

**MEETING: 04/09/2013**

**Ref: 11740**

**ASSESSMENT CATEGORY - Older Londoners**

**Castlehaven Community Association**

**Adv: Joan Millbank**

**Base: Camden**

**Amount requested: £109,513**

**Benefit: Camden**

**Amount recommended: £109,400**

**Purpose of grant request:** Ageactivity, a programme contributing to the promotion of active healthy lifestyles for older people aged 75 years + and peer volunteering for those aged 65 years and over.

**Background**

Castlehaven Community Association (CCA) is a multi-purpose charity that provides a range of community based activities to meet educational, recreational and social welfare needs. It was set up in 1986 to benefit residents in Castlehaven ward in Camden; some services now draw beneficiaries from across the borough. Activities include under-fives groups, after-school club and school holiday projects, youth club including sports coaching, support to tenant associations, Timebank including Youthbank for young volunteers, a community food growing scheme and community orchard, HELPS (Help Elderly Local People Scheme).

**Funding History**

You have funded CCA on several occasions. In 2006 you awarded a three year grant of £96,000 towards a Project Manager post overseeing CCA's work with older people. The grant was satisfactorily monitored.

**Current Application**

CCA is seeking your support to continue and further develop its activities for older residents. Older people's work started in 1999 with a founding grant from yourselves; for the last three years 500 people per annum aged 50 years plus have benefited from a Big Lottery supported project – HELPS – which offers a broad range of educational, health and wellbeing activities. The oldest current beneficiary is 93 years.

Building on past experience, user feedback and consultation with partner organisations on changing needs, CCA plans to launch its 'Ageactivity' programme early in 2014. The programme will continue to provide a broad range of activities and services to promote healthy living, socialisation and skills development and will be delivered in collaboration with, for example, University of the Third Age and Age Exchange. While open to Camden residents aged 65 plus, both through self and agency referral, Ageactivity will target those most in need of support and in particular residents aged 75 years and over. Community action through volunteering will also be actively promoted to empower older people in delivering aspects of the programme, including acting as project



champions and workshop leaders, and to develop peer befriending and informal care support.

Formative evaluation will be built into the programme to give capacity to measure the value of community-based interventions in older people's care; CCA expect the three year evaluation to demonstrate Ageactivity's contribution as a preventative approach delaying older people's need to access a higher level of more costly care, while maintaining their independence, dignity and general morale.

20 regular activities plus trips will be offered each year (at least 5 activities per week). 500 people age 65+ are expected to benefit annually, of whom 75% will be aged seventy-five and over. 200 users are expected to become active volunteers within Ageactivity while 70% are expected to report feeling less isolated, healthier and more active.

### **Financial Observations**

The audited accounts for the year ended 31<sup>st</sup> March 2012 show income of £619,386 and an overall deficit of £24,744 (4% of turnover), comprising a deficit of £71,339 on restricted activity partly offset by a surplus of £46,595 on unrestricted funds. The charity's reserve policy states that the organisation aims to hold in free unrestricted reserves equivalent to 25% of annual turnover which equates to approximately £130k in the current year. At 31<sup>st</sup> March 2012 free unrestricted reserves stood at £186,285, equating to 36% of turnover.

Unaudited management accounts for the year ended 31<sup>st</sup> March 2013 show a deficit of £16,397 (3% of turnover).

The latest forecast for the current year ending 31<sup>st</sup> March 2014 shows expenditure of £517,440 and income of £467,349. Should the resulting overall deficit of £50,091 be funded from unrestricted free reserves, then free reserves would reduce to £136k (£6k above the target of £130k). At the time of writing, income of £376,349 has been secured (73% of total expenditure).

### **Officer's Appraisal**

CCA has built up a strong track record in delivering activities to older Camden residents. This proposal will help a large number of older people aged 75 years+ to live healthier and more active lives, while engaging older people in peer self-help. Ageactivity also provides an opportunity to measure the value of community-based preventative work with older people. Ageactivity costs over 3 years will be £414,500; £185,000 has been secured to date. Assuming your support, CCA will need to raise a further £120,600. In October CCA will submit a stage 2 application to the Big Lottery (BL) to secure the outstanding funds required; BL support will help meet overall costs while providing support for 'younger older people'.

## **Recommendation**

**£109,400 (£35,600; £34,400; £39,400) towards the f/t Ageactivity Project Manager post and the cost of project evaluation. The grant is conditional on securing full match funding.**





# 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)

11740

Date Received:

19/03/13

Programme  
Area:

5

### 1. About your organisation

Name of organisation applying for grant: <b>Castlehaven Community Association</b>	
If the organisation is part of a larger organisation, what is its name? <b>n/a</b>	
Address for correspondence <b>21 Castlehaven Road, London</b>	
Postcode: <b>NW1 8RU</b> Is this your home address? <b>No</b>	
Contact person: <b>Ms Eleanor Botwright</b>	Position: <b>Centre Director</b>
Phone: <b>0207 485 3386 / 0207 692 2240</b>	Fax: <b>0207 267 5762</b>
E-mail: <b>Eleanor@castlehaven.org.uk</b>	
Website: <b>www.castlehaven.org.uk</b>	
Legal status of organisation: <b>Voluntary Organisation &amp; Registered Charity</b>	
If registered, please give charity number: <b>295829</b>	
Year and month organisation established: <b>April 1986</b>	

### 2. Request for funds

Under which of the Trust's themes are you applying (see our website or brochure for further details)? <b>Older Londoners</b>
Purpose for which funds are requested: (25 words maximum) <b>Ageactivity, a programme contributing to 2 Trust themes, the promotion of active healthy lifestyles for older people aged 75+ and volunteering for those aged 65 and over</b>
How much funding is requested? <b>Year 1: £35656 Year 2: £34497 Year 3: £39360</b> <b>Total: £109513</b>

### 3. Aims of your organisation

CCA's stated constitutional aims are :-

To promote the benefit of the inhabitants the London Borough of Camden without distinction of sex or of political, religious or other opinions by associating the local authorities, voluntary organisations and inhabitants in a common effort to advance education and to provide facilities in the interests of social welfare for recreation and leisure time occupation with the object of improving the conditions of life of the said inhabitants.

In practice, whilst serving and including all members of the community, it prioritises services to the most disadvantaged eg the young, the elderly, those with disabilities, those living in poverty or those facing other barriers or hardships.

### 4. Main activities of your organisation

CCA's current provides services for all ages from its 4 acre campus of community buildings and facilities. These services are divided into 12 complementary areas:-

1. Under 5s : Littlehaven drop in service for under 5's and their parents/carers.
2. 5-13yrs : Out of School Club
3. 13-19 yrs : Haven Youth Project , a structured activity centre for young people
4. 13-19 Yrs: Easy-P Integrated youth project for young people with disabilities
5. Parent Support : supporting local disadvantaged families
6. Camden Central Time Bank (managing volunteer exchanges in the community)
7. Youthbank : a special timebank for young people offering rewards for services
8. Help Elderly Local People Scheme (HELPS): a holistic service for the elderly
9. Environmental Projects : community gardens and local food growing
10. Intergenerational Project : exchanging experiences & skills between generations
11. Advocacy : representing the interests of local people in e.g. planning issues
12. Local Tenant Association Support : supporting active citizenship

For more details please visit CCA's new website :- <http://www.castlehaven.org.uk/>

### 5. Number of staff

Full-time	Part-time	Management committee members	Active volunteers
7	16	13	151

### 6. How do you support your volunteers?

CCA has adopted a Volunteer Policy which describes in detail its support for volunteers, including supervision, induction, training, work conditions, rights, expenses and regular ways of recognising/appreciating/celebrating their contributions .

### 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?
Leased	20 years outstanding



## 8. Finance

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

Financial year ended -

Month: 31<sup>st</sup> March

Year: **2012**

<b>Income received from:</b>	<b>£</b>
Voluntary income	599,602
Activities for generating funds	16,114
Investment income	3,670
Income from charitable activities	0
Other sources	0
<b>Total Income</b>	<b>619,386</b>

<b>Expenditure:</b>	<b>£</b>
Charitable activities	640,655
Governance costs	3,475
Cost of generating funds	0
Other	0
<b>Total Expenditure</b>	<b>644,130</b>
<b>(Deficit)/surplus for the year:</b>	<b>(24,744)</b>

<b>Asset position at year end</b>	<b>£</b>
Fixed assets	0
Investments	0
Net current assets	234,218
Long-term liabilities	0
<b>*Total A</b>	<b>234,218</b>

<b>Reserves at year end</b>	<b>£</b>
Endowment funds	0
Restricted funds	47,933
Unrestricted funds	186,285
<b>*Total B</b>	<b>234,218</b>

\* 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?  
49%

## 10. Material changes

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

Since 31/3/12, the date of our last audit, LB Camden has ceased all funding for play activities. This drop in turnover is reflected in the budget forecast attached for the 3 years in which we would be using your grant. However, we hope to replace this lost revenue in part by social enterprises e.g. our charity shop and in part developing a new service for people with disabilities.

## 11. Previous applications to the Trust

Have you applied to the Trust before? If so, please give details:					<input checked="" type="checkbox"/>
Month/Year: Sep	/	1999	Ref: 118/MM	Grant received: £62000	OR application rejected <input type="checkbox"/>
Month/Year: Mar	/	2006	Ref: 6886	Grant received: £99,500	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: 2010	Year: 2011	Year: 2012
(i)			
(ii) London Boroughs ( LB Camden)	491828	579865	411983
(iii)			
(iv)			
(v) Central Govt ( Home Office)	10000	24660	38884
(vi) Other Statutory Bodies	2700	47167	

## 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: 2011	Year: 2012
Big Lottery Fund	70428	70916
Fairstead Trust	10000	10000
Zenith Optimedia	10548	18325
Jack Petchey	1800	1800
Santander Foundation		9800

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

CCA has adopted a Sustainability and Environment Policy which details its commitment to reducing the organisation's carbon footprint. The key actions are:-

- i) **PROMOTING** awareness of sustainability/environmental issues to staff & the community
- ii) **RECYCLING** by collection/reuse of all recyclable waste products generated by CCA
- iii) **MIMINISING PAPER USAGE** by print policies, e-filing, purchasing recycled paper etc
- iv) **MINIMISING TRANSPORTATION IMPACT** by, where possible , buying from local companies, using public transport for outings, promoting walking, cycling, carpooling etc
- v) **PRODUCT SELECTION** to avoid non degradable or environmentally unfriendly products
- vi) **REDUCING ENERGY** consumption by using LED lighting, motion sensor switches, thermostatic controls for different spaces, insulation, energy star rated equipment etc
- vii) **REDUCING WATER** consumption by installing low flow, short flush and motion sensor devices for all water supply devices and reusing water where possible.
- viii) **DISPLAY NOTICES** encouraging all staff and users to save energy, water and general consumption of products that impact on the environment
- ix) **MANAGING** the design/development/renewal of the buildings to minimise carbon impact



## 15. Purpose

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.**

1. NEED : The need for Ageactivity has been established in 3 ways :-

- i) Previous Experience: our existing services for older people, which have reached over 500 users within 3 years, have highlighted activities that promote physical and mental health and empower older people as the highest priorities both in terms of need and user demand
- ii) Statistically: our wider catchment area, LB Camden, has over 24,000 65+s, the 3<sup>rd</sup> highest Inner London borough, whilst in our local neighbourhood life expectancy is some 4 years (Men) and 2 years (Women) lower than average, with mortality rates for 75+s significantly higher than the national average, particularly for circulatory diseases ( NHS Camden July 2011).
- iii) Deprivation: our neighbourhood is within the top 8% nationally for Deprivation by Income Affecting Older People ( Office of National Statistics 2010). Given that national austerity has forced cuts to older peoples' services (eg in 2012 LB Camden withdrew funding from all luncheon clubs & many day centres) a community run service for older people, especially the more vulnerable 75+ age group, based on self help and volunteering has become the highest local priority

2. DELIVERY : Ageactivity will be delivered by employing 2 FT staff to organise a flexible range of healthy, social, cultural, educational and volunteering activities/services for older people derived from a detailed survey of what older people themselves want/need and what time, skills and expertise they can offer in return to support the programme's delivery eg becoming befrienders, tutors, escorts or activity assistants. We will ensure that all beneficiaries are included as potential volunteers by offering less physically active volunteering opportunities eg being phone friends or decision makers. Ageactivity will include a HEALTH PROMOTION programme eg walking club, cooking, tai chi, dance, an EDUCATIONAL/CULTURAL programme eg film club, reminiscence & IT classes, a SOCIALISATION programme designed to reduce isolation eg befriending, outings, hospital visits and a COMMUNITY ACTION programme designed to empower older people as both decision makers & volunteers eg steering group, intergenerational forum & scheme volunteer roles

3. TARGETS: Ageactivity will aim to achieve the following targets over 3 years:

- i) Engaging 700 over 65s as scheme users after surveying their needs, wants & volunteer potential
- ii) Improving the physical health of 400 older people, especially those 75+, by establishing a year round schedule of at least 5 weekly healthy lifestyle activities in which they regularly engage
- iii) Improving the morale & mental health of at least 400 older people by reducing depression caused by isolation or lack of mental or social stimulation

iv) Recruiting at least 200 older people aged 65 + who actively volunteer within the scheme

v) CREDENTIALS: Castlehaven CA has over 9 years experience of working with older people through special projects delivered with designated funding and over 3 years experience of organising and supporting volunteers through delivering Camden's first community based timebank. Its current service for older people, HELPS, has received public recognition in a number of different ways

vi) MEETING THEMES : Ageability meets 2 of the Trust's themes by :-

1. Encouraging healthy lifestyles of older people aged 75 or over by engaging them in a range of regular healthy activities specially adapted to meet their choices, needs and abilities
2. Providing people aged 65 or over with social, cultural, educational, volunteering opportunities by helping them choose, organise & take part in a range of such activities/schemes as collective groups drawn from a community of older people whose needs/choices/abilities have been fully surveyed.

vii) GOOD PRACTICE : Ageability will meet the Trust's 4 principle of Good Practice by:-

1. INVOLVEMENT : by supporting/encouraging older people to play active roles within the scheme as both decision makers and volunteers ( eg steering group members, befrienders, tutors, escorts)
2. DIVERSITY : by ensuring that the choices and cultural lifestyles of all minorities in the scheme are fully reflected in the activities provided ( eg ethnic cookery, social history, language & clothing)
3. VOLUNTEERING: by supporting all scheme members in making some form of volunteer contribution, great or small, to their activities or towards other members
4. CARBON FOOTPRINT: by keeping activities local and where possible organising group travel by public transport, by minimising use of paper & promoting exercise as a way to keep warm

viii) JOB DESCRIPTIONS. See attached Job Description \*



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

We will monitor and evaluate our own outcomes by :-

1. Hard Outputs : keeping detailed records of all older people who register with Ageactivity, their profiles (age, gender, ethnicity etc), attendance at activities, roles as volunteers.
2. Soft Outcomes : initial surveys of all scheme members will be used to establish a baseline score for issues such as health, morale, degrees of isolation (eg using the Campaign to End Loneliness' measuring toolkit). This survey will be repeated at regular intervals and as part of a full scale evaluation at the end of the scheme. In addition regular feedback will be sought through questionnaires, activity evaluation sheets, the steering group and activity focus groups

We will monitor and evaluate the programme outcomes by :-

- Outcome 1 (more older people over 75 years living healthier and more active lives) recording all participation by this age group in the 4 programmes, asking all members to self report back on issues such as health and activity, tracking in more detail a selected 100 study group through more objective health measure surveys eg weight loss, diet habits, visits to doctor, smoking cessation etc
- Outcome 2 (more older people actively contributing in their communities through volunteering) by tracking and recording all volunteer activities including those that performed outside the Centre eg being a phone friend, hospital visits, escort duties. These results will be compared with responses from the initial baseline survey to measure the increase in volunteering engendered by the scheme.

**17. Beneficiaries**

How many people will benefit from the grant per year? <b>500</b>			
In which local authority is your organisation based? <b>LB Camden</b>			
Which borough(s) of Greater London will benefit from this grant? (if more than one, please give % for each) <b>LB Camden</b>			
At what address will the activity be located? <b>Castlehaven Community Centre 21 Castlehaven Road London NW1 8RU</b>			
What age group will benefit? <b>65+ with a special focus on 75+</b>			
What will the ethnic grouping(s) of the beneficiaries be?			
	<b>%</b>		<b>%</b>
White - British	<b>60</b>	Black - Caribbean	<b>4</b>
White - Irish	<b>13</b>	Black - African	<b>2</b>
White - Other (please describe)	<b>3</b>	Black - Other (please describe)	<b>2</b>
Asian - Indian	<b>2</b>	Black - British	<b>2</b>
Asian - Pakistani	<b>2</b>	Chinese	<b>4</b>
Asian - Bangladeshi	<b>2</b>		
Asian - Other (please describe) <b>Iraqi</b>	<b>1</b>	Other (please describe). <b>Mixed Race</b>	<b>3</b>
Open to everyone			<b>100</b>
What proportion of the beneficiaries will be disabled people? <b>30%</b>			

## 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 £
Ageactivity Project Manager FT	33656	34497	35360	<b>103513</b>
Ageactivity Project Worker FT	19543	20032	20532	<b>60107</b>
Supervision	2929	3002	3077	<b>9008</b>
Finance (audit/payroll)	2032	2083	2135	<b>6250</b>
Admin Support Worker PT 20hpw	11835	12131	12434	<b>36400</b>
Admin ( office/phone/stationery/IT)	12393	12703	13020	<b>38116</b>
Activity (tutors/premises/subsidies)	50418	51678	52970	<b>155066</b>
Evaluation/Methodology Costs	2000		4000	<b>6000</b>
<b>TOTAL</b>	<b>134806</b>	<b>136126</b>	<b>143528</b>	<b>414460</b>

What income has already been raised?

(List amounts and main sources)

Source	Year 1 £	Year 2 £	Year 3 £	Total £
Supervision/Finance Castlehaven CA	4961	5085	5212	<b>15258</b>
Newman's Own Foundation Fund	6700	0	0	<b>6700</b>
Admin costs Castlehaven Comm Ass	12393	12703	13020	<b>38116</b>
Activity Castlehaven CA/Zenith Optimedia	40418	41428	42464	<b>124310</b>
<b>TOTAL</b>	<b>64472</b>	<b>59216</b>	<b>60696</b>	<b>184384</b>

What other funders are currently considering the proposal?

**Application to other funders eg Tudor Trust being submitted**

## 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 £
Ageactivity Project Manager FT	33656	34497	35360	<b>103513</b>
Evaluation/methodology	2000		4000	<b>6000</b>
<b>TOTAL</b>	<b>35656</b>	<b>34497</b>	<b>39360</b>	<b>109513</b>



## 20. Funding requested from the Trust (continued)

When will the funding be required? <b>April 2014</b>
Is the activity to continue beyond the period for which funding is requested? If so, how will it be resourced? <b>By further fundraising</b>
If any planning or other statutory consents are required for the project to proceed, what stage have the applications reached? <b>N/A</b>

### Declaration on behalf of applicant organisation

<p>I, <b>Eleanor Botwright</b> (your name)</p> <p>am an authorised representative of</p> <p><b>Castlehaven Community Association</b> (your organisation)</p> <p>within which I am <b>Centre Director</b> (your position)</p> <p><b>To the best of my knowledge, all the information that I have provided in this application form is correct</b></p> <p>Signature  Date <b>15<sup>th</sup> March 2013</b></p>
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**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