

MEETING: 09/05/2013

ANNEX NUMBER: 2

ASSESSMENT CATEGORY - Bridging Communities

City Gateway

Ref: 11404

Amount requested: £135,756

Adv: Jenny Field

Base: Tower Hamlets

Amount recommended: £126,500

Benefit: Tower Hamlets

Purpose of grant request: We are applying to fund a leadership volunteering programme which will bring together disadvantaged women from different areas and cultures in Tower Hamlets.

Background

Established in 1999, City Gateway is an employment training agency that targets disadvantaged communities in Tower Hamlets. It currently runs a women’s project, youth training, youth centre and social enterprise hub, offering disadvantaged people everything from community events and drop-in youth clubs through to apprenticeship schemes and opportunities for developing their own business ideas.

You may recall that at your September 2012 meeting, you approved funding to create 10 apprenticeships across the City of London Corporation, through a partnership with City Gateway, as part of the Evening Standard’s *Ladder for London* campaign. As this was a Strategic Initiative, this does not preclude City Gateway from applying for a grant in its own right.

Funding History

None, apart from the Strategic Initiative as set out above.

Current Application

City Gateway Women’s Project (CGWP) aims to tackle the high rates of economic inactivity in Tower Hamlets (62.6%) amongst Bangladeshi women which directly impact on the rate of child poverty, the highest in the UK. CGWP works with hard-to-reach women from the local community to help them towards social and economic independence, through a holistic programme of community-building; personal development and support; skills training and progression into work. The programme is enhanced by three social enterprises – Flavour Gateway, Beauty Gateway and Gateway Tots – which provide work placements in catering, beauty and childcare respectively.

The application before you requests funding over three years to build on CGWP’s current work by developing a leadership programme for vulnerable women across Tower Hamlets.

Many of the women with whom CGWP works have multiple needs which can lead them to drop out of training and other services provided by the charity. It does not have the resources to provide one-to-one information, advice and guidance that would help to address these women's complex needs. In response to this it is proposed train women, mainly past clients, as voluntary Advice Champions to provide information, advice and guidance as well as mentoring to help vulnerable women remain engaged with CGWP's services. It is proposed to train 2 cohorts of 12 women annually in One to One Mentoring and Information, Advice and Guidance. Once trained, each will have a caseload of 12 women over a three-month placement period and will provide one-to-one mentoring in order to address the needs of the women in their cohort. The Advice Champions will gain leadership skills and self-confidence, thereby increasing their employability.

During the assessment meeting, it emerged that City Gateway felt that the project would be more effectively delivered by one full-time Personal & Social Development (PSD) Co-ordinator at a more senior salary level, rather than by a full-time PSD Co-ordinator at a lower salary level plus a part-time Train and Work Co-ordinator as originally requested. A revised request (now totalling £126,576) has therefore been submitted and this is appended at Appendix A.

Financial Observations

City Gateway's most recent audited accounts are for the 17 months from April 2011 to August 2012, as the charity has changed its financial year end from 31st March to 31st August. These accounts show a surplus of £107,488 (2.2% of turnover) which largely related to unrestricted activity.

The organisation's reserves policy is to maintain a designated reserve of at least 3, but ideally 6, months' worth of future expenditure. As a result of the Ladder for London initiative, City Gateway has grown considerably and its latest financial projections for 2012/13 show expenditure of £6.6m and secured income at this stage of £5.8m, with a target of a further £1.4m to be secured, making a total of £7.2m. Based on these figures, its target unrestricted reserves figure should be in the range £1.65m - £3.3m. As at 31st August 2012, free reserves amounted to £673,442 which equates to 1.2 months' worth of expenditure. However, should the charity achieve target income of £7.2m in 2012/13, then a further contribution to reserves of £0.6m will be made.

City Gateway recognises the need to increase its unrestricted reserves which it plans to do over the next three years through increased employer engagement in fundraising, developing its major donor base and through hosting large scale events, the first of which is planned for June 2013.

Officer's Appraisal

CGWP impressed as a project deeply committed to enabling the most vulnerable women to become economically independent. Your assessing officer met two women during her visit who had been through CGWP's programmes and who were now employed by City Gateway, one as a crèche worker, the other as a receptionist. Both described how isolated, depressed and unconfident they were before making contact with the Centre.

Recommendation

£126,500 over three years (£41,000; £42,000; £43,500) towards the salary and associated running costs of a Personal & Social Development Co-ordinator to run a leadership volunteering programme for disadvantaged women in Tower Hamlets.



The City Bridge Trust

Charity Registration Number: 1035628

Working with Londoners: Application for a grant

Please read the guidance notes before completing this form

Reference:
(office use only)

11404

Date Received:

1 Oct 12

Programme
Area:

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1. About your organisation

Name of organisation applying for grant: City Gateway	
If the organisation is part of a larger organisation, what is its name?	
Address for correspondence City Gateway Ensign Court 28 Ensign Street London	
Postcode: E1 8ND Is this your home address? No	
Contact person: Miss Niamh Kilalea	Position: Fundraising Officer
Phone: 02031890391	Fax:
E-mail: niamh.kilalea@citygateway.org.uk	
Website: http://citygateway.org.uk	
Legal status of organisation: Registered charity; Company Limited by Guarantee	
If registered, please give charity number: 1078360	
Year and month organisation established: April 1999	



2. Request for funds

Under which of the Trust's themes are you applying (see our website or brochure for further details)? Bridging communities
Purpose for which funds are requested: (25 words maximum) We are applying to fund a leadership volunteering programme which will bring together disadvantaged women from different areas and cultures in Tower Hamlets.

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How much funding is requested?

Year 1: £43921 Year 2: £45239 Year 3: £46596

Total: £135756

3. Aims of your organisation

City Gateway looks to bring hope to the local communities of Tower Hamlets, the third most deprived borough in the UK (IMD 2011). We connect with NEET young people and vulnerable women, and provide programmes that engage them, train them, and give them the skills and opportunities to get into work. Overcoming obstacles such as poor language levels, a lack of role models, limited aspirations and low skill levels, we engage with the real needs of individuals through a step by step progression.

City Gateway's key objectives for 2012/13 are:

1. Engage, mentor and train the most excluded individuals in Tower Hamlets
2. Bring together different groups and cultures and work against conflict and division
3. Promote local economic growth through the development of sustainable social enterprises

4. Main activities of your organisation

We run a Women's Project, Youth Training, Youth Centre, and Social Enterprise Hub, offering disadvantaged individuals everything from community events and drop-in youth clubs through to apprenticeship schemes and the chance to develop their own business ideas. The City Gateway Women's Project (CGWP) aims to tackle the high rates of economic inactivity in the borough (62.6% among Bangladeshi women), which directly impact on the rate of child poverty, the highest in the UK. We work with hard-to-reach women from the local community to help them towards social and economic independence, through a holistic programme of community-building, personal development and support, barrier removal work, skills training and progression into work.

In all our activities, we look to bring together different cultures and work against conflict and division in a borough that has entrenched ethnic and area divides. Postcode gangs operate in most areas, and extremist groups such as Hizb-ut-tarir, BNP and EDL are active. This presents a challenge that City Gateway seeks to address.

5. Number of staff

Full-time	Part-time	Management committee members	Active volunteers
84	40	5	40

6. How do you support your volunteers?

We provide a bespoke training course, tailored to the needs of our volunteers. We also offer regular 1:1 support, supervision and guidance through practical demonstration of tasks, and additional training where necessary. Travel expenses are provided

7. Property occupied by your organisation

Is the main property owned or leased/rented by your organisation?	If leased/rented, how long is the outstanding lease/rental agreement?
Rented	3 years

8. Finance

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From your most recent audited or independently examined accounts, complete the following:

Financial year ended -

Month: **August**

Year: **2012**

Income received from:	£
Voluntary income	156446
Activities for generating funds	7374
Investment income	9352
Income from charitable activities	4764285
Other sources	
Total Income	4937457

Expenditure:	£
Charitable activities	4803967
Governance costs	26002
Cost of generating funds	
Other	
Total Expenditure	4829969
(Deficit)/surplus for the year:	107488

Asset position at year end	£
Fixed assets	84405
Investments	271
Net current assets	747140
Long-term liabilities	
*Total A	831816

Reserves at year end	£
Endowment funds	
Restricted funds	101780
Unrestricted funds	730036
*Total B	831816

* Total A and Total B must be the same and should be taken from your balance sheet

9. Statutory funding

For the financial year above, what % of your income was from statutory sources?
79%

10. Material changes

Describe any material changes to the organisation's activities, structure or financial position since the date of the most recent accounts:

City Gateway are in the process of setting up a Children and Families department to run as a subsidiary delivery team, separate from CGWP. Currently children's programmes are run from within CGWP; this change will give us the opportunity to scale up provision in both areas. Additionally, our youth programmes have recently opened as an alternative provision provider for 14-19s in September 2012.

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11. Previous applications to the Trust

Have you applied to the Trust before? If so, please give details:					<input checked="" type="checkbox"/>
Month/Year: Jul	/ 2010	Ref: unsure	Grant received: £	OR application rejected	<input checked="" type="checkbox"/>
Month/Year: -	/ -	Ref:	Grant received: £	OR application rejected	<input type="checkbox"/>
Month/Year: -	/ -	Ref:	Grant received: £	OR application rejected	<input type="checkbox"/>

12. Previous funding received

Funding received by your organisation from the following sources during the last **THREE** years:
(i) City of London (other than the City Bridge Trust)
(ii) London boroughs
(iii) London Councils (formerly ALG)
(iv) Health authorities
(v) Central government departments
(vi) Other statutory bodies (e.g. Housing Corporation, Arts Council) - List source, years and annual amounts:

	Year: 2009	Year: 2010	Year: 2011
(i) City of London			10000
(ii) Tower Hamlets borough	239700	903073	502759
(iii) London Councils			
(iv) Health authorities	14500	9430	
(v) Central government departments	704769	843767	1999986
(vi) Other statutory bodies			

13. Previous grants received

Grants received by your organisation from charitable trusts and foundations (other than the City Bridge Trust) during the last **TWO** years. List source, years and annual amounts:

	Year: 2010	Year: 2011
Calouste Gulbenkian Foundation		17000
City Parochial Foundation	24400	21600
The Football Foundation	66667	44029
TH Training Forum -Liquidation fund		83084
Henry Smith Charity		25000
Well London	14891	12809

14. What steps is your organisation taking to reduce its carbon footprint?

We appreciate that we have a responsibility to minimise our environmental impact as much as possible in the physical environment in which we operate. We have an Environmental policy in place for this purpose, which states that City Gateway is committed to the following actions:

- Complying with, and where possible exceeding, the requirements of relevant environmental legislation.
- Adopting waste minimisation as a priority – reducing, re-using and recycling materials where possible to divert waste away from landfill
- Implementing affordable and practical recycling systems across all our sites for paper, cardboard, plastic, cans, glass, toner cartridges and IT equipment.
- Choosing the Best Practicable Environmental Option (BPEO) when making buying decisions.
- Minimising our day-to-day use of energy and using energy efficient appliances where possible.
- Reducing car use, and using public transport or cycling as well as including details of public transport links to all our sites on all appropriate communications.

15. Purpose

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Complete this section whatever the amount of grant requested. **In addition**, if the request is for £25,000 or more in total, a fuller proposal should be sent with this form. Also, if your application is for all or part of new or existing post(s), please enclose a copy of the relevant job description(s) including the salary level.

In order to provide the right information, please refer to guidance note 15 before completing this section.

We are applying to fund a leadership programme for vulnerable women from across Tower Hamlets. Despite the borough's ethnically diverse population, there is little integration between various ethnic communities. Many of the women we work with do not have any ties to people outside of their immediate community group, and often feel isolated. This is exacerbated by a cultural norm of worklessness and a background of poor education that is prevalent among our clients, leading to low confidence and long term unemployment. Bangladeshi and Somali communities in particular suffer from extremely high levels of worklessness, with employment rates of only 31.7% (LEST Technical Annex 2012) and 16% (GLA analysis of 2001 Census) respectively. Over 80% of our current clients are from BAME backgrounds (62% Bangladeshi), reflecting the high levels of need amongst local BAME women in particular. We have identified the need for this project through prolonged work with the client group, gap analysis and client feedback.

Our project aims to tackle the divided nature of Tower Hamlets residents by working with local women from different backgrounds, and equipping them to become role models of success in their communities through working with other vulnerable women. We place emphasis on increasing access and participation, and progression to employment, as these are proven ways of breaking out of the cycle of isolation and poverty. To meet this need, we have designed a volunteering programme. Delivery consists of three elements: (1)'Advice Champions' - we will train up two cohorts of 12 women, mainly past clients, in 1:1 mentoring and Information, Advice and Guidance (IAG). They will be placed in Personal Social Development (PSD) or Train and Work Skills, where they will have a caseload of 12 women each over a 3 month placement period. They will work with their women to deal with any additional needs that stop them from engaging with local services. This peer-support mentoring programme has the benefit of enabling Advice Champions to become leaders in their community, increasing access to the hardest-to-reach clients as they have their Advice Champion as a point of access, and fostering cross-cultural relationships, as our clients are from a broad range of backgrounds. (2) We will employ a PSD Co-ordinator who will support the PSD Advice Champions as well as running confidence, language, parenting, self-defence classes and offering housing and benefits advice. (3) We will employ a part-time Train and Work Co-ordinator who will support the Work Skills Advice Champions, as well as provide 1:1 employability support, facilitate referrals and run interview training. 300 women a year will be engaged at some level in this programme, and all will emerge with increased independence, social connectivity and knowledge of progression routes.

We will achieve the following objectives: (1)To engage vulnerable women in Tower Hamlets, and equip them to become role models of success in their communities through becoming an Advice Champion; (2)To increase community cohesion through the peer-led support for local women of all ethnic, cultural and religious backgrounds, and foster positive cross-cultural relationships; (3)To tackle wider issues that clients face through Personal Social Development support, enabling CGWP to engage even more of the hardest-to-reach women each year; (4)To increase the access of clients to local services and the labour market through intensive barrier removal work.

We are well-placed to deliver this project as we have a successful track record in working this client group, maintaining retention, and progressing them on to positive outcomes. Our 3 year LDA contract (2007-2010) saw us progress 70% of clients into further learning or employment. We have experience working with the hardest-to-reach people in the borough and gradually integrating them to a multicultural environment in a way that they feel comfortable with. We additionally have numerous strategic partners for effective cross-referrals and sharing best practice, and CSR network providing support and work placements. We have a proven strategy for outreach and engagement of the hardest-to-reach women. CGWP's volunteering project is in line with 'Bridging Communities' priorities; We will 'create more leaders' by creating 24 new Advice Champions each year. It will also engage 300 participants from differing backgrounds who will be working together to overcome obstacles so they can access of local services. Throughout the project, there will be an emphasis on integrating and providing progression routes to improve confidence and independence.

16. Explain how you will monitor and evaluate both your own outcomes and those of the programme under which you are applying.

CGWP will use its bespoke database to track the progression of all clients, recording data collected through: (1) Initial registration forms, including equalities monitoring and a record of educational/employment background; (2) Attendance registers to monitor retention; (3) 1:1 mid-course reviews, which monitor progress, identify additional needs and enable client feedback on course improvement; (4) Progression interviews at the end of each course, and course exit forms; (5) Client focus groups, covering topics such as changes in confidence, aspirations and additional needs; (6) Follow up support system that tracks client progress up to 12 months after their progression. The database will enable us to identify trends in which clients progress onto positive outcomes, and thereby augment services where additional support is required for certain groups. Evaluation will be internal, using the database and stakeholder feedback to produce a monthly project report, an annual review, and a best practice report to share with partners. Through these we can improve identification of client progression barriers, progression methods, client engagement in project delivery, and assess CGWP's service delivery models.

17. Beneficiaries

How many people will benefit from the grant per year? 300			
In which local authority is your organisation based? London			
Which borough(s) of Greater London will benefit from this grant? (if more than one, please give % for each) Tower Hamlets			
At what address will the activity be located? City Gateway Women's Project, 117 Ricardo Street, London, E14 6EQ			
What age group will benefit? 19-65			
What will the ethnic grouping(s) of the beneficiaries be?			
	%		%
White - British	12	Black - Caribbean	3
White - Irish	1	Black - African	12
White - Other (please describe)	4	Black - Other (please describe)	
Asian - Indian	4	Black - British	2
Asian - Pakistani	3	Chinese	2
Asian - Bangladeshi	55		
Asian - Other (please describe)		Other (please describe)	2
Open to everyone			100
What proportion of the beneficiaries will be disabled people? We work with many women with additional learning or social needs, but only a small proportion of these have been diagnosed			

18. Funding required for the project

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What is the total cost of the proposed activity/project?

(List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
Full Time PSD Co-ordinator	29700	30591	31509	91800
Part Time Train and Work Co-ordinator	11880	12236	12604	36720
Volunteer Training - Connect Lead time	457	471	485	1413
Childcare for Advice Champions	1500	1545	1591	4636
Beauty incentives for Advice Champions	384	396	407	1187
Progression Manager	13306	13705	14116	41126
Outreach and Engagement Co-ordinator	17820	18335	18905	55080
CGWP Manager (supervision) time	3564	3761	3781	11016
TOTAL	78611	80969	83398	242978

What income has already been raised?

(List amounts and main sources)

Source	Year 1 £	Year 2 £	Year 3 £	Total £
Progression Manager	13306	13705	14116	41126
Outreach and Engagement Co-ordinator	17820	18335	18905	55080
CGWP Manager (supervision) time	3564	3761	3781	11016
TOTAL	34690	35730	36802	107222

What other funders are currently considering the proposal?

City Bridge Trust are the first funder to see this application. We are match funding staff time of the Progression Manager, Outreach and Engagement Co-ordinator and the Women's Project Manager through our contract with the Skills Funding Agency.

19. Funding requested from the Trust

How much is requested from the Trust? (List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
Full Time PSD Co-ordinator	29700	30591	31509	91800
Part Time Train and Work Co-ordinator	11880	12236	12604	36720
Volunteer Training - Connect Lead time	457	471	485	1413
Childcare for Advice Champions	1500	1545	1591	4636
Beauty treatments for Advice Champions	384	396	407	1187
TOTAL	43921	45239	46596	135756

20. Funding requested from the Trust (continued)

When will the funding be required? **This project can begin at any time. Costs have increased each year in line with inflation at 3%.**

Is the activity to continue beyond the period for which funding is requested?
If so, how will it be resourced? **The PSD Co-ordinator and Train and Work Co-ordinator posts will be written into the organisational business plan so they can continue after this funding comes to an end. The volunteering element of the project is self-sustaining, as past clients begin to train up current clients in 1:1 mentoring and support.**

If any planning or other statutory consents are required for the project to proceed, what stage have the applications reached? **None are needed for this project.**

Declaration on behalf of applicant organisation

I, **Niamh Kilalea** (your name)

am an authorised representative of

City Gateway (your organisation)

within which I am **Fundraising Officer** (your position)

To the best of my knowledge, all the information that I have provided in this application form is correct

Signature



Date **28/9/2012**

Return the completed form to: The City Bridge Trust

City of London
PO Box 270
Guildhall
London EC2P 2EJ

Please

- **do not send this application by fax or e-mail** - unless applying online, applications must be posted to the Trust
- **do send the information in the checklist** - if items are missing, your application will be returned to you
- **do send only the information in the checklist** - if further information is required, we will contact you
- **do ensure you have signed and dated this form** - we cannot accept forms which have not been signed and dated
- **do use the correct postage** - the completed form and additional materials are likely to exceed 100g in weight

18. Funding required for the project

What is the total cost of the proposed activity/project?

(List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
FT PSD and Work Skills Co-ordinator	38610	39768	40962	119,340
Volunteer Training - Connect Lead time	457	471	485	1413
Childcare for Advice Champions	1500	1545	1591	4636
Vouchers for Advice Champions	384	396	407	1187
Progression Manager	13306	13704	14116	41126
Outreach and Engagement Co-ordinator	17820	18335	18905	55080
CGWP Manager (supervision) time	3564	3761	3781	11016
Total				

What income has already been raised?

(List amounts and main sources)

Source	Year 1 £	Year 2 £	Year 3 £	Total £
Progression Manager	13306	13704	14116	41126
Outreach and Engagement Co-ordinator	17820	18335	18905	55080
CGWP (supervision) time	3564	3761	3781	11016
TOTAL	34690	35730	36802	

What other funders are currently considering the proposal?

City Bridge Trust are the first funder to see this application. We are match funding staff time of the Progression Manager, Outreach and Engagement Co-ordinator and the Women's Project Manager through our contract with the Skills Funding Manager

19. Funding requested from the Trust

How much is requested from the Trust? (List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
Full Time PSD Co-ordinator	38610	39768	40962	119340
Volunteer Training - Connect Lead time	457	471	485	1413
Childcare for Advice Champions	1500	1545	1591	4636
Vouchers for Volunteers	384	396	407	1187
TOTAL	40951	42180	43445	126576