

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation: <b>Sustain: the alliance for better food and farming</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Hackney</b>	
Contact person: <b>Miss Sarah Williams</b>	Position: <b>Programme Manager</b>
Website: <b>http://www.capitalgrowth.org</b>	
Legal status of organisation: <b>Registered Charity</b>	Charity, Charitable Incorporated Company or company number: <b>1018643</b>
When was your organisation established? <b>23/03/1999</b>	

### Grant Request

Under which of City Bridge Trust's programmes are you applying? <b>Improving London's Environment</b>		
Which of the programme outcome(s) does your application aim to achieve? <b>More Londoners with a greater knowledge and understanding of the 'green' environment and biodiversity</b> <b>More people reporting improved wellbeing through greater use of open spaces and through growing and greening initiatives</b>		
Please describe the purpose of your funding request in one sentence. <b>London Grows will engage over 2000 volunteers in food growing activities at 120 gardens, increasing their knowledge of wildlife-friendly gardening and improving health and wellbeing</b>		
When will the funding be required? <b>01/07/2015</b>		
How much funding are you requesting?		
Year 1: <b>£49,985</b>	Year 2: <b>£54,903</b>	Year 3: <b>£39,922</b>
<b>Total: £144,810</b>		

**Aims of your organisation:**

Sustain: the alliance for better food and farming, advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, enrich society and culture and promote equity. We represent around 100 national public interest organisations working at international, national, regional and local level, and hundreds more involved in our projects.

Working with our membership we:

- Facilitate the exchange of information and help promote members' activities to the media and to policy makers;
- Develop networks to devise and implement policies and practices on particular issues of common concern;
- Advise and negotiate with governments and other regulatory agencies to ensure that legislation and policies on food and agriculture are publicly accountable and socially and environmentally responsible; and
- Encourage businesses to produce, process and market foods which are good for health and the environment and to make sustainable food choices easier to take.

**Main activities of your organisation:**

Currently, we:

- run various campaigns, including the Hospital Food Campaign, Children's Food Campaign and Sustainable Fish Cities;
- coordinate various networks, including Capital Growth, the Big Dig, London Food Link, the Real Bread Campaign and in partnership with Food Matters and the Soil Association, Sustainable Food Cities;
- and run various research and/or practical initiatives designed to bring about change on the ground in both the commercial and public sectors, including Food Save and Growing Health.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
<b>5</b>	<b>17</b>	<b>14</b>	<b>11</b>

**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?
<b>Rented</b>	<b>39 months with renewal rights</b>

## Summary of grant request

### Project Need

Food growing has proven environmental and health benefits. With high levels of ill health across many London boroughs and more than half of the capital's adults being overweight or obese, food growing volunteering allows more Londoners to improve their environment and wellbeing.

Capital Growth is the UK's largest food growing network, with over 2,000 member spaces each typically supporting 20 volunteers. These gardens improve biodiversity and green space and access to healthy food, whilst providing opportunities to improve health and well-being and to gain knowledge and skills. Feedback shows our members need support, with their greatest challenge being finding enthusiastic and knowledgeable volunteers. The London food growing sector therefore needs brokerage and support to successfully recruit, train and retain volunteers, in order to continue enhancing the local green environment and to provide opportunities to learn and promote well-being.

### Aim and delivery

London Grows will improve the knowledge of biodiversity, wildlife friendly growing and the green environment for 2000 Londoners by March 2018, whilst also improving their health and wellbeing. This will be achieved through a programme of volunteer engagement activities, alongside support for food growing groups to attract volunteers and run learning opportunities.

Two part-time London Grows project officers, managed by Sustain's Programme Manager, will deliver:

- High quality, accessible training for new volunteers in wildlife-friendly food growing.
- Recruitment, training and support for 50 buddies to help growing groups run wildlife-friendly gardening and healthy-living activities.
- Six high profile London-wide events for gardens to engage new volunteers.
- Support for 120 growing projects in recruiting and retaining volunteers.
- Brokerage services to match volunteers with healthy-living activities at growing sites across London.
- Monitoring and evaluation to demonstrate impacts

To deliver London Grows, we will utilise the Capital Growth network of food growing gardens, to provide these opportunities for volunteers. We will reinvigorate this infrastructure by encouraging new food growing gardens, particularly in London's areas of greatest deprivation, where low levels of environmental knowledge and poor health and well-being typically prevail.

### Why us?

Sustain has a successful track record in similar work as we have engaged over 9000 Big Dig volunteers, run London Food Link network and jointly coordinate the Growing Health network. We also run Capital Growth, the only free network open to all London food growing projects, with half located in London's most deprived neighbourhoods. Capital Growth also successfully ran biodiversity training and piloted a wildlife buddy scheme in 2014.

### Outcomes

Our Growing Health and Growing Success reports evidence the benefits of food growing for individuals, communities and the environment. These include improved biodiversity, knowledge and partly due to increased social connections, health and well-being. By supporting wildlife-friendly food growing, London Grows will improve participants' health and wellbeing, whilst developing volunteers' and project coordinators' knowledge and skills on biodiversity and environmentally-friendly gardening.

#### Good practice

Sustain projects have working parties of expert organisations and campaign supporters. Capital Growth's 2000 growing sites have a voice in developing services through feedback via our events, training and surveys. For London Grows, Sustain will involve representatives working with food growing volunteers on the working party. We respect diversity in our staff, volunteers and supporters and use simple, accessible language and appropriate images in our communications to facilitate participation.

Volunteers are an invaluable asset; Sustain currently has 11 office-based volunteers, providing over 1000 volunteer days annually. We provide expenses, support and a volunteer agreement, plus information, training and networking for our supporters. Our offices have a waste minimisation and carbon reduction policy, an edible garden and cycle facilities. Sustain has sustainable transport, housekeeping and food policies and offers staff bike loans.

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

Do you have a Vulnerable Adults policy? **Yes**

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.

**Six large scale recruitment events targeting new volunteers at multiple gardens (at least 20 sites at each event) involving over 1500 volunteers.**

**Training for 500 new and existing volunteers on topics related to biodiversity, health and wellbeing and food growing, delivered at local workshops run at food growing training hubs across London.**

**Ongoing support including face-to-face, email and phone advice and workshops, for 120 existing food growing projects on issues including volunteer recruitment, biodiversity and health and wellbeing. This will include recruiting and supporting 50 buddies/champions from established growing projects to visit and disseminate information to other gardens.**

**Support, including access to information, training, events and discounts products and services for 80 new groups setting up food growing projects,, especially those working with young people and/or individuals with health issues or disabilities and which will be located in areas of deprivation.**

**Brokering of food growing related opportunities between potential volunteers and growing spaces, comprising: managing online individual volunteer matching service; targeted recruiting of individuals at volunteer fairs; and collaborating with other organisations such as health bodies who referring patients to food growing through London Grows and engaging with corporate volunteers.**

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.

**More Londoners will have greater knowledge and understanding of the green environment and biodiversity, particularly in terms of wildlife friendly food growing and eating healthily for improved well-being, with which they will feel more confident to engage.**

**More Londoners will report improved mental and physical well-being as a result of volunteering in their local food growing gardens, through exposure to the natural environment, undertaking light to moderate physical activity, enjoying greater access to pesticide-free fruit and vegetables and enhanced social connections.**

**The capacity of those volunteers responsible for running the gardens will be enhanced through increased skills, knowledge and confidence in recruiting and retaining volunteers, as well as by developing useful connections and networks to support them in these activities.**

**The sustainability of community food growing projects across London will be consolidated by more effective recruitment and retention of the volunteers on which the continued existence of these projects depends.**

**The quality of the local green environment will be improved in many boroughs across London, as new and existing spaces are created, consolidated and improved through volunteer activities that lead to the productive growing of healthy, pesticide-free local food.**

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?

**We hope many volunteers will continue in their chosen gardens beyond this programme and the Capital Growth Network will continue support them. To help sustain the Capital Growth network we are investigating sources of income, including charging for some services and attracting sponsorship for activity days. We are preparing and submitting funding applications to this end.**

## Who will benefit?

### About your beneficiaries

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

**750**

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
London Grows Project Officer salary costs	16,256	17,429	14,017	47,702
Capital Growth Project Officer salary costs	8,128	8,715	7,009	23,852
Project Support Officer salary costs	6,137	13,166	7,061	26,364
Management support	7,581	8,126	6,277	21,984
Finance, IT and Network support	16,750	17,392	13,435	47,577
Volunteers support	811	811	608	2,230
Office cost including premises, telephone etc	6,777	6,919	5,345	19,041
Travel, Meeting, Conferences and Events	3,200	3,200	3,200	9,600
Publicity including emails and printing	1,150	900	550	2,600
Monitoring and evaluation costs (surveys and focus	450	450	950	1,850
Buddy site visits	800	800	800	2,400
TRP Training Costs	800	800	600	2,200
Hub Costs	1,500	1,500	1,000	4,000
<b>TOTAL:</b>	<b>70,340</b>	<b>80,208</b>	<b>60,852</b>	<b>211,400</b>

### What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Greater London Authority	20,355	0	0	20,355
<b>TOTAL:</b>	<b>20,355</b>	<b>0</b>	<b>0</b>	<b>20,355</b>

### What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Golden Bottle Trust	0	20,000	10,000	30,000
Other Unidentified Source	0	2,805	6,930	9,735
Self-generated income	0	2,500	4,000	6,500
<b>TOTAL:</b>	<b>0</b>	<b>25,305</b>	<b>20,930</b>	<b>46,235</b>

### How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
London Grows Project Officer salary costs	16,256	17,429	14,017	47,702
Capital Growth Project Officer salary costs	0	0	0	0
Project Support Officer salary costs	4,603	9,875	5,296	19,774
Management support	5,054	4,876	3,348	13,278
Finance, IT and Network support	11,167	10,435	7,165	28,767
Volunteers support	487	487	324	1,298
Office cost including premises, telephone etc	4,518	4,151	2,672	11,341
Travel, Meeting, Conferences and Events	3,200	3,200	3,200	9,600
Publicity including emails and printing	1,150	900	550	2,600
Monitoring and evaluation costs (surveys and focus	450	450	950	1,850

Buddy site visits	800	800	800	2,400
TRP Training Costs	800	800	600	2,200
Hub Costs	1,500	1,500	1,000	4,000
<b>TOTAL:</b>	<b>49,985</b>	<b>54,903</b>	<b>39,922</b>	<b>144,810</b>



## Finance details

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

Financial year ended:	Month: <b>March</b>	Year: <b>2014</b>
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Income received from:	£
Voluntary income	55,790
Activities for generating funds	0
Investment income	1,918
Income from charitable activities	1,448,998
Other sources	0
<b>Total Income:</b>	<b>1,506,706</b>

Expenditure:	£
Charitable activities	1,502,365
Governance costs	15,638
Cost of generating funds	10,354
Other	0
<b>Total Expenditure:</b>	<b>1,528,357</b>
<b>Net (deficit)/surplus:</b>	<b>-21,651</b>
<b>Other Recognised Gains/(Losses):</b>	<b>0</b>
<b>Net Movement in Funds:</b>	<b>-21,651</b>

Asset position at year end	£
Fixed assets	0
Investments	0
Net current assets	725,824
Long-term liabilities	0
<b>*Total Assets (A):</b>	<b>725,824</b>

Reserves at year end	£
Restricted funds	239,716
Endowment Funds	0
Unrestricted funds	486,108
<b>*Total Reserves (B):</b>	<b>725,824</b>

\* 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?  
31-40%

### Organisational changes

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

None

### 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	2,925	0	3,000
Health Authorities	0	0	0
Central Government departments	0	267,465	148,931
Other statutory bodies	750,672	526,001	354,582

### 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 including Local Food Fund	793,620	400,984	225,504
Esmee Fairbairn Foundation	80,311	73,333	102,155
British Heart Foundation	70,666	55,000	55,000
A Team Foundation	29,941	35,000	34,000
Tudor Trust	0	28,813	39,999

### 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: **Sarah Williams**

Role within                      **Programme Manager**  
Organisation: