

Committee:	Date:	
The City Bridge Trust	27 th September 2012	
Subject: Diamond Jubilee Grants Programme – Growing Localities Update	Public	
Report of: Chief Grants Officer	For Decision	
<u>Summary</u>		
<p>This paper provides an update on Growing Localities – the new grants programme celebrating Her Majesty The Queen’s Diamond Jubilee.</p> <p>It summarises the grant-making criteria for the programme with its 2 strands: Growing and Greening and Horticultural Work Training.</p> <p>It advises you on the progress of the initial proposals for the Horticultural Work Training strand, which is a closed programme where suitably qualified organisations were invited to submit an outline proposal. Eleven organisations have now been invited to apply for a grant through your normal procedures.</p> <p>This paper also details the criteria, eligibility and application process for a proposed City of London Growing Localities Awards scheme and seeks your approval for a budget of £17,400 for this purpose.</p> <p>Recommendation</p> <p>That you approve a budget of £17,400 for the City of London Growing Localities Awards to be charged against the local risk budget of £100,000 for the 2012/13 running costs of the Growing Localities Grants Programme.</p>		

Main Report

1.0 Purpose

- 1.1 This paper is to advise you on the development of your latest grant programme, Growing Localities. It reminds you of the guidance which you have agreed and which you will need to consider when making your decisions on applications for this programme. You will find that the Members’ Handbook has been updated to reflect this.

2.0 Background

- 2.1 At its meeting on 10th November 2011, the Policy & Resources Committee approved an additional £2.1m from headroom in Bridge House Estates; £2m for a discrete grants programme and £100,000 running costs, as part of the City of London's contribution to the celebration of Her Majesty The Queen's Diamond Jubilee. Her Majesty graciously agreed to be patron of the Growing Localities programme and provided a letter of support.
- 2.2 The Growing Localities programme was launched on 17th May 2012 by Joanna Lumley and Raymond Blanc in a 'pop-up' garden in Guildhall Yard. This was also an occasion for some of the city farms and community gardens which you fund to display and sell their produce. This highly successful event served to help communicate the purpose and nature of Growing Localities and attracted widespread national and regional publicity.

3.0 Growing Localities – Aims of the Programme

3.1 Growing Localities aims to:

- make better use of London's green spaces
- encourage community engagement, ownership and volunteering
- help reduce social isolation through working with others
- teach people the value of biodiversity, growing food and beekeeping
- engage people of all ages in the management of their community green space and improving their local environment
- encourage young unemployed people and other special needs groups into horticultural/market garden accredited work training or apprenticeships.

4.0 The Programme's Elements

4.1 The existing programme has two distinct elements:

- 4.2 **Growing and Greening:** for established organisations with a track record of managing green spaces, horticultural initiatives, growing food locally or beekeeping. Organisations must demonstrate or have experience of working with local community groups.

Specific Criteria: organisations which can demonstrate that their work contributes to some of the aims of Growing Localities, including a track record of working with small, local groups.

Awards will not exceed £50,000 in total, of which £5,000 may be reserved to help small community groups with which they may be working, with financial support for equipment or training, for example.

4.3 **Horticultural Work Training:** for organisations offering horticultural work training opportunities to people with special needs and young people not in education, employment or training (NEETS). Work will be targeted towards the most disadvantaged in the labour market. This strand is by invitation only.

Specific Criteria: organisations which can demonstrate:

- experience in providing horticultural/market gardening work training
- experience of reaching the most disadvantaged young people or those with special needs, including NEETS, disabled young people, ex-offenders and those with anti-social behaviour orders
- excellent connections with providers of work placements with job opportunities or apprenticeships
- interest in or experience of green social enterprise
- a track record of success in securing work opportunities through developing contracts and apprenticeships
- other sources of funding

Awards will not exceed £100,000 in total for up to two years.

5.0 Applications Update

5.1 Growing and Greening

5.2 At this meeting, you will be asked to make a decision on eleven applications, all of which have applied to the strand of the programme known as Growing and Greening. Four of these are recommended for approval and seven are recommended for rejection. We expect to see a marked increase in applications during the autumn.

6.0 Horticultural Work Training

6.1 Applications to this strand were by invitation only. £1m has been reserved for Horticultural Work Training and you agreed to a proactive approach to ensure that only those organisations with a proven track record could apply.

6.2 Recognising that work training for NEETS was complex and expensive, you agreed that grants of up to £100,000 could be awarded. We expect to make about ten grants in total.

6.3 As agreed at your meeting in October 2011, we invited 40 suitably qualified organisations to submit an initial 3-page proposal together with annual reports and accounts.

6.4 We received 21 proposals and from these we shortlisted 11 organisations which most closely measured up to the criteria as specified in the strand of the programme for Horticultural Work Training (para. 4.3). These 11

organisations have now been invited to submit an online application in accordance with your usual procedures. If these organisations wish to proceed they will need to have submitted their applications by 10th September 2012.

- 6.5 Officers will assess all these applications in September and bring all of them to a meeting in the autumn for your decision.

7.0 Communications

- 7.1 We are working closely with the Press and Public Relations Team on how to publicise these grants. £1m is a significant contribution towards tackling youth unemployment and this will be announced as part of your press strategy. At the same time these grants will help meet the City of London's priorities:

- Supporting London's communities
- Looking after London's green spaces and heritage

8.0 Growing Localities Awards

- 8.1 At your meeting in April 2012 officers advised that, as part of the Growing Localities initiative, added value could be gained through an Awards Programme which would identify examples of good practice and encourage innovation or excellence. These awards would not cut across the Sustainable City Awards and largely do not duplicate the London in Bloom Awards which are aimed at a different audience.
- 8.2 Your officers have now approached the consultancy Lemos & Crane, which runs the successful Acorn Awards (UK-wide), to discuss how this might be progressed. Lemos & Crane's proven leadership in running awards programmes (14 different schemes) and knowledge of the Growing Localities programme make it well positioned to run your awards scheme.
- 8.3 The City of London's Growing Localities Awards (working title) will target a wide range of non-profit organisations which may be carrying out environmental activities which are **ancillary** to their main purpose. For example, target organisations in London might include:
- Homeless agencies
 - Supported housing (providing mental health services, substance misuse, etc.)
 - Social housing providers
 - Residential care providers
 - Health organisations
 - Hospices
 - Prisons
 - Churches and faith groups
 - Other community-based and voluntary organisations

8.4 There would be 5 award categories:

- Gardening and growing food: for communal eating and small-scale enterprise.
- Introducing young people to nature: encouraging young people to develop an interest in nature through bird-watching and similar activities.
- Keeping animals: bees, chickens, pigs, etc. for the experience of care but also to farm where appropriate
- Nature-themed arts and crafts: woodcraft, photography, film-making, writing, etc.
- Reclaiming and developing wasteland – led by residents and tenants.

All of these categories support the aims of the Growing Localities programme as set out in para. 3.1.

8.5 In order to incentivise would-be applicants, a winner and a runner-up in each of the 5 categories would receive a grant. Each winner would receive £1,000 and each runner-up £500. In making the award, the grant will be made to the successful organisations on the basis that the money will be applied by the organisation to continue or to add to the work which led to the grant being awarded, thereby furthering the objectives of Bridge House Estates and the City Bridge Trust; to benefit the inhabitants of London. The grant must be for work in the London area.

9.0 The Application Process

9.1 There will be an entry form which will ask for a 1,000-word proposal covering the project aims, activities, achievements and evaluation and will also ask for photographs and videos as supporting evidence.

9.2 Each application would include a reference from an independent referee such as a local authority or council for voluntary service representative or Member of Parliament.

9.3 Your grants officer will conduct a due diligence exercise on those organisations which are shortlisted.

10.0 The Judging Process

10.0 Lemos & Crane and your officer Sandra Davidson would review the entries and draw up a shortlist. A judging panel comprising the Chairman of the City Bridge Trust or his representative, the Director of Open Spaces or her representative, the Chief Grants Officer and a representative from Lemos & Crane would select the winners.

11.0 Sharing Learning

- 11.1 The Awards would be widely published at regional and local level and will highlight examples of best practice; and demonstrate to a wide audience how the "localities" have been enhanced.
- 11.2 Knowledge gathered through the Awards programme will also inform future initiatives of the City Bridge Trust and the grants sector generally.

12.0 Financial Implications

12.1 At its meeting on 10 November 2011, the Policy & Resources Committee approved a sum of £2.1m for your Growing Localities Initiative. Of this, £2m was for grants and £100k was for running costs and local risk budget 2012/13 was uplifted to reflect this. The budget estimates were as follows:

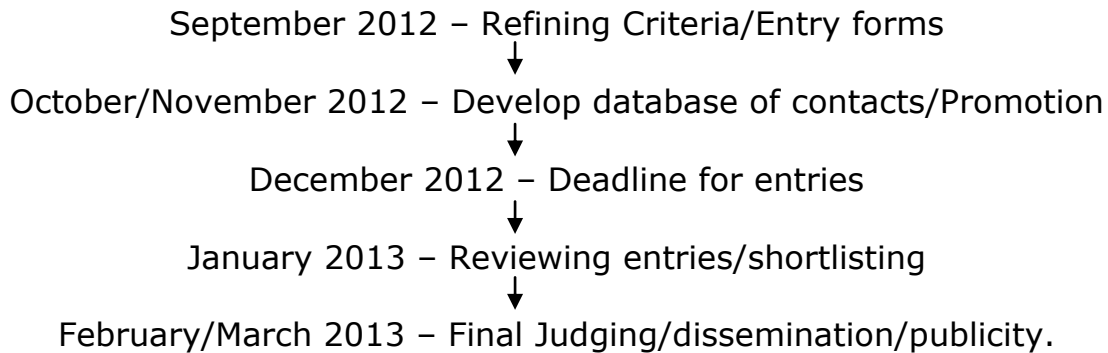
• Freelance Assessors 150 days at £350 per day	£52,500
• Administrative support at 10 hours per week	£7,800
• Monitoring costs	£11,000
• Publicity materials	£5,000
• Costs of evaluation	£10,000
• Travel and subsistence	£1,000
• Contingency	£12,700
• Total	£100,000

12.2 The costs of running the City of London's Growing Localities Awards are as follows:

• Developing database of contacts and promoting the Awards	£6,900
• Reviewing entries and drawing up a shortlist	£1,800
• Promoting the final results	£1,200
• Grant Awards	£7,500
TOTAL	£17,400

12.3 It is proposed that part of the cost of the Awards be charged against the £12,700 reserved for contingency purposes, whilst the balance of £4,700 needed will be taken from the allocation of £52,500 for freelance assessors, leaving a balance of £47,800 on hand. Officers judge that this will be sufficient to meet the on-going requirements of the grants programme as applications have been fewer to date than expected.

13.0 Timetable



14.0 Consultations

14.1 The Comptroller & City Solicitor and the Director of Open Spaces have been consulted and are supportive.

15.0 Conclusion

15.1 Growing Localities is developing well and should provide a fitting legacy for Her Majesty The Queen’s Diamond Jubilee, by engaging local communities in improving their localities. The Horticultural Work Training strand will both improve the employability of some of London’s most disengaged young people and provide us with valuable ‘learning’ which will help inform policy developments in the field of youth unemployment.

15.2 The City of London’s Growing Localities Awards scheme will help promote best practice in “growing and greening” across diverse sectors and widely differing organisations; and should attract favourable publicity for the City of London Corporation.

Recommendation

That you approve a budget of £17,400 for the City of London Growing Localities Awards to be charged against the local risk budget of £100,000 for the 2012/13 running costs of the Growing Localities Grants Programme.

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Report written: 04/09/2012