

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: On Road Ltd	
If your organisation is part of a larger organisation, what is its name? n/a	
In which London Borough is your organisation based? Hackney	
Contact person: Ms Nathalie McDermott	Position: CEO
Website: http://www.onroadmedia.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1165237
When was your organisation established? 19/06/2008	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Strengthening London's Voluntary Sector		
Which of the programme outcome(s) does your application aim to achieve? More equalities organisations with enhanced voice, advocacy and representation skills		
Please describe the purpose of your funding request in one sentence. To empower networks of people and organisations from a misrepresented community with the skills, support and contacts to strategically influence the media.		
When will the funding be required? 01/09/2017		
How much funding are you requesting?		
Year 1: £30,000	Year 2: £30,000	Year 3: £0
Total: £60,000		

Aims of your organisation:

On Road Media is a small charity that works to improve the media representation of marginalised people and social issues that are misrepresented.

The aim of this is to improve the lives of those people by increasing understanding and acceptance and by reducing discrimination against them in wider society. We want to challenge and change entrenched social attitudes that are reinforced by media myths and stereotypes.

We aim to do this by working with groups who are misrepresented, bringing them together with our media contacts to give them greater influence and voice. We empower through training and support so they can engage with the media in a way that is safe and sustainable for them.

Main activities of your organisation:

On Road's early work focused on giving a voice to marginalised groups through training them in media skills, so they could better tell their own stories.

Since 2011 we've also been carefully arranging a series of informal face-to-face meet-ups between our network of media contacts and people from a community that is poorly represented in the media. We call these 'interactions'. They are designed to change the attitudes and practice of media professionals - and they do.

We work at building a network of resilient activists who can support each other as they engage strategically with the media on a particular issue, to keep themselves safe and to strengthen the community.

Alongside these we support members of marginalised groups to produce their own media.

We have worked with travellers, undocumented migrants and single homeless people. Since 2011 we've worked extensively with the transgender community. Our new work is challenging media myths by working with victims of sexual and domestic abuse.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
3	1	3	275

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?
Rented	Until January 2018.

Summary of grant request

We will work with voluntary groups in two areas where people are seriously misrepresented by the media, to bring about measurable change. We will work with the transgender community, and with survivors of sexual or domestic abuse and the groups that support them, building a resilient network of media-skilled activists in each.

We expect this to make a difference: our behind-the-scenes work with 249 members of the trans community and 391 media professionals so far has led to over 550 positive media items and leveraged £5.5M in programming, including trans characters in *EastEnders* and *Hollyoaks*. It has created a legacy of trans people who now engage confidently with the media.

We will provide individuals from voluntary groups with training in media skills. Then we will arrange for them to meet face-to-face with senior media professionals in a creative meet-up we call an 'interaction'. These are carefully curated to allow people to tell their own story with control and empowerment - and they change the hearts and minds of influential media people, leading to changes in media coverage. 75% of media professionals engaged so far say they are doing things differently as a result.

Our work with the transgender community since 2011 has transformed the visibility and portrayal of trans people in the UK media, and their acceptance in society. But with that has come a backlash. Representatives of small, under-resourced trans groups find themselves face-to-face on TV with commentators who question their existence. Our trans-led Advisory Group has made specific and supportive media training for trans spokespeople a priority.

This year we are piloting a new area of work with survivors of sexual and domestic abuse and the voluntary organisations that support them, following several years of consultation to establish need. The aim is to empower these people and groups to challenge the media narrative with the reality of their lived experience. This is important because the media's myths can influence juries to blame victims of rape and let the perpetrators go free. This contributes to under-reporting and a high rate of sexual crimes. There are signs that this could be the moment to push for change - but it needs people who know what they are talking about to be equipped to use their voice strategically, and supported to do so in a way that is safe for them. We have a list of 66+ groups who are actively interested in taking part in this project, including 40 who are eager to do media training.

This grant will fund four media training courses for 10 people each, each course tailored to the needs of the participants who would come from voluntary organisations in one of these areas of work. The training will build the skills, resilience and confidence to deal with the media.

These individuals will be supported to engage with media professionals at interactions we will organise, some focused on sexual and domestic abuse, others on trans experience, giving them a chance to use their voice immediately to make a difference. This may lead to further media opportunities.

Participants will support each other in a resilient network of activists in their field, through an online group and regular facilitated meetings, funded by this grant. The long term benefit for their organisations will be enhanced voice, media and representation skills, and valuable media allies.

Project monitoring will look for the impact on the individuals' confidence and skills, sharing of what they learned with other people, how they engaged with the media, and what impact it had. Feedback from participants will help us to continuously refine training, support and interactions.

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?

n/a

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.

Six professional media training courses each year for 10 people each, for two years.

At least ten interactions each year between 60 spokespeople from small voluntary groups and 80-100 media professionals, for two years.

10 meetings a year (roughly one a month) of a peer support network of 50 trained media contributors from small groups working in the field of sexual and domestic abuse, and the same for 50 trained media contributors from small trans groups. These will run for two years.

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.

After two years, 120 participants from voluntary organisations within a sector have improved skills, knowledge and confidence to engage with the media.

After two years, 120 participants from voluntary organisations within a sector engage effectively with the media, making their own voice and experience heard.

After two years, 200 participants from voluntary organisations within a sector feel less isolated and better supported as they engage with the media thanks to being part of a network of media activists in their sector.

After two years, at least 100 journalists/programme makers engage positively and produce positive content about issues or people that have been misrepresented.

After two years there is increased public awareness of the misrepresented groups' issues

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?

Yes. When this work is better established, we hope media organisations will pay for the creative events we offer, which help them create more diverse and authentic programming and reporting. We'd like organisations to pay for media training we deliver (already happening in some cases), although we don't expect small marginalised groups to be in a position to do that.

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?

London-wide (100%)

What age group(s) will benefit?

16-24

25-44

45-64

What gender will beneficiaries be?

Male

Female

Transgender or other gender identity

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?

1-10%

Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
6 x media training courses per year @ £5,000	30,000	30,000	0	0
10 x interactions per year @ £3,000	30,000	30,000	0	0
2 x 10 activist network meetings per year @ £500	10,000	10,000	0	0
Office overheads, admin and management	20,000	20,000	0	0
Monitoring and evaluation	5,000	5,000	0	0
Publicity and communication	5,000	5,000	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0

TOTAL:	100,000	100,000	0	0
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What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Trust for London	15,000	0	0	0
Contribution from grants from core funders	10,000	0	0	0
Grants already secured	18,000	0	0	0
Charges for interactions (expected)	3,000	3,000	0	0

TOTAL:	46,000	3,000	0	0
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What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Feminist Review Trust	5,000	0	0	0
Comic Relief #iwill fund	35,000	35,000	0	0
Leathersellers' Company Charitable Fund	3,000	3,000	0	0
Five other one-off grant applications	33,000	0	0	0

TOTAL:	76,000	38,000	0	0
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How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
4 x training courses per year @£5,000	20,000	20,000	0	0
20 x peer support meetings per year @£500	10,000	10,000	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0

TOTAL:	30,000	30,000	0	0
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Finance details

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

Financial year ended:	Month: October	Year: 2016
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Income received from:	£
Voluntary income	73,520
Activities for generating funds	0
Investment income	40
Income from charitable activities	45,483
Other sources	0
Total Income:	119,043

Expenditure:	£
Charitable activities	116,745
Governance costs	1,623
Cost of generating funds	0
Other	0
Total Expenditure:	118,368
Net (deficit)/surplus:	675
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	675

Asset position at year end	£
Fixed assets	1,548
Investments	0
Net current assets	3,633
Long-term liabilities	0
*Total Assets (A):	5,181

Reserves at year end	£
Restricted funds	0
Endowment Funds	0
Unrestricted funds	5,181
*Total Reserves (B):	5,181

*** 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?
0%

Organisational changes

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

On Road's CEO Nathalie McDermott returned from maternity leave in April 2017.

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	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	0	0	0
Other statutory bodies	0	0	0

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 £
Paul Hamlyn Foundation	0	40,000	60,000	
Esmee Fairbairn Foundation	0	68,000	30,000	
Trust for London	0	0	40,000	
Oak Foundation	0	0	27,000	
Postcode Community Trust	0	0	14,225	

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: **Nathalie McDermott**

Role within **CEO**
Organisation:

APPENDIX A - Revised Request

Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
6 x media training courses per year @ £5,000	30,000	30,000	0	60,000
10 x interactions per year @ £3,000	30,000	30,000	0	60,000
2 x 10 activist network meetings per year @ £500	10,000	10,000	0	20,000
Office overheads, admin and management	20,000	20,000	0	40,000
Monitoring and evaluation	5,000	5,000	0	10,000
Publicity and communication	5,000	5,000	0	10,000

TOTAL:	100,000	100,000	0	200,000
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What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Trust for London	15,000	0	0	15,000
Contribution from grants from core funders	10,000	0	0	10,000
Grants already secured	18,000	0	0	18,000
Charges for interactions (expected)	3,000	3,000	0	6,000

TOTAL:	46,000	3,000	0	49,000
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What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total

TOTAL:	0	0	0	0
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How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
4 x training courses per year @£5,000	20,000	20,000	0	40,000
20 x peer support meetings per year @£500	10,000	10,000	0	20,000
2 x 10 activist network meetings per year @ £500	10,000	10,000	0	20,000

TOTAL:	40,000	40,000	0	80,000
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