

The City Bridge Trust
Investing In Londoners:
Application for a grant



About your organisation

Name of your organisation: London Play	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Islington	
Contact person: Mr. Paul Hocker	Position: Play Development Team Manager
Website: http://www.londonplay.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1104731
When was your organisation established? 01/01/1998	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Strengthening London's Voluntary Sector
Which of the programme outcome(s) does your application aim to achieve? More organisations with improved capabilities in monitoring, evaluation and impact reporting
Please describe the purpose of your funding request in one sentence. To provide London's staffed adventure playgrounds with evaluation tools to measure their impact, strengthen their fundraising potential and boost their sustainability in a competitive environment.
When will the funding be required? 01/12/2014
How much funding are you requesting? Year 1: £37,360 Year 2: £47,694 Year 3: £52,920 Total: £137,973

Aims of your organisation:

London Play aims to ensure that every London child has access to quality, inclusive play opportunities. We campaign for more and improved play spaces and services, and support playwork in the capital by: working with providers to increase localised community managed play opportunities for children in London's 33 boroughs; raising the profile of play with politicians, decision-makers, parents, schools and other bodies that work with or influence children and young people; and providing more play opportunities through funded projects, wherever possible, in partnership with local play providers or community bodies.

As London's long-established second-tier play organisation, we work to improve networking, development, inclusion and quality in the sector as well as awareness of children's inalienable right to play.

"The right to play is a child's first claim on the community. Play is nature's training for life. No community can infringe that right without doing deep and enduring harm to the minds and bodies of its citizens." David Lloyd George (1925)

Main activities of your organisation:

We have over 355 members and run a calendar of events for the play sector, enabling the exchange of ideas, peer support and joint learning. We team up with members to source funding and deliver play events, initiatives, infrastructure and services in their boroughs. We promote and publish case studies and good practice in play from across London's 33 local authorities. We offer policy briefings to help the sector understand how play fits in with current policy objectives.

We also run awards schemes to recognise excellence in play in the capital, plus communication networks for play providers. We contribute to policy by participating in working groups, boards and expert advice panels, ensuring that the role of play in contributing to policy outcomes is explicitly recognised. We work with borough-level play organisations to influence their local authorities to support play and help those whose survival is threatened.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
2	4	10	12

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	Rolling annual contract, April

Summary of grant request

Need

In an age of austerity, the capital's adventure playgrounds, free, creative spaces of profound community benefit, are at risk of closure. The best countermeasure is to make arguments for funding backed by hard data supplied by evaluation: Play Works will show the sector how. Parents and local people who run playgrounds have told us how developing a viable funding strategy (based on hard evidence) takes a back seat to the immediate need to support staff and maintain a safe play environment. However without evidence thousands of children, adults and communities will suffer: Play Works will help the voluntary play sector to collect, analyse and present this evidence.

Delivery

Recruiting a part-time learning and evaluation mentor and independent evaluator they will roll the program out to 21 playgrounds over three years. London Play will also trial and develop online self-evaluation resources for play projects/playgrounds beyond the lifetime of the grant. The mentor and evaluator will ensure users are progressing, indicators are on track, and evaluate/review all work. Play Works will increase charities' efficiency; stability; giving users the tools they need evaluate; and providing a sustainability strategy. Attending twilight seminars, quarterly "talking shops" and online discussion forums each site will receive funds to increase lead work capacity and host a consultative community event to collect data/share findings. A high-profile London wide event will launch the project evaluation report and disseminate findings/best practice. London Play will share learning with members/supporters: via our Playwire publication; London media; London-wide forums and Facebook/YouTube platforms. We will also submit a bespoke report to the Mayor of London/GLA Assembly to embed recognition of the good work and argue for long-term funding. Further dissemination includes writing an academic paper for the 2017 International Play Conference in Canada and approaching London boroughs to further reach the remaining 68 playgrounds.

Why London Play?

London Play is recognised as the capital's leading play charity and a centre for knowledge in this field. An umbrella organisation, we enable, deliver and support inclusive play, especially in areas of greatest need, while retaining understanding of the value of grass-roots organisations.

Aims/outcomes

Play Works is truly ground-breaking. For the first time, London's adventure playgrounds (the highest concentration in the UK) will come together to measure the impact their work has on children's global development and wellbeing. They will be equipped with definitive evidence to give their funding applications irrefutable data, and to justify and garner both community and political support.

21 play projects will have significantly improved evaluation systems; increase their funding; report better quality services; share their findings and best practice; and record evidence of the beneficial changes their services facilitate.

90 staff/volunteers will improve skills, knowledge and aptitude. 2,500 young people and 5,000 community members will benefit from enhanced, cost-effective, consistent and sustainable user-led services. Beyond the lifetime of the grant an additional 50 organisations, 150 staff, 100 volunteers, 25,000 children and young people, and 50,000 community members London alone.

Good practice

London Play is committed to using a 'theory of change' model to track the effectiveness of this work. We will renew our theory of change annually and track progress through internal monitoring and feedback from our partners. We will assess the legacy and impact of the programme (measuring indicators such as: new income raised, new programmes developed, user numbers, improved facilities, political/media support and interest, volunteer activity levels, refined aims/outcomes, etc).

Strengthening London's voluntary sector

Through improved evaluation and dissemination of best practice, the project will create a virtuous circle that will help London's play sector to improve its offering and provide valuable lessons to the voluntary sector at large.

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

What Quality Marks does your organisation currently hold?

London Play developed the Quality Mark Quality in Play which is the standard for the play sector and now managed by Play England, we also provide awards to the sector (including Life-time in play achievement award; Adventure Playground of the year award; Play Street of the Year award). At present we are working towards Level Two self-assessment of PQASSO.

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.

To train and develop knowledge of evaluation at 12 adventure playgrounds (in areas serving deprived Londoners) by providing: twilight training to staff and volunteers; three month training program to playground champions (staff); access to online tool kit to nine further play groups working remotely.

To hone and improve the evaluation skills of 12 adventure playgrounds (serving deprived Londoners) by providing: one-to-one mentoring to playground champions; quarterly peer support groups; developing evaluation plans and indicators; supporting participants to collect data, analyse and report on findings.

To raise awareness and change attitudes towards evaluation within the front-line London play sector by providing: support to participants to develop dissemination plans; online forums to gain peer support; develop and trial online evaluation toolkit (with nine trial participants); develop tracking systems for all users; develop communications/dissemination plan.

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.

Twelve adventure playgrounds report increased understanding, awareness and confident maintenance of evaluation within their organisation

Play projects report increased confidence to evidence and provide impact reporting

Play projects report increased skills in self-evaluation through use of online resources reporting

Much-needed recognition of how play benefits society and evidence to support it

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?

The online toolkit and learning resources will be the key output from this project, made available for free to all play providers at the end of the programme we envisage a further 100 groups benefitting (10x10years). London Play will continue to support the capital's 85 adventure playgrounds, the gold standard in play provision.

Who will benefit?

About your beneficiaries

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

3,500

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

Several SE London (40%)

Several SW London (10%)

Several NE London (30%)

Several NW London (20%)

What age group(s) will benefit?

All ages

0-15

16-24

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?

21-30%

Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Measuring the Difference Mentor salary x 3days a week at £32,221 including on-costs	19,333	19,719	20,114	59,165
0.5 day a week staff time for each playground @ £2256 per site	9,024	9,024	9,024	27,072
Community launch of learning @ £400 per playground and Consultation resources @ £200per playground	2,400	2,400	2,400	7,200
Main London-wide learning exchange (Hire of space, consumables on day)	0	0	2,250	2,250
Publication and distribution of project report	0	0	3,000	3,000
Head of communications and Policy (£37296.90 inc on-costs) one day per week	7,459	7,459	7,459	22,378
Consultant Evaluator costs inc support time (training and mentor) and developing the evaluation	4,400	3,000	4,200	11,600
Toolkit research and development	3,600	3,600	1,300	8,500
Dvpt Director Line Maagement (1 day per week) + Contribution to overheads @ 15%	11,109	11,041	11,808	33,957
TOTAL:	57,325	56,243	61,555	175,123

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Reaching Communities	3,730	3,730	3,729	11,189
Tudor Trust	5,186	5,270	5,505	15,961
	0	0	0	0
	0	0	0	0
TOTAL:	8,916	9,000	9,234	27,150

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Awards for All	10,000	0	0	10,000
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	10,000	0	0	10,000

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Measuring the Difference Mentor salary x 3days a week at £32,221 including on-costs	19,333	19,719	20,114	59,166
0.5 day a week staff time for each playground @ £2256 per site	5,524	9,024	9,024	23,572
Community launch of learning @ £400 per playground and Consultation resources @ £200per playground	0	2,400	2,400	4,800
Main London-wide learning exchange (Hire of space, consumables on day)	0	0	2,250	2,250
Publication and distribution of project report	0	0	3,000	3,000
Head of communications and Policy (£37296.90 inc on-costs) half day per week	3,730	3,730	3,730	11,189
Consultant Evaluator costs inc support time (training and mentor) and developing the evaluation	3,900	3,000	4,200	11,100
Toolkit research and development	0	3,600	1,300	4,900
Contribution to overheads @ 15%	4,873	6,221	6,903	17,997
TOTAL:	37,360	47,694	52,920	137,973

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	0	0	0
London Councils	178,788	188,209	0
Health Authorities	0	0	45,000
Central Government departments	0	0	0
Other statutory bodies	0	0	0

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 £
People's Millions	0	0	10,808
Heritage Lottery Fund (Play Street Past and Present)	0	0	29,300
Heritage Lottery Fund (Evacuee Play Trove)	1,500	21,862	34,838
Natural England	73,627	79,803	43,608
Social Action Fund (Natural Play Environments)	19,336	89,893	47,646

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: **Paul Hocker**

Role within **Development director**
Organisation:

Finance details

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

Financial year ended:	Month: March	Year: 2014
-----------------------	--------------	------------

Income received from:	£
Voluntary income	7,218
Activities for generating funds	0
Investment income	47
Income from charitable activities	314,532
Other sources	0
Total Income:	321,797

Expenditure:	£
Charitable activities	332,581
Governance costs	4,078
Cost of generating funds	9,529
Other	0
Total Expenditure:	346,188
Net (deficit)/surplus:	(24,391)
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	0

Asset position at year end	£
Fixed assets	346
Investments	0
Net current assets	85,021
Long-term liabilities	32,885
*Total Assets (A):	52,482

Reserves at year end	£
Endowment funds	0
Restricted funds	46,502
Unrestricted funds	5,980
*Total Reserves (B):	52,482

*** 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?
0%

Organisational changes

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

Since May 2012, LP has operated under a snr management team of 3 people. In June 2014 it secured funding from the Tudor Trust for Development Director. Organisation have