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The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: London Sustainability Exchange	
If your organisation is part of a larger organisation, what is its name? N/a	
In which London Borough is your organisation based? Southwark	
Contact person: Mr Leo Oliveira	Position: Team Administrator
Website: http://www.lsx.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1122130
When was your organisation established? 11/11/2001	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Improving London's Environment
Which of the programme outcome(s) does your application aim to achieve? More Londoners with a greater knowledge and understanding of the 'green' environment and biodiversity More people reporting improved wellbeing through greater use of open spaces and through growing and greening initiatives
Please describe the purpose of your funding request in one sentence. BREATHE will engage six "communities of interest" in need to plan and deliver their own activities to improve their local environment for the first time.
When will the funding be required? 01/05/2015
How much funding are you requesting? Year 1: £43,623 Year 2: £45,988 Year 3: £0 Total: £89,612

Aims of your organisation:

LSx (www.lsx.org.uk) is a think and do tank that aims to create collaborations that address the complex barriers to a sustainable London. Our projects provide action-based research to develop, and in turn share the lessons from our work across London, and most importantly influence London's policies for a sustainable future. We know that information alone doesn't necessarily lead to change; as a consequence we offer the benefits of living a sustainable lifestyle working with a myriad of communities and organisations. In all our programmes we identify the impact of our work through a clear monitoring and evaluation framework.

As a result of working with LSx you will have

- Strong and resilient communities
- Recognition within our 4,500 strong learner network
- Action research with identifiable impact
- Evidence based recommendations for policy makers & communities alike

Main activities of your organisation:

Challenges like climate change, obesity, community cohesion, and inequalities can't be solved by just regulating individual behaviour. LSx is at the forefront of developing new approaches that actively empower Londoners, so that they can drive forward the solutions.

Our energy and resilience programme empowers healthy and sustainable lifestyles, enabling this to be a social norm; often identifying the key individuals, who in turn influence their friends and neighbours.

Our green entrepreneur programme flips the waste paradigm: working with community groups to recast waste as a valuable resource and bring the reuse market closer to a 'tipping point.' Our aim is that communities have a 'social norm' of reuse.

Our air quality programme supports communities to establish the hard facts about air quality in their area, use this information to inform their travel behaviours, and in turn influence others through their social networks to develop more sustainable travel behaviours.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
1	7	10	30

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	2 years

Summary of grant request

BACKGROUND

With recent support from CBT, LSx has supported 189 volunteers representing 18 community groups to enable Londoners to adopt new habits, ease fuel poverty and save 270 tonnes of carbon emissions and 3,200 m³ of water. Although these groups were already active, the support from LSx enabled them to make faster progress.

AIMS OF "BREATHE"

We are asking the Trust for funding to support BREATHE, a new initiative to engage and support six groups that have high potential to engage Londoners in areas of high need, but which are currently not actively greening their local environment.

As a result of "BREATHE" 6 communities of interest not previously actively "green" will be:

- 1) motivated to engage through fun activities THEY plan and design eg. growing food, sharing a picnic using leftovers, measuring air pollution in parks
- 2) equipped to influence the behaviours of at least 1500 people from their community
- 3) able to design, secure funding for and deliver their own initiatives and
- 4) vibrantly connected to other groups in London

Achieving these goals will deliver "environmental education" in an engaging way for Londoners. It will help meet the Trust's goal of more Londoners having a greater understanding of the "green" environment, focusing on groups who have previously missed out.

NEED

Londoners from disadvantaged communities are often missing out on and put off by green messaging. Our action research has shown that talking about fuel bills can alienate people who have little to spare: 'please don't remind me that I have nothing' is a common refrain.

Key needs we will address:

- Little understanding of environmental issues and lack of resilience to climate change. 25% of London neighbourhoods are highly vulnerable to overheating and there are several pockets of high risk of flooding from surface water. Now is the time to prepare neighbourhoods for extreme weather. For example, increasing access to cool places of refuge in parks and other open spaces.
- Lack of a "social norm" of growing food, using food leftovers, walking and cycling, fixing up and reusing everything that can be, therefore high costs for local residents in terms of health and well-being, household finances and dealing with waste.
- To tap into social networks. We know these communities will only listen if activities are engaging, and their peers are encouraging them.

DELIVERY

Our model has proven to be replicable and effective. It works with a social network to create new "social norms", using friends and neighbours as communicators and influencers.

Our step by step approach is to: 1) Identify 6 areas of high need (where people have access to fewer open spaces, or air pollution or vulnerability to extreme weather) AND high potential (where there are strong social networks and trusted intermediaries) 2) Co-design environmental education activities with trusted intermediaries, working with groups to secure additional funding to support their own work where required 3) Support rollout of environmental activities that play on motivational hooks for that community 4) Through a network of communities across London, share learning and connecting groups to new funders or pro bono help (including groups supported in our previous CBT funded project).

WHY LSX?

LSx has over ten years' experience of delivering sustainable development in London. We have made a significant difference across social and environmental issues, changing behaviour through our social marketing techniques and influencing decision making locally and London-wide. Our approach draws on our experience of behaviour change theory and practice, in particular maximising the use of 'social gravity'. We are champions of environmental good practice.

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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.

6 communities of high need (in terms of a poor quality/at risk local environment) and high potential (in terms of strong social networks) are identified through desk research and their participation is secured through face to face meetings. We will make use of of extensive community connections across London.

Co-design and Action Plan with each of the 6 communities. Our successful and fun Action Plan Workshop will be run with all 6 communities using games to identify high impact actions eg food growing, citizen science activities to measure air pollution. Champions from each community will receive training.

Action Plan for each of 6 communities is carried out, led by trained champions. Activities tap into what the community finds is fun and aspirational and exploit the social networks.

Monitoring and evaluation training, making use of our new toolkit, to measure impact and support readiness for joining in with new environmental initiatives such as the Community Energy Strategy.

Network of London groups to sign-post and share techniques for engaging disengaged Londoners in greening their local environment. 3 events including action focused surgery events; project webpage; 10 LSx bulletins. Groups who benefitted from LSx's previous project funded by the Trust can join.

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.

2000 participants have increased understanding and green "know-how" that benefits them in their daily lives, helps improve the local environment and increases their preparedness for climate change.

Community members who participate report improved well-being as a result of the activities they have taken part in with their friends and neighbours.

Individuals from each of the communities will be better informed about and able to take advantage of new funding opportunities because they can measure their impacts.

Communities in different parts of London are enabled to work together, access key information policies and ideas, and create a broader collaborative change.

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?

BREATHE will be continued by the six community groups, taken forward by the skills they have developed to get their members more engaged in their local green environment. We will support them to demonstrate their impact effectively to potential funders.

Who will benefit?

About your beneficiaries

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

2,000

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

London-wide (100%)

What age group(s) will benefit?

All ages

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?

1-10%

Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
LSx salary costs (including NI and Pension)	19,257	19,835	0	39,092
LSx support costs	8,666	8,926	0	17,592
Community group costs-staff time, venue and activity costs, volunteer support	12,000	12,000	0	24,000
Materials to support delivery (eg goody bags)	1,000	1,000	0	2,000
Event costs (venues , contributors and refreshments)	1,500	3,000	0	4,500
IT costs (webpages and bulletin)	500	528	0	1,000
Travel and subsistence	500	528	0	1,028
	0	0	0	0
	0	0	0	0
TOTAL:	43,623	45,988	0	89,612

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	0	0	0	0

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	0	0	0	0

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
LSx salary costs (Including NI and Pension)	19,257	19,835	0	39,092
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Travel and subsistence	500	528	0	1,028
	0	0	0	0
	0	0	0	0
TOTAL:	43,623	45,988	0	89,612

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	5,965
Activities for generating funds	
321,736 Investment income	
Income from charitable activities	268,518
Other sources	
Total Income:	274,483

Expenditure:	£
Charitable activities	321,736
Governance costs	
Cost of generating funds	14,008
Other	
Total Expenditure:	335,744
Net (deficit)/surplus:	(61,261)
Other Recognised Gains/(Losses):	
Net Movement in Funds:	(61,261)

Asset position at year end	£
Fixed assets	5,027
Investments	
Net current assets	207,164
Long-term liabilities	
*Total Assets (A):	212,191

Reserves at year end	£
Endowment funds	
Restricted funds	(813,000)
Unrestricted funds	213,004
*Total Reserves (B):	212,191

* 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? 38%

Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:
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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)	4,174	0	0
London Local Authorities	0	39,706	63,377
London Councils	234,096	89,380	0
Health Authorities	0	0	0
Central Government departments	28,304	46,151	79,215
Other statutory bodies	78,968	157,810	76,356

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 £
Big Lottery Fund	576,032	128,624	75,166
	0	0	0
	0	0	0
	0	0	0
	0	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: **Gail Freeman**

Role within **Development and fundraising**
Organisation: