

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation: <b>Brentford FC Community Sports Trust</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Hounslow</b>	
Contact person: <b>Mr Peter Shears</b>	Position: <b>Disability and Young Carers Projects</b>
Website: <b>http://www.brentfordfccst.com</b>	
Legal status of organisation: <b>Registered Charity</b>	Charity, Charitable Incorporated Company or company number: <b>1112784</b>
When was your organisation established? <b>20/01/2006</b>	

### Grant Request

Under which of City Bridge Trust's programmes are you applying? <b>Making London More Inclusive</b>
Which of the programme outcome(s) does your application aim to achieve? <b>Disabled people involved in the running and management of sport activities</b> <b>Disabled people reporting increased well-being as a result of taking part in the arts or sport</b>
Please describe the purpose of your funding request in one sentence. <b>To increase participation in Sport for deaf people by significantly improving Communication methods, Deaf awareness training and therefore confidence in providers across West London.</b>
When will the funding be required? <b>01/06/2015</b>
How much funding are you requesting? Year 1: <b>£33,500</b> Year 2: <b>£32,250</b> Year 3: <b>£30,500</b>  <b>Total: £96,250</b>

**Aims of your organisation:**

Established in 1987, Brentford FC Community Sports Trust (Formerly Football in the Community) was born out of a unique partnership between Brentford FC, Hounslow and Ealing Councils.

Our aim is to create exciting, socially inclusive programmes enabling participants, coaches and volunteers to realise their potential.

Our specialism is using sport, leisure and education to engender community cohesion. We shape our services according to the need in our community.

Our portfolio offers 436 projects across sports participation, health, education and social inclusion and approximately 14,000 young people benefit from the Trust's services each year.

**Main activities of your organisation:**

Current areas of activity include-

1. Young Carers Programme -- Providing a range of support programmes for Young Carers in Ealing.
2. Youth Inclusion- providing a range of activities including sport and youth clubs on 40 local housing estates
3. Disability sessions- offering new opportunities (both specific and inclusive) to disabled people such as kayaking, climbing, swimming, multi-sport days, deaf specific sessions.
4. Mentoring Project- providing volunteer community mentors to support young offenders in conjunction with the Youth Offending team
5. Schools- offering a range of activities linked to the national curriculum across over 100 schools.
6. Holiday Courses- Offering a range of holiday opportunities.
7. Volunteering- offering a range of opportunities across our projects
8. Brentford Boating Arch- A purpose built facility providing a boating and educational base.
9. Training and Education- Promoting young leaders, B-Tec in Sport etc

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
40	50	8	25

**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?
Rented	2 years

## Summary of grant request

### West London Deaf "Sports plus" Project

Only 10% of people with a hearing impairment in the UK take part in sport for more than 30 minutes each week. Active People Survey 06/2014.

A local survey across West London of 70 deaf adults (2014) showed that Communication problems, Lack of Deaf awareness and a Lack of confidence were three of the main reasons for this.

To combat this we will provide a bespoke 3 year sports based programme, which tackles these elements. By providing a deaf co-ordinator / lead coach, this will ensure new participants are communicated to through BSL and English, ensuring positive communication from the outset. We aim to improve the communication networks across West London for deaf people by providing a focus for the marketing and communication of deaf sports programmes across the region. By having a BSL language co-ordinator, based at a local reputable sporting organisation, confidence for deaf people to participate with other deaf and deaf aware people, will be enhanced greatly. Face-time, Facebook, Videos and other deaf friendly communication methods will be used to promote these programmes.

Each session will provide a social environment as well as a sporting one which offers further opportunities for communication with other deaf people, therefore supporting the social needs of players and family / friends attending as well.

An NDCS survey in the summer of 2012 showed that Football, Swimming and Tennis were the major participant and interest sports for deaf people however, we are aware that in West London (2014 survey), Gym exercise sessions are even more popular with deaf women. We therefore aim to have all these sports/activities at the core of this programme. As well as deaf specific sports and competitions, we will also pilot a deaf specific 90 minute programme. This consists of 90 minute clubs for adults and children, including 45 minutes of educational learning followed by 45 minutes of sporting activity. (Deaf children are 48% less likely to do as well in their GCSEs as all children. NDCS - September 2010). We aim to use the power of sport to encourage and build confidence in education also.

BFCST is an award winning Community Sports Trust having won the Football League "Community Club of the Year" four times including 2014.

Our programmes for disabled people have been running for over 10 years with major funders like Sport England and the FA having recently funded other innovative disability projects. We have a specialist employee (Ben Lampert) who is profoundly deaf, with the skills, enthusiasm and understanding of the deaf community, to drive this project forward. He will lead on the project and build a steering group plus develop coaches/volunteers to be deaf aware, to create sustainable programmes. He will offer deaf awareness courses and BSL Level 1 courses for non-deaf coaches to develop their skills in working with deaf people. Ben has proved he can develop positive relationships with the deaf community and encourage them to participate in Sports projects across Hounslow (deaf specific; and hearing / deaf together). For example, he started a deaf football programme on Friday nights from scratch and now has 30 people on the books with approximately 20 attending each week. Similar programmes can be developed in the four other Boroughs providing a West London co-ordinated programme.

By using new social media platforms such as facebook and face-time (Over 70% of participants surveyed asked for this), we will reduce the need for paper leaflets and flyers and ensure we are using the most appropriate communication tools for our target group.

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?

**Football League Trust Silver standard (Currently highest quality standard available).**

**Business in the Community quality mark**

**Football League Community Club of the Year 2014**

### **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.

**Create a local West London Hub for Sports for deaf people to easily find out what is available locally. Using a specialist co-ordinator to lead (BSL language) and supported by deaf aware hearing coaches. Develop a social media strategy for enhancing communication of sports activities.**

**Deliver Holiday programmes for deaf children / young people to both support each other in a safe and friendly environment, and also to support a number of mainstream providers to support the integration of deaf children / young people into their programmes.**

**Offer extra curriculum sports coaching to small groups of deaf children / young people in mainstream school deaf units or local colleges.**

**Set up new sports clubs and competitions for deaf people across West London. Link to local deaf social clubs across West London and to provide an opportunity for them to develop a sports curriculum alongside the social curriculum.**

**Provide regular deaf awareness courses (2 per annum) and assistance with Level 1 BSL courses to increase the numbers of coaches / support workers trained in deaf awareness and basic BSL.**

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.

**We believe that the enhanced levels of specialist communication methods for deaf people will directly and significantly increase the numbers of deaf people playing sport. Facebook, website videos (BSL) and facetime communication methods will all be used.**

**Offering specialist coaching to deaf children / young people will increase their confidence levels and by supporting hearing coaches with their deaf awareness, this will support a pathway for many to get involved in mainstream sport, should they wish to.**

**Offering specialist coaching to deaf children / young people will increase their sports skills and subsequently their confidence levels, offering them the chance to develop a lifelong habit of sports participation and involvement. A deaf coach will also be a positive mentor for the children.**

**Using the current networks available to see whether these structures can be enhanced by adding a deaf friendly sports angle to it. Building confidence in deaf families to see sport as fun and enjoyable by removing barriers built up over years of feeling isolated in mainstream provision.**

**Specialist training courses for support workers / coaches will also increase the communication and confidence of participants as the coaches become more deaf aware. This will offer confidence ensuring that communication is not a barrier to sporting involvement.**

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?

**BFCCST will work towards a sustainable programme by building a West London network of deaf participants / groups who will be inspired and have the self-confidence to continue participating in on-going sports sessions. We will integrate social and educational elements into each programme to provide multi-faceted projects which inspire each participant to continue participating beyond the life of the funding.**

## Who will benefit?

### About your beneficiaries

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

**150**

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

**Several NW London (50%)**

**Several SW London (50%)**

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?

**91-100%**

## Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Project Co-ordinator / Lead Coach	15,000	15,500	16,000	0
Additional Coaching / Support costs	14,500	14,500	14,500	0
Venue costs	5,500	5,500	5,500	0
Training	2,250	2,250	2,250	0
Set up and office running costs	5,000	4,000	4,000	0
Marketing	1,500	1,500	1,500	0
Sundries (mobile, mileage, volunteers, medals)	1,275	1,275	1,275	0
Equipment	1,000	1,000	1,000	0
Management costs	6,975	6,875	6,875	0
<b>TOTAL:</b>	<b>53,000</b>	<b>52,400</b>	<b>52,900</b>	<b>158,300</b>

**What income has already been raised?**

Source	Year 1	Year 2	Year 3	Total
Income Generation	5,000	5,500	6,000	0
DFDF Football fund	4,000	4,000	0	0
On Your Marks Project	5,000	0	0	0
<b>TOTAL:</b>	<b>14,000</b>	<b>9,500</b>	<b>6,000</b>	<b>24,500</b>

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

Source	Year 1	Year 2	Year 3	Total
Short Breaks Hounslow	10,000	0	0	3,000
Chapman Trust	2,500	2,500	0	5,000
Ovingdean Hall / Birkdale Trust	3,000	3,000	3,000	9,000
<b>TOTAL:</b>	<b>15,500</b>	<b>5,500</b>	<b>3,000</b>	<b>24,000</b>

**How much is requested from the Trust?**

Expenditure heading	Year 1	Year 2	Year 3	Total
Project Co-ordination	15,000	15,500	15,500	46,000
Set up and running costs	3,000	2,500	2,500	5,000
Additional Coaching costs	7,000	6,000	5,000	21,000
Management costs	2,750	2,750	2,750	8,250
Venue	3,000	3,000	3,000	9,000
Training	2,000	2,000	1,250	5,250
Marketing	750	500	500	1,750
	0	0	0	0
<b>TOTAL:</b>	<b>33,500</b>	<b>32,250</b>	<b>30,500</b>	<b>96,250</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	723,485
Activities for generating funds	0
Investment income	2,594
Income from charitable activities	519,830
Other sources	0
<b>Total Income:</b>	<b>1,245,909</b>

Expenditure:	£
Charitable activities	964,839
Governance costs	79,649
Cost of generating funds	0
Other	291,590
<b>Total Expenditure:</b>	<b>1,336,078</b>
<b>Net (deficit)/surplus:</b>	<b>-90,169</b>
<b>Other Recognised Gains/(Losses):</b>	<b>0</b>
<b>Net Movement in Funds:</b>	<b>0</b>

Asset position at year end	£
Fixed assets	62,415
Investments	0
Net current assets	197,792
Long-term liabilities	0
<b>*Total Assets (A):</b>	<b>260,207</b>

Reserves at year end	£
Restricted funds	6,993
Endowment Funds	0
Unrestricted funds	253,214
<b>*Total Reserves (B):</b>	<b>260,207</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?  
21-30%

### 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	29,500	15,000	36,000
London Councils	153,584	238,901	264,462
Health Authorities	0	0	0
Central Government departments	75,000	63,750	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 £
Premier League Trust	124,500	124,500	50,000
Sport England	0	63,271	61,571
Comic Relief	51,000	51,000	0
Football League Trust	35,000	35,000	0
Richmond Parish Lands	20,000	15,000	15,000

### 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: **Peter Shears**

Role within                      **Senior Project Manager**  
Organisation: