

# The City Bridge Trust

## Bridging Divides: Application for a grant



### About your organisation

#### Organisation Details

Name of your organisation: <b>deafPLUS</b>	
If your organisation is part of a larger organisation, what is its name? <b>NA</b>	
In which London Borough is your organisation based? <b>Tower Hamlets</b>	
Contact person: <b>Ms Alice Taylor Burge</b>	Position: <b>Fundraising Manager</b>
Website: <b><a href="http://www.deafplus.org">http://www.deafplus.org</a></b>	Social Media Accounts: <b>@deafPLUS_UK</b> <b><a href="http://www.facebook.com/deafPLUSUK">www.facebook.com/deafPLUSUK</a></b>
What Quality Marks does your organisation currently hold? <b>Advice Quality Standard (AQS), Matrix, Advocacy Quality Performance Mark (AQPM), London Living Wage Employer</b>	

#### Legal Status

Legal status of organisation: <b>Registered Charity</b>			
Charity Number: <b>1073468</b>	Company Number: <b>3680467</b>	CIC Number:	Bencom Number:
When was your organisation established? <b>01/11/1971</b>			
<b>Aims of your organisation:</b> deafPLUS is a user-led charity that has been providing information, advice and advocacy services to deaf people across the UK for 47 years.			
Vision: An accessible world for deaf people, with barriers to participation and opportunity removed.			
Mission: To empower deaf people; helping them develop the skills they need to manage their lives.			
Promoting independence - Providing information, advice, advocacy, equipment and personalised support packages that facilitate deaf people's full engagement with and participation in society.			

**Main activities of your organisation:**

**Information and Advice:** We provide information and advice services that are accessible to deaf clients and meets their individual needs. deafPLUS provides information on all aspects of deafness and hearing loss, and is well connected to other local support services to facilitate seamless signposting and referrals. Our Advice Line is the only national advice service that is accessible to Deaf British Sign Language (BSL) users. Over Skype or Facetime, we support clients with a range of issues such as debt, finance, benefits, housing, understanding their civil rights and how to access external services.

**Advocacy:** We help clients realise their legal and civil rights, responsibilities and entitlements.

**Health & Wellbeing:** We focus on health promotion and raising awareness amongst health professionals about how to communicate with deaf patients and support them effectively.

**Your Staff & Volunteers**

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
<b>5</b>	<b>38</b>	<b>8</b>	<b>6</b>

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**

**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>Rolling</b>

**Environmental Impact**

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

Staff at deafPLUS help to reduce our environmental impact by doing the following:

- > Printing using black and white paper
- > Using several different recycling bins
- > Always turning the lights off after use
- > Getting a smart metre and promoting the benefits of smart metres among the Deaf community (a harder to reach group)
- > Going paperless wherever possible
- > Recycling printer cartridges as part of our fundraising
- > We don't have a dishwasher - everything is hand-washed

## 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	31/03/2019	
Grants & donations:	£950,041	£907,481	£0
Earned Income:	£81,012	£62,310	£0
Other income:	£4,595	£22,600	£0
<b>Total income:</b>	<b>1,035,648</b>	<b>£992,391</b>	<b>£0</b>
Charitable activity costs:	£866,741	£831,493	£0
Cost of raising funds:	£81,363	£125,756	£0
Other costs:	£0	£0	£0
<b>Total expenditure:</b>	<b>£948,104</b>	<b>£957,249</b>	<b>£0</b>
Free unrestricted reserves held at year end:	£184,991	£206,368	£0

#### **What is your organisation's reserves policy?**

Trustee policy is to retain a prudent level of reserves from unrestricted income to;

- ? Ensure that the charity can continue to provide a stable and high quality service to our beneficiaries.
- ? Meet unexpected costs
- ? Invest in organisational development to support long-term stability
- ? Take into account all contractual liabilities including redundancy payments etc

The Trustees estimate that a prudent level of unrestricted reserves required for the charity to comply with its reserves policy is two to four months of total expenditure. We will therefore continue to target this range.

For your most recent financial year, what % of your income was from statutory sources?  
**81-90%**

### Organisational changes

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

**We were granted multi-year Lottery funding since our last set of accounts - which secured the immediate future of the deafPLUS Advice Line.**

## Grant Request

Which of the Trust's programmes and priority areas will your application deliver?  
**Positive Transitions/Older people (choice and control )**

Which of the programme outcome(s) does your application aim to achieve?

Please describe the purpose of your funding request in one sentence.  
**To deliver a bespoke course of hearing loss support strategies and lipreading training for older people who are losing their hearing with age.**

When will the funding be required? **01/04/2019**

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

City Bridge Trust?

**Yes**

Another funder? (if so which)

How much funding are you requesting?

Year 1:  
**£47,395**

Year 2:  
**£48,344**

Year 3:  
**£0**

Year 4:  
**£0**

Year 5:  
**£0**

**Total Requested: £95,739**

**What 3 main differences or outcomes do you want to achieve through your funding proposal?**

Empower older people with hearing loss to maintain choice and control in their lives: supporting them through the hearing loss process and offering training solutions to enhance independence. We will offer volunteering opportunities through the creation of peer-to-peer support groups, so clients can continue practicing their lipreading/ help future participants.

Older people with hearing loss will feel more confident in their ability to communicate with others; the information and advice they receive will have a lasting positive impact on their lives.

Older people with hearing loss will feel less isolated from the world around them, with the skills they need to be active participants in their community. This will improve emotional health and well-being ? by making meaningful social connections with others, sharing experiences and offering each other solutions for everyday problems.

**What are the main activities or outputs you will deliver to achieve these differences?**

Deliver 8 x 7 week ?Living with Hearing Loss? courses per annum in four London locations (2 in each location). Each class will be 2 hours long, with an average attendance of 6 people. We've learned that class numbers fluctuate and this is the average number for our London classes.

At the end of each course we will set up, launch and facilitate the effective running of self-help groups for our LWHL clients ? which will enable the project to become self-sustaining. Previous participants can also become volunteers in future LWHL courses, supporting new participants with their lip reading practice.

N/A

## You and your grant request

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

The main objective of the project is to support clients who are losing their hearing with age through training, information and signposting.

This training will encourage self management, support independence, alleviate isolation and encourage a positive approach to the ageing process. Participants will gain confidence, essential information and communication skills. Those experiencing isolation will gain access to crucial information and have the opportunity to meet with others experiencing the same difficulties, making much needed social contact. Families, friends and carers will also gain awareness of the difficulties faced.

We will build on the work of our existing City Bridge funded LWHL project: delivering lip reading training, information, advice, social networking opportunities and 1:1 support to people over 55 living with a hearing loss. With the right advice, skills and equipment older people with a hearing loss can continue to lead fulfilling and independent lives as active members of their community.

### **How will the project described achieve your stated outcomes?**

Monitoring - how we will manage the work

deafPLUS has an excellent monitoring system which is used as an internal function to track the Key Performance Indicators of each service. This system is outlined below:

? We collect and record the information from each project continuously, collating the data at the end of each quarter for review. Statistics are gathered for the organisation as a whole to reflect achievements during each financial year.

? We analyse the monitoring and evaluation information to build into the organisation's long-term strategy and improve services.

? deafPLUS has a database that records quantitative and demographic data.

Each service records Outcomes quarterly, enabling us to measure impact. To do this, we created a system called 'Outcomes Star' which includes well-being measures. By comparing data from before and after the client has accessed our service we can gauge the difference our work makes in clients' lives.

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

1 in 2 people over the age of 60 are losing their hearing; a process which can be incredibly isolating. Before LWHL our participants said they felt uncomfortable about telling anyone they cannot hear. This lack of confidence had negatively impacted their quality of life: creating ill health, depression, isolation and lack of self worth. The Association of Teachers of Lipreading to Adults (ATLA) website clearly demonstrates that nationwide there is a serious shortage of accessible information and resources available to people who are losing their hearing with age.

Common issues our beneficiaries face are:

? Facing isolation due to lack of information and awareness of support services

? In denial of their new disability and struggling to cope

? Frustrated and depressed by the communication difficulties they are facing

? Depression. 'I might as well give up going out with my friends I can't hear a word they

say.'

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

We will employ two staff members to deliver this project:

**LWHL Project Manager (25 hours)**

- a. To develop, recruit and oversee the delivery of classes across London.
- b. To network with appropriate organisations and people to provide information, advice and support to the LWHL group.
- c. To deliver the courses where necessary.

**LWHL Admin Officer (10 hours)**

- a. To promote the LWHL classes effectively in the community.
- b. General administrative tasks to support the LWHL Project Manager.

**LWHL outline summary:**

- Week 1-2) Lipreading training & coping strategies inc. finger spelling/basic BSL
- Week 3) Guest speakers on specialist issues i.e. tinnitus
- Week 4-5) Finding out what services and resources are available
- Week 6-7) Lipreading training & coping strategies inc. finger spelling/basic BSL

Each London location (North, South, East, and West) will be used as one of the four areas we are covering.



**Why are you the right organisation to do this work?**

deafPLUS has 47 years of experience supporting deaf people, and have been delivering Living with Hearing Loss courses in Somerset and London for over 15 years. City Bridge have funded our pan-London LWHL project for almost 3 years, and in that time we have demonstrated our capacity to deliver this work effectively, achieving agreed outcomes and supporting 208 individuals thus far.

Unlike other hearing loss charities in the sector, deafPLUS is a user-led organisation. 75% of our staff team are deaf, including management and board level. This gives us a unique understanding of the deaf communities with whom we work and the day-to-day challenges people with a hearing loss can face. Our organisation represents a trustworthy and reliable figure within the deaf community. In a recent independent survey by Killer Creative (October 2018) our clients expressed that without deafPLUS they would have nowhere to turn for support.

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

To identify need, we use the Association of Teaching of Lipreading to Adults (ATLA) website to locate where lipreading classes currently operate in the UK. This enables us to avoid duplication of work, and identify gaps in existing service provision for people with age-related hearing loss.

We typically take a collaborative approach, partnering with other charities and external organisations such as the NHS to improve our courses. This demonstrates how LWHL complements other age-related/hearing loss support services in the area - rather than 'competing' with them. We have strong working relationships with other support organisations in the area and local authorities. This facilitates seamless signposting and referrals for our clients - ensuring our service is holistic and person-centered.

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

deafPLUS prides itself in being a user-led organisation and service users are paramount in the delivery, monitoring and evaluation of all of our services. Their feedback ensures we deliver what they want and need to help them secure Independence and fully realise their potential.

**Consultation**

Clients are invited to attend deafPLUS' steering groups where we receive vital feedback which contributes towards the continued development of our services. Minutes of these meetings are taken. deafPLUS conducts annual 'Did we help?' surveys where service users are asked to comment on various aspects of the service they used and make suggestions for improvement. In addition, after each training course that deafPLUS delivers, attendees are provided with an evaluation form to fill out. This allows us to effectively measure the impact of the course.

**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?**

Deaf and hard of hearing people face daily communication difficulties and exclusion. They are forced to live in a world largely designed by hearing people for hearing people, and that creates daily barriers. We help and support people in negotiating their way around those barriers. deafPLUS celebrates diversity; empowering deaf people to unlock their potential by ensuring they have the tools they need to succeed in life.

The indirect benefit is that friends and family of the client become aware of the difficulties faced by those with a hearing loss. Our mission is to create a more inclusive society without barriers for deaf people, and a big part of this is improving deaf awareness among hearing people. When our clients learn how to adapt their communication methods to make themselves better understood - they are better placed to thrive in a hearing world that was not designed for their needs.

**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?**

Our project is meeting an identified need, as laid out in the previous section. The number of people living with hearing loss in the UK is rising as life expectancy increases. By 2035, it is estimated that there will be 15.6 million people with hearing loss in the UK - that's 20% of the population. This is a potential public health crisis we cannot afford to ignore; the need for hearing loss support will become even more vital.

Hearing loss can increase the risk of developing dementia by up to five times (Alzheimer's Society, 2018). Proper diagnosis and management of hearing loss, especially in the early stages, could reduce the risk of developing dementia in later life.

In regards to early action, this project will reduce the strain on primary and secondary health care services, especially mental health support, creating long term financial savings for the NHS and Statutory Services.

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

We will liaise with several community groups to deliver this project effectively: such as local day centres, AgeUK, nursing homes, audiology departments, lunch clubs, social services, equipment teams, Tinnitus support, rotary clubs, Royal British Legion clubs and the Salvation Army.

During ? various guest speakers will attend our classes i.e. local social services to deliver presentations about what support there is for them in their borough, Action on Hearing Loss about adaptive equipment, audiologists about hearing loss in general etc.

After ? peer support groups will be set up after each course to ensure clients receive ongoing rehabilitation. Local deafPLUS centres will offer ongoing support; in addition to audiologists/ social services who will help meet their ongoing care needs.

The LWHL Project Manager will actively network to identify appropriate partner organisations who will contribute to the success of the service.

**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?**

Living with Hearing Loss supports clients through the transitional process of losing their hearing with age. When clients begin our courses they have often reached breaking point. For most their confidence is at an all time low, and the communication difficulties they are facing have taken their toll on their mental health. Most clients come to us just about surviving; LWHL helps clients move out of the survival stage by teaching vital coping strategies and demonstrating adaptive equipment for everyday use. Clients learn how to modify their communication methods, and be more assertive in asking people to repeat themselves - rather than just pretending they heard. This reduces feelings of isolation and empowers our clients to thrive again in everyday social life.

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

Training venues are accessible and local so that our users do not have to travel far. We will use locations that are near public transport links such as underground stations and bus stops so that they can be found easily. Use of public transport will be actively encouraged where appropriate.



## 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
Staff Costs:	26,066	26,848	27,654			80,568
Staff costs	26,145	26,668	0	0	0	52,813
Premises Costs:	7,337	7,557	7,784			22,678
Freelance lipreading tutor @ £30 an hour x 80 hours	2,400	2,448	0	0	0	4,848
Office Costs:	3,519	3,624	3,733			10,876
Refreshments	80	82	0	0	0	162
Governance:	759	782	805			2,346
Venue Hire	1,440	1,469	0	0	0	2,909
Management Fees:	8,240	8,487	8,742			25,469
Promotions & Marketing	600	612	0	0	0	1,212
Travel & Subsistence	200	204	0	0	0	404
Materials (handouts etc)	100	102	0	0	0	202
Overheads inc. premises expenses & office costs	9,380	9,568	0	0	0	18,948
Management fee (15%)	7,050	7,191	0	0	0	14,241
<b>TOTAL:</b>	<b>47,395</b>	<b>48,344</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>95,739</b>

### What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
None	0	0	0	0	0	0
<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

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

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
The Gwyneth Forrester Trust	40,000	0	0	0	0	40,000
The Headley Trust	25,000	0	0	0	0	25,000
<b>TOTAL:</b>	<b>65,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>65,000</b>

### How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Staff Costs:	26,066	26,848	27,654			80,568
Annual budget	47,395	48,344	0	0	0	95,739
Premises Costs:	7,337	7,557	7,784			22,678
Office Costs:	3,519	3,624	3,733			10,876
Governance:	759	782	805			2,346
Management Fees:	7,319	8,188	8,024			23,531
<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>



## Who will benefit?

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

**50**

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

**Newham**

**Barnet**

**Harrow**

**Croydon**

Does this project specifically target any groups or communities?

**Yes - please enter details below**

This project will specifically work with the following age groups:

**45-64/65-74/75 and over**

This project will specifically work with the following gender groups:

This project will specifically work with the following ethnic groups:

If Other ethnic group, please give details:

This project will specifically work with Deaf and disabled people:

**Yes**

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?

**We will promote the activities in a targeted way to attract deaf participants. This includes advertising our courses in audiology departments etc. We have 47 years of experience providing specialist services for deaf people.**

Are there any groups or communities you think your organisation will find hard to include through this project?

**Yes - please specify**

If yes, please specify which groups or communities? Where possible using the categories listed above.

**The biggest challenge is to tackle the mobility issues that our +75 clients face. We've learned from experience that the majority of these clients are not aware of 'dial-a-ride' or the mobile audiology service which provides audiological care in the comfort of people's own homes.**

If yes, what steps will you take to make your services accessible to and meet the needs of the groups/communities you have identified?

**We will actively promote these mobile support services; they are indispensable to +75 clients and those with mobility issues/multiple disabilities.**

### **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: **Alice Taylor Burge**

Role within                      **Fundraising Manager**  
Organisation: