

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Spark Inside	
If your organisation is part of a larger organisation, what is its name? Spark Inside	
In which London Borough is your organisation based? Camden	
Contact person: Ms Baillie Aaron	Position: Founder & CEO
Website: http://www.sparkinside.org	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1148420
When was your organisation established? 09/03/2012	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Resettlement and Rehabilitation of Offenders
Which of the programme outcome(s) does your application aim to achieve? More ex-offenders successfully and sustainably resettled in the community and re-offending rates reduced
Please describe the purpose of your funding request in one sentence. We hope City Bridge will support our 'Through the Gate' life coaching programme, enabling 750 young Londoners to successfully resettle in the community (reducing re-offending).
When will the funding be required? 06/01/2016
How much funding are you requesting? Year 1: £40,000 Year 2: £40,000 Year 3: £40,000 Total: £120,000

Aims of your organisation:

Spark Inside is revolutionising youth rehabilitation as the first and only provider of professional life coaching to young people involved in the criminal justice system in the UK. We were founded in 2012 and support the most prolific, highest-risk young people aged 15 to 25 who are involved in the criminal justice system, to proactively create more fulfilling and productive futures, primarily in London and the South-East of England.

Main activities of your organisation:

Spark Inside offers the Hero's Journey coaching workshops and one-to-one life coaching to reduce reoffending and institutional violence. An independent evaluation of Spark Inside's Hero's Journey Violence Reduction programme (which ran between 2014 and 2015) with 134 young adults in prison found that six months after clients had been released from custody, only 8% reoffended - compared to the national reoffending rate for young people leaving prison of 73%.

We have grown rapidly since our pilot programme where we supported 8 young people to move from custody to the community in 2013/14. Last year, we coached nearly 150 young people in prison. In 2016/17 we aim to work with 200 young people in prison (with the aim of increasing this to 250 in 2017/18). We currently have relationships with 8 prisons, including Feltham and Cookham Wood Young Offenders Institutions and Wormwood Scrubs, Pentonville and Wandsworth prisons.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
6	2	8	20

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	23 more months (til Jan 2018)

Summary of grant request

Spark Inside is applying to the City Bridge Trust for £120,000 over 3 years towards its London-based, one-to-one through-the-gates life coaching programmes for high-risk young offenders. This work will meet City Bridge's programme outcomes, as it will enable more young people leaving prison to successfully resettle in the community and will significantly reduce re-offending rates. The project meets the City Bridge Trust's 'Principles of Good Practice' e.g. we involve service-users in service management through our Youth Advisory Board; we welcome people of all backgrounds and value diversity (e.g. 14% of our staff team/trustees and 36% of our life coaches are from black and minority ethnic backgrounds); we value and support our 20 active volunteers; and we are taking steps to reduce our carbon footprint e.g. by supporting cycling or taking public transportation to work; recycling; keeping a nearly-paperless office; and limiting the unnecessary use of electricity.

We work with the hardest-to-reach young people in the criminal justice system. These young people are marginalised, vulnerable and face complex issues. E.g. 95% suffer mental ill-health; 42% have been in care; 40% have experienced abuse/neglect; and many experience unemployment and/or poor education. Youth offending is estimated to cost up to £19 billion/year with a one-year place at a Young Offender Institution priced at £60,000. Despite these high costs, in London 62.6% of young people reoffend within one year of release from prison -- even though the majority want to stop offending. It is clear that current interventions are not effectively channelling young people's motivation to change, sentencing many to a lifetime of worsening disadvantage and offending behaviour.

We intend to change this using life coaching, which has been shown to reduce reoffending e.g. a Canadian programme, PACT, which life coaches prolific young offenders found that 43% of participants did not re-offend during the year-long intervention. Life coaching also successfully addresses the wider issues facing young offenders (e.g. drug/alcohol use, depression, stress, poor self-esteem; and leads to people with criminal convictions securing employment/training). Specifically, over 3 years we will deliver 150 workshops in prisons to 750 young Londoners, of whom 187 will receive 'Through the Gate' one-to-one life coaching, both prior to release and once back in London. We expect this will enable young people to successfully transition to life in the community, with young people making better choices, engaging in employment, education and/or training and ultimately reducing reoffending.

Spark Inside is the right organisation to deliver the work. We are the only UK organisation providing life coaching to young people leaving prison. Founded in 2012, our pilot results are promising: the national reoffending rate for young offenders one-year post release is 73%: it was 12.5% in our initial pilot. Furthermore, at the end of the pilot all clients were pursuing/actively engaged in, education/employment/training. We also have an experienced leadership team. Our Founder and CEO, Baillie Aaron, has a Masters in Criminological Research, founded a US non-profit teaching entrepreneurship in prisons and is a qualified Life Coach. Our Programme Director, Lola Fayemi, is an experienced recovery and Life Coach, and our programme is delivered by qualified and experienced life coaches. Spark Inside benefits from the strategic advice of experienced trustees and advisors (e.g. Roma Hooper and Judge Peter Lodder QC). We have a Youth Advisory Board, composed of young people who have been directly/indirectly involved in the criminal justice system, who meet monthly to develop Spark Inside's services, ensuring service users are central to our work. Finally, in recognition of our innovative and ground-breaking work, Spark Inside won the 2014 National Charity Innovator Award and was shortlisted for the 2013 Youth Justice Evidence Award.

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?

We are working toward Institute of Leadership & Management (ILM) accreditation.

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.

Recruiting 1,500 young people aged 15-24 in prison, targeting those who have a high risk of reoffending, are due to be released back to the London area within 6 months, and who need support to transition to community life.

Offering 150 3-part Hero's Journey group coaching workshops over 3 years to motivate up to 750 young people in prison to gain awareness of their current situation and choices; become more motivated and empowered to make positive life changes; and to desist from offending.

Offering 2,250 one-to-one life coaching sessions in total to 187 high-risk young offenders 'through the gates' of prison over 3 years to support them with resettlement; engagement in education, employment and training opportunities; and to reduce re-offending.

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.

At least 75% of clients completing the programme will have improved problem-solving/decision-making skills (including reduced impulsivity) within 1 year of the programme.

At least 75% of clients completing the programme will have become more resilient and confident within 1 year of the programme.

The reoffending rates of clients completing the programme will be 40% lower than the national average.

At least 75% of clients completing the programme will be will be engaged in, and have positive attitudes towards, employment, education or training within 1 year of the programme.

At least 75% of clients completing the programme will have wider and more positive social relationships and exhibit more pro-social behaviour (e.g. increased care and empathy) within 1 year of the programme.

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 will continue providing 'Through the Gate' support for young Londoners in the long-term. We expect costs will be met through government/prison contracts. However, first we need to scale up to demonstrate a larger-scale reduction in youth offending (necessary to secure these contracts). We are approaching funders, including the City Bridge Trust, to raise the funding needed for this.

Who will benefit?

About your beneficiaries

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

250

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

London-wide (100%)

What age group(s) will benefit?

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?

71-80%

Funding required for the project

Subsequently revised - see Appendix A.

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Total Direct Programme costs	249,856	247,317	292,006	789,179
Total Infrastructure costs (e.g. rent, utilities, insurance).	26,591	25,965	40,365	92,921
Total Staff Costs	232,869	300,521	305,521	838,911
Total Consultancy	10,640	10,640	10,640	31,920
Total Marketing and Fundraising	17,480	17,480	17,480	52,440
Contingency (7.5%)	40,974	47,798	52,604	141,376
	0	0	0	0
	0	0	0	0
	0	0	0	0

TOTAL:	578,410	649,721	718,616	1,946,74
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What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Grant or contract income	226,000	170,000	40,000	436,000
Funding brought forward from 2015/16	150,000	0	0	150,000
	0	0	0	0

TOTAL:	376,000	170,000	40,000	586,000
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What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Statutory (e.g. South London Resettlement Consortium)	100,000	0	0	100,000
Porticus	100,000	0	0	100,000
Comic Relief	30,000	35,000	35,000	100,000
Other trusts (Children in Need, Paul Hamlyn Foundation)	70,000	70,000	40,000	180,000

TOTAL:	300,000	105,000	75,000	480,000
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How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Total Staff Costs (specifically the CEO role)	20,000	20,000	20,000	60,000
Total Infrastructure costs	15,000	15,000	15,000	45,000
Total Consultancy	5,000	5,000	5,000	15,000
	0	0	0	0
	0	0	0	0

TOTAL:	40,000	40,000	40,000	120,000
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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	81,033
Activities for generating funds	0
Investment income	784
Income from charitable activities	252,415
Other sources	0
Total Income:	334,232

Expenditure:	£
Charitable activities	176,405
Governance costs	3,624
Cost of generating funds	0
Other	0
Total Expenditure:	180,029
Net (deficit)/surplus:	154,203
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	154,203

Asset position at year end	£
Fixed assets	0
Investments	0
Net current assets	201,448
Long-term liabilities	0
*Total Assets (A):	201,448

Reserves at year end	£
Restricted funds	26,810
Endowment Funds	0
Unrestricted funds	174,638
*Total Reserves (B):	201,448

* 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	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	0	0	76,194
Other statutory bodies	5,000	1,600	10,850

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 £
Triangle Trust	0	0	40,000
Esmee Fairbairn Foundation	0	0	30,000
Big Lottery Fund	0	10,000	10,000
Rayne Foundation	0	0	20,000
UnLtd	2,500	20,000	10,000

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: **Baillie Aaron**

Role within **Founder and CEO**
Organisation:

Appendix A

(Revised Request)

Funding required for the project

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How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
CEO Salary Contribution	20,000	20,000	20,000	60,000
Rent	4,891	4,891	4,891	14,673
Legal, Accountancy, IT, Website	5,109	5,109	5,109	15,328

TOTAL:	30,000	30,000	30,000	90,000
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