

# The City Bridge Trust

## Bridging Divides: Application for a grant



### About your organisation

#### Organisation Details

Name of your organisation: <b>Auditory Verbal Centre</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Southwark</b>	
Contact person: <b>Ms Emma Johnson</b>	Position: <b>Head of Fundraising</b>
Website: <b><a href="http://www.avuk.org">http://www.avuk.org</a></b>	Social Media Accounts: <b><a href="https://twitter.com/auditoryverbal">https://twitter.com/auditoryverbal</a></b>
What Quality Marks does your organisation currently hold? <b>None</b>	

#### Legal Status

Legal status of organisation: <b>Registered Charity</b>			
Charity Number: <b>1095133</b>	Company Number: <b>04569764</b>	CIC Number:	Bencom Number:
When was your organisation established? <b>19/12/2002</b>			
<b>Aims of your organisation:</b> We want all deaf babies and children to have the opportunity to listen and speak as equals alongside their hearing peers. We want to raise expectations and outcomes for deaf children. We want to educate and support families and health and education professionals to better understand the needs of deaf children.  To achieve the above, we want to increase awareness, understanding and access to Auditory Verbal therapy.			

**Main activities of your organisation:**

Our organisational focus is in four main areas:

Supporting families through our early intervention programme.  
 Training professionals through our internationally accredited training programme.  
 Conducting research to strengthen the evidence base for our work.  
 Increasing awareness and expectations of what deaf children can achieve.

**Your Staff & Volunteers**

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
<b>9</b>	<b>10</b>	<b>7</b>	<b>28</b>

Do you have a Safeguarding policy? **Yes**

**Are the following people in your organisation subject to DBS checks?**

Paid Staff <b>Yes</b>	Volunteers <b>Yes</b>	Trustees / Management Committee Members <b>No</b>
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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?
<b>Rented</b>	<b>2.5 years (until March 2020)</b>

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

At our Bermondsey centre, we have trained staff in the use of light timers, ensuring the centre uses minimal energy when not in use over the weekends and evenings.

We have moved more of our training online in response to trainees' feedback, reducing travel and the associated carbon footprint. Similarly, most of our correspondence is now sent electronically rather than by post.

We continue to recycle extensively and have been successful in repurposing second-hand toys for use with our families in therapy sessions.

We now participate in Hewlett Packard's toner cartridge recycling scheme and we are using a specialist tech recycling company for getting rid of our obsolete electronic kit.

## Finance Details

### Organisation Finances

	Year of most recent audited / examined accounts	Current financial year forecast	Next financial year budget
End of financial year date	31/03/2018	31/03/2019	
Grants & donations:	£844,599	£803,000	£0
Earned income:	£274,477	£349,000	£0
Other income:	£154	£0	£0
<b>Total income:</b>	<b>1,119,230</b>	<b>£1,152,000</b>	<b>£0</b>
Charitable activity costs:	£874,344	£610,716	£0
Cost of raising funds:	£151,917	£146,988	£0
Other costs:	£0	£422,856	£0
<b>Total expenditure:</b>	<b>£1,026,261</b>	<b>£1,180,560</b>	<b>£0</b>
Free unrestricted reserves held at year end:	£0	£98,633	£0
<p><b>What is your organisation's reserves policy?</b>            We aim to keep unrestricted reserves at a minimum of £100,000 but bursary requirements are dependent on need as the charity aims to provide financial assistance whenever required and in accordance with the approved terms.</p>			
<p>For your most recent financial year, what % of your income was from statutory sources?  <b>0%</b></p>			

### 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

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

Which of the programme outcome(s) does your application aim to achieve?  
**Positive Transitions/Specialist support services are better able to meet the needs of vulnerable and disadvantaged Londoners**  
**Positive Transitions/Londoners experiencing inequality or disadvantage are supported to become more independent**

Please describe the purpose of your funding request in one sentence.  
**To ensure deaf children in London have access to world-class AVT services, helping them to develop listening and spoken language skills which will support their transition to independent, empowered adulthood.**

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 Rayne Foundation, The Mercers Charitable Trust**

How much funding are you requesting?

Year 1: <b>£50,000</b>	Year 2: <b>£45,000</b>	Year 3: <b>£40,000</b>	Year 4: <b>£0</b>	Year 5: <b>£0</b>
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**Total Requested: £135,000**

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

Deaf children will have better listening and spoken language skills, increased social confidence, and greater independence, laying the foundations for them to thrive at school and beyond.

More professionals will be able to use AVT techniques and deliver Auditory Verbal therapy in statutory settings, ensuring more deaf children are able to access this life-changing early intervention and thereby get an equal start at school.

Greater awareness of the potential outcomes for deaf children; and increased professional and political support for improving the statutory provision of AVT throughout London and the UK.

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

**Each year, to deliver regular AVT sessions to 50+ deaf children from London**

**Each year, to provide training in AVT techniques for at least 30 professionals working in the NHS or local authorities**

**Each year, to deliver at least 10 outreach days professionals across London and host at least 5 meetings with senior stakeholders.**



## **You and your grant request**

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

We are applying for a grant towards the costs of our Bermondsey centre where we give deaf children from across London the language skills and confidence to make successful transitions to school and beyond. Your support over a three year period will help us deliver the second half of our five year strategy which aims to support families of deaf children, increase access to Auditory Verbal therapy, and improve how we work as an organisation.

The strategy was launched in 2016 and our Bermondsey premises have been central to its success. They have enabled us to work directly with more deaf children from London and their families, to train more professionals in Auditory Verbal techniques, and to raise awareness with local and national politicians of the needs of deaf children and the potential long-term impact of Auditory Verbal therapy on their lives.

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

We want more deaf children in London to develop age-appropriate listening and spoken language as a result of improved access to Auditory Verbal therapy (AVT). Without effective support, deaf children may acquire language skills at half the rate of their hearing peers. As a result, they are at risk of lower educational attainment, poorer employment prospects, social exclusion and poor mental health.

Using our Bermondsey centre, and with support from the City Bridge Trust, we want to work directly with more deaf children and their families in the capital, whilst also training more staff based in statutory locations in AVT techniques. Amongst commissioners and politicians, we hope to achieve a significant increase in awareness of the multiple disadvantages facing deaf children, and the efficacy of AVT as a means of addressing these challenges and giving deaf children the skills and confidence to lead successful, independent and fulfilling lives.

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

Severely and profoundly deaf children often start primary school with the language of a two and half year old and on average, deaf children underachieve by over a whole grade per subject compared to children with no identified Special Educational Needs at GCSE. They are also more likely to be socially excluded and suffer poor mental health.

By contrast, 80% of children who complete two years on AVUK's programme achieve at least age-appropriate language, laying the foundations for excellent literacy and numeracy, and providing the child with social confidence.

Despite International evidence in support of AVT, statutory provision is poor across England. In London, there is only one certified Auditory Verbal therapist working in a statutory setting, providing support to families in Hammersmith and Fulham, and since we began delivering AVT in the capital, demand for our therapy and training services has increased as we have added capacity.

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

We will continue to deliver one-to-one AVT sessions, working with 50+ London-based families per annum. Our clinicians will deliver play-based sessions, coaching families so that they can continue to develop their child's listening skills at home. Our clinicians will also liaise with the families' other care providers, working to ensure that the child's needs are understood and met.

We will deliver tiered training to other professionals, providing them with the opportunity to learn AVT techniques and to train as certified Auditory Verbal therapists. Although we have moved much of this training online in response to professionals' requirements, we will continue to deliver training sessions from Bermondsey.

We will also advocate on behalf of the deaf children we work with, inviting local and national commissioners and politicians to the centre, so that they can better understand deaf children's needs, their potential, and the support that is required to realise that.

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

We are the leading provider of AVT in the UK and the only charity able to train other professionals through to certification as Auditory Verbal therapists. We have invested significant resources in raising awareness of our services with parents and other care providers, and our generous bursary programme ensures families from all backgrounds can access our programme.

The quality of our work has been recognised with recent awards. In March 2017 we were awarded the Model of Excellence Award, by the Centre for Social Justice, given to 'an outstanding, innovative and effective organisation' whose 'model is replicable and/or scalable, and can be potentially used to help disadvantaged people all over the UK build an independent life and realise their full potential.' Our work has also been recognised at the Charity Awards, the National Lottery Awards and the Third Sector Awards where we won Highly Commended Charity of the Year.

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

Whilst there is no duplication of our unique offering within London because of the very limited statutory provision of AVT in the capital, we dedicate significant time and resources to ensuring our work complements the support families receive from other care providers.

Our clinicians work hard to build relationships with each child's Teacher of the Deaf and Speech and Language Therapist, explaining how we are supporting the family and ensuring that the team around the child is well-coordinated. AVUK clinicians often invite other professionals to join AVT sessions so they can better understand our approach.

In addition, we have close relationships with The Portland Hospital in London, with leading paediatric audiologists Cheers (who share our Bermondsey centre), and with Whole Child Therapy in Lewisham, combining our different expertise to achieve the best possible outcomes for the children at AVUK.



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

Our AVT programme is centred on parent-coaching and we firmly believe that parents are the best experts on their child. All sessions are adapted in response to parents' observations about their child's progress, what their child enjoys, and any concerns they may have. We hold formal consultations with parents every six months and we have recently benefitted from funding from the People's Postcode Trust which has enabled us to deliver family workshops, inviting parents to meet one another and share their experiences of AVT.

In addition, parents of children who are either on our programme or who have graduated are well represented on our Trustee board. Our Chair, Claire Campbell, has had two children graduate from our programme and there is currently one other parent trustee on the board. Collectively they ensure that the charity's strategy develops in a way which keeps all families' needs at the centre of our work.

**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?**

Bermondsey has become a hub for the development of AVT, showcasing our work and enabling children, parents, professionals, and politicians to come together on the issue of childhood deafness.

We actively seek opportunities to ensure that no one is excluded from this work. For families, we run a bursary programme which offers bursaries of up to 98% of fees to all UK-based families, dependent on household income. Approximately half of our London caseload claims bursary support.

For professionals, we have a range of training bursaries available which help those who are interested in learning more about AVT to access our courses.

For both families and professionals, we continue to advocate for improved statutory support. Jim Fitzpatrick MP, the Chair of the All Parliamentary Party Group on Deafness, is one of a number of politicians to have visited us in Bermondsey and he is now a strong supporter of our approach.

**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?**

Given the poor statutory provision of AVT, our work is focused on meeting an identifiable and acute need. 85% of the brain's development is completed by the age of 3½. If by that stage the brain has not regularly been exposed to sound and trained to make sense of it, the window for developing good listening skills begins to close. The early years of a deaf child's life are therefore a neurological emergency and it is essential that we have the capacity, either working directly with families or by working through professionals we have trained, to provide AVT to all families who want to access a programme.

In addition, our work with deaf children gives them the skills and confidence to make more successful transitions to adulthood. This is preventative work: preventing deaf children from falling into a pattern of academic underachievement, mental health challenges, and social exclusion.

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

Our work is reliant on effective collaboration, not only with the families who use our services but also with the other professionals who support a deaf child. At our London centre, our clinicians will continue to engage with Teachers of the Deaf, audiologists, speech therapists, and other professionals to ensure the family has a united team around their deaf child.

We will use the centre to run training and awareness centres for other service providers, statutory, charitable and private, to reinforce the existing referral pathways to our services and to forge new links. In addition, we will use the centre to continue to build links with those individuals and organisations who can shape policy on a local and national level and ultimately ensure that AVT provision improves nationwide, ensuring more deaf children get an equal start at school.

**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?**

90% of parents of deaf children have little or no prior knowledge of or experience of deafness in their family. Parents on our programme have told us of the shock they feel on receiving the diagnosis and the despair they experience as they worry that the future they envisaged for their child may be unobtainable. When most families join our programme therefore, they are often at stage one: Surviving. Over the two-three years that they are on our AVT programme, our goal is to move them through the different stages, supporting them whilst their child develops the listening and spoken language skills required to thrive at school.

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

We are conscious of our environmental impact and have in place a raft of policies around recycling and energy consumption to limit our footprint. In addition, we have moved much of our training online which reduces the need for participants to travel to our centres and therefore limits transport emissions.

## 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
London Premises	123,228	135,550	149,105	0	0	407,883
Raising funds (London office)	151,917	167,108	183,818	0	0	502,843
Staff training/confs for London staff	11,353	12,488	13,736	0	0	37,577
Management - London office	45,000	49,500	54,450	0	0	148,950
Travel for London-base staff	4,665	5,131	5,644	0	0	15,440
Marketing (London)	12,442	13,686	15,054	0	0	41,182
Recruitment for London staff	4,293	4,722	5,194	0	0	14,209
IT for London office	29,682	32,650	35,915	0	0	98,247
Other costs (London only)	23,596	25,955	28,550	0	0	78,101
<b>TOTAL:</b>	<b>406,176</b>	<b>446,790</b>	<b>491,466</b>	<b>0</b>	<b>0</b>	<b>1,344,432</b>

### What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Mercers Charitable Trust	10,000	0	0	0	0	10,000
Rayne Foundation	20,000	0	0	0	0	20,000
Service delivery fees (approx 50%)	167,500	167,500	167,500	0	0	502,500
<b>TOTAL:</b>	<b>197,500</b>	<b>167,500</b>	<b>167,500</b>	<b>0</b>	<b>0</b>	<b>532,500</b>

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

<b>Source</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
Garfield Weston Foundation	98,000	0	0	0	0	98,000
<b>TOTAL:</b>	<b>98,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>98,000</b>

**How much is requested from the Trust?**

<b>Expenditure heading</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
London centre core running costs (a contribution to the above headings)	50,000	45,000	40,000	0	0	135,000
<b>TOTAL:</b>	<b>50,000</b>	<b>45,000</b>	<b>40,000</b>	<b>0</b>	<b>0</b>	<b>135,000</b>

## Who will benefit?

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

**170**

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

**London-wide**

Does this project specifically target any groups or communities?

**Yes - please enter details below**

This project will specifically work with the following age groups:

**0-15**

This project will specifically work with the following gender groups:

**Male**

**Female**

**Transgender or other gender identity**

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:

**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 have worked with deaf children since 2003 and are the leading provider of AVT in the UK with well-established referral pathways**

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: **Emma Johnson**

Role within Organisation:                      **Head of Fundraising**