

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation: <b>Age UK London</b>	
If your organisation is part of a larger organisation, what is its name? <b>n/a</b>	
In which London Borough is your organisation based? <b>Southwark</b>	
Contact person: <b>Ms Samantha Mauger</b>	Position: <b>Chief Executive</b>
Website: <b><a href="http://www.ageuk.org.uk/london">http://www.ageuk.org.uk/london</a></b>	
Legal status of organisation: <b>Registered Charity</b>	Charity, Charitable Incorporated Company or company number: <b>1092198</b>
When was your organisation established? <b>24/05/2002</b>	

### Grant Request

Under which of City Bridge Trust's programmes are you applying? <b>Older Londoners</b>
Which of the programme outcome(s) does your application aim to achieve? <b>Older Londoners aged 75 years and over living more active and healthier lives Fewer older Londoners aged over 75 years with depression and more reporting improved well-being</b>
Please describe the purpose of your funding request in one sentence. <b>Combating ageism by providing interactive, older people-led shortburst sessions in organisations, (schools, community, private) by recruiting volunteer Age Allies, each committing to 'one small change',</b>
When will the funding be required? <b>01/04/2016</b>
How much funding are you requesting? Year 1: <b>£40,539</b> Year 2: <b>£40,539</b> Year 3: <b>£32,179</b>  <b>Total: £113,257</b>

**Aims of your organisation:**

Age UK London raises the voice and addresses the needs of older Londoners. We work to improve the quality of life and enhance the status of older people across the Capital, building on our extensive links across all boroughs.

We aim to:

- Provide the London wide voice for our members and promote the interests of older people across London. To call for action and change through campaigns, research and engagement.
- Support older peoples organisations and older people though capacity building, obtaining funds and resources for service delivery at local level.
- Run an efficient enterprise operation which provides a good service for older people and which raises unrestricted funds for local Age UKs.
- Co-ordinate the regional voice and regional activity for the benefit of members of Age UK London with the Age England Association and with Age UK.

Age UK London is a charitable company limited by guarantee (no. 4407861).

**Main activities of your organisation:**

Age UK London is a social policy, campaigning, capacity and development agency, tackling issues which affect older people. Together with local Age UK's, Age Concerns, older people's organisations and others, we work across London to address the needs of older people through:

- Promoting and representing the views of older Londoners
- Campaigning on issues that make a difference to older people by providing local and regional support to empower older people to put their concerns to decision makers to develop solutions for change.
- Research and social policy: demonstrating the needs and contributions of older people.
- Working with older people's organisations across London to enhance services.

Current main activities include a pan-London commissioned service to build the capacity of over 450 local older people's organisations in all London boroughs. We recently concluded a London-wide intergenerational digital inclusion programme funded by the Greater London Authority, and London regional influencing campaigns on issues including digital inclusion, transport and others.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
<b>4</b>	<b>13</b>	<b>8</b>	<b>15</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>Leased</b>	<b>02/16. 12 year renewal agreed</b>

## Summary of grant request

### Need

Age discrimination is prevalent. We consulted grass roots organisations in small groups and large-scale surveys. Findings were consistent with published research-older people experienced age-related problems accessing information, services and support and frequently, ageist attitudes. Practical issues (often compounded by physical disability) e.g. lack of internet access, computer skills, small print, lack of benches and building access, added to discrimination and disadvantage. Older people felt like second class citizens, often belittled or patronised, impacting on self-perception and wellbeing, and sometimes limiting their participation in their community.

### Delivery

We will develop a shortburst interactive workshop programme with older people for groups of 5-30 people to help participants become 'Age Allies'. Workshops will be delivered by a Project Officer and local older people to statutory and private sector organisations, schools, service providers and relevant others across London and will outline major barriers faced by people as they age. Workshops will explore attitudes, helping participants understand issues faced, and how they can improve the older person's experience and wellbeing, through small changes in attitude and/or action. Participants will be asked to commit to making at least 'one small change' to improve life for older people.

The Project Officer will train and co-ordinate volunteers from the sessions to champion and disseminate the programme more widely with colleagues in their workplace or community. We will compile a London-wide map of organisations that commit to being Age Allies including the cumulative changes made, evaluating implementation success and impact on older people. We demonstrate these changes with policy makers across London to establish a wider movement for change.

### Achievements

We will help the wider community across London understand older people need to be treated equally. We will change attitudes of people and organisations in London towards older people, supporting them to be more inclusive through making 'one small change'. We will improve the experience of daily life for older Londoners, by making it a friendlier and more welcoming place for them to get out and about, helping to maintain their wellbeing and reduce the risk of isolation. We will improve activity by ensuring they are able to access information and services like other sections of their community. Participating organisations will benefit from being more aware of the expectations of an ageing population and better able to tailor their services and support.

### Age UK London

We know older people-we have extensive links with older people and more than 500 older people's organisations across London. We have a track record of engaging with schools, corporate and statutory organisations, and already have commitment to participate (see Activity 2). Our ability to recruit volunteers and to influence is strong-we recruited over 1350 volunteers from different sectors to participate in a recent digital inclusion project and have achieved outcomes through London-wide campaign such as changes to the Freedom Pass.

### Outcomes

Changes to the community will make it easier for older people to go out, access services and be an equal part of the community. It will help to reduce the fear of going out experienced by many and will help to ensure older people remain active, are treated fairly and recognised as equal participants in the community, improving their daily experience, wellbeing and reducing the risk of depression.

### Good Practice

Older people are fundamental to the workshop development, rollout and reporting-the project was developed in response to their needs. We work with people from all

backgrounds, routinely partnering with BAME and LGBT groups to ensure we reach London's diverse population. We have a strong track record in volunteer recruitment and commitment to reducing our carbon footprint, most recently participating in eco-audits.

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?

**Age UK London holds ISO 9001 and 14001. We also hold the Age UK Organisational Quality Standard.**

### **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.

**Development, with older people, of an interactive shortburst workshop programme, including examples and case studies, outlining the major barriers faced by people as they age for use in organisations. This will request participants to commit to at least one simple, change in their daily attitudes and/or actions towards older people.**

**Workshop delivery (at least 30 per year), with older people, to at least 30 organisations a year across London, in their offices where possible. The Greater London Authority, Lloyds Bank, Transport for London and London Councils have already committed to participate, if the project is able to go ahead.**

**Recruitment and training of at least 25 volunteer champions per year to reinforce, champion and further disseminate the workshop programme across their organisations and their partners. We will use our contacts e.g. Positive Ageing in London to support dissemination and organisational recruitment.**

**Evaluation and follow-up of all organisations attending the training to record and assess the cumulative local changes implemented by organisations and the impact this has had from the older person's perspective. Compilation of a London-wide map of organisations which are Age Allies and the number and nature of commitments made.**

**Dissemination of the changes implemented with stakeholders and policy makers across London to establish a wider movement for change**

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.

**Older people will be able to use their experiences and opinions to co-design and co-deliver workshops on what would make a difference to them in their everyday lives and experiences. This will form the basis of the training to organisations in their local community.**

**Participants from at least 50 organisations across London will understand how their actions can positively (and negatively) impact on older people and will have made at least one change each to improve the experience for older people. An average of 20 people per workshop will result in 1000 changes made.**

**Older people across London will benefit from improvements in the attitudes and actions of organisations and individuals in their communities.**

**Local communities will be more accessible to older people, both in terms of attitudes towards them and in practical terms. These improvements will improve the confidence of older people and reduce the risk of inactivity and social isolation.**

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?

**Using a 'snowball' format approach, the programme will fund volunteer Age Champions who will be equipped to roll out the sessions for commitments to small changes to improve everyday living experiences for older Londoners. We will support them to roll the programme out to colleagues in organisations, helping to expand the project reach and reduce the need for further funding.**

## Who will benefit?

### About your beneficiaries

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

**1,200**

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

**London-wide (100%)**

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?

**31-40%**

## 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 Officer 0.6FTE (including on costs)	21,500	21,500	16,125	59,125
Research and Campaigns (0.2 FTE including on costs)	6,180	6,180	4,635	16,995
Data collection, follow up, monitoring and evaluation	4,459	4,459	3,244	12,162
Desk costs, IT, stationary, postage, printing	4,700	4,700	3,525	12,925
Volunteer recruitment and expenses	600	600	450	1,650
Project expenses e.g. room hire, staff travel	2,200	2,200	1,650	6,050
Dissemination, publicity and communications	1,500	1,500	1,125	4,125
Evaluation	1,500	1,500	3,000	6,000
	0	0	0	0

<b>TOTAL:</b>	<b>42,639</b>	<b>42,639</b>	<b>33,754</b>	<b>119,032</b>
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### What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Legacies	2,500	2,300	2,300	7,100

<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
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### What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
NONE	0	0	0	0

<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
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### How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Project Officer 0.6FTE (including on costs)	21,500	21,500	16,125	59,125
Research and support Officer (0.2 FTE including on costs)	6,180	6,180	4,635	16,995
Data collection, follow up, monitoring and evaluation	4,459	4,459	3,244	12,162
Desk costs, IT, stationary, postage, printing	4,700	4,700	3,525	12,925
Volunteer recruitment and expenses	0	0	0	0
Project expenses e.g. room hire, staff travel	2,200	2,200	1,650	6,050
Dissemination, publicity and communications	0	0	0	0
External Evaluation/Impact Reporting	1,500	1,500	3,000	6,000
	0	0	0	0
<b>TOTAL:</b>	<b>40,539</b>	<b>40,539</b>	<b>32,179</b>	<b>113,257</b>

## 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	174,733
Activities for generating funds	1,050,099
Investment income	850
Income from charitable activities	354,722
Other sources	52,813
<b>Total Income:</b>	<b>1,633,217</b>

Expenditure:	£
Charitable activities	687,333
Governance costs	9,386
Cost of generating funds	53,550
Other	995,478
<b>Total Expenditure:</b>	<b>1,745,747</b>
<b>Net (deficit)/surplus:</b>	<b>(112,530)</b>
<b>Other Recognised Gains/(Losses):</b>	<b>36,109</b>
<b>Net Movement in Funds:</b>	<b>(76,421)</b>

Asset position at year end	£
Fixed assets	2,072
Investments	985,453
Net current assets	33,254
Long-term liabilities	0
<b>*Total Assets (A):</b>	<b>1,020,779</b>

Reserves at year end	£
Endowment funds	0
Restricted funds	0
Unrestricted funds	1,020,779
<b>*Total Reserves (B):</b>	<b>1,020,779</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? (2015/16 ) 20%
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### Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts: No significant changes
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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)	0	10,000	54,678
London Local Authorities	0	0	0
London Councils	289,835	229,668	155,077
Health Authorities	68,261	0	0
Central Government departments	0	0	0
Other statutory bodies	301,897	72,859	24,000

### 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	720,752	99,482	0
Trust for London	0	13,750	27,500
Nationwide	10,000	10,000	0
Text Santa	0	0	9,480
	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: **Samantha Mauger**

Role within                      **Chief Executive**  
Organisation: