

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Ashford Place	
If your organisation is part of a larger organisation, what is its name? NA/	
In which London Borough is your organisation based? Brent	
Contact person: Mr. Danny Maher	Position: Director
Website: http://www.ashfordplace.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1097475
When was your organisation established? 01/03/1995	

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. Dementia Cafes Brent - Local communities, those living with dementia and carers, creating a network of sustainable cafes across Brent, improving well-being and reducing isolation.
When will the funding be required? 04/09/2017
How much funding are you requesting? Year 1: £27,400 Year 2: £28,297 Year 3: £29,217 Total: £84,914

Aims of your organisation:

"ASHFORD PLACE (FORMERLY KNOWN AS CRICKLEWOOD HOMELESS CONCERN), ESTABLISHED IN 1983 BY LOCAL RESIDENTS PROVIDES SUPPORT PROGRAMMES TO HELP PEOPLE REACH THEIR POTENTIAL. WE SUPPORT VULNERABLE PEOPLE TO BECOME ACTIVE CITIZENS IN THE COMMUNITY. OUR KEY SUPPORT PROGRAMMES ARE ROUGH SLEEPING OUTREACH, RESETTLEMENT, TRAINING & EMPLOYMENT SERVICES, AND HOUSING ADVICE AND SUPPORT, ELDER & YOUTH ENGAGEMENT"

We are building Ashford Place into a cohesive, networked, organisation embedded in the community. We act as the catalyst between a wide range of community stakeholders to harness the collective capacity and capability of community resources for the benefit of clients e.g. older people. Our Guiding Principles emphasise the key roles of the community and of individuals when to creating real and positive change in people's lives.

Our strategic approach emphasises the need to:

- Prevent and end isolation through inclusion in the community.
- Remain safe & healthy.
- Provide employment or meaningful activity.
- Encourage a strong sustainable community spirit that supports everyone.

Main activities of your organisation:

Social Inclusion: We promote Ashford Place as a welcoming, accessible and first choice community hub which offers programmes of social, learning, cultural, health related and leisure activities.

Health & Wellbeing: we provide mental/physical health related support e.g. mental health peer support, mentoring and befriending project, dementia café, Fit & Well, health workshops, good nutrition via our AP Community Café

Working Together: We lead on the social, economic, physical and cultural renovation of our local community ensuring our clients have a local place that is both good for them and something they can contribute to. We created (2009) and now manage the Cricklewood Town Team, a group of residents and businesses who work to make Cricklewood a pleasant, safe, and attractive place.

Homes: We provide the only Direct Access Emergency Accommodation in Brent. Annually we take over 140 people out of desperation and hopelessness, building their confidence so their lives improve, recognising they are in the best place to achieve this.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
14	2	10	0

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?
Owned	

Summary of grant request

The need for the project

We support dementia sufferers and their carers who tell us continually they wait a long time for a diagnosis, there is then no further support available, there is also little prospect of significant resources being made available soon. Additionally any current provision does not meet sufferers needs, it is "one size fits all", "culturally blind", patchwork, and funding dependent.

How the work will be delivered

The proposed worker will support groups by offering, training/advice/support in setting up and managing local sustainable dementia cafes. This will involve engaging/developing a network of community organisations, working with dementia sufferers/carers to ensure appropriate activities are delivered, engaging and training volunteers to deliver the service. We will agree a small steering group, made up of members of various communities across Brent. The worker will be supervised and guided by the CEO of Ashford Place, as will all monitoring and reporting processes.

What your project will aim to achieve

Support locally based support structures to increase their capacity to respond to sufferers needs.

Raised profile of those with dementia issues

Influence policy developments amongst local and national statutory agencies

Raise awareness of dementia within BAME, faith communities and communities poorly served by existing health/welfare services by connecting and engaging with them

Share experiences

Sufferers have "voice and influence" in their service

Create and maintain a culturally responsive, sustainable local dementia provision

Why you are the right organisation to deliver the work;

We have provided services in North West London since 1983 and are a respected and influential local charity. Whilst delivering a range of welfare and support services to older people, homeless people and vulnerable adults Ashford Place has also led the way on dementia provision through chairing Community Action on Dementia Brent a charity set up in 2014 as a social campaign to encourage residents and businesses in Brent to help turn Brent into a Brent Dementia Friendly Borough. It also in 2016 influenced Brent CCG to commission a dementia service where people living with dementia both design and deliver peer support programmes, and this is now being supported by Ashford Place. With broad funding support from e.g. the Irish government, DCLG, Local Authority, trusts & Foundations it is able to provide a range of services to a range of client groups. Ashford Place delivers services from its wholly owned modern and fully DDA compliant community hub in Cricklewood.

Meeting the Trust's programme outcome "people living with dementia having a better quality of life" -- through:

â€¢ receiving appropriate services, designed by themselves

â€¢ services are accessible because they are culturally sensitive and local

â€¢ people are able to meet and socialise regularly

â€¢ back up of an experienced support worker and Ashford Place

Meeting the Trust's 'Principles of Good Practice'

"Involve older people in the management and running of the service"

The sufferers we work with are older people, they and their carers proposed this and are involved routinely

"Welcome people from all backgrounds and value diversity"

Activities will be delivered in community locations, we have already secured agreement from: a local Mosque, Temple, Asian People's Disability Alliance, St Cuthbert's Church, Irish Travellers and we are in discussion with others.

"Value and involve volunteers"

The programme will be largely dependent on volunteers from across community partners. They will be offered training and will deliver, evaluate, review and revise services where necessary.

"Are taking steps to reduce your carbon footprint"

Services closer to where people live, reducing travel and pollution, environmentally friendly purchasing policy (stationery/furniture etc), constant review of power usage, power minimisation and environmentally friendly suppliers (wherever possible).

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?

AQS and Investors in People

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.

Engage and train 5 volunteers and one lead volunteer in dementia awareness per year, project management and client relevant policies and procedures, recruit from areas close to the proposed venue. Engage and link with specialist training agencies e.g. Mencap, Irish In Britain etc to secure extra resources and expertise.

Identify and engage with initial 5 venues already committed to the programme offer support ensuring locations are accessible, appropriate and can deliver activity. Recruit further venues, offer training so they understand the best way to meet community need and how. Develop a network of fifteen dementia cafes over three years.

Work with 20 sufferers and 20 carers per cafe, per year, to express what their needs are, what is the most appropriate support etc. Assist in designing appropriate activities based around these preferences.

Open 15 cafes, over 3 years, regular assistance required to support the host venue/community, assistance with ongoing training and recruitment as well as securing community donations to sustain the activity. Share successes and learning from other venues, promote the long term viability by constant community engagement.

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.

Local people will have greater understanding of dementia sufferers needs, they will be able to respond in an appropriate manner, and able to provide a local response.

Dementia sufferers will be able to find supportive venues on their own, this will promote confidence and help promote independence for as long as possible. Communities are able to offer and individuals can access support because it is culturally appropriate, it leads to a more self reliant and sustainable community.

Those living with dementia and carers are able to use their lived experience and the everyday problems they face as a solution to promoting the best and most appropriate support possible. They will receive better outcomes, enabling them to lead the most fulfilling and productive life possible.

Dementia care becomes more widespread and accessible locally. It also becomes more sustainable, local communities learn not only how to care for sufferers but accept their role in providing support. Decrease in travel and journeys contributing to lower carbon output.

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?

Brent Council, Adult Social Care and Brent CCG Clinical Commissioning Group are currently funding a different dementia initiative we run, we will keep them informed and discuss funding with them. Work closely with local politicians and residents groups to mobilise support for statutory funding. Develop a funding strategy with the other groups including community donations, crowd funding and funding applications.

Who will benefit?

About your beneficiaries

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

230

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

Brent (100%)

What age group(s) will benefit?

45-64

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?

71-80%

Ashford Place June 2017

Funding required for the project (REVISED VERSION)

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Salary	20606	20606	20606	61818
National Insurance & Pension	1860	2125	2245	6230
Running costs, travel, mobile phone	3000	3090	3180	9270
Overheads: office, printing management costs	5040	4982	5074	15096
Project set up costs for community venues	2500	2500	2500	7500
TOTAL:	33006	33303	33605	99914

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
TOTAL:				

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
TOTAL:				

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Salary	20606	20606	20606	61818
National Insurance & Pension	1860	2125	2245	6230
Running costs, travel, mobile phone	3000	3090	3180	9270
Overheads: office, printing management costs	5040	4982	5074	15096
Project set up costs for community venues	2500	2500	2500	7500
TOTAL:	33006	33303	33605	99914

Finance details

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

Financial year ended:	Month: March	Year: 2016
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Income received from:	£
Voluntary Income	83,546
Activities for generating funds	213,852
Investment income	196
Income from charitable activities	637,811
Other sources	0
Total Income:	935,405

Expenditure:	£
Charitable activities	1,024,675
Governance costs	0
Cost of generating funds	0
Other	0
Total Expenditure:	1,024,675
Net (deficit)/surplus:	(89,270)
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	(89,270)

Asset position at year end	£
Fixed assets	2,466,201
Investments	0
Net current assets	280,573
Long-term liabilities	0
*Total Assets (A):	2,746,774

Reserves at year end	£
Endowment funds	0
Restricted funds	59,358
Unrestricted funds	2,687,416
*Total Reserves (B):	2,746,774

* 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?
40% mainly via contract funding.

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

Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	Year 3 £	Year 2 £	Most recent £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	281,450	287,532	346,645
London Councils	0	0	0
Health Authorities	47,441	117,486	0
Central Government departments	0	0	0
Other statutory bodies	201,679	182,252	196,150

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	Year 3 £	Year 2 £	Most recent £
Monument Trust	63,750	21,250	0
Streetsmart (2013) Garfield Weston (15)	8,000	0	15,000
Wembley National Stadium	0	25,000	20,000
Goldsmiths	0	0	19,875
Mayors Fund (Brent)	0	25,000	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: **Danny Maher**

Role within **CEO**
Organisation: