

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Norwood Ravenswood Ltd	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Harrow	
Contact person: Ms Jessica Palmer	Position: Trust and Statutory Fundraiser
Website: http://www.norwood.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1059050
When was your organisation established? 01/01/1795	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Making London More Inclusive
Which of the programme outcome(s) does your application aim to achieve? Disabled people actively taking part in the arts or sport
Please describe the purpose of your funding request in one sentence. 'Change the Game' will increase access and redefine attitudes to sport for people with learning disabilities, enabling people to achieve maximum independence through sport.
When will the funding be required? 01/08/2014
How much funding are you requesting? Year 1: £39,129 Year 2: £40,303 Year 3: £0 Total: £79,432

Aims of your organisation:

Norwood is a leading charity enabling people with learning disabilities and vulnerable children and families to maximise their potential, at home, in school and through life. We provide a range of bespoke services that are flexible and responsive to individual needs, aiming to support children, adults and families to realise their dreams and live the life they choose. Norwood was established as a small charity over 200 years ago and through amalgamation, growth and diversification it has developed into the comprehensive welfare organisation that it is today, where most of our services are non-denominational and available to the wider community. Our excellence in providing quality services where there would otherwise be none is often recognised and we are proud to have received Royal Patronage since 1815, the Patron being Her Majesty, The Queen. Norwood operates across London and the South East and through 1200 members of staff and 600 dedicated volunteers we support almost 8000 people every year.

Main activities of your organisation:

Norwood delivers a range of bespoke services supporting people with learning disabilities and children and families experiencing disadvantage at home, in school and throughout life. Home- We offer specialist support for children and families facing unique challenges from our three Children & Family Centres, which offer services including parent groups, art therapy, social work, children's counselling and specialist groups such as yoga for pre-school children with disabilities.

School -Our diverse educational services include the Hope Centre which focuses on developing thinking skills, a partnership with The Jewish Community Secondary School (JCoSS); the inclusive Norwood Nursery and Binoh, our mainstream support service for children and young people with special educational needs.

Life - Norwood provides supported living, recreational and respite services as well as housing support and advice for people with learning disabilities and autism. Our Life Long Learning service, provides opportunities to develop life and work skills by through courses, travel training, support from qualified Job Coaches, and employment projects.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
584	361	14	600

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Owned	

Summary of grant request

NEED

Norwood consulted with the people we support in order to gain insight into attitudes towards sports and levels of engagement. We surveyed 254 adults with learning disabilities to understand their personal goals and ambitions and found that sports and leisure were high on the agenda. Further research identified barriers preventing sports participation, including: -

- lack of opportunities
- lack of encouragement from support staff
- transport
- cost

DELIVERY

Through our Golden Arrow participation model (attached) Norwood will offer sports sessions to people with learning disabilities at various levels, from taster, to sheltered, select and elite level. Sessions will be delivered from sports centres, parks and community venues across North London. We are requesting funding to cover the cost of the Elite Team Leader and Job Coaching sessions, supporting people to engage with sport at a more advanced level, e.g. competing at national or international events, or pursuing a career in sports.

AIM

To increase sports participation for people with learning disabilities so they can:

- Engage in sports activities
- Access sports activities at their appropriate level of ability
- Partake in sports activities alongside people without learning disabilities
- Live more active and healthy lifestyles

We will also educate mainstream sports providers about how best to support people with learning disabilities to improve provision.

WHY NORWOOD

Norwood has adapted our sports delivery to provide a person centred approach, enabling people to access sport at the level that is right for them. In recognition of this work, Norwood was highly commended by Skills for Care (2013).

Norwood has a long-term approach. We never create projects without considering their impact across the organisation, sustainability and our exit strategy. We cross-refer between services and provide an individual, tailored approach.

MAKING LONDON MORE INCLUSIVE

'Change the Game' aims to increase disabled people's participation in sport through increasing opportunities and changing attitudes to sport.

Norwood recognises the barriers preventing people with disabilities, particularly learning disabilities, from accessing sport, and aims to overcome these barriers through 'Change the Game'. We recognise that when disabled people actively take part in sports, this can impact significantly on levels of independence and wellbeing.

Sports sessions will be delivered in two age groups; 14-25 years for those transitioning into adulthood, and 26+ years for those accessing adult services.

Through the Golden Arrow model people will begin to access sports more independently and disabled people are able to become actively involved in the running and management of sports activities. At Elite level, Norwood will provide Job Coaching and the Tottenham Hotspur Foundation will provide training for people who wish to pursue a career in sports.

PRINCIPLES OF GOOD PRACTICE

The project was developed in response to consultation with people we support and we will use Health Action Plans and Individual Learning Plans to review and shape the service.

Additionally, we will provide opportunities for people with disabilities to manage and run the service through our Elite sessions, offering Job Coaching and further training.

Norwood welcomes people from all backgrounds and values diversity amongst our staff and

the people we support. Services are open to anyone meeting the eligibility criteria regardless of ability or belief.

Norwood values the work of our volunteers, and supports them to achieve their own objectives. Change the Game volunteers will undergo full training and induction.

Norwood recognises the impact of our work on the environment and has taken steps to reduce our carbon footprint. Our Environmental policy promotes recycling; efficient use of energy and water resources; seeks to minimise pollution; and informs staff and the people we support in becoming more environmentally aware.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

N/A

Do you have a Vulnerable Adults policy? **No**

What Quality Marks does your organisation currently hold?

Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

The Elite Team Leader will deliver 10 hours of sports sessions per week, supporting 5 people per session. Over two years, this will amount to a total of 860 sessions, with 4,300 opportunities for sports engagement.

The Elite Team Leader will support approximately 50 adults with learning disabilities to engage with sports over the course of a year.

5 hours of one-to-one Job Coaching will be provided each week, supporting up to 5 people per year to pursue a career in sports.

Across the project as a whole, Norwood will provide 4 taster sessions, 10 sheltered sessions, 18 select sessions, 26 integrated sessions and 10 elite sessions per week. Over two years, this will amount to 344 taster sessions, 860 sheltered, 1,548 select, 2,236 integrated and 860 elite sessions.

Norwood will train up to 24 mainstream sports providers over two years to improve provision and provide support for people with learning disabilities.

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

For the majority of people accessing the project, we anticipate that increased participation will culminate in participating in integrated sport -- people with disabilities accessing sport alongside people without disabilities. This will result in increased opportunities for social interaction and making friends, combatting isolation.

'Change the Game' will provide increased opportunities for people with learning disabilities to engage in sports and remove the barriers to accessing sports such as travel by offering travel training alongside sports activities.

Through specialist training, the project will improve knowledge within mainstream provision of how to support people with learning disabilities and associated physical disabilities.

The project will improve the health and wellbeing of adults with learning disabilities, which will be measured through Health Action Plans.

From our experience of delivering integrated sports activities, we expect to increase levels of confidence and independence in people with learning disabilities through interaction with those who do not have learning disabilities.

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

Norwood has recently been awarded the majority of the project costs for the next 3 years from Sport England. We are committed to raising the remainder of the funds required and will continue to apply for funding from charitable trusts. Additionally, income will be generated through charging fees to access the sports activities.

Who will benefit?

About your beneficiaries

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

40

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

Barnet (35%)

Hackney (15%)

Harrow (35%)

Redbridge (15%)

What age group(s) will benefit?

16-24

25-44

45-64

What gender will beneficiaries be?

All

What will the ethnic grouping(s) of the beneficiaries be?

A range of ethnic groups

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

91-100%

Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Project Manager	44059	45381	46742	136182
Team Leader	33667	34678	35718	104063
Elite Team Leader	40354	41564	42811	124729
Sports Coach	26204	26990	27800	80994
Sports Coach	26204	26990	27800	80994
Sports Development Coach	31864	32820	33805	98489
Volunteer Costs	1440	1483	1528	4451
Transport	2880	2966	3055	8901
Session delivery costs (equipment and venue hire)	27600	28428	29281	85309
Job Coach	4800	4944	5092	14836
Travel Trainer	4800	4944	5092	14836
Central Costs	17049	17560	18087	52696
Marketing	500	250	250	1000
TOTAL:	261421	268998	277061	807480

What income has already been raised?

Expenditure heading	Year 1	Year 2	Year 3	Total
Sport England Funding	153387	148340	143731	445458
Fee income	55200	66240	77280	198720
Norwood's contribution	13705	14115	14358	42358
TOTAL:	222292	228695	235369	686536

What other funders are currently considering the proposal?

Expenditure heading	Year 1	Year 2	Year 3	Total
None	0	0	0	0

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Elite Team Leader	34329	35359	36420	106108
Job Coach	4800	4944	5092	14836
TOTAL:	39129	40303	41512	120944

Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: March	Year: 2014
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Income received from:	£
Voluntary income	12,382,000
Activities for generating funds	776,000
Investment income	373,000
Income from charitable activities	22,515,000
Other sources	0
Total Income:	36,046,000

Expenditure:	£
Charitable activities	32,309,000
Governance costs	328,000
Cost of generating funds	3,806,000
Other	0
Total Expenditure:	36,443,000
Net (deficit)/surplus:	(397,000)
Other Recognised Gains/(Losses):	325,000
Net Movement in Funds:	(72,000)

Asset position at year end	£
Fixed assets	26,567,000
Investments	17,823,000
Net current assets	3,406,000
Long-term liabilities	(6,516,000)
*Total Assets (A):	41,280,000

Reserves at year end	£
Endowment funds	28,532,000
Restricted funds	11,128,000
Unrestricted funds	1,620,000
*Total Reserves (B):	41,280,000

* Please note that total Assets (A) and Total Reserves (B) should be the same.

Statutory funding

For your most recent financial year, what % of your income was from statutory sources?

70%

Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	2012 £	2013 £	2014 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	19,309,390	18,968,950	20,895,000
London Councils	0	0	0
Health Authorities	848,760	833,800	835,800
Central Government departments	0	0	0
Other statutory bodies	1,060,850	1,042,250	1,044,750

Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	2012 £	2013 £	2014 £
The Pears Family Charitable Foundation	0	150,000	150,000
The Milly Apthorpe Charitable Trust	300,000	0	0
K C Shasha Charitable Foundation	0	0	204,140
The Clore Duffield Foundation	55,000	0	121,112
Big Lottery - Reaching Communities	0	94,919	62,902

Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes Full Name: **Jessica Palmer**

Role within **Trust and Statutory Bids and Tenders Fundraiser**
Organisation: