

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: ADVANCE	
If your organisation is part of a larger organisation, what is its name? N/A	
In which London Borough is your organisation based? Hammersmith & Fulham	
Contact person: MS Eleri Butler	Position: Chief Executive Officer
Website: http://www.advanceadvocacyproject.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1086873
When was your organisation established? 20/01/1999	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Making London Safer
Which of the programme outcome(s) does your application aim to achieve? Domestic violence survivors empowered to avoid or leave violent, abusive or exploitative situations More survivors of domestic violence accessing good quality support services that help them to improve their safety, health and well-being
Please describe the purpose of your funding request in one sentence. A Women's engagement project to increase domestic violence victims/survivors access to services and give women a voice in developing and evaluating domestic violence services.
When will the funding be required? 30/08/2014
How much funding are you requesting? Year 1: £30,000 Year 2: £30,000 Year 3: £30,000 Total: £90,000

Aims of your organisation:

Our organisational aims are

- to enable women and children to lead safe, violence free lives, so that they can flourish and actively contribute to society;
- to advance the education of voluntary, statutory agencies and the public in all aspects of domestic violence.

Our focus is on preventing domestic violence against women and children and on challenging and changing how women are treated in the justice system, whether as victims or offenders. We do this through primary prevention; early help and ongoing support to meet women's needs; protection and risk reduction interventions to maximise safety; and partnership working with voluntary, statutory and community agencies to improve coordinated responses, influence the practice of others, and increase our impact within local communities. In delivering our work we provide women and their families with the turning point they need to change their lives.

Main activities of your organisation:

ADVANCE offers the following services to meet our aims:

- Access to advocacy, advice and support for women and children who have experienced violence and abuse, including those with complex needs.
- 24-hour crisis support, risk management/safety planning for women at high-risk.
- Advocacy and support for women reporting to the police, accessing maternity/A and E services, or local authority housing or children's services.
- Support for women at risk of breaking the law, subject to probation supervision or short sentences, and young women at risk of offending
- Access to solicitors, counselling, individual and group-work programmes focusing on building resilience and recovery from domestic violence.
- Preventative education work, (training, community workshops, group work in schools, communities and early years settings).
- Young people's independent domestic violence advocates, targeting teenage domestic violence.
- Targeted support sessions for children and young people affected by domestic violence, delivered by independent Domestic Violence Family Support Workers co-located in children's services.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
36	10	11	5

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?
Leased	5 years

Summary of grant request

The aim of this project is to improve the planning and delivery of domestic violence and other public services by listening to and learning from survivors' experiences.

Need

The 2014 HMIC Police inspection report, on police responses to women experiencing domestic violence, uncovered widespread inappropriate responses to women seeking help. This reinforced local research messages (ADVANCE 2013) highlighting barriers to accessing support (negative responses, judgmental attitudes); and established an urgent need to change:

- Inadequate responses of London practitioners
- Inadequate training and poor practice deterring women from seeking help
- Increasing social tolerance of abuse
- Lack of survivor knowledge about options

Delivery

A women's engagement worker will be employed to:

- Empower survivors to scrutinise/feedback on services provided to women, (collated from survivors in weekly 1 to 1 sessions; monthly focus groups; quarterly questionnaires/telephone surveys)
- Prepare reports and action based practitioner recommendations for improvement
- Develop a service user forum
- Develop information/communication materials to improve service access
- Provide practitioner briefings/workshops to local services, sharing best practice; presenting 'what works' findings; providing recommendations for current/future work
- Document vital project evidence of improved responses, benefits/effects

and will deliver

- A survivor consultation mechanism to inform domestic violence service responses;
- Tangible solutions to current failings experienced by domestic violence victims, survivors and families;
- Improved practitioners practice and attitudes to survivors;
- Increased access to appropriate services for survivors;
- Evidence based arguments for long term value/benefits of project work

Why ADVANCE?

ADVANCE's 15 years experience providing domestic violence advocacy and support for women, children, and young people, and 4 years experience providing successful community services for women offenders and women at risk of breaking the law, has given us an exceptional local and national reputation for timely, responsive, supportive, believing and non-judgemental services for survivors.

Our quality of provision is validated through national CAADA Leading Lights accreditation, Women's Aid Quality Standards accreditation and I Advice Quality Standard for outstanding work with women and families.

Meeting Outcomes

Core outcomes of the funded project align perfectly with City Bridge programme outcomes for making London safer (City Bridge outcomes in brackets)

- Women and children feel listened to and involved in development and review of services (domestic violence survivors empowered to avoid or leave violent, abusive or exploitative situations).
- Improved agency and community responses and training available to all agencies/services providing services (BME, LGBT and disabled survivors of domestic violence accessing appropriate services, which understand and meet their needs)
- Increased survivors knowledge relating to viable options and rights including rights to access services (more survivors of domestic violence accessing good quality support services that help them to improve their safety, health and well-being)

Meeting 'Good Practice' principals

The project will:

Encourage women's engagement and involvement in challenges, changes, and improvements to practice, establishing a large survivor forum to advice on all aspects of work;

Provide culturally appropriate support, considering access and engagement barriers, values and perspectives, and actively demonstrate respect for those values/beliefs;

Value diversity, valuing different views, supporting and valuing sharing of expertise, managing communications with positivity, adapting work practices to create an inclusive environment, and promoting principles of equal employment opportunity, access and equity in all staffing policies/practice.

Value/support volunteers -- recognising volunteer contribution in staff meetings, events/awaydays and communication materials, and regularly consulting with volunteers to ensure an encouraging, respectful, supportive place to work;

Reduce our carbon footprint- recycling products, (domestic waste /packaging); using environmentally friendly office equipment (recycled paper, long-life light bulbs, recycled printer cartridges); promoting organisational practices to reduce waste, conserve energy; and enabling public transport for staff travel to/during work.

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

Not applicable

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.

Quarterly focus groups, scheduled over 3 years of funding, with a minimum of 10 women attending per group. Each group will be 3-4 hours with additional preparation time and post group support. Minimum 12 focus groups and a total 120 women will engage in qualitative feedback during the project.

Monthly qualitative service user feedback sessions, scheduled over 3 years of funding, consisting of a minimum of 15 service users interviews a month providing in depth discussion relating to 'what works', 'what doesn't', and 'what needs to change' (individual feedback from 540 women during the project)

Quarterly workshops presenting survivor experiences and feedback to practitioners, over 3 years of funding. Each workshop will consider actions to address failings identified and information will be provided to a minimum of 15 professionals from local statutory and community groups in each workshop, (180 practitioners during the project).

Establishing a Service User Forum with minimum 8 service user members. The forum will meet every 2 months i.e. 6 times each year (18 forum meetings during the 3 year project). The forum will advise and provide feedback on all aspects of project work. (Minimum 24 survivors over 3 years of funding).

Annual event for up to 70 service users/survivors where a report produced by the women's engagement worker, working with the Survivors forum, will summarise service users positive feedback and challenges for consideration to London practitioners, 'What is working', 'What needs to be done'. (210 survivors over 3 years of funding)

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.

Women and children feel listened to, believed and not judged, and are meaningfully involved in the development and review of domestic violence services and responses.

Women, children and communities experiences inform improvements in partnerships, policies, services and agency practices.

Improved agency and community responses, and effective good practice training available to all service practitioners

Increased awareness by women of options, legal rights, and entitlements available, including rights to accessing services and access to peer support

Improved accountability, efficiency, procedures and practice that deliver value and improvements for service users, practitioners and the wider community.

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?

Yes, agencies will be persuaded of the benefit of learning from survivors experiences. We will continue activity by establishing a business case and persuasive commissioning argument for mainstream funding that highlights positive outcomes achieved, for example increased community engagement and inclusivity, establishing women and community champions, increased public safety, long-term budget savings.

Who will benefit?

About your beneficiaries

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

1,074

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

Hammersmith & Fulham (25%)

Kensington & Chelsea (25%)

Brent (25%)

Westminster (25%)

What age group(s) will benefit?

All ages

What gender will beneficiaries be?

All

Female

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?

11-20%

Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Salary costs	32,799	32,799	32,799	98,397
Management costs	3,400	3,400	3,400	10,200
Contribution to core costs	3,000	3,000	3,000	9,000
Service user costs-forum meetings	1,200	1,200	1,200	3,600
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	40,399	40,399	40,399	121,197

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
ADVANCE core funding	10,399	10,399	10,399	31,197
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	10,399	10,399	10,399	31,197

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Imperial Trust	15,000	15,000	15,000	45,000
Volant Trust	10,000	10,000	10,000	30,000
	0	0	0	0
	0	0	0	0
TOTAL:	25,000	25,000	25,000	75,000

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Salary Costs	22,400	22,400	22,400	67,200
Management costs	3,400	3,400	3,400	10,200
Contribution to premises core costs	3,000	3,000	3,000	9,000
Service user costs-forum meetings	1,200	1,200	1,200	3,600
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	30,000	30,000	30,000	90,000

Finance details

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

Financial year ended:	Month: March	Year: 2013
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Income received from:	£
Voluntary income	3,744
Activities for generating funds	0
Investment income	719
Income from charitable activities	1,440,210
Other sources	6,223
Total Income:	1,450,896

Expenditure:	£
Charitable activities	1,329,652
Governance costs	5,848
Cost of generating funds	12,000
Other	0
Total Expenditure:	1,347,500
Net (deficit)/surplus:	103,396
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	0

Asset position at year end	£
Fixed assets	4,752
Investments	0
Net current assets	613,941
Long-term liabilities	-98,714
*Total Assets (A):	519,979

Reserves at year end	£
Restricted funds	248,538
Endowment Funds	0
Unrestricted funds	271,441
*Total Reserves (B):	519,979

* 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?
61-70%

Organisational changes

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

Significant time and resources were spent in 2012/13 to consolidate existing services and funding streams. We have reviewed financial management systems, policies and procedures to maximise efficiency savings and to prepare for the challenging commissioning environment we face. This places us in a strong position to maximise funds going forward. Our success in obtaining additional restricted funding to extend service delivery demonstrates local confidence in ADVANCE

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	295,112	540,753	842,200
London Councils	0	0	0
Health Authorities	60,632	60,632	60,632
Central Government departments	0	40,000	86,230
Other statutory bodies	325,000	45,000	91,000

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 £
Esme Fairburn	10,750	32,250	43,000
Lankelly Chase Foundation	0	46,000	0
Comic Relief	0	0	40,000
LLoyds TSB Foundation	0	25,000	15,000
New Philanthropy capital	20,000	0	0

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: **ELERI BUTLER**

Role within **CHIEF EXECUTIVE OFFICER**
Organisation: