

The City Bridge Trust

Bridging Divides: Application for a grant



About your organisation

Organisation Details

Name of your organisation:

QPR in the Community Trust

If your organisation is part of a larger organisation, what is its name?

No but we report into the Premier League/English Football League

In which London Borough is your organisation based?

Hammersmith & Fulham

Contact person:

Mrs Fiona Williams

Position:

Business Development Manager

Website:

<http://www.qpr.co.uk/community>

Social Media Accounts:

<https://twitter.com/QPRtrust>

<https://www.facebook.com/QPRtrust/>

What Quality Marks does your organisation currently hold?

Capability Status, the Premier League/English Football League's quality assurance status regarding the charity's policy and procedures, including safeguarding, health and safety, management, strategic planning, human resources, financial and governance arrangements.

Legal Status

Legal status of organisation: **Registered Charity**

Charity Number:

1127806

Company Number:

06703178

CIC Number:

Bencom Number:

When was your organisation established? **02/02/2009**

Aims of your organisation:

Aims: Creating opportunities, Inspiring change and helping people to fulfil their potential. QPR in the Community Trust has a proven track record in working within the local community providing opportunities based on the main broad objectives of Health, Education, Employability, Social Inclusion and Participation, tackling National Issues at a local level. The Trust recognises the power that football and the football Club identity has on its local community. It engages people, stimulates interest and is a powerful tool in spreading positive messages. The beneficiaries are all members of the local community including school children, young adults, disabled groups, community groups, those at risk, parents and volunteers. QPR in the Community Trust wishes to break down barriers to participation and create safer, positive communities. The work undertaken by the Trust covers 7 London boroughs and around 22,000 people. Across our projects we work with many and varied partners to increase the impact of the work for the participants.

Main activities of your organisation:

The beneficiaries are all members of the local community including school children, young adults, disabled groups, community groups, those at risk, parents and volunteers. Current projects include:

? Premier League Kicks: Tackles anti social behaviour and low level crime, encourages volunteering and provides routes back into education, training and employment for young people aged 12-18.

? QPR Tiger Cubs in partnership with the DSA we provide children and young people with Downs Syndrome the same benefits of being on a team as their able-bodied peers.

? QPR Health Stars: Family engagement and primary school project delivery to highlight the importance of eating healthily, not smoking, oral health and physical exercise.

? Extra Time: Physical activity and social Club for the over 60s.

? Ex forces programme: helping ex service personnel develop and personal plan to help to get them back to work through qualifications, workshops and networking with local businesses

? Healthy Kickers - a mental health football team.

Your Staff & Volunteers

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
37	3	7	55

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 Yes
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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?
Owned	It belongs to QPR F.C.

Environmental Impact

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

In August 2017 we switched our energy supply to 100% renewable sources, which I estimate will reduce our Carbon Emissions by 405.35 CO2e (tonnes), which account for the majority of QPR's carbon emissions. This is a major step in reducing the club's footprint and has been achieved through a commercial partnership with our new supplier Solarplcity.

We have continued changing over fluorescent tube lighting to LED lighting in high use areas, saving approximately 32,000 kWh a year.

We have also introduced paper recycling bins recently to try and cut down on paper wastage and improve our recycling around the stadium.

Finance Details

Organisation Finances

	Year of most recent audited / examined accounts	Current financial year forecast	Next financial year budget
End of financial year date	31/05/2017	31/05/2018	31/05/2019
Grants & donations:	£868,038	£661,035	£687,476
Earned income:	£652,248	£819,393	£960,000
Other income:	£22,317	£0	£0
Total income:	1,542,603	£1,480,428	£1,647,476
Charitable activity costs:	£1,417,932	£1,383,911	£1,628,051
Cost of raising funds:	£0	£0	£0
Other costs:	£11,288	£12,600	£13,000
Total expenditure:	£1,429,220	£1,396,511	£1,641,051
Free unrestricted reserves held at year end:	£316,389	£318,389	£320,389
<p>What is your organisation's reserves policy? The charity has a target in place to secure reserves to cover six months of expenditure. The previous target of three months expenditure was met in the financial year 2015/16. However the expansion of the Trust with new Staff, Projects and an increase in restricted grant income has meant that the Trustees agreed to increase the target for the reserves policy.</p>			
<p>For your most recent financial year, what % f of your income was from statutory sources? 1-10%</p>			

Organisational changes

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

An increase in full time staff from 29 to 37

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\Londoners experiencing inequality or disadvantage have greater wellbeing and independence through improved access to arts, sports and other community facilities and services

Please describe the purpose of your funding request in one sentence.
Providing local residents aged 65+ with weekly physical activity and social sessions to increase activity levels, combat isolation and loneliness, give them a voice, increase digital skills and community spirit.

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)
The Hyde Group and the PLPFA

How much funding are you requesting?

Year 1:	Year 2:	Year 3:	Year 4:	Year 5:
£42,359	£49,935	£49,935	£59,042	£59,042

Total Requested: £260,313

You and your grant request

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

We are applying for a grant to sustain our current delivery to the older population and also over the next 5 years increase the number of sessions from 3 per week to 5 (100 participants yr1 increasing to 150 yr5). The projects will be run in areas of high deprivation and disadvantage and aim to get the older population physically active, socialising and combat loneliness and isolation. We believe we are becoming established as a deliverer of successful older people projects forming close knit groups with a retained membership. The projects will offer a range of physical activity options, health talks, day trips, Christmas party and digital inclusion. We can bring already established local partnerships into the project and also we will work to further increase our impact on local communities. We want to give the older people a voice on issues both personal to them and in the community

What are the changes you hope to achieve?

Helping older people improve their health & well-being. Weekly physical activity sessions will impact on their physical and mental health. The project will combat isolation and loneliness and promote friendships as well as the participants meeting up outside of the sessions. The project promotes a sense of community and we will signpost members to local activities and events.

Older residents benefit from positive social activities: a day trip, weekly time for them to socialise and a Christmas party.

Residents have increased confidence using digital technology regularly: As part of the two weekly sessions we will utilise the IT suites/IT equipment to teach skills that will be beneficial to them (after consultation) we predict that this will be skills such as: emailing, internet searches, social media, engaging with the housing association/LA and online shopping.

Through partnerships we will link the groups to local partners and services e.g. NHS support groups, AgeUK.

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

Feedback from our Hammersmith & Fulham project:

? Improved flexibility: 61% said yes

? I've made friends: 94% said yes

? I feel happier: 79% said yes

? Improved confidence: 58% said yes

? Socially it's very important, when you are retired it is harder to meet people? Lynne

? Something to look forward to each week?

Figures from Stonebridge (Brent) needs assessment report commissioned by Hyde (2014) showed that:

? In Stonebridge 34% over aged 65 and over live alone compared with 16% at Wembley Central and 27% average in Brent.

? It is projected that there will be a 32% increase in people in Brent 65 and over with dementia, rising from 2,204 in 2012 to 2,919 in 2021.

We now also have two members of the H&F group that are 90 years old, they have become reliant on the group as a source of friendship, community and fun.

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

The project will run for 30-32 weeks of the year we will offer various activities such as Tai Chi, Aerobics, Boccia, Indoor Archery and Croquet (voted on by the group). The sessions in Hammersmith and Fulham will take place at QPR F.C. and the sessions in Stonebridge (Brent Hub & Bridgestone Arena). The projects will include relevant NHS health talk such as Stroke Awareness, Sleep, Nutrition, talks by local partners e.g. councils, charities providing services they could benefit from. We run 3 social events throughout the year for each group- a Christmas Party, summer party and a day trip. The sessions run for 2 hours each week and there will be an hour for socialising and an hour for physical activity/health talk. Digital inclusion sessions will also be included as we see the importance of accessing online skills so they are not excluded from any services.

Why are you the right organisation to do this work?

We have a proven track record in engaging with and sustaining our projects with older people. The reason the Hyde Group approached us in the first place to expand our project is because they had heard about Extra Time, visited a session and wanted a regular structured older people's project that would become embedded in the community. The second session has been such a success that we have now expanded to 3 sessions. The sessions have a great sense of fun, friendship and community and we give the participants choice over what they want to do which gives them ownership of the project. We bring the brand of QPR and can offer the venue for the Hammersmith and Fulham session in kind, player and player ambassador visits and tickets to QPR matches. We also bring some well established partnerships with local service providers including the NHS, local council and charities.

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

When The Hyde Group approached us to start the second session it was because there were a local older people groups that were run adhoc, sessions would often be cancelled because a coach didnt show up/key people weren't there. Therefore they wanted to offer a structured session to bring the old people together and form a close knit group, this has been so successful that we have started third session. In Hammersmith and Fulham there were few options for older people when we started, this has improved with Age UK and Big Local doing more in the area, but only a few members attend these alternative sessions, we have also built relationships locally during the project. An ageing population will increase the demand for services for this age group and we feel we complement other services and give people access to hear their voices and allow for informal consultation.

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

The sessions will be run at local community facilities and the football club, both providing an hours physical activity each week. The project impacts on both their physical and mental health therefore increasing well-being. Both sessions are run in disadvantaged areas of London which have a lack of options available to older people. The project will encourage them to try new sports/activities and they will have a say in aspects of the project e.g. destination for the day trip and link the group to further local opportunities such as the Mayors tea dance. Increasing their confidence and forming friendships would increase independence, mean they have more people to rely on and can go to new sessions/events with a friend. The older generation may also feel they are missing out by not being up to date digitally, we will teach them basic skills to help them communicate and use local services.

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

Both sessions run in areas of deprivation and inequality, White City is in the top 5% of deprived wards in the UK. The older people who attend the sessions are consulted on how the project is run and we build social connectedness. We have talks by local partners e.g. Age UK and NHS partners - often sparking discussions and questions. The members of staff are well known and liked by the participants and they feel confident sharing their needs and challenges with them, the safeguarding officer for the Trust attends the sessions to speak with the group to find out if anyone needs further support. We encourage the group to attend local events which are fun e.g. the over 50s show at Earls Court but also that benefit them e.g. a couple of them have attended a local diabetes awareness group and been consulted in the H&F Older Peoples Commission.

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?

Older people sometimes feel as though their voice isn't heard. The sessions have proved successful in giving the participants a voice; in Hammersmith and Fulham the group was involved in the older people's commission and we are contacted by local agencies wanting to engage with them e.g. Big Local, Imperial College, NHS services and local charities. The participants also input into the running of the sessions including what activities they would like to do, where to go on the day trip and input into how the sessions are run giving them ownership of the project. We have also included digital sessions within both groups - many older people feel they can't use the internet etc as they don't understand it/dont have a computer, yet more and more services are only online which excludes them from accessing them. These skills will allow them to stay connected to family, friends and services.

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?

We think the main identifiable need for the group is loneliness and isolation and a decrease in overall well-being. There are many ways that people become lonely or feel physically or mentally less strong; losing their confidence after retirement, loss of a spouse or friends, injury or ill health. This would be preventable if people joined the session before they became too isolated or if they have become isolated may start to reverse these feelings. With an ageing population the demand for these types of sessions will increase and to be able to attend a reliable, structured, friendly session with an emphasis on being social and having fun is hugely impactful on current participants. Feedback questionnaires highlighted that the sessions make them happier, more confident, more flexible and strong and that they have formed strong friendships. The project supports the Mayor of London's "A city for all Londoners" aims.

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

We would work with the following partners to add value to the project

The Hyde Group: Will part fund year one of the Brent session and also help in the delivery of the project. Hyde can link the Brent session to local services and help with housing issues experienced by the group, they will also help with the digital inclusion sessions through volunteering and it fits with their resident engagement strategy.

Local NHS partners: deliver talks/workshops: falls prevention, stroke awareness, diet and nutrition.

Local Councils: We have been part of the older people's commission in Hammersmith and Fulham which is ongoing and we would try to make similar contacts in Brent.

Venue operators: 2 facilities in Brent and QPR FC

Imperial college: new partner who want to involve more older people in their community events.

Substance: Will assist us in producing an impact report of the project.

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?

We feel that most people will start the project at coping. They will be able to get out and about to shop etc but may not be taking part in regular physical activity and may be isolated or lonely. We will through a regular structured sessions embed a sense of community and help people to move to adapt and thrive. Impacting on their physical health will help them to avoid long term health conditions and also help their mental well being. The sessions we have going already would be described as fun, thriving sessions where the group have people that they can talk to, get help from and be heard. We have shown that we have a skill in sustaining engagement with this group and providing a community platform which becomes integral to their life and we want to continue to build on our engagement with this cohort.

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

We will cut down and eliminate the use of one use paper cups/plates etc. We would be happy to host a workshop on reducing your environmental footprint to the groups.

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

Weekly physical activity sessions. Each week will include an hours physical activity, we can offer aerobics, dance, tai chi, salsa, boccia, croquet and boules, dance, table tennis, seated football and archery. The group lets us know what they want to do and we can offer a variety of sessions.

Socialisation, feedback from current participants says this is the most important part of the project. Each week there will be an hour where the group can socialise, we also offer an annual day trip past destinations have included Brighton, Southend and Winchester and each venue has a Christmas Party.

Sense of Community/Social connectedness & Digital skills. Through health talks, links to local partners, signposting to events and sessions and digital inclusion sessions. Giving the group a platform to be heard. Having more people they can rely on and meet up with outside of the structured weekly sessions.

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

Increase in health - raising physical activity levels, impacting on their strength, flexibility and weight, and also their sleep and well being. Raising physical activity levels has been proven to help to prevent heart disease, cancer, diabetes and other serious long term conditions. Also the opportunity to try new sports.

Impacting on their mental health and well being, increasing confidence, making friends and having more people that they can talk to/rely on. Decreasing feelings of loneliness and isolation and linking the group to services that can further support them and community events that they can attend.

Education about health may help them to make further changes at home to impact their lives e.g. diet and nutrition. Digital inclusion sessions will help them to learn the basics about getting online, accessing services and using the internet to also increase their socialisation through emails and social media.

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
Staffing & staff travel	17,652	23,568	23,568	29,388	29,388	123,564
Delivery staff e.g. aerobics teachers	3,240	4,320	4,320	5,400	5,400	22,680
Venue hire for sessions in Brent	6,480	9,720	9,720	9,720	9,720	45,360
Equipment, including laptops in year 1	7,650	200	200	250	250	8,550
Administration, planning and monitoring	2,700	3,600	3,600	4,500	4,500	18,900
Events - including day trip coach hire, xmas party food	4,050	5,400	5,400	6,750	6,750	28,350
Weekly refreshments, tea, coffee, biscuits, washing up liquid etc	648	864	864	1,080	1,080	4,536
Management and Impact report costs	6,019	7,303	7,303	8,254	8,254	37,133
Other - cakes for big birthdays, get well cards, easter	270	360	360	450	450	1,890
TOTAL:	48,709	55,335	55,335	65,792	65,792	290,963

What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Hyde Housing	2,300	0	0	0	0	2,300
Fees charged	4,050	5,400	5,400	6,750	6,750	28,350
TOTAL:	6,350	5,400	5,400	6,750	6,750	30,650

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
Staffing	15,352	23,568	23,568	29,388	29,388	121,264
Delivery staff e.g. aerobics teachers	3,240	4,320	4,320	5,400	5,400	22,680
Venue hire for sessions in Brent	6,480	9,720	9,720	5,400	5,400	45,360
Equipment, Including laptops in year 1	7,650	200	200	250	250	8,550
Administration, planning and monitoring	2,700	3,600	3,600	4,500	4,500	18,900
Weekly refreshments, tea, coffee, biscuits, washing up liquid etc	648	864	864	1,080	1,080	4,536
Management and Impact report costs	6,019	7,303	7,303	8,254	8,254	37,133
Other - cakes for big birthdays, get well cards, easter	270	360	360	450	450	1,890
Events	0	0	0	0	0	0
TOTAL:	42,359	49,935	49,935	59,042	59,042	260,313

Who will benefit?

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

150

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

Hammersmith & Fulham

Does this project specifically target any groups or communities?

This project will specifically work with the following age groups:

65-74

This project will specifically work with the following gender groups:

Male

This project will specifically work with the following ethnic groups:

Asian/ Asian British (Including Indian; Pakistani; Bangladeshi; Chinese; Any other Asian background)

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?

Fillers, posters, word of mouth and advertising through local partners. We have been delivering over 60s projects for 9 years and this project has expanded to 3 sessions in the last 2 years. Our reputation has led to links with local partners.

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: **Fiona Williams**

Role within **Business Development Manager**
Organisation: