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| Committee: | Date: |
| The City Bridge Trust | 28th November 2013 |
| Subject: | Public |
| Statistical Monitoring Report, Working with Londoners – July 2008 – March 2013 | |
| Report of: | For Information |
| Chief Grants Officer | |
| <p><u>Summary</u></p> <p>The purpose of this paper is to provide you with statistical analysis of the Working with Londoners programmes that were launched in July 2008. The report looks at the 2,230 applications received between the launch date of Working with Londoners and 31st March 2013. It deals only with applications for grants under the Working with Londoners programmes and not with applications made under your 'Greening the third sector' (eco-audit) initiative or any additional programmes outside of the main grants budget such as Growing Localities.</p> <p style="text-align: center;"><u>Recommendation</u></p> <p style="text-align: center;">That you receive this report and note its contents.</p> | |

Main Report

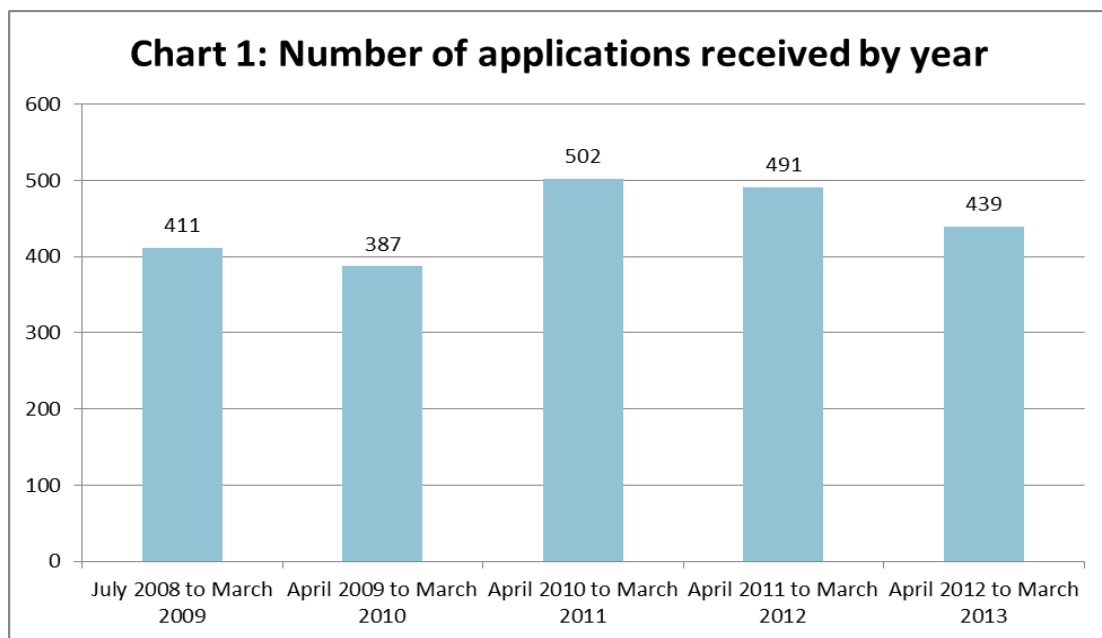
1.0 Introduction

1.1 The Working with Londoners programmes were launched in July 2008 and closed to new applications in July 2013. This report deals with applications received since the launch until March 31st 2013 covering four complete, and one partial financial year. This report deals only with applications made for Working with Londoners grants and not for applications for eco-audits (under your Greening the Third Sector scheme) or additional programmes outside of the main grants budget (such as your Growing Localities initiative).

2.0 Applications to the Trust

2.1 Between July 2008 and March 31st 2013 you received 2,230 applications under Working with Londoners. Chart 1 shows the number of applications received by year. The application rate is fairly steady with an average of 446 applications received per year.

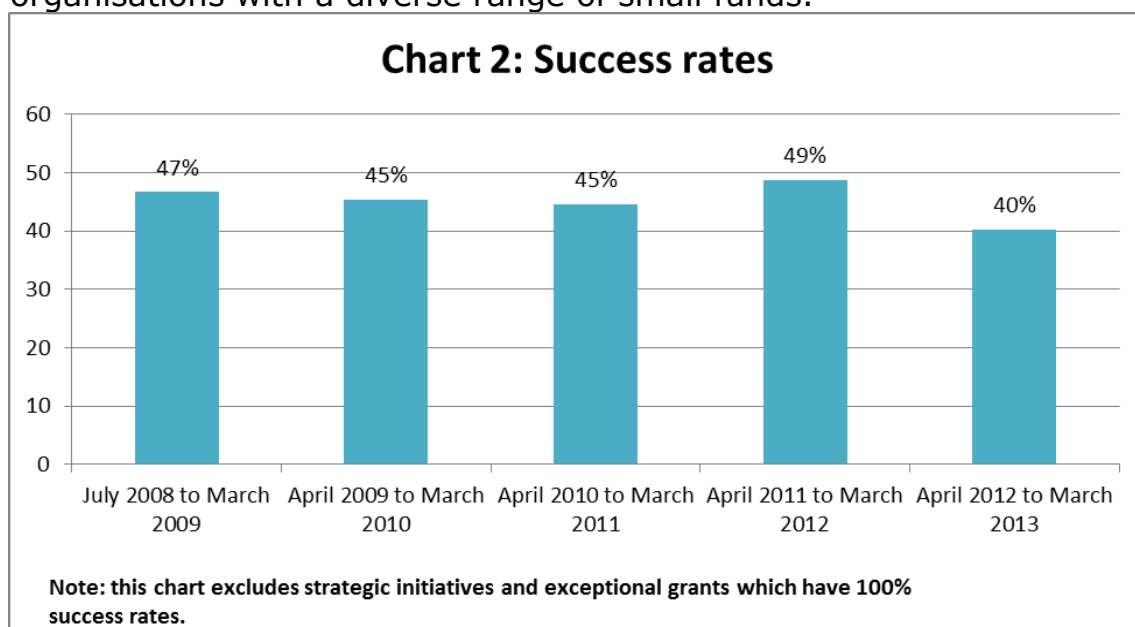
The partial financial year July 2008 to March 2009 is slightly higher than would be expected. This is due to 92 grant applications that were made under your time-limited special initiative, 'Young People & Parents Tackling Violence'. Given the difficult external financial environment, officers had anticipated a rise in applications. This has not materialised, in fact there was a drop in application numbers following the financial crash. Anecdotally, officers have found that other Trusts have had a similar experience. With continuing cuts to local authority expenditure, applications levels may rise in the future.



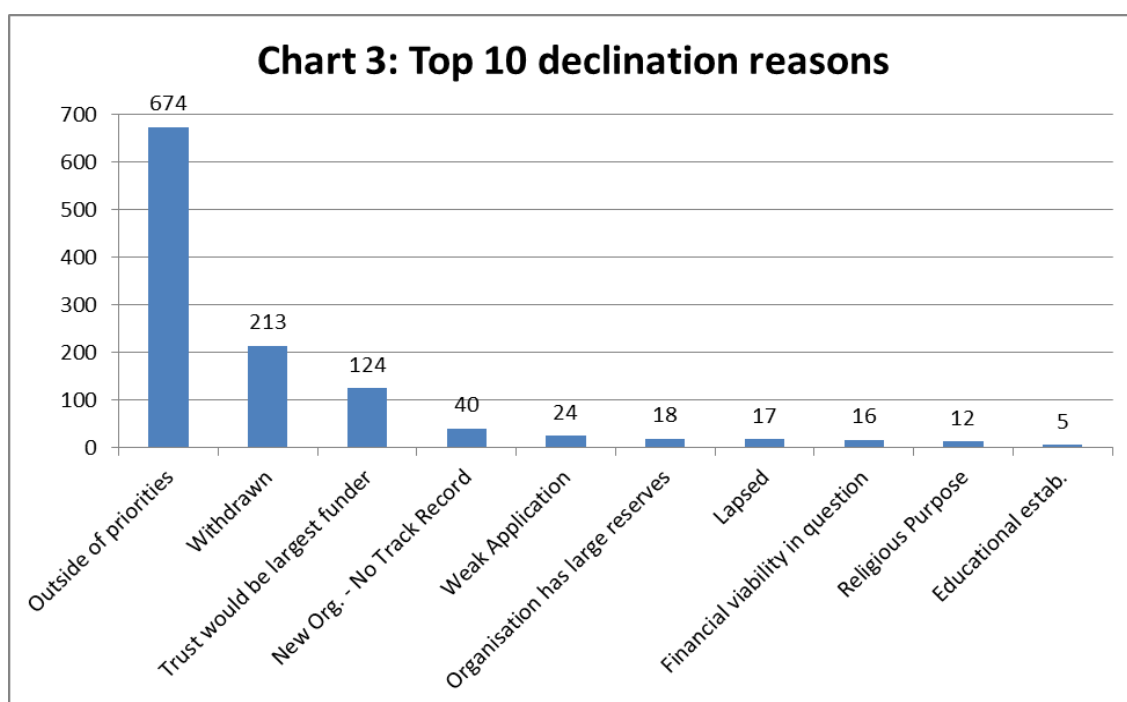
2.2 Of the 2230 applications received 1045 (47%) (worth £75,296,711) were approved, 947 (42%) were rejected, 218 (10%) were withdrawn by the organisation and 17 (1%) were lapsed due to lack of response to requests for further information. The average annual success rate for applications received was 43%. Chart 2 shows that success rates have remained steady since 2008 with a notable exception in the most recent year, 2012/13 when success rates dropped to 40%. Possible reasons for this are reduced voluntary sector capacity and support services to help organisations make applications. It should be noted that the Trust will always receive a proportion of low quality applications, as organisations in need of funding invariably take a 'try anyway' approach.

2.3 Chart 3 shows the top 10 reasons why applications were declined. The most common reason is that applications fall outside of your grant priorities. It is hoped that your new online application form and detailed guidance will reduce the level of these rejections in the future, but there will always be some who apply anyway in the hope that they will be successful. 124 applications were declined as funding would have made the Trust the organisation's largest single funder. You have now changed this policy so that you will not fund

more than 50% of an organisation's income. This will benefit those organisations with a diverse range of small funds.



2.4 Other applications were declined as they were made by ineligible organisations such as schools. An improved pre-application quiz will help reduce these applications under your new Investing in Londoners programmes. You will also notice that 213 applications were declined as they were withdrawn by the organisation. In these cases organisations have withdrawn on the advice of your officers who feel that the work is likely to meet your priorities but that one or more aspects of the proposal may need additional work before full assessment can take place.



3.0 Comparison by grant priorities

3.1 Your Working with Londoners grants programme included seven grant-making priorities as well as strategic initiatives, exceptional grants and a time-limited 'special edition' – 'Young People and Parents Tackling Violence' which looked at the impact of gang and knife crime in London. Chart 4 shows the applications received by programme area, broken down by application outcome and Chart 5 shows the success rates of applications under each programme.

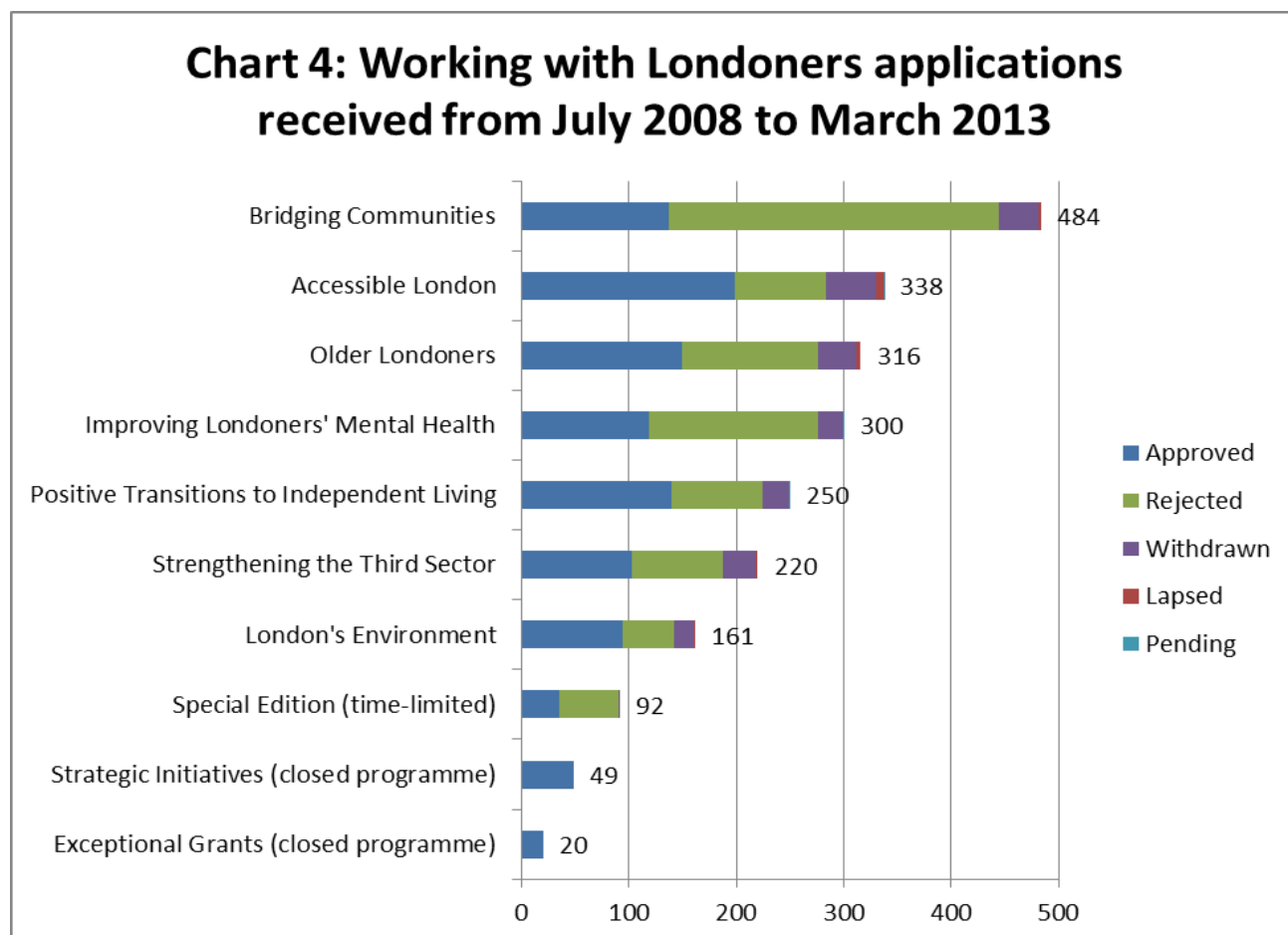
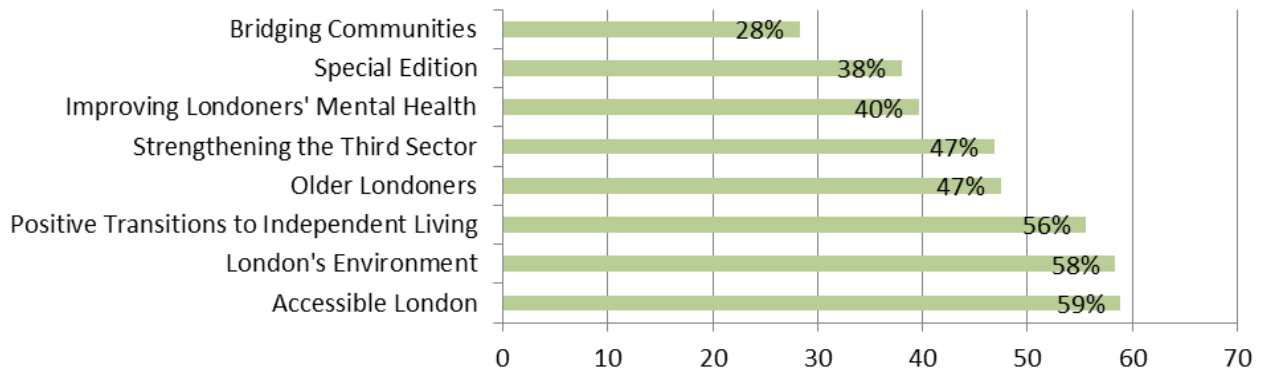


Chart 5: Working with Londoners success rates by programme



Note: this chart excludes strategic initiatives and exceptional grants which were closed programmes with 100% success rates.

3.2 **Bridging Communities** was the most popular open programme receiving 22% of applications. You will however notice that this also had the highest rejection rate, with just 28% of applications achieving a grant, giving a total grant amount of £9,056,185. This is partly due to a misinterpretation of what is meant by the term 'bridging', despite our guidance being clear. For example, many applications loosely applied it to projects that would benefit several different ethnic communities or to generic community development work, rather than work that would explicitly bring different communities together. There was also a tendency for speculative applications that did not meet any of your grants priorities to be made under this programme. This programme has been discontinued under Investing in Londoners, although one of its more successful elements – English for Speakers of Other Languages – has been continued as a clearer more distinct programme.

3.3 **Accessible London** was the second most popular open programme receiving 16% of overall applications and enjoying a high success rate of 59%. The total grant amount of £8,966,687 is perhaps lower than expected but explained by the high amount (17%) of small grants awarded for access audits and the £50k cap on capital grants. The high success rates reflect the support your officers have established for capital access work which accounted for 27% of the grants awarded under this programme. All applicants seeking a grant for capital work are required to have an independent access audit. In addition a high proportion of applicants obtain advice and support from the Access and Sustainability Officer you fund within the Centre for Accessible Environments. Only 14 grants were made for Accessible Transport. The emphasis of this strand of the programme was to help local community transport schemes to become more self-sustaining

through earned income. This approach has enabled you to discontinue this grant priority under your new Investing in Londoners programmes. At a similar level, only 10 grants were made under the Accessible Sports priority. However, given the need for this work and the impact of the 2012 Paralympic games, this priority continues under your new grants programme.

- 3.4 **Older Londoners** received 15% of overall applications with an average success rate, giving a total grant amount of £8,544,687. This was the lowest amount awarded to any grant priority which is due to the number of relatively small grants awarded. Of the successful applications half were for work to encourage healthy lifestyles amongst people aged 65 and above. Fewer grants were made to support people with dementia and Alzheimer's (25) but this is perhaps unsurprising given the specialist nature of this work.
- 3.5 **Improving Londoner's Mental Health** received a comparable number of applications to Accessible London and Older Londoners (13% of overall applications). It had the second lowest success rate at 40% but still received a relatively high total grant award of £9,564,645. 108 applications were rejected as they did not meet your priorities and a further 23 were withdrawn by the organisation. In many cases this was because applications were for work to address general 'well-being' rather than focusing on specific mental health needs. Of those that were successful over a third (36%) were for services specifically for children and young people.
- 3.6 **Positive Transitions to Independent Living** received a fairly average number of applications (250) with a 56% success rate and the highest total grant amount of £11,034,700. Of the grants awarded 33% were to support young disabled people in the transition to adulthood, 31% were to support disabled people in managing independent living and 'personal budgets' and 28% were for the resettlement of ex-offenders leaving custody. Few applications were made to support disabled parents and young care leavers, and these grant priorities have been discontinued under Investing in Londoners. It is also worth noting that 39 grants under the Positive Transitions to Independent Living priority were for work to develop education and skills amongst participants.
- 3.7 **Strengthening the Third Sector** received only 10% of applications which is unsurprising given that this programme is only open to organisations that provide capacity building support to other voluntary and community sector organisations. Grant amounts were however larger than average and total grants awarded under this priority received the second highest total grant award of £9,830,490. 40% of the grants awarded were for work to increase and improve volunteering, 22% were specifically to support Black and Minority Ethnic and refugee community organisations

which are recognised as having specific capacity building support needs and a further 17% were to develop financial management and skills. As with your other programmes, the main reason for rejection was that applicants had failed to address the specific aims of the programme.

- 3.8 **London's Environment** received only 7% of applications but enjoyed the second highest success rate (58%) and a total grant amount of £8,844,624 (though this does include £3m awarded to Hampstead Heath Charitable Trust). The low application rate is partly because there are fewer environmental charities than social care organisations. It is also the case that much environmental and conservation work requires capital sums that would be beyond your capacity and are not the focus of your grant-making priorities which focuses revenue funding.
- 3.9 **Strategic initiatives:** Each year you set aside 5% of the annual grant-making budget for initiatives that go beyond traditional grant-making. These include research, feasibility studies and conferences and are often undertaken in partnership with other bodies. You have awarded 49 grants classed as 'Strategic Initiatives' in the period from July 2008 to March 31st 2013 worth a total amount of £3,211,990. Recent examples include funding for a Social Investment Advisor, the philanthropy exhibition at the Charterhouse and support for 10 Ladder for London apprenticeships in the City of London Corporation.
- 3.10 **Exceptional grants:** Occasionally you award 'exceptional grants' for work outside of your published priorities. This allows you to respond to new and exceptional needs and circumstances which may have arisen since the Trust fixed its priorities, such as a major catastrophe impacting upon London or work that falls outside the stated priorities but is nonetheless of strategic importance to London. In the period from July 2008 to March 31st 2013 you have awarded 20 exceptional grants worth a total amount of £3,338,700. Recent examples include a grant for Human Trafficking Foundation's anti-trafficking work in London, a grant for St John Ambulance's first aid training and volunteering amongst young people in four east London boroughs and a grant for PACT's awareness raising about missing and abducted children in London.

4.0 How did people apply?

- 4.1 City Bridge Trust introduced the option to apply online in July 2011. In 2011/12 23% of applications were received online, growing to 44% in 2012/13. Following this success, and information from independent research, your new Investing in Londoners programmes has moved to an entirely online application process.

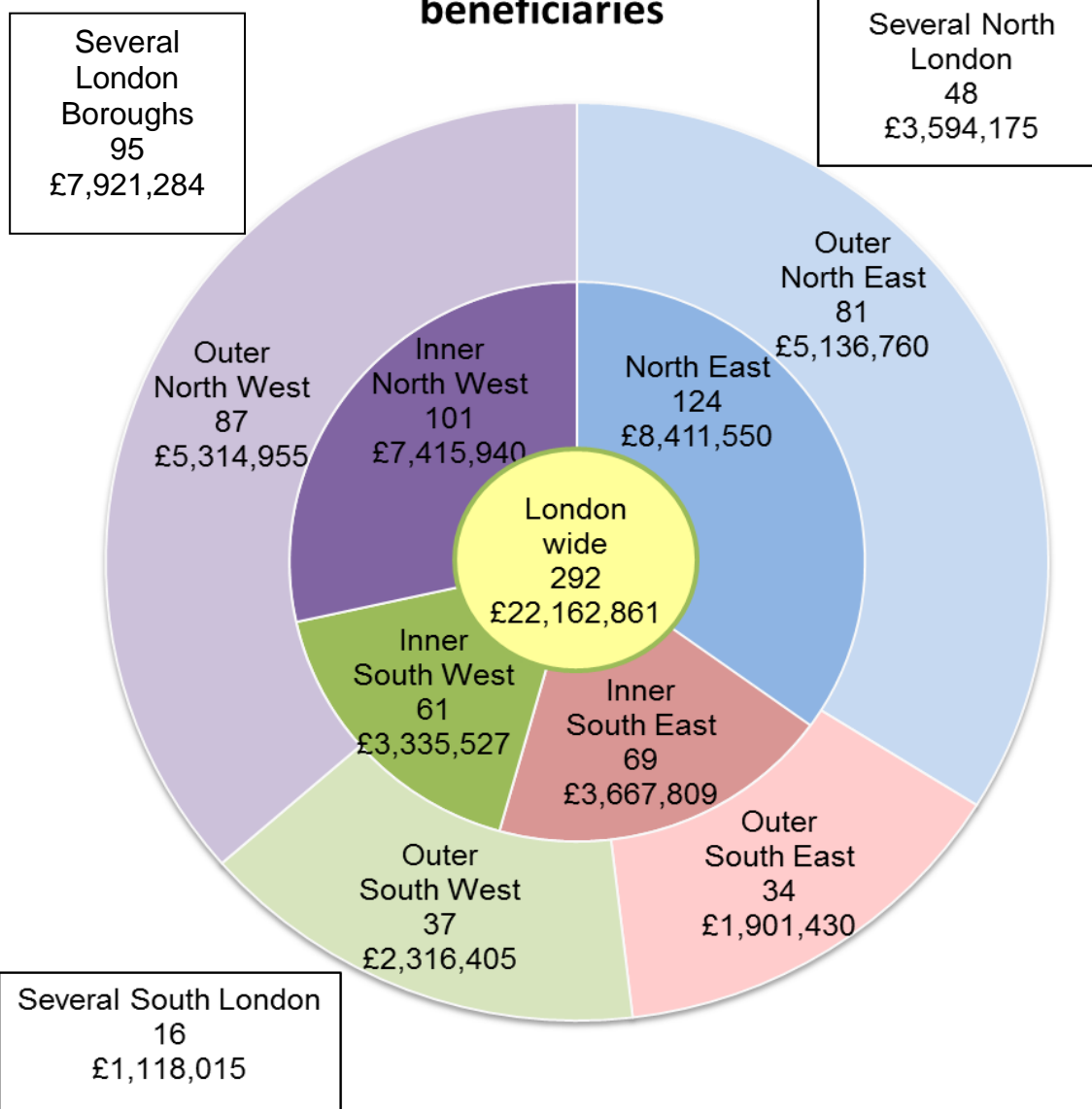
5.0 Geographical distribution of grants

- 5.1 Applicants are asked to specify which London borough(s) will benefit from the project they wish to deliver with your funding. Chart 6 shows the area of benefit of the 1,045 successful applications received since the launch of Working with Londoners until 31st March 2013. Activities may not be restricted to a single borough, so it is not always straightforward to map the precise benefit of your spending. These grants are shown separately as 'several North London', 'Several South London' and 'London-wide' in Chart 6. Please note that the £3,000,000 grant to Hampstead Heath has been excluded from the total sum as it would skew the figures.
- 5.2 Chart 6 shows that whilst you have funded work across all of London, funding is greater in the inner regions and there is also a disparity in the funding reaching boroughs in north and south London, with northern boroughs receiving £29,873,380 and southern boroughs receiving £12,339,186. The rest of section 5.0 examines some of the possible reasons for this.
- 5.3 One way to understand how effectively your grant-making is targeting deprivation in London is to map spend by location of the beneficiaries against the position of each borough according to the Government's 2010 Indices of Multiple Deprivation. The Indices combine economic, social and housing indicators into a single score, allowing areas to be ranked against each other according to their level of deprivation.
- 5.4 Table 1 ranks each London borough according to total City Bridge Trust grant amount awards against their relative position on the Indices of Multiple Deprivation. To make sense of the range and to identify anomalous boroughs, the measure of dispersion (standard deviation) has been calculated. The rows are shaded to help show these anomalies (red = large difference; orange = medium difference; green = small difference; no shading = no or very small difference). The table includes grants only where a specific borough has been identified. Grants that will benefit multiple boroughs are not included, therefore, the total grant amount benefiting each Borough is under-estimated.
- 5.5 Overall there is a good correlation between the Trust rank by spend and relative rank in the Indices of Multiple Deprivation. 12 boroughs show no or a very small difference between the two ranks, with a further 14 boroughs showing a small difference. 7 boroughs have a larger difference than expected, and these are considered below.
- 5.6 **Barnet** and **Richmond** have the highest Trust ranks by spend despite relatively low positions on the Indices of Deprivation. In

both cases this is due to a single anomalous year: applications received to benefit Richmond in 2010/11 were particularly high at £560,600 compared to an average per year of £186,501; and work to benefit Barnet, whilst generally high, is also skewed by successful requests received in just one quarter of 2008/9 of £338,175 compared to a full year average of £311,980. Both boroughs enjoy high success rates – Richmond being the highest at 62% (see Chart 7), which may reflect the quality and/or level of support services available in the area.

- 5.7 **Westminster and Camden** have very high Trust ranks – Camden is the highest – despite sitting in the middle of the range of the deprivation indices. Both Boroughs are very mixed in terms of affluence, with some extremely deprived wards. There are relatively high concentrations of voluntary organisations working in these boroughs and they benefit from strong infrastructure support. Camden has above average success rates at 52% whilst Westminster has a more average success rate at 43%.

Chart 6: Grants awarded by location of beneficiaries



| | | | | | |
|------------------|---|------------------|--|------------------|---|
| Inner North East | City Hackney Islington Tower Hamlets | Inner South West | Lambeth Wandsworth | Outer South West | Kingston Merton Richmond Sutton |
| Inner North West | Camden Hammersmith & Fulham Kensington & Chelsea Westminster | Outer North East | Barking & Dagenham Enfield Haringey Havering Newham Redbridge Waltham Forest | Outer North West | Barnet Brent Ealing Harrow Hillingdon Hounslow |
| Inner South East | Greenwich Lewisham Southwark | Outer South East | Bexley Bromley Croydon | | |

Table 1: Comparison with Indices of Multiple Deprivation (IMD)

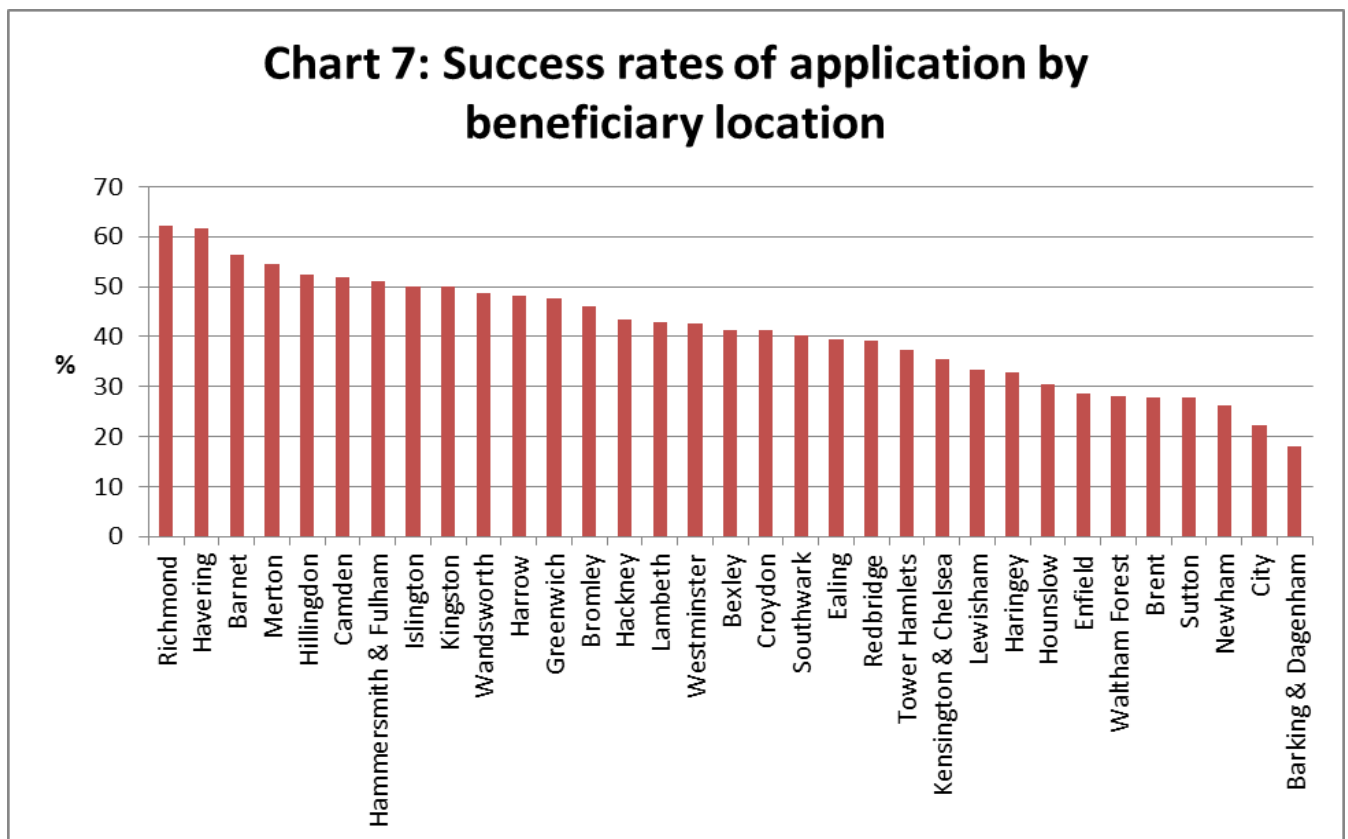
| Borough Benefit | Total grant award | Trust rank by spend | Order in IMD | Difference between IMD and Trust rank | Standard deviations from the mean |
|----------------------|-------------------|---------------------|--------------|---------------------------------------|-----------------------------------|
| Enfield | £347,100 | 32 | 14 | -18 | -3 |
| Barking & Dagenham | £543,300 | 24 | 7 | -17 | -2 |
| Waltham Forest | £606,250 | 21 | 6 | -15 | -2 |
| Newham | £1,163,710 | 12 | 2 | -10 | -1 |
| Lewisham | £672,150 | 19 | 10 | -9 | -1 |
| Brent | £659,900 | 20 | 11 | -9 | -1 |
| Bexley | £380,930 | 31 | 24 | -7 | -1 |
| Hounslow | £534,115 | 26 | 20 | -6 | -1 |
| Haringey | £1,526,300 | 9 | 4 | -5 | -1 |
| Redbridge | £498,100 | 27 | 22 | -5 | -1 |
| Greenwich | £1,279,415 | 11 | 8 | -3 | 0 |
| Hackney | £2,682,290 | 3 | 1 | -2 | 0 |
| Havering | £452,000 | 28 | 26 | -2 | 0 |
| Sutton | £431,020 | 29 | 28 | -1 | 0 |
| City | £242,810 | 33 | 32 | -1 | 0 |
| Ealing | £911,070 | 16 | 16 | 0 | 0 |
| Merton | £412,580 | 30 | 30 | 0 | 0 |
| Tower Hamlets | £2,844,995 | 2 | 3 | 1 | 0 |
| Islington | £2,641,455 | 4 | 5 | 1 | 0 |
| Kensington & Chelsea | £873,800 | 17 | 18 | 1 | 0 |
| Hammersmith & Fulham | £1,387,880 | 10 | 13 | 3 | 0 |
| Wandsworth | £790,007 | 18 | 21 | 3 | 0 |
| Lambeth | £2,545,520 | 5 | 9 | 4 | 1 |
| Harrow | £573,370 | 23 | 27 | 4 | 1 |
| Southwark | £1,716,244 | 7 | 12 | 5 | 1 |
| Croydon | £941,200 | 14 | 19 | 5 | 1 |
| Kingston | £540,300 | 25 | 31 | 6 | 1 |
| Bromley | £579,300 | 22 | 29 | 7 | 1 |
| Hillingdon | £1,059,900 | 13 | 23 | 10 | 1 |
| Westminster | £1,883,865 | 6 | 17 | 11 | 2 |
| Camden | £3,270,395 | 1 | 15 | 14 | 2 |
| Barnet | £1,576,600 | 8 | 25 | 17 | 2 |
| Richmond | £932,505 | 15 | 33 | 18 | 3 |

5.9 **Enfield, Barking & Dagenham** and **Waltham Forest** have low Trust rankings despite relatively high deprivation scores. We have reported before on the challenges of attracting good applications from Barking & Dagenham and Waltham Forest, two boroughs with considerable disadvantage where the voluntary sector is less well-developed than some others. Barking & Dagenham has the lowest success rate of any borough at 18% and Waltham Forest and

Enfield both have below average success rates at 28% and 29% respectively. Enfield’s voluntary sector is characterised by a high proportion of small organisations, many of which will be outside of the Trust’s eligibility criteria. **Newham** has improved its rating in the Trust’s ranking compared to previous years, but suffers from the lowest success rate of any borough at only 18%

5.10 Where boroughs are receiving a greater amount of funding than might be expected, it is not the case that you should be looking to ‘scale down’ your support. In all relatively affluent boroughs it is important to bear in mind that all have pockets of deprivation and therefore still need your grant funding. It is also the case that there is a correlation between the strength of the voluntary sector and available support services and your ability to better reach into the most underserved boroughs in London.

5.11 The launch of Investing in Londoners provides an opportunity to target promotional work in underserved boroughs. Officers will ensure that the communications strategy proactively reaches those boroughs with fewer grants and lower success rates. There is also an opportunity to build on your work to strengthen support for organisations not just on a borough level, but at a specialist pan-London level. For example, by funding organisations that provide expert charity finance support to organisations across London.



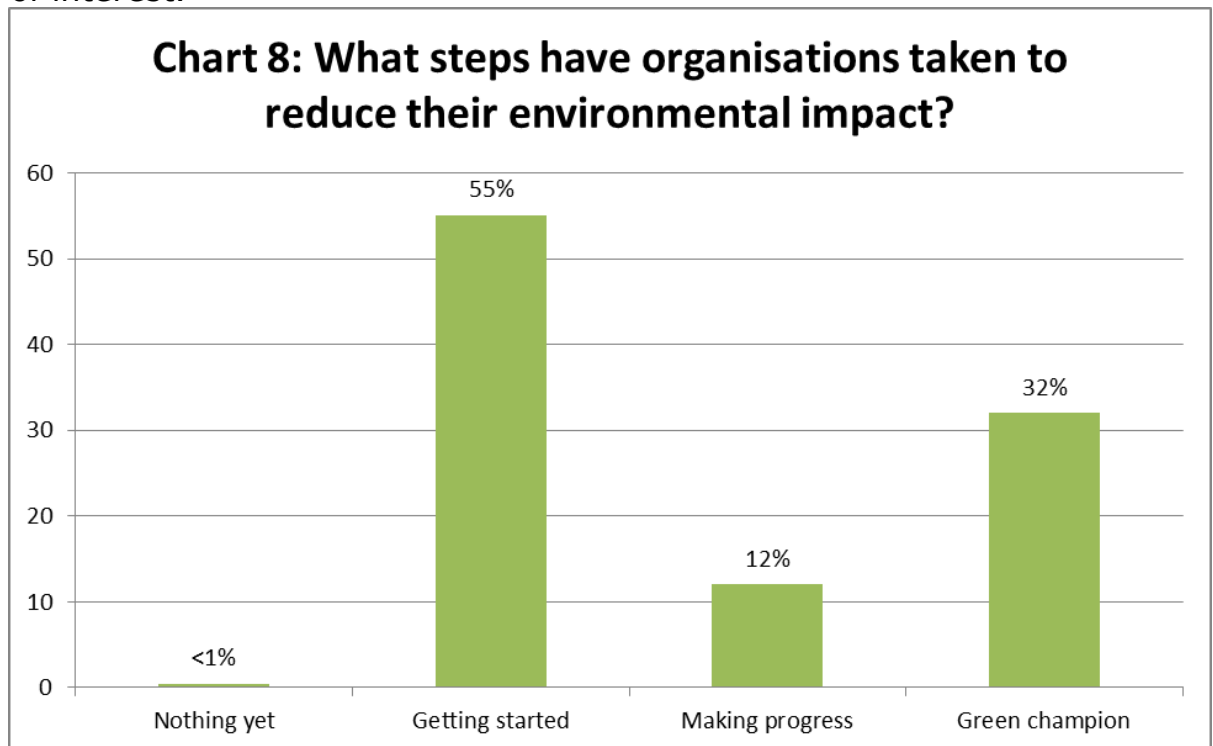
6.0 Reaching Londoners

- 6.1 Your officers are often asked how many people benefit from City Bridge Trust funding. In practice this is difficult to quantify as it relies on data provided from different organisations for different types of grant. It also does not reflect the level of service provided, for example a mental health project may work very intensively with a very few young people, whilst an environmental project may work less intensively with many young people. A typical challenge is where an organisation states a very high beneficiary number as they have published web resources, although direct beneficiaries are low. One way to work around this over-reporting is to disregard grants where beneficiary numbers are stated as 10,000 or more. If this is done a total beneficiary number of 90,272 is given. However this figure should still be treated with caution. It is hoped that data quality will be improved when the Trust starts using online monitoring forms which will help your Officers to more accurately collect actual beneficiary numbers throughout the lifetime of each grant.
- 6.2 Your officers would also like to be able to better report on the beneficiaries of Working with Londoners by age, disability, gender and ethnicity. It is hoped that the new online application form and guidance will help to improve the quality of the data collected. However, even with this additional guidance, as we are reliant on data provided by external organisations the data quality, to a large extent, remains outside of our control.

7.0 Environmental impact

- 7.1 Organisations that applied to Working with Londoners were asked what they are doing to reduce their carbon footprint. Most responses include recycling, printing two-sided, switching off computers when not in use, and using public transport. Fewer have an environmental policy, a green fuel tariff or have made energy efficiency savings. Using these responses officers assess how well organisations are doing. Chart 8 shows the results for successful applicants to your grants programmes. Whilst there are a good number of 'Green Champions', 15% of these are environmental organisations, and most organisations are 'getting started'.
- 7.2 The quality of information provided by applicants on their environmental impact is often poor. To address this, your new application form makes it much clearer to organisations what actions they could be taking and asks them to rank their own actions against a scale. We hope this will encourage organisations to reflect on their current environmental impact and to take action to improve. The form also includes a direct link for organisations to

request a free eco-audit which has already resulted in a high level of interest.



8.0 Beyond Working with Londoners

8.1 The benefits of Working with Londoners are not limited to your published priorities, but cut across many other areas of work important to Londoners. You may be interested to know that between July 2008 and the end of March 2013:

- 26 grants worth £9,499,205 in total were for initiatives related to skills and education – this does not include your initiatives outside of Working with Londoners such as the Youth Offer.
- 120 grants worth £5,909,578 were for projects using the arts as the principal delivery mechanism.
- 27 grants worth £2,101,360 were for projects tackling issues related to housing and homelessness.
- Of the organisations you funded 37% have high volunteer involvement and 38% a medium level of volunteer involvement.

9.0 Conclusion

9.1 Your Working with Londoners grants programmes ran from July 2008 until July 2013. This report covers the majority of this period (until end March 2013) and as such gives a good indication of the trends, successes and challenges of Working with Londoners.

9.2 Application levels have remained steady at an average of 446 per year with an average success rate of 43%, which dropped slightly in the latest year. The main reason that applications are unsuccessful

is that they do not meet your grant priorities. Officers have taken steps to make the priorities even clearer under your new Investing in Londoners grants programmes, though there will always be those who will apply anyway, regardless of the criteria in place.

- 9.3 You awarded most grants under Accessible London and the highest amount of funding under Positive Transitions to Independent Living. Bridging Communities had the highest application rate, but also the lowest success rate with a tendency to attract speculative applications. It has, therefore, been discontinued under Investing in Londoners.
- 9.4 Whilst it is the case that you make more grant awards in inner London and the northern London boroughs, the level of funding individual boroughs receive is broadly in line with their relative position in the Indices of Multiple Deprivation. There are some notable anomalies, particularly in Enfield, Barking & Dagenham and Waltham Forest which receive less funding than might be expected. The challenge of funding these boroughs has been raised before, but there is an opportunity with the launch of Investing in Londoners to proactively reach out into these boroughs.
- 9.5 In future grant reports officers would like to report more about the grant beneficiaries and hope the new online application and monitoring forms will help give more robust data. Varying quality of data provided, however, is likely to be a continuing issue. With the launch of Investing in Londoners, officers will continue to identify emerging trends and make adjustments as appropriate to encourage good applications from across London that meet your chosen grant priorities to tackle disadvantage in London.

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