

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Attend	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Westminster	
Contact person: Mr Stephen Moreton	Position: Head of Education and Development
Website: http://www.attend.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1113067
When was your organisation established? 26/03/1949	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Older Londoners
Which of the programme outcome(s) does your application aim to achieve? People living with Alzheimer's and other forms of dementia having a better quality of life
Please describe the purpose of your funding request in one sentence. To provide local communities with the skills and opportunities to support care home residents living with dementia to enjoy meaningful activities.
When will the funding be required? 10/03/2016
How much funding are you requesting? Year 1: £39,000 Year 2: £40,000 Year 3: £41,000 Total: £120,000

Aims of your organisation:

Attend is a national charity at the heart of building healthy communities.

Attend's key aim is to enable the power of people volunteering their time and talents to make a positive impact in health and social care. To facilitate this Attend aims to support and expand the vital roles that volunteers play in our communities, ensuring that individuals can contribute to the wellbeing of those around them.

Attend began in 1949, creating a role for volunteers to support the newly established National Health Service. Over the last 65 years we have expanded out from the hospitals, supporting volunteers wherever they are working in our communities, keeping us healthy. We aim to find ways for people to volunteer to support strong health and social care where they live.

Main activities of your organisation:

Attend has three main objectives:

1. Delivering volunteering projects that encourage innovation and set a standard for modern volunteering. We take the risks so that others are able to follow. For example, Attend runs an inclusive volunteering programme for stroke survivors who regaining confidence, learn new skills and potentially find a route to future employment.
2. Supporting those already volunteering through a membership scheme for local volunteering organisations across the UK. The majority of Attend's 600+ member groups are volunteer led and run, and membership of Attend provides the networks, resources and expertise that they need to grow and increase their impact in a rapidly changing environment.
3. Spreading the word about how to encourage and support volunteering, and sharing our discoveries through an extensive range of training programmes, conferences and events. For example, Attend Academy has delivered accredited volunteer management qualifications since 2004 to over 1500 managers of volunteers in health and social care.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
8	4	10	240

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	On-going lease - no deadline

Summary of grant request

The grant request:

To create 12 self-sustaining Friends of Dementia Units of care homes in London, each with 30 active volunteers. This will include specialist training for volunteers engaging with residents living with dementia.

The need and how it was assessed:

Attend's work, linking communities with care homes, has shown particular benefits for frail elderly residents, however the level of engagement with residents with dementia is much lower, with the contribution to wellbeing negligible. This is in spite of the fact that 45% of care homes residents are living with some form of dementia.

Attend's research in 2014-15 with 15 care homes indicates:

- Activity Co-ordinators have limited capacity to provide meaningful activities for residents living with dementia, or engage with the wider community to help with this. They focus on activities for the frail elderly where they feel their efforts will be most worthwhile.
- The demands on staff to meet residents' care and safety needs, inhibits the preparation of activities for volunteers to engage residents living with dementia.
- Volunteers are less confident interacting with residents living with dementia.
- Where meaningful activities are provided, residents living with dementia are less agitated and more settled, and relatives and friends are more likely to visit.

Commissioners in London welcome the proposal as a "critical piece of work in learning how we can better support people living with dementia who are living in care homes and improve their connections with their local communities".

Delivery:

- Setting up Friends Groups supporting residents living with dementia in care homes.
- Designing training/support programme for volunteers
- Undertaking targeted volunteer recruitment
- Delivering training for volunteers
- Volunteers commencing activities in care homes - agreed by care home staff/management

Project aims:

The project aims to enhance the wellbeing of isolated care home residents living with dementia by developing the confidence and capacity of the local community to engage with them. It aims to create a bank of knowledge around how to create meaningful activity for older care home residents living with dementia, and how to encourage the local community to deliver these activities.

Attend as the right organisation:

Attend have supported Friends Groups of Care Homes since 1968, and are currently delivering an on-going project setting up Friends of Care Homes across 6 London Boroughs. Attend has also developed a tailored evaluation framework establishing the impact of volunteering in care homes, designed by a steering groups of specialist professionals, academics and care home practitioners.

Matching the Trust's programme outcome:

The anticipated outcomes of the project closely meets this outcome, with a specific focus within residential care homes. The delivery model will develop local communities' capacity to engage with people living with dementia, with wide ranging positive consequences outside the care home setting.

Meeting the Trust's 'principles of good practice':

- Residents living with dementia will be on the Friends Group Committee. Involving care home residents to shape the activities of a Friends Group is standard practice for Attend's Friends of Care Homes.

- To promote diversity, the Friends Group will create Multi-Faith Chaplaincy Teams, providing spiritual care - defined as, 'what gives us meaning and purpose in life and what helps us to understand our place in the world'. Additionally, volunteer recruitment strategies will ensure the diverse cultural needs of those living with dementia are met.

- The project is about focused training and support for volunteers.
- Attend will promote its environmental policy to the new Friends Groups, advising on implementation within a care home setting.

Also, Attend has a vulnerable adults policy, which will be integrated into the project design.

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?

Investors in People

ISO9001 - (Working towards)

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.

Setting up Friends Groups to support residents living with dementia in care homes.

These Friends Groups will be the vehicle to engaging communities, providing a hub for local people to develop meaningful links with the care home.

Also, for sustainability, the Friends Groups will be set up as independent charities.

Designing training and support programme for volunteers.

This will develop volunteers' skills and confidence in supporting care home residents living with dementia.

The training will have specialist input in both its design and delivery and be designed so volunteers have the opportunity to share their on-going experiences.

Undertake a targeted volunteer recruitment campaign.

Activities will include:

- Targeting individuals (On-line, volunteer centres, personal connections, relatives, any volunteers already linked to the homes)**
- Targeting organisations (Faith-based groups, colleges/schools, local community organisations, existing Attend member groups)**
- Other methods ('seeing is believing' events, social media profile etc.)**

Deliver the training and support programme for volunteers

To include face-to-face sessions, delivered in the care homes, supported by some on-line webinars, which have a range of interactive facilities.

Volunteers commencing activities in care homes

A toolkit of activities, which are tailored to the specific needs of care home residents living with dementia will be created in partnership with care home staff and relatives.

Volunteers will then be matched with residents and deliver the agreed activities.

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.

Enhanced wellbeing, dignity and respect for care home residents living with dementia, helping them to age successfully.

This is the key outcome for this project and will create a culture of integrated and holistic care, owned by everyone.

The development of strategies with supporting ideas for volunteers to engage successfully with residents living with dementia.

This is a key change. Our project will produce a practical framework so volunteers can engage with people living with dementia in meaningful ways, creating positive experiences for volunteers and residents alike.

Volunteers in care homes will feel confident and be skilled in supporting residents living with dementia.

This change will optimise the potential that the community have to offer, developing its capacity to support residents living with dementia.

Relatives of residents living with dementia will feel supported in their own journey. The changes the project will bring about is anticipated to increase the level of involvement that relatives have in supporting their loved ones living with dementia.

The wider community will develop its capacity to engage with older people living with dementia on a practical level, creating a body of knowledge, expertise and learning about how to develop a positive climate for community engagement with care home residents and in particular those residents living with dementia.

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 project plan ensures each Friends of Dementia Unit creates a fundraising strategy from its inception. They will have charitable status (already agreed in principle by the Charities Commission), and will be self-funding after the first 12 months.

NB In 2014, the average income for Attend's member groups was £88,000.

Who will benefit?

About your beneficiaries

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

180

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

Croydon (25%)

Hounslow (25%)

Southwark (25%)

Tower Hamlets (25%)

What age group(s) will benefit?

65-74

75 and over

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
Staff costs	22,000	22,564	23,128	67,692
Travel costs (staff)	3,500	3,590	3,679	10,769
Volunteer dementia activities training	3,600	3,692	3,785	11,077
Steering group costs	500	513	526	1,539
Office equipment (laptop and mobile phone)	800	0	0	800
Volunteers's Costs (travel/subsistance)	3,000	3,897	3,994	10,891
Phone, printing, postage, photocopying	1,200	1,231	1,262	3,693
Dementia activity resources	2,000	2,051	2,103	6,154
Project evaluation	2,400	2,462	2,523	7,385
TOTAL:	39,000	40,000	41,000	120,000

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
N/A	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
N/A	0	0	0	0
	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
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Finance details

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

Financial year ended:	Month: March	Year: 2015
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Income received from:	£
Voluntary income	76,590
Activities for generating funds	100,430
Investment income	11,830
Income from charitable activities	751,951
Other sources	0
Total Income:	940,801

Expenditure:	£
Charitable activities	973,764
Governance costs	60,265
Cost of generating funds	22,803
Other	0
Total Expenditure:	1,056,832
Net (deficit)/surplus:	(116,031)
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	(116,031)

Asset position at year end	£
Fixed assets	27,568
Investments	0
Net current assets	(162,828)
Long-term liabilities	
*Total Assets (A):	(135,260)

Reserves at year end	£
Endowment funds	0
Restricted funds	0
Unrestricted funds	(135,260)
*Total Reserves (B):	(135,260)

*** 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?
11-20%

Organisational changes

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

After two difficult financial years, our management accounts/recent financial forecast show we will finish this financial year with a small surplus of £40k to begin to fill our reserves. Newly secured income includes BLF grants of £380k over 3 years and £360k over 4 years, And two new contracts with care homes providers totaling nearly £200k this year. New funders include the Sainsbury Family Trust.

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	833	0	40,000
Health Authorities	0	25,499	16,667
Central Government departments	0	0	0
Other statutory bodies	659,132	462,600	168,104

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 £
Clothworkers Foundation	0	20,000	0	
Big Lottery Fund	23,885	100,745	95,043	
Rayne Foundation	0	20,000	0	
Awards for All	0	0	9,363	
Merchant Taylors Company Charities for the Infirm	0	0	8,600	

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: **Stephen Moreton**

Role within **Head of Education and Development**
Organisation: