

MEETING: 27/07/2017

Ref: 14003

ASSESSMENT CATEGORY - Older Londoners

Ashford Place

Adv: Joan Millbank

Amount requested: £84,914

Base: Brent

(Revised request: £99,914)

Benefit: Brent

Amount recommended: £99,900

The Charity

Ashford Place (formerly known as Cricklewood Homeless Concern) was set up in 1983 and is a charitable company limited by guarantee. The charity provides a range of support services to assist North Londoners who are vulnerable including those who are homeless, in poor mental health, and unemployed. In the last year 133 homeless people were helped off the streets - into its emergency accommodation / assessment centre, or onto secure accommodation, or reconnected with family and friends. It also uses its building as a neighbourhood community hub offering Brent residents a broad range of learning, cultural, social, health-related and leisure activities. In 2009 the charity set up and continues to run the Cricklewood Town Team, a place-based collaboration between local residents and businesses to make the neighbourhood a pleasant and safe place to live and work.

The Application

The applicant is seeking a three year grant to give it the capacity to address unmet need by developing dementia cafes across Brent. With your support the charity would employ a part-time development worker who will help at least 15 community-based organisations to set up and run self-sustaining, culturally-specific dementia clubs through the provision of practical support, information and training. Running costs are also sought.

The Recommendation

The proposal builds on the charity's own experience in supporting Irish people with dementia. It runs a weekly dementia café which has been assessed as a leading example of community-led peer support for people with dementia and their carers (NHS Brent Clinical Commissioning Group 2017). The charity has been in the forefront of building Community Action on Dementia Brent (CAD-Brent), which aims to make Brent 'dementia friendly' and fully inclusive for people living with dementia and their carers. Its chief officer is chair of CAD-Brent. At the assessment meeting project costs were discussed and given the proposed benefits your grants officer recommended that the applicant seek the full cost of the proposed project so that it did not have to draw on its reserves; hence the revised funding request:

£99,900 over three years (£33,000; £33,300; £33,600) for the salary of a part-time Dementia Café Co-ordinator (3 days per week), project activity costs and overheads.

Funding History

Meeting Date	Decision
17/02/2011	£95,000 over three years towards the salary and running costs of a community-based programme to support vulnerable people.
06/09/2007	£80,000 towards the cost of providing disabled access to the new Community Resource Centre.

Background and detail of proposal

Dementia is a collection of symptoms that result from damage to the brain, and includes memory loss, confusion and changes in personality and mood. People living with dementia become increasingly reliant on carers; often family members who have little awareness or training in dementia care. An estimated 3000 people aged 65 years plus are living with dementia in Brent; with an estimated 67% drawn from Black and Minority Ethnic communities. The project proposal is to set up at least 15 cafés, which will be welcoming and friendly meeting spaces where people with dementia and their carers can go each week to meet others, have fun, and receive culturally appropriate support and specialist information. The 'cafes' will be run from the buildings of partner organisations, and developed in a way to build the partners' skills to maintain the meeting spaces long term. Those expressing interest to date include a local Mosque, Temple and Church. Volunteers will be 'recruited' from within partner organisations, trained in dementia awareness, peer support, community engagement and basic project management. Each café will be supported for up to one year or until it is firmly established. A total of 450 older people with dementia and their carers are expected to benefit through participation in at least 15 community-based weekly meeting spaces.

Financial Information

While the accounts do not show the cost of generating funds, the charity has confirmed that its CEO spends approximately 15% of his time negotiating contracts and preparing funding bids; time spend is equivalent to approximately £9,300 per annum. In 2017 the charity set up a Fund-raising Sub- Committee to investigate ways of generating more unrestricted income and increasing its free reserves.

Year end as at 31 March	2016	2017	2018
	Audited Accounts	Draft Accounts	Budget
	£	£	£
Income & expenditure:			
Income	935,405	786,106	873,970
- % of Income confirmed at 30/05/2017	n/a	n/a	94%
Expenditure	(1,024,675)	(844,530)	(940,241)
Total surplus/(deficit)	(89,270)	(58,424)	(66,271)
Split between:			
- Restricted surplus/(deficit)	49,248	(16,608)	8,951
- Unrestricted surplus/(deficit)	(138,518)	(41,816)	(75,222)
	(89,270)	(58,424)	(66,271)
Cost of Raising Funds	0	0	0
- % of income	0.0%	0.0%	0.0%
Operating expenditure (unrestricted funds)	670,789	324,492	125,222
Free unrestricted reserves:			
Free unrestricted reserves held at year end	221,215	223,137	147,915
No of months of operating expenditure	4.0	8.3	14.2
Reserves policy target	341,558	282,347	313,414
No of months of operating expenditure	6.1	10.4	30.0
Free reserves over/(under) target	(120,343)	(59,210)	(165,499)