

The City Bridge Trust

Bridging Divides: Application for a grant



About your organisation

Organisation Details

| | |
|--|---|
| Name of your organisation: Paddington Development Trust | |
| If your organisation is part of a larger organisation, what is its name? | |
| In which London Borough is your organisation based? Westminster | |
| Contact person: Ms Jackie Rosenberg | Position: Chief Executive – One Westminster |
| Website: http://www.pdt.org.uk | Social Media Accounts: @lovepaddington |
| What Quality Marks does your organisation currently hold? Investors in People and Matrix | |

Legal Status

| | | | |
|---|-----------------------------------|-------------|----------------|
| Legal status of organisation: Registered Charity | | | |
| Charity Number: 1080883 | Company Number: 3652559 | CIC Number: | Bencom Number: |
| When was your organisation established? 14/10/1998 | | | |
| Aims of your organisation: PDT has recently reviewed and amended its vision and mission. Our Vision is "Communities in Control". Our mission is "To bring people together and support them to take charge of their own individual and shared futures". Our values are: - sharing social and economic opportunities - encouraging self-sufficiency - supporting environmental sustainability - providing equal opportunities for all communities - equitable distribution of justice and power in all our work. | | | |
| The Objects of the Charity | | | |

Main activities of your organisation:

Over the last twenty years, PDT, has acted as an anchor organisation, directly investing in the built environment, local facilities and services. In partnership with Westminster City Council, local business and other public and private investors we have influenced and levered in over £150m investment. Currently we are:

- ? managing a £7.3m restoration of St Mary Magdalene Church to incorporate a new living heritage centre
- ? running our community champions programme providing health and well-being support to schools and families across North Westminster through our training and career development for our volunteer local champions
- ? delivering support to the long term unemployed into jobs and helping new businesses start-up
- ? bringing families and children together for creative workshops with Creative Futures
- ? supporting Queens Park Community Council and helping Westbourne and Church Street Forums to produce Neighbourhood Management Plans
- ? continuing to support and work alongside other organisations - including One Westminster rather than 'hogging the limelight?.

Your Staff & Volunteers

| Full-time: | Part-time: | Trustee/Board members: | Active volunteers: |
|---|--------------------------|--|--------------------|
| 14 | 20 | 12 | 50 |
| 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 No | |

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 | 10 years |

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

PDT's Environmental Policy includes the following:

- ? integrate the consideration of environmental concerns and impacts into all of our decision making and activities,
 - ? promote environmental awareness among our employees and encourage them to work in an environmentally responsible manner,
 - ? train, educate and inform our employees about environmental issues that may affect their work,
 - ? reduce waste through re-use and recycling and by purchasing recycled, recyclable or re-furnished products and materials where these alternatives are available, economical and suitable,
 - ? promote efficient use of materials and resources throughout our premises including water, electricity, raw materials and other resources, particularly those that are non-renewable,
 - ? purchase and use environmentally responsible products accordingly,
- St Mary Mags is a pilot within the Diocese's Climate Action Programme. We are developing solutions for wider applications to achieve the targets of reducing CO2 emissions by 42% by 2020 and 80% by 2050.

Finance Details

Organisation Finances

| | Year of most recent audited / examined accounts | Current financial year forecast | Next financial year budget |
|--|---|---------------------------------|----------------------------|
| End of financial year date | 31/03/2017 | 30/03/2019 | |
| Grants & donations: | £201,116 | £2,003,748 | £0 |
| Earned income: | £282,347 | £260,716 | £0 |
| Other income: | £1,624,614 | £0 | £0 |
| Total income: | 2,108,077 | £2,264,464 | £0 |
| Charitable activity costs: | £2,227,265 | £2,288,615 | £0 |
| Cost of raising funds: | £0 | £0 | £0 |
| Other costs: | £0 | £0 | £0 |
| Total expenditure: | £2,227,265 | £2,288,615 | £0 |
| Free unrestricted reserves held at year end: | £389,696 | £456,000 | £0 |
| What is your organisation's reserves policy? | | | |
| It is the policy of the charity to maintain unrestricted funds, which are the free reserves of the charity, at a level which equates to approximately six months unrestricted expenditure. This provides sufficient funds to cover management, administration and support costs and to respond to investment opportunities and emergency applications for grants, which arise from time to time. | | | |
| For your most recent financial year, what % of your income was from statutory sources? | | | |
| 41-50% | | | |

Organisational changes

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

N/A

Grant Request

Under which of City Bridge Trust's programmes are you applying?
Connecting the Capital

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)

Please describe the purpose of your funding request in one sentence.
To enable PDT and our partners to engage the widest number of local disadvantaged people and community organisations to volunteer and participate in PDT's and other community programmes.

When will the funding be required? **07/01/2019**

Is this request to continue work that is currently funded or has been funded in the last year by:

City Bridge Trust?
No

Another funder? (if so which)
N/A

How much funding are you requesting?

| Year 1: | Year 2: | Year 3: | Year 4: | Year 5: |
|----------------|----------------|----------------|----------------|----------------|
| £57,312 | £53,178 | £54,103 | £55,046 | £56,008 |

Total Requested: £275,647

You and your grant request

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

PDT is seeking funding to employ a Volunteer Manager to lead the delivery of our major new volunteering opportunity programme at Mary Mags and across PDT's wider community development work throughout North Paddington.

For 20 years, PDT has provided services and support designed to strengthen our local community, social cohesion and social justice. This approach is embedded in our project to regenerate a grade 1 listed church in the highly excluded Westbourne ward. We aim to empower local people through their participation in co-creating this exceptional community asset.

The post holder will:-

- *design and implement volunteering policies and procedures across PDT and N Paddington
- *engage existing and new community partners to ensure we reach those who would most benefit
- * deliver volunteering opportunities - group and individual reaching the most disadvantaged and socially excluded
- *develop and support volunteering, training and work experience opportunities
- *Spread best practice across our neighbourhood

What are the changes you hope to achieve?

We want to reach a diverse range of citizens from the immediate community and across Westminster, widening access to PDT's community development programmes, particularly our new arts and community facility at St Mary Magdalene's. Our vision is "Citizens In Control" and we want to use the volunteering opportunities offered in our programmes to strengthen social cohesion and support local people to progress in their lives and to be active in their community. Citizens will be supported through volunteering, training and work experience to enhance their life chances through social contact, gaining new skills, raising their self-esteem, and moving into more formal training and/or employment. Our on-going engagement with many small, local voluntary and community groups will also enhance a strong sense of ownership and belonging, with socially isolated individuals being brought together to effect change. Activities will also mitigate the effects of overcrowding, overcome isolation, and promote health and well-being.

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

PDT has been operating alongside the highly socially excluded communities of North Paddington for 20 years. We have conducted surveys, hosted public meetings, talked to our neighbours and friends and conducted a Commission - The London Communities Commission. Our work at Mary Mags comes out of multiple rounds of consultation with residents, and with over 30 local groups and service delivery organisations. Our deep relationship with our community confirms a strong desire from local people for active involvement in their community, and for opportunities to progress in life. It also confirms the challenges this poses for diverse and socially excluded communities and their need for support. Our Community Champions programme and our current engagement with volunteers confirms again and again the need for strong community development expertise to support and enable people to access and take part in local programmes. Our plans are fully supported by local organisations and schools.

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

The Volunteer Manager will:

- ? Develop PDT's volunteering policies and framework in line with best practise, offering consistency across the organisation and into the wider community.
- ? Work within PDT and with community partners to strengthen the development and support of volunteers engaged.
- ? Outreach to a wide range of community partners to inform the programme and ensure the recruitment of volunteers from marginalised and disadvantaged communities.
- ? Establish a volunteer programme, training and work-experience at St Mary Mags with a range of supported roles geared to different needs, interests, and skills levels .
- ? Establish clear progression for all volunteers, embedding opportunities for social connection and action, learning and personal development, and pathways to training and employment.
- ? Ensure a cohesive approach to volunteering, skills development and training is taken across all PDT activity and that all opportunities to join up streams of work across the organisation are taken.

Why are you the right organisation to do this work?

PDT has extensive experience of working within Westminster as an "anchor" organisation. We deliver services, contracts and support other provision in the area by seconding key members of staff to support organisations with their viability. For 20 years PDT has widely consulted with the local community regarding plans to renovate and regenerate the grade 1 listed church. This has now come about. Our volunteering programme has been directly designed out of our total commitment to the area and our research into community wants and needs. Our experience of managing the highly respected Community Champions volunteers will inform this new role. PDT has strong links with a huge range of community organisations, residents' associations, churches, mosques and schools. We are exceptionally well-placed to deliver a programme of community volunteering, working, as we do, in partnership with One Westminster. We have established policies and practices in place and Matrix and IIP accreditation.

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

PDT has always been committed to identifying gaps in provision, working in partnership and adding value. For many years we have delivered a wide-ranging community development programme across the wards of N Paddington. We continue to deliver projects and programmes in line with our vision, but these are more service orientated. This project will focus on building community capacity and resilience by working with individuals and community organisations to strengthen the local community. We are the only provision in the area that has this focus. By working in partnership and collaboration with our community partners we can be sure to add to existing work and not duplicate the work of others as they will help design and identify activities that complement their existing work. Our volunteering programmes will give people the opportunity to access training and employment which is not offered by other agencies in the area.

How will this proposal meet the Programme Outcome(s) under which you are applying?

1. Our work targets people living in neighbourhoods of deprivation and social exclusion. This programme is designed to engage those furthest from employment, refugees, asylum seekers and other new arrivals as well as those where English is not a first language. We work closely with a local disability charity who are committed to working alongside us in the future. The volunteering opportunities in Mary Mags will bring these people into direct access to new arts, education and social programmes.
2. This programme will develop PDT's resilience as a civil society organisation and enable us to fulfil our vision of "Communities in Control".
Strengthening our volunteering team will give us more capacity to engage with community partners and encourage partnership working.
3. Through co-production of arts and heritage at St Mary Magdalene's we will sustainably develop the community assets of the building, and of local people themselves.

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

All PDT's work is informed by our discussions with local people and organisations based in neighbourhoods of social disadvantage. At our heart is a commitment to social justice and to breaking down barriers to social exclusion. We have hosted community conferences and a Community Commission identifying what people think and what they need. Our St Mary Mags project arises from over 10 years engagement with the local community and we continue to consult our local community and community partners about our programme. Co-creation is at the heart of our approach and embedded in the development and direction of the project through the work of a Volunteer Design Group, a group of local residents who inform our programmes helping feed in views from the wider community. Our Community Champions programme enables local people to volunteer in their community giving out health messages. Our Champions inform all our projects and our plans.

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?

PDT has North Paddington as its main area of interest, delivering services and working alongside the local diverse community with the specific aim of enhancing and improving social cohesion and encouraging people to come together, value each other and affect change. PDT's support for Queens Park Community Council, and the Westbourne and Church Street Neighbourhood Forums and our Community and Maternity Champions programmes all focus on accessing and bringing together communities who are often excluded and ignored. Our project at St Mary Mags is exploring and according status to the culture and heritage of Paddington's diverse communities, helping to encourage a wide range of people from the local area to access the new opportunities and volunteering roles the project brings. From the start we have engaged our large Arabic speaking and Muslim community and other local people, including children, with disabilities and the programme will build and expand on that.

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?

PDT's work is predominantly preventative, and also responsive to identified needs; bringing disadvantaged people together and supporting them individually or collectively to improve their life circumstances and those of their neighbours. PDT works in neighbourhoods in the top 10-20% of social deprivation where people face poverty, social isolation and exclusion, poor health, poor educational outcomes, high levels of mental illness, obesity and unemployment. This project will focus on engaging and connecting people, and offer them pathways of progression. This project will be fully integrated into our wider work. It will support individuals and communities to volunteer to support the St Mary Mags project and our wider Champions work. Everyone who gets involved can also be supported into further training or employment, or signposted into other activities should they wish it. In this way, we aim to prevent social exclusion and many of the poor outcomes experienced by our community.

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

All of PDT's projects and programmes are delivered in partnership with others. We have been working with a large group of local providers to develop this project. These include the church, schools, Open Age, African Women's Group, Westbourne Park Family Centre, WSPLD and One Westminster and are also working with a group of volunteers who are informing the project. At the heart of this volunteering post will be a requirement to meet with as wide a range of community organisations, mosques, churches, tenants associations etc across North Paddington and wider into Westminster as a whole, to encourage them to promote the volunteering opportunities available from St Mary Mags and from our Champions work. This post and their work will greatly assist with all our work engaging communities across our area. We will also be working closely with the Adult Education Service who will be delivering community based work-shops.

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?

This programme is structured to provide a progression journey, open to people at different stages in their lives. Most of the volunteers we recruit are in the surviving/coping stage and our aim is to support them through to be adapting and thriving. Generally, for people to be ready to volunteer they need to be coping. However, by working with other community organisations to identify volunteering opportunities, including group volunteering, we will also be able to offer opportunities to people who are just surviving. Our volunteering opportunities are part of much wider programme of activity at Mary Mags which provides people with a chance to engage in arts, cultural and other community activities. These opportunities will often attract people who are surviving. PDT runs highly successful employment and enterprise programmes and for any volunteer who is adapting or thriving, we will offer the opportunity to gain further support from these teams.

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

The Mary Mags project has been designed with the environment in mind and an aim to reduce any negative influence on the environment in line with PDT's environmental policy. We will also ensure that all aspects of our delivery are in line with our policy. It may well be that some of the activities that take place within Mary Mags have an environmental theme, however, the volunteering programme and this application is not directly linked to environmental matters.

The St Mary Mags capital programme is a pilot within the Diocese's Climate Action Programme. We are developing solutions for wider applications to achieve the targets of reducing CO2 emissions by 42% by 2020 and 80% by 2050.

What are the main activities or outputs you want to deliver?

Production of best practise policies, procedures and processes for recruitment, training, and support of volunteers, including progression pathway opportunities. This will include staying abreast with current practise and standards for volunteering across the heritage and charities sectors. All learning to be shared with our community partners across Paddington.

The recruitment, role-specific training, and one-to-one support of 590 volunteers over 5 years

Delivery of 1,475 volunteer supported tours, talks events, schools workshops, family learning sessions, performances, exhibitions, conservation support sessions, and consultation meetings over 5 years. In addition volunteers will provide a 'meet and greet' to a projected 331,925 people over 5 years.

What 3 main differences or outcomes do you hope the activities you have described above will achieve?

The project will bring about a more integrated community with increased social cohesion and reduced cultural division. Volunteering will be the springboard for people to play a more active role in their communities, meet others, and broaden understanding of each other's cultures.

Volunteering on PDT's programmes will support improved wellbeing. Many people who access volunteering opportunities within PDT will progress into further training or employment, while others will experience specific health benefits.

The area of North Paddington, in which PDT and the Mary Mags Centre are based, will have an increased sense of place, recognised as an area with a flourishing community programme of events and activities powered by volunteers.

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 |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|---------------|
| Volunteer Manager | 32,000 | 32,640 | 33,293 | 33,959 | 34,638 | 166,530 |
| On Cost - Ni, insurance, pension | 5,760 | 5,875 | 5,993 | 6,113 | 6,235 | 29,976 |
| Office materials | 2,000 | 800 | 800 | 800 | 800 | 5,200 |
| Project materials | 8,000 | 5,000 | 5,000 | 5,000 | 5,000 | 28,000 |
| Core Overhead contribution | 9,552 | 8,863 | 9,017 | 9,174 | 9,335 | 45,941 |
| TOTAL: | 275,647 | 57,312 | 53,178 | 54,103 | 55,046 | 56,008 |

What income has already been raised?

| Source | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total |
|---------------|----------|----------|----------|----------|----------|----------|
| | | | | | | |
| TOTAL: | 0 | 0 | 0 | 0 | 0 | 0 |

What other funders are currently considering the proposal?

| Source | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total |
|---------------|----------|----------|----------|----------|----------|----------|
| | | | | | | |
| 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 |
|----------------------------|----------------|---------------|---------------|---------------|---------------|---------------|
| Volunteer Manager | 32,000 | 32,640 | 33,293 | 33,959 | 34,638 | 166,530 |
| On cost - NI, tax, pension | 5,760 | 5,875 | 5,993 | 6,113 | 6,235 | 29,976 |
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| Project materials | 8,000 | 5,000 | 5,000 | 5,000 | 5,000 | 28,000 |
| Core overheads | 9,552 | 8,863 | 9,017 | 9,174 | 9,335 | 45,941 |
| TOTAL: | 275,647 | 57,312 | 53,178 | 54,103 | 55,046 | 56,008 |

Who will benefit?

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

118

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

Westminster

Does this project specifically target any groups or communities?

This project will specifically work with the following age groups:

16-24

This project will specifically work with the following gender groups:

Male

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?

PDT has a proven track record in working with disadvantaged and socially excluded communities within North Paddington and beyond.

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: **Jackie Rosenberg**

Role within Organisation: **Deputy CEO**