Other                                   | 0              |
| <b>Total Expenditure:</b>               | <b>673,151</b> |
| <b>Net (deficit)/surplus:</b>           | <b>527,876</b> |
| <b>Other Recognised Gains/(Losses):</b> | <b>0</b>       |
| <b>Net Movement in Funds:</b>           | <b>527,876</b> |

| Asset position at year end | £              |
|----------------------------|----------------|
| Fixed assets               | 8,732          |
| Investments                | 0              |
| Net current assets         | 1,057,086      |
| Long-term liabilities      | 354,961        |
| <b>*Total Assets (A):</b>  | <b>710,857</b> |

| Reserves at year end        | £              |
|-----------------------------|----------------|
| Restricted funds            | 155,198        |
| Endowment Funds             | 0              |
| Unrestricted funds          | 555,659        |
| <b>*Total Reserves (B):</b> | <b>710,857</b> |

**\* 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?  
41-50%

### Organisational changes

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

Paul Marshall, Rachel Carrell and James Hawkins have resigned as trustees as part of an ongoing board restructure.



### Previous funding received

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

|   | <b>Year 3<br/>£</b> | <b>Year 2<br/>£</b> | <b>Most recent<br/>£</b> |
|---|---------------------|---------------------|--------------------------|
| City of London (except City Bridge Trust) | 0                   | 0                   | 0                        |
| London Local Authorities                  | 0                   | 0                   | 58,560                   |
| London Councils                           | 0                   | 0                   | 0                        |
| Health Authorities                        | 0                   | 0                   | 0                        |
| Central Government departments            | 0                   | 0                   | 133,224                  |
| Other statutory bodies                    | 0                   | 0                   | 54,240                   |

### 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.

| <b>Name of Funder</b>  | <b>Year 3<br/>£</b> | <b>Year 2<br/>£</b> | <b>Most recent<br/>£</b> |
|--|---------------------|---------------------|--------------------------|
| Big Lottery Fund Commissioning Better Outcomes (CBO) + CBO Development Funding | 0                   | 61,152              | 124,448                  |
| Sequoia Charitable Trust   | 100,000             | 150,000             | 0                        |
| City Bridge Trust: Stepping Stones   | 150,000             | 0                   | 0                        |
| Impetus-PEF  | 0                   | 0                   | 100,000                  |
| John Lyon's Charity  | 30,000              | 30,000              | 0                        |

### 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: **Freddie O'Farrell**

Role within                      **Development Officer**  
Organisation: