

<b>Committee:</b>	<b>Date:</b>
The City Bridge Trust Committee	28 <sup>th</sup> January 2015
<b>Subject:</b> <b>Investing in Londoners - statistical report – September 2013 to July 2014</b>	<b>Public</b>
<b>Report of:</b> Chief Grants Officer	<b>For Information</b>
<b>Summary</b>	
<p>The Investing in Londoners programmes opened in September 2013 and the first awards were made in January 2014. This paper provides a statistical analysis of the 148 applications submitted from September 2013 to July 2014 (10 months), and the 61 grants awarded (totalling £4,256,606) from January to July 2014 (6 months). The report analyses application numbers; awards by individual grant programmes and by London boroughs; as well as data on beneficiaries (including equalities data). Supporting data tables are shown in annex A to the report.</p> <p>The report concentrates on applications and awards made under those Investing in Londoners programmes which are open to all eligible organisations. As such, the report does not examine Strategic Initiatives, Partnership Programmes, or the London Youth Quality Mark.</p> <p><b>Recommendations</b></p> <p>Members are asked to note the report.</p>	

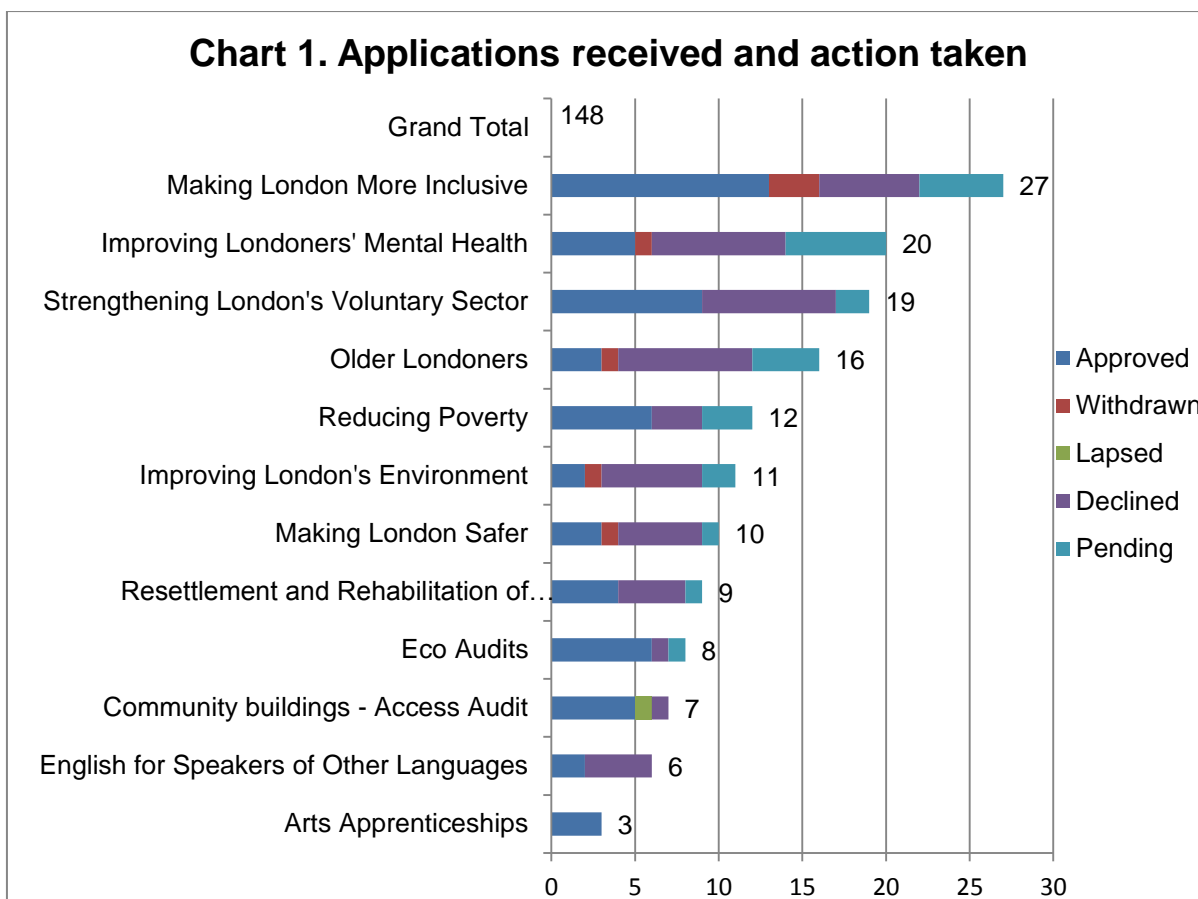
## Main Report

### 1.0 Introduction

1.1 The Investing in Londoners programmes were launched in September 2013. This report deals with all applications received under the programme from September 2013 to July 2014 (10 months) and all grant awards made between January to July 2014 (6 months). This report focuses on Trust programmes which are open to all eligible organisations and, as such, does not discuss Strategic Initiatives, Partnership Programmes or the London Youth Quality Mark.

### 2.0 Funding Applications

2.1 From September 2013 to July 2014 148 applications were received and 61 grants worth £4,256,606 were awarded under the Trust's Investing in Londoners programmes.



See annex A for detailed breakdown

2.2 The highest numbers of applications (27) were submitted for the *Making London More Inclusive*, a programme which improves building access, promotes disabled people’s participation in sports and cultural activities, and supports independent living. The Trust has funded work in this area for many years, and as such is well known to organisations working on disability issues. The relatively high level of applications under this theme is therefore unsurprising.

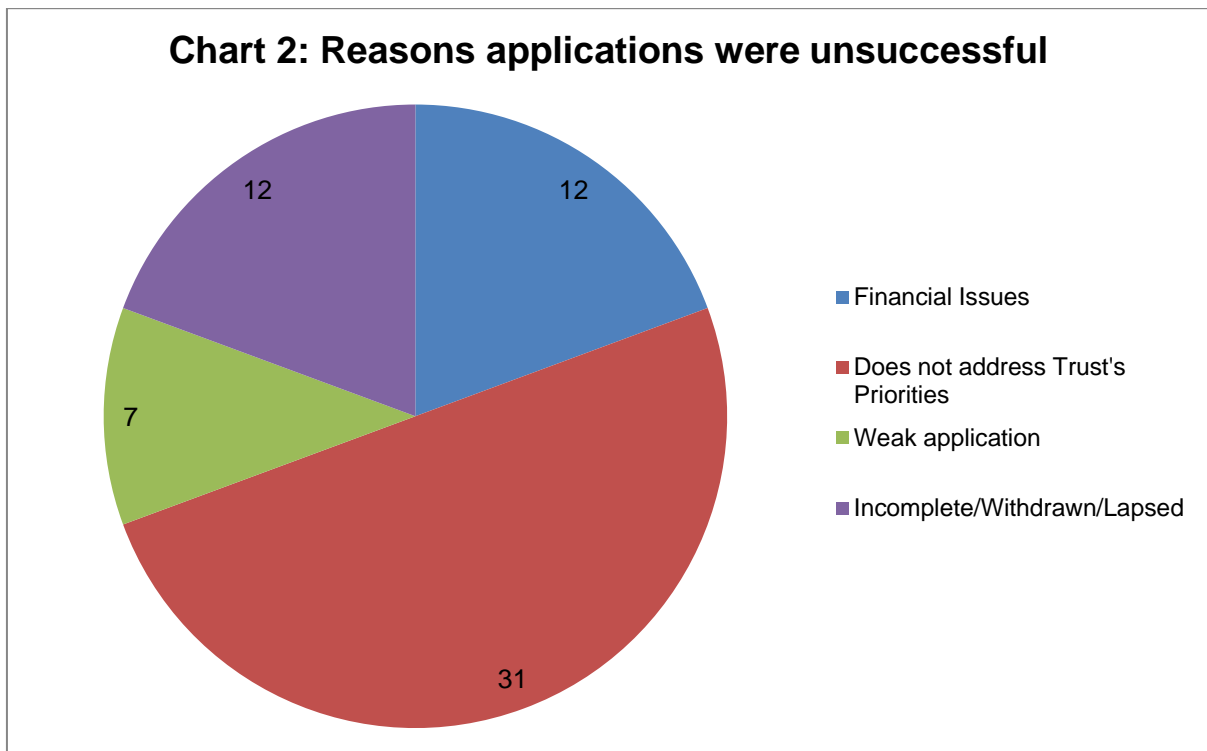
2.3 The second and third most popular programmes, *Improving Londoner’s Mental Health* (20), and *Strengthening London’s Voluntary Sector* (19), are issues where the Trust has a longstanding engagement. In addition, and following the recent quinquennial review, the Trust expanded the range of mental health support activities for which it offered funding, which may explain the strong number of applications. Strengthening London’s Voluntary Sector, a programme directed mainly at second-tier (infrastructure) organisations, is likely to be attractive as local authority funding is being scaled down for these activities.

2.4 Since the programmes launched, the Trust has received relatively low numbers of applications for *Arts Apprenticeships* (3) and *English for Speakers of Other Languages* (6). *Arts Apprenticeships* grants are only awarded to organisations in receipt of matching funding from the Arts Council and this tailoring limits the number of potential applicants. Low numbers of applications under the *English for Speakers of Other Languages* programme may be linked to the requirement for qualified teaching staff. Supporting high quality teaching provision is no bad

thing and should, ultimately, increase attainment and positive outcomes for learners.

### 3.0 Rejection Reasons

3.1 62 applications were rejected, withdrawn or lapsed between January to June 2014. A poor application can be rejected for several reasons, and feedback is always made available to applicants should they seek it. Chart 2 shows the main reasons why applications were declined.



3.2 The most common rejection reason (31) was for work that did not meet the Trust's priorities. The Trust seeks to provide clear online guidance to applicants, specifying what can and can't be funded. In addition, prospective applicants can seek guidance from officers if they need assistance with the interpretation of any Trust programmes. Unfortunately, this does not always deter fundraisers and, where the work is outside Trust programmes, a rejection follows.

3.3 Twelve applications were rejected due to financial concerns. The financial health of an organisation is a key part of a grant officer's assessment, and includes balance sheet strength, forecast income, future sustainability, and cash-flow.

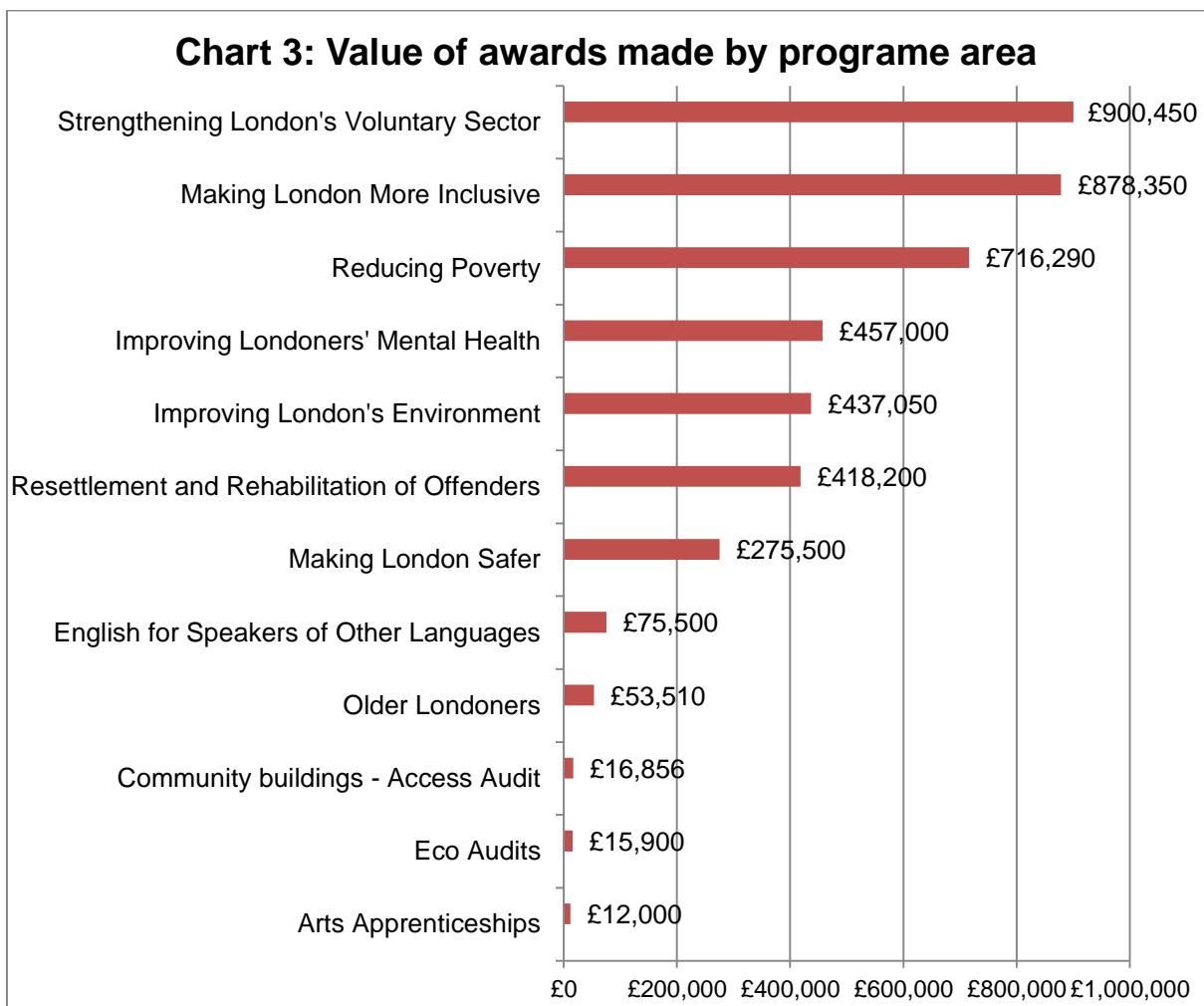
3.4 A further twelve proposals were either rejected because they were incomplete and submitted no further information despite requests to do so by the Trust, or were withdrawn by the applicant. Proposals are usually withdrawn on the advice of officers, to enable the applicant to carry out further work to strengthen the proposal before re-submission.

3.5 Seven applications were rejected for a variety of reasons and have been grouped together under the heading 'weak application'. Weak applications

include those that failed to demonstrate expertise, experience or a track-record for the activity seeking funding or applications that failed to show evidence of need.

#### 4.0 Value of awards made by programme area

4.1 Investing in Londoners grant awards totalling £4,256,606 were made from January to July 2014. Chart 3 shows the value of awards by programme area.



See annex A for detail of grant awards by value and average grant size.

4.2 The largest programmes by funding were *Strengthening London's Voluntary Sector* (£900,450), *Making London More Inclusive* (£878,350), and *Reducing Poverty* (£716,290). These three programmes combined accounted for almost 59% of all awards made. Conversely, grants for *Arts Apprenticeships* (£12,000), *Eco Audits* (£15,900), *Access Audits* (£16,856), *Older Londoners* (£53,510) and *English for speakers of other Languages* (£75,500) combined accounted for just over 3% of the value of all awards made.

4.3 £900,450 was awarded to nine projects under the *Strengthening London's Voluntary Sector* programme with an average grant size of just over £100,000. This represents relatively small number of large grants with awards ranging from £55,000 to £146,000. Awards were spread between all four priority areas of the

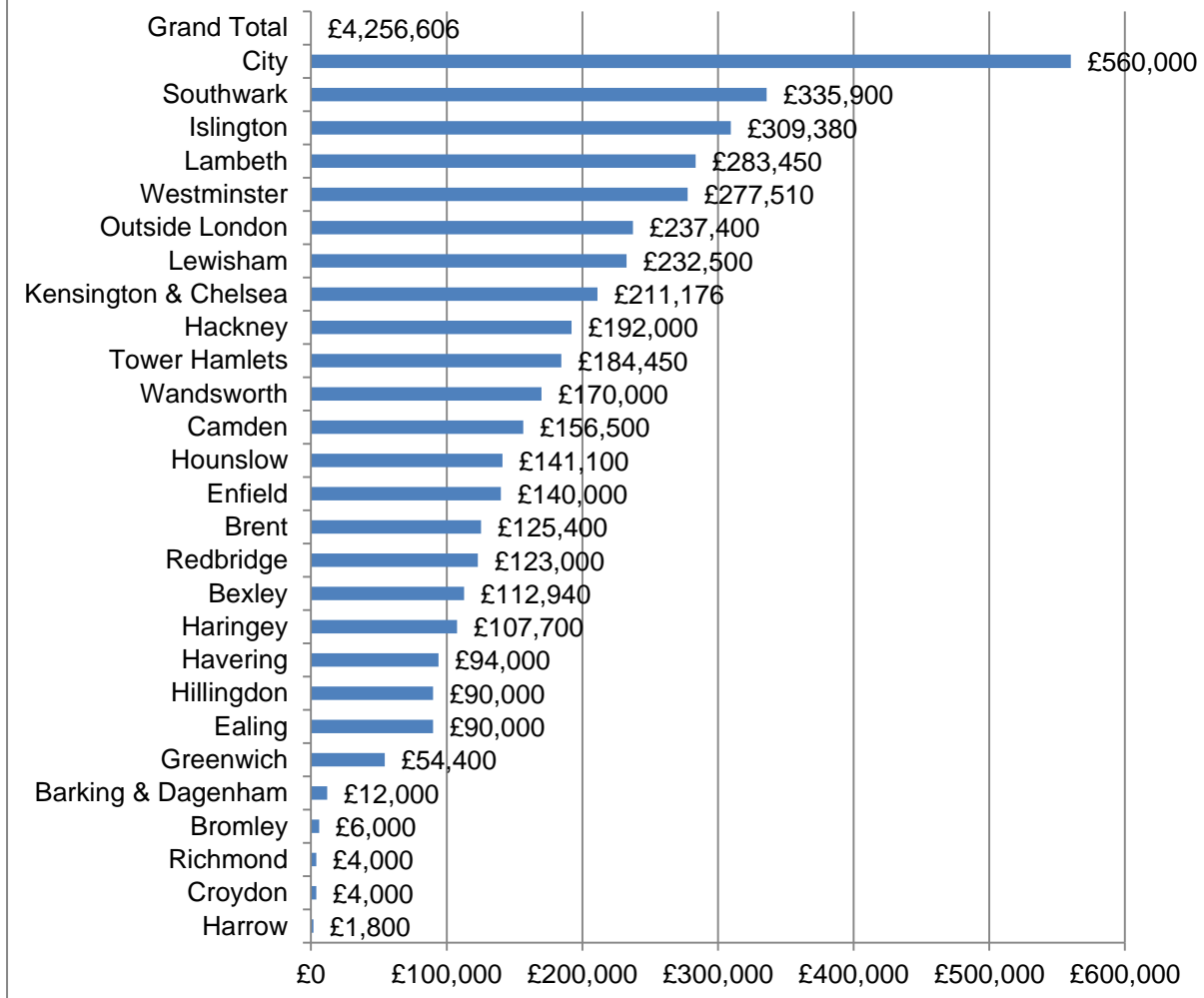
programme (improving financial management; improving advocacy and representation; improving volunteer management; and strengthening monitoring and evaluation skills).

- 4.4 £878,350 was awarded to thirteen projects under the *Making London More Inclusive* programme with an average grant size of £67,565. This comprises a relatively large number of small awards with grant sizes ranging from £10,000 to £100,000.
- 4.5 £716,290 was awarded to projects under the *Reducing Poverty* programme, a new initiative since the Trust's 2013 quinquennial review. The programme funds work addressing food poverty and money, debt and housing advice. Six projects benefited from grants – with an average grant size of just over £119,000. Actual grant sizes ranged from £60,000 to just under £150,000. Of the six grants, four provide money, debt and legal advice and two address food poverty.
- 4.6 The provision of Eco-Audits for community groups, local Access Audits for community halls, theatres, park buildings and neighbourhood venues, and Arts Apprenticeships are relatively low cost activities, consequently the Trust spends less in absolute terms in these areas.
- 4.7 Perhaps surprisingly, only £53,510 was awarded to projects under the *Older Londoners* programme despite the Trust's longstanding work in this field. Three projects benefitted from grants, with a low average grant size of under £18,000. Given the relatively high declination rate for this programme shown in chart 1, officers will monitor this trend to see if more work is needed to promote the programme or adjust the funding priorities.

## **5.0 Geographical distribution**

- 5.1 The Trust uses two key measures to monitor the geography of its grant making. The first is *borough base*, showing the location of an organisation's offices, and the second is *borough benefit*, showing where work will be delivered. The two measures often correspond, but larger organisations usually deliver work at a sub-regional or pan-London basis whilst those based near a borough boundary will often extend their reach to beneficiaries in neighbouring areas.
- 5.2 Borough base helps the Trust understand where stronger parts of London's voluntary sector are located, and importantly, where the Trust may need to target capacity building support.
- 5.3 Chart 4 shows that organisations based in the City of London, Southwark and Islington received the highest level of grant awards from the Trust. These three areas received a total of £1,205,280, 28% of all awards made during this period.

**Chart 4: Grants (£) by borough base**



See annex A for a breakdown on applications from organisations in each borough.

5.4 The high value of awards made to organisations based in the City of London, Southwark and Islington reflects the concentration of charities based in these boroughs. These organisations are not simply locally-focused, and of the ten awards made to charities based in the City of London, Southwark and Islington, six are designed to benefit residents London-wide or neighbouring boroughs. A similar picture is repeated with awards made to organisations based in Westminster and Lambeth with only a small proportion of the value of grants restricted to activity for local residents.

5.5 Organisations based in seven boroughs received no funding from the Trust – Barnet, Hammersmith & Fulham, Kingston-upon-Thames, Merton, Newham, Sutton and Waltham Forest. There were no applications from Hammersmith & Fulham-based organisations whilst Barnet-based organisations submitted four applications of which two were rejected and two are still pending. Of the organisations based in the remaining five boroughs, none submitted more than one or two applications each between September 2013 and July 2014. Traditionally, the Trust has received a very low number of applications from Newham-based organisations, whilst the relatively low number of applications

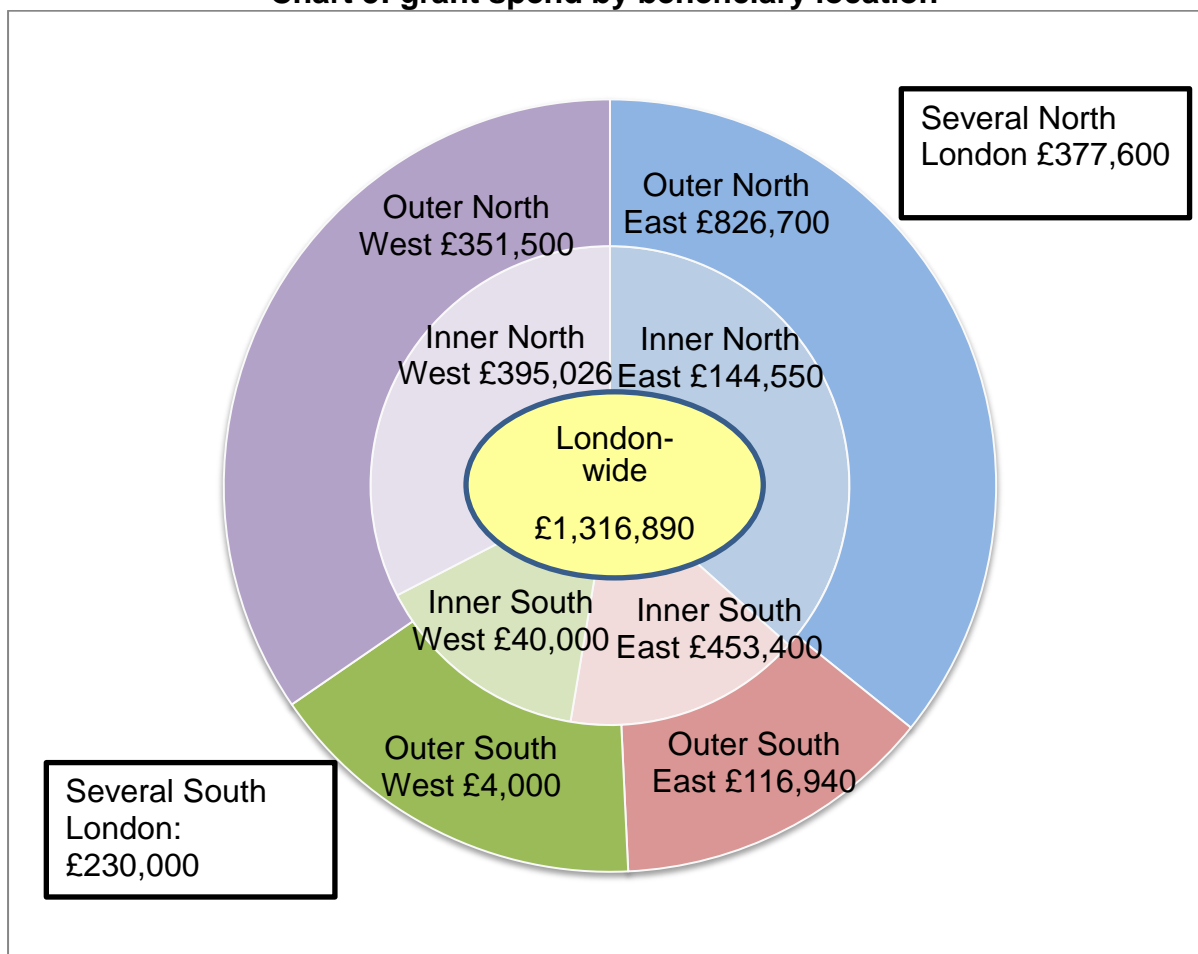
from the other boroughs may simply be reflective of the, comparatively, low number of voluntary sector organisations based in those areas.

5.6 The absence of funding on a *borough base* calculation does not mean that the Trust failed to support residents of those boroughs. *Borough benefit* helps the Trust estimate the geographical benefit of its awards, with two important caveats:

- Applicants sometimes provide inaccurate beneficiary location data;
- Where work takes place across several boroughs, it is not always possible to break down beneficiary data by individual boroughs accurately. As a result, beneficiary data may be recorded at a higher-level such as 'London-wide' or 'Several NE London'

5.7 Chart 5 shows the *borough benefit* of grants awarded under Investing in Londoners from January to July 2014. Where activities take place across more than one borough, grants are shown separately as 'Several North London', 'Several South London' and 'London-wide' as appropriate. The Trust has funded work across all of London, with more than a quarter of grant spending awarded on a pan-London basis (£1,316,890).

**Chart 5: grant spend by beneficiary location<sup>5</sup>**



5.8 During the six months considered by this report, £1.3m was awarded to support work with Londoners in outer boroughs compared with £1m for work in the inner boroughs and City of London. A further £1.3m was awarded for pan-London work, £230k for work across inner and outer southern boroughs, and £378k for work across inner and outer northern boroughs. The greater level of funding directed at work in outer London is reasonable given that 64% of the capital's population is resident in the 21 outer boroughs.

5.9 What is more surprising is that grants for work with residents in northern boroughs exceeded £2m, whilst funding towards southern boroughs was less than half that amount at £844k. Since 38% of London's population is in southern boroughs it would have been reasonable to have expected a higher level of funding directed at this area.

<sup>5</sup> Inner North East (City, Hackney, Islington, Tower Hamlets); Inner North West (Camden, Hammersmith and Fulham, Kensington and Chelsea, Westminster); Inner South East (Greenwich, Lewisham, Southwark); Inner South West (Lambeth, Wandsworth); Outer North East (Barking and Dagenham, Enfield, Haringey, Havering, Newham, Redbridge, Waltham Forest); Outer South East (Bexley, Bromley, Croydon); Outer South West (Kingston, Merton, Richmond, Sutton); Outer North West (Barnet, Brent, Ealing, Harrow, Hillingdon, Hounslow)



## 6.0 Addressing Deprivation

- 6.1 One way to understand how effectively the Trust's grant-making is targeting deprivation in London is to map *borough benefit* against the position of each borough according to the Government's 2010 Indices of Multiple Deprivation<sup>7</sup>. These 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.
- 6.2 Table A ranks each London borough according to total City Bridge Trust grant amount awards (according to *borough benefit* data) against its 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 = significantly less or more total grant amount awarded than expected; orange = slightly less or more total grant amount awarded than expected; green = in line with expectations).
- 6.3 Overall there is a good correlation between Trust's ranks by spend and relative rank in the Indices of Multiple Deprivation. Twelve boroughs show no or a very small difference between the two ranks indicating that grant spend is in line with expectations. A further nineteen boroughs show a small difference. Both Newham and Islington show a much larger difference than expected.
- 6.4 Grants for work targeting beneficiaries in Newham and Islington have low Trust rankings despite relatively high deprivation scores. In the first ten months of the Investing in Londoners programme only one application has been received from an organisation based in Newham – which was declined. Despite this, London-wide projects and projects working across NE London benefit those who live or work in Newham. However, even after this apportionment, the amount benefitting Newham (£52,978) is much lower than expected given the degree of deprivation. Trust officers have noted the challenge of attracting good applications from Newham where the voluntary sector has not traditionally looked towards trusts and foundations for funding.
- 6.5 Fourteen applications have been received from organisations based in Islington over the first ten months of the Investing in Londoners programme, the highest number of applications received from any borough during this period. Half of these applications were successful (excluding those pending a decision) but none of the awards are for the sole benefit of those living in Islington.

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<sup>7</sup> The updated Indices of Multiple Deprivation is due for publication in the summer of 2015.

**Table A: City Bridge Trust spending relative to borough ranks on the multiple indices of deprivation**

Area name	Relative rank on IOD	Rank by borough benefit	SD from the mean (benefit)	Grant awards by borough benefit
Newham	2	31	-3	£52,978
Islington	5	31	-2	£52,978
Barking & Dagenham	7	19	-1	£64,978
Hammersmith & Fulham	13	20	-1	£63,286
Lambeth	9	25	-1	£61,572
Greenwich	8	16	-1	£106,572
Hackney	1	13	-1	£127,478
Tower Hamlets	3	15	-1	£123,028
Croydon	19	29	-1	£60,572
Haringey	4	9	0	£160,678
Brent	11	7	0	£183,686
Ealing	16	20	0	£63,286
Barnet	25	20	0	£63,286
Camden	15	20	0	£63,286
Sutton	28	25	0	£61,572
Bromley	29	30	0	£56,572
Wandsworth	21	17	0	£101,572
City of London	32	31	0	£52,978
Waltham Forest	6	1	0	£440,978
Merton	30	25	0	£61,572
Lewisham	10	14	0	£124,072
Kingston upon Thames	31	25	1	£61,572
Hillingdon	23	10	1	£153,286
Harrow	27	20	1	£63,286
Enfield	14	6	1	£192,978
Redbridge	22	12	1	£137,978
Bexley	24	8	1	£169,512
Hounslow	20	5	1	£204,386
Havering	26	11	1	£146,978
Richmond upon Thames	33	18	1	£65,572
Southwark	12	2	1	£392,472
Kensington & Chelsea	18	4	1	£214,462
Westminster	17	3	1	£307,136

## 7.0 Numbers of beneficiaries

7.1 Beneficiary information must be read with the following caveats. The Trust asks applicants to state how many people they expect will benefit from any funding requested. Beneficiary numbers are indicative only, since they rely on prospective data provided from grants application forms. Different organisations are better or worse than their peers at providing reliable forecasts, and apart from gross numbers, beneficiary data does not reflect the level of service provided - for example a mental health project may work intensively with comparatively few young people, whilst an environmental project may work less intensively with many young people.

7.2 Based on forecast information provided by grantees, a total of 692,320 Londoners are expected to benefit from awards made during the first six months of the *Investing in Londoners* programmes. Table B shows the range of beneficiary numbers by programme area:

<b>Programme</b>	<b>Forecast beneficiaries</b>
Making London Safer	300,410
Improving London's Environment	187,005
Making London More Inclusive	167,275
Strengthening London's Voluntary Sector	17,280
Reducing Poverty	16,732
Older Londoners	1,760
Improving Londoners' Mental Health	1,125
Resettlement and Rehabilitation of Offenders	672
English for Speakers of Other Languages	55
Arts Apprenticeships	6
<b>Total</b>	<b>692,320</b>

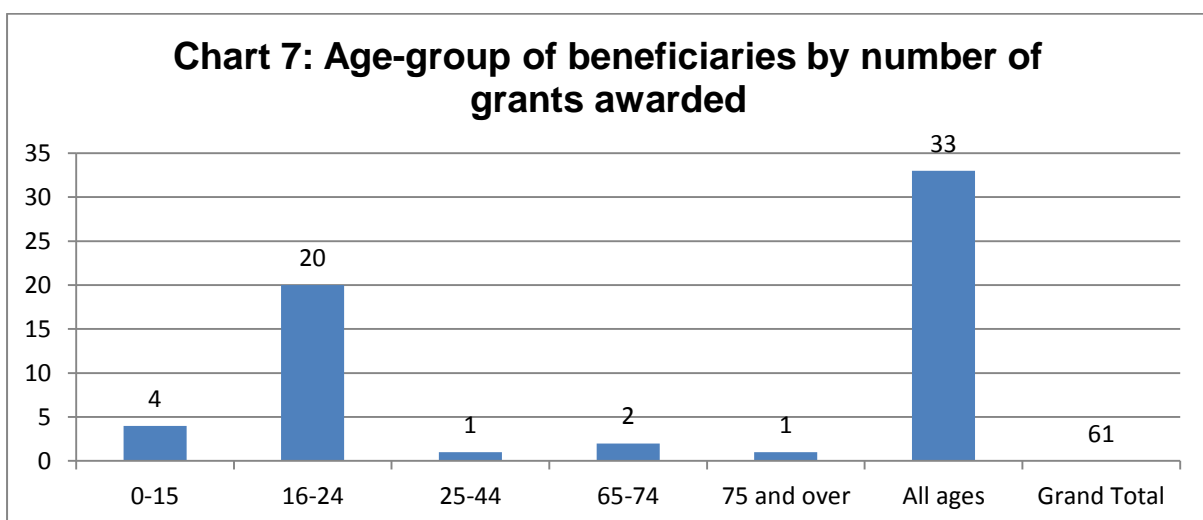
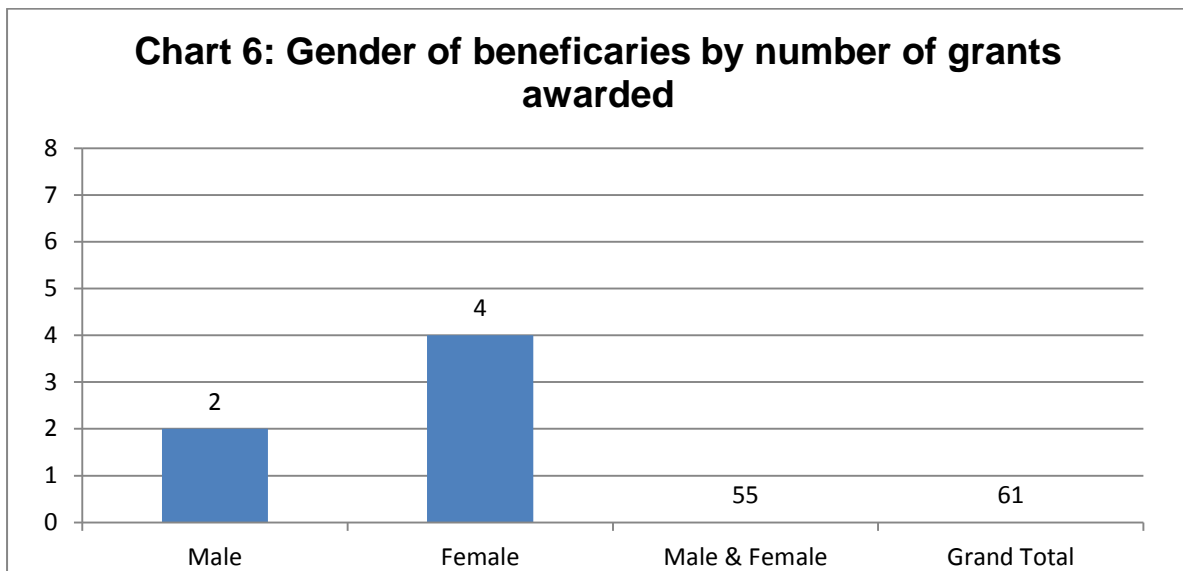
7.3 The largest number of beneficiaries is seen under the Making London Safer programme (300,410), Improving London's Environment (187,005) and Making London More Inclusive (167,275). All three of the grants made under the Making London Safer programme have wide resonance for beneficiaries across London, resulting in large beneficiary numbers. Two projects support survivors of domestic violence and one protects London's children from abduction. The two awards made under the Improving London's Environment programme have benefited large numbers of Londoners by supporting London's green spaces and ecosystems, encouraging greater use and engagement. Of the two awards made under this programme, one supports conservation in Epping Forest and Hampstead Heath and the other offers environmental training utilising Tower hamlets cemetery park. Comparatively, a larger number of awards (13) have been made under the Making London More Inclusive programme. These awards support the expansion of creative and arts based activity to a more diverse audience or making physical space more open, accessible and welcoming to disadvantaged groups.

7.4 The smallest number of beneficiaries is seen under the Arts Apprenticeships and English for Speakers of Other languages programmes. Arts Apprenticeships are

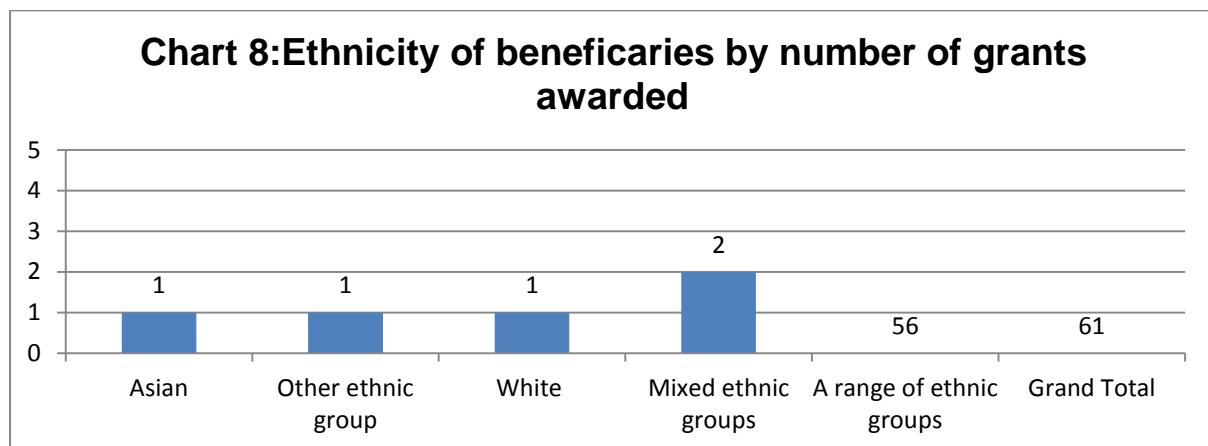
awarded on the basis of matching funding already raised from the Arts Council. These awards direct funding to encourage individual apprenticeships within the creative sector. This tailoring of this programme limits the number of potential beneficiaries. The small number of beneficiaries under the English for Speakers of Other languages programme represent the users of two, very small, community projects, one of which is aimed specifically at the Bangladeshi community in Dagenham.

## 8.0 Equalities data

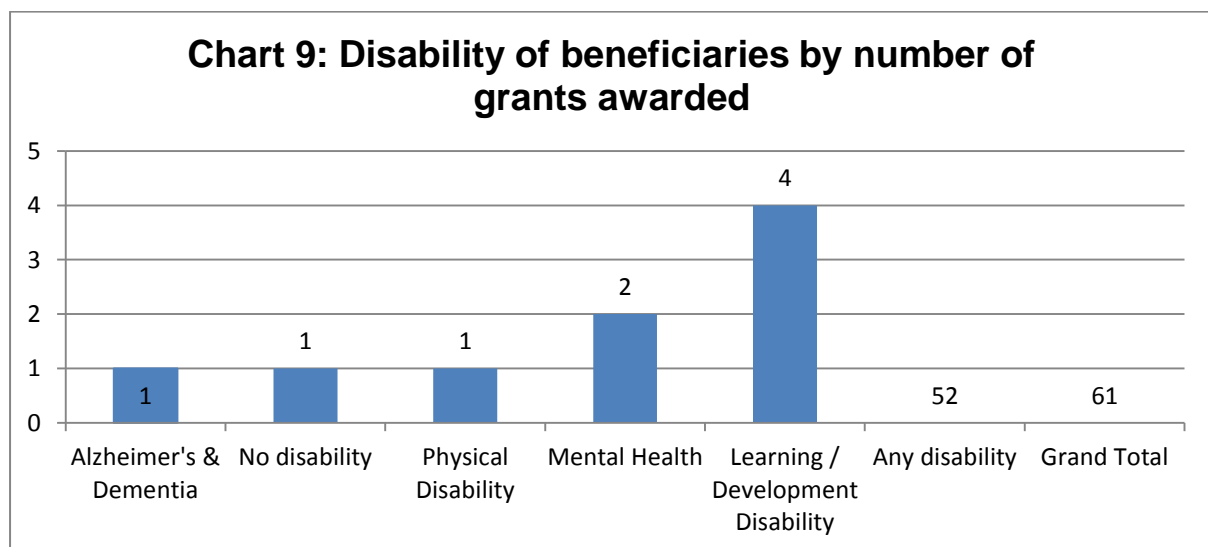
8.1 Chart 6 shows the gender of beneficiaries by number of grants awarded, chart 7 shows age groups by number of grants awarded, chart 8 shows the ethnic group of beneficiaries by number of grants awarded and chart 9 shows the disability of beneficiaries by number of grants awarded. The majority of the Trust's grants fund activity benefiting both men and women, from a wide range of age and ethnic groups. Most of grants fund activities open to Londoners both with and without disabilities and a small number are targeted at specific disability groups.



8.2 More than half of the grants awarded support activity benefiting Londoners from a wide range of age-groups. A third of the Trust's grants benefit young adults aged between 16 -24. The Arts Apprenticeships support young people in the creative industries and you have made a number of grants to projects that support young people to develop job skills more broadly. In addition, funded projects include money and debt advice for young people and work with young ex-offenders. Three grants funding activity benefitting older people reflects the small number of awards made under the *Older Londoners* programme.



8.3 Nearly all of the Trust's grants fund activity benefitting Londoners from a range of ethnic groups with a small number of projects targeted at asylum or refugee communities.



8.4 Nearly all the Trust's funding supports activities open to Londoners with and without disability. A small number of awards are made to support beneficiaries from specific disability groups.

8.5 The online application process has made it easier for the Trust to quantify beneficiaries by age, gender, ethnicity and disability. The move to online monitoring will help the Trust to collect more accurate equality data throughout the lifetime of Investing in Londoners. However, even with this additional

provision, we are reliant on data provided by external organisations and so the data quality, to a large extent, remains outside of our control.

## **9.0 Conclusions**

- 9.1 During the first 10 months of the Investing in Londoners programme (from September 2013 – July 2014) 148 applications were received, in the six months of grant making (from January to July 2014), 61 awards were made for a total amount of £4,256,606.
- 9.2 The overall success rate was 49% (see annex A data table 3), which compares well with your previous 45% success rate for the Working with Londoners programme. Success varied between programme areas and borough location. Most unsuccessful applications were rejected for failing to meet the Trust's priorities. Officers have taken steps to widely communicate your priorities, however, there will always be those who will apply anyway, regardless of the criteria in place.
- 9.3 Nearly a third (£1,316,890) of the value of all awards during the first six months of the Investing in Londoners programme benefit residents and workers London-wide. Grant spending to date is weighted towards north London boroughs, and to a lesser degree, outer London boroughs. However, with two exceptions (Newham and Islington), grants have been effectively targeted at the most deprived boroughs. An estimated 692,320 Londoners are expected to benefit from the awards made between January and July 2014.

### **Joy Beishon**

Grants Officer (Monitoring and Evaluation)

T: 020 7332 3174

E: joy.beishon@cityoflondon.gov.uk

## Annex A: Data tables

<b>Table 1: Applications received and actions taken</b>						
<b>Programme</b>	<b>Approved</b>	<b>Withdrawn</b>	<b>Lapsed</b>	<b>Declined</b>	<b>Pending</b>	<b>Total</b>
Making London More Inclusive	13	3	0	6	5	27
Improving Londoners' Mental Health	5	1	0	8	6	20
Strengthening London's Voluntary Sector	9	0	0	8	2	19
Older Londoners	3	1	0	8	4	16
Reducing Poverty	6	0	0	3	3	12
Improving London's Environment	2	1	0	6	2	11
Making London Safer	3	1	0	5	1	10
Resettlement and Rehabilitation of Offenders	4	0	0	4	1	9
Eco Audits	6	0	0	1	1	8
Community buildings - Access Audit	5	0	1	1	0	7
English for Speakers of Other Languages	2	0	0	4	0	6
Arts Apprenticeships	3	0	0	0	0	3
<b>Grand Totals</b>	<b>61</b>	<b>7</b>	<b>1</b>	<b>54</b>	<b>25</b>	<b>148</b>

**Table 2: Applications received and size of award**

<b>Programme</b>	<b>Applications received</b>	<b>Applications received excluding those classed as withdrawn, lapsed or pending</b>	<b>Grant awards</b>	<b>Total Grant Award</b>	<b>Average Grant Size</b>
Improving London's Environment	11	8	2	£437,050	£218,525
Older Londoners	16	11	3	£53,510	£17,837
English for Speakers of Other Languages	6	6	2	£75,500	£37,750
Making London Safer	10	8	3	£275,500	£91,833
Improving Londoners' Mental Health	20	13	5	£457,000	£91,400
Resettlement and Rehabilitation of Offenders	9	8	4	£418,200	£104,550
Strengthening London's Voluntary Sector	19	17	9	£900,450	£100,050
Reducing Poverty	12	9	6	£716,290	£119,382
Making London More Inclusive	27	19	13	£878,350	£67,565
Community buildings - Access Audit	7	6	5	£16,856	£3,371
Eco Audits	8	7	6	£15,900	£2,650
Arts Apprenticeships	3	3	3	£12,000	£4,000
<b>Total</b>	<b>148</b>	<b>115</b>	<b>61</b>	<b>£4,256,606</b>	
				<b>Average grant awarded</b>	<b>£69,780</b>



**Table 3: Applications and action taken by borough base**

Borough Base	Approved	Declined	Pending	Total	Total (excluding pending applications)	Borough Base	Approved	Declined	Pending	Total	Total (excluding pending applications)
Tower Hamlets	5	6	1	12	11	Richmond	1	2	0	3	3
Islington	5	5	4	14	10	Barking & Dagenham	1	1	0	2	2
Lambeth	4	3	0	7	7	Croydon	1	1	1	3	2
Outside London	4	3	3	10	7	Haringey	1	1	1	3	2
Hackney	3	6	2	11	9	Harrow	1	1	0	2	2
Westminster	3	5	1	9	8	Hillingdon	1	1	1	3	2
Southwark	3	3	0	6	6	Havering	1	0	0	1	1
Camden	3	2	2	7	5	Hounslow	1	0	0	1	1
Lewisham	3	2	0	5	5	Ealing	1	2	0	3	3
Kensington & Chelsea	3	0	0	3	3	Waltham Forest	0	2	0	2	2
Enfield	2	3	1	6	5	Barnet	0	2	2	4	2
Brent	2	2	1	5	4	Kingston	0	1	1	2	1
Greenwich	2	2	1	5	4	Merton	0	1	1	2	1
Redbridge	2	2	0	4	4	Newham	0	1	0	1	1
City	2	1	0	3	3	Sutton	0	0	1	1	0
Wandsworth	2	1	1	4	3						
Bexley	2	0	0	2	2						
Bromley	2	0	0	2	2						

	Approved	Declined	Pending	Total	Total (excluding pending applications)
<b>Totals</b>	<b>61</b>	<b>62</b>	<b>25</b>	<b>148</b>	<b>123</b>

The success rate, across all boroughs, was 49%, slightly higher than the success rate of 45% for the Working with Londoners programmes. However, given that application numbers are very small for many boroughs, success rates by borough should be viewed with caution.