

<b>Committee</b>	<b>Dated:</b>
City Bridge Trust	6 <sup>th</sup> July 2018
<b>Subject:</b> Investing in Londoner's statistical report	<b>Public</b>
<b>Report of:</b> Chief Grants Officer & Director of City Bridge Trust (CGO)	<b>For Information</b>
<b>Report author:</b> Jemma Grieve Combes, Grants Officer	

## Summary

This paper provides statistical analysis of grant applications received under your Investing in Londoner's grants scheme which ran from September 2013 until April 2018. In this period 1,590 grant applications were received. To date 723 grants have been awarded for a total amount of £56,035,760. This report analyses application numbers and success rates; the profile of organisations funded by the Trust; awards by individual grant programmes; and analysis of grant beneficiaries including their location. Please note that at the time of writing (May 2018) 148 applications for a requested amount of just under £17m are awaiting a decision. These have not been included in this analysis.

## Recommendations

Members are asked to:

- a) Note the report
- b) Consider the grant recommendations in the subsequent annexes

## Main report

1. The Investing in Londoners scheme was launched in September 2013 and closed in April 2018. This report deals with applications received under the scheme's standard open programmes.<sup>1</sup> Please note that at the time of writing (May 2018) 148 applications for a requested amount of £16.8m were awaiting a decision. However, it was considered timely to analyse the 91% of applications that have been assessed in order that lessons learnt can be used to inform your new Bridging Divides grants scheme from the outset. It would be fair to assume that approximately 40-50% of the outstanding requests would eventually be recommended.

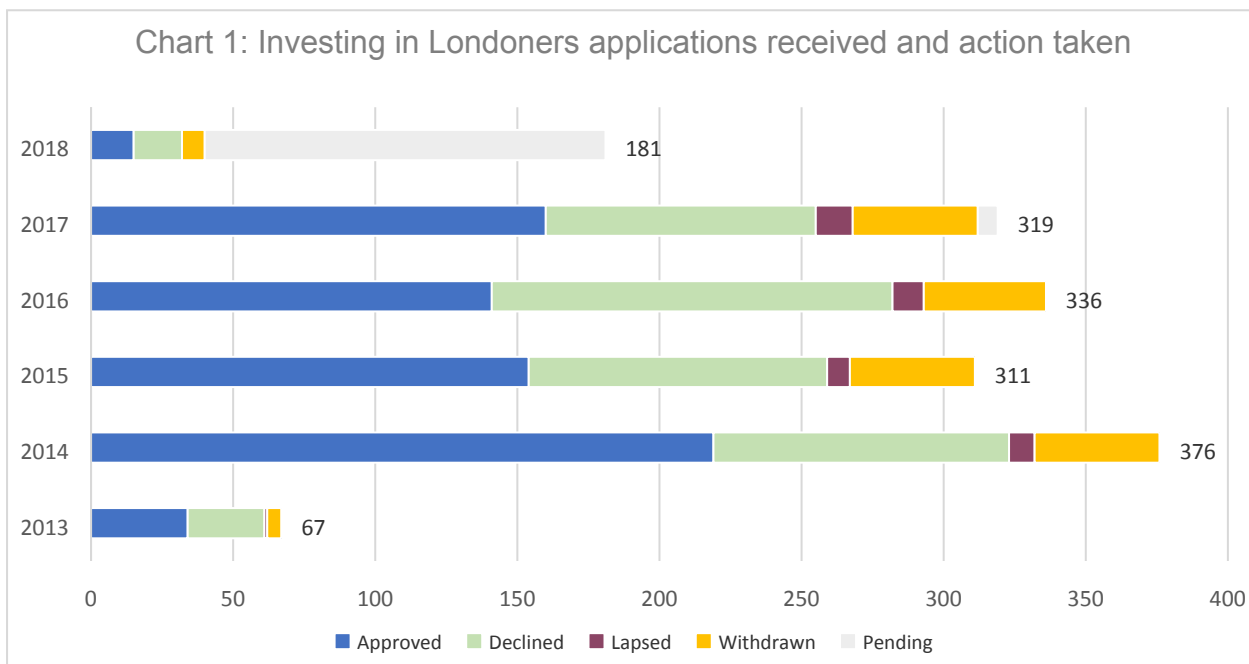
## Applications received and action taken

2. 1,590 applications were received under the Investing in Londoner's grant scheme. 1,442 have been assessed to date resulting in 723 grant awards for a total amount of £56,035,760. The level of applications has been steady over time with slightly more in 2014 which is likely to reflect a flurry of applications as organisations

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<sup>1</sup> This report includes only applications and awards made under the Investing in Londoners programmes which are open to all eligible organisations through your standard application process. It does not include programmes with a bespoke application process (Arts Apprenticeships, London Youth Quality Mark, Hardship Fund and the Stepping Stones Fund) or Strategic Initiatives.

familiarised themselves with the new programmes. Similarly, we have seen a peak in applications during the recent 2-week closure period of Investing in Londoners. Your officers will focus their attention on assessing these by the end of October 2018.



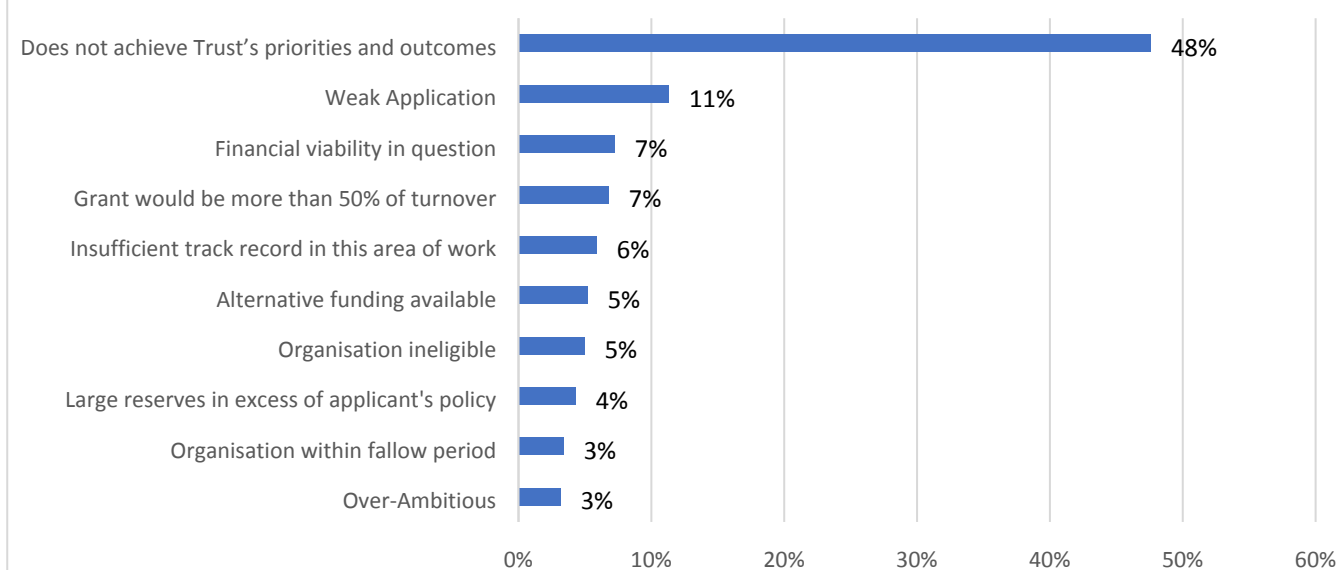
### Success rates

- The average success rate of applications assessed to date under Investing in Londoners was 50%. This compares favourably to other funders and is higher than your previous 5-year grants programme, *Working with Londoners*, which had an average success rate of 45%. This increase reflects steps the Trust took to make the application process and guidance clearer.

### Rejection reasons

- Of the 1,442 applications assessed, 719 were unsuccessful, of which 188 (13%) were withdrawn by the applicants and 42 (3%) were lapsed by the Trust following repeated unsuccessful attempts to gather further information.
- Chart 2 shows the top 10 reasons why the remaining 489 applications (34%) were declined. A poor application can be rejected for several reasons and feedback is always made available to applicants should they seek it. The most common reason was that applications did not sufficiently meet the Trust's priorities. The Trust provides clear online guidance to applicants, specifying what can and cannot be funded. In addition, prospective applicants can seek guidance from officers if they need assistance with the interpretation of any Trust programmes.

Chart 2: Top 10 reasons applications were unsuccessful



### Funding by programme area

6. Investing in Londoners includes 10 grant programmes under its standard open application process. Table 1 shows the applications received and action taken broken down by programme area. A summary of each programme area with any notable trends is given below.

Fund/Program	Applications received	Nº Grants awarded	Success rate	Grant awards	Average grant size
Making London more Inclusive	345	162	52%	£10,819,117	£66,785
Reducing Poverty	195	89	51%	£9,393,220	£105,542
Older Londoners	240	101	46%	£8,345,160	£82,625
Improving Londoners' Mental Health	218	83	42%	£8,230,540	£99,163
Strengthening London's Voluntary Sector	142	69	55%	£7,694,659	£111,517
Improving London's Environment	103	38	41%	£3,295,340	£86,719
Making London Safer	74	28	41%	£3,158,160	£112,791
Resettlement & Rehabilitation of Offenders	71	26	39%	£2,735,904	£105,227
ESOL	87	30	38%	£1,788,245	£59,608
Exceptional Grants	36	36	100%	£412,915	£11,470
Eco Audits	79	61	81%	£162,500	£2,664
Total	1590	723	50%	£56,035,760	£77,505

- **Making London More Inclusive** is the largest programme accounting for over a fifth (22%) of all Investing in Londoners grant awards. It's relatively high success rate is skewed by the higher success rates for access audits (43 awarded) and capital grants (33 awarded).
- **Reducing Poverty** was a new programme under Investing in Londoners and is now the second largest programme by value. Most awards focus on the provision of advice (77), with a smaller number focused on tackling food poverty (12). Support to help Londoner's access debt and legal services saw a particularly high quality of applications with a success rate of 71%.
- **Older Londoners** is a long-standing area of work for the Trust and one of the larger programmes by value and number. Just under half the funds awarded are for work to support older Londoners to have more active and healthier lives. Applications for work to support carers aged 65 and over were of a particularly high standard, with a success rate of 75%.
- **Improving Londoner's Mental Health** includes a range of different priority areas. 38% of funds were awarded for specialist work to improve the mental health of children and young people. As this area of work requires organisations to have sufficient expertise many applications would have failed as they were unable to demonstrate this. Although the second highest number of grants (13) were awarded to support people from BME communities to access appropriate mental health services, this priority also had a low success rate. This was often due, as well, to small organisations applying where a grant would have made up more than 50% of the organisation's turnover.
- **Strengthening London's Voluntary Sector** had the highest success rate (55%, excluding exceptional grants and eco audits) and a high average grant size at £111,517. Given the nature of the organisations eligible for funding in this area (support organisations) you would expect a high quality of application and the high grant size reflects the often strategic nature of the work. A large proportion of grants (42%) were made to strengthen the monitoring and evaluation skills of organisations. Only 18% were made to improve organisations' financial management skills which is perhaps disappointing given the numbers of grant applications rejected for financial reasons but it reflects, sadly, the decline in numbers of specific support organisations in this field such as local community accountancy projects.
- **Improving London's Environment** funding was largely to increase Londoners' knowledge of the environment though success rates for this priority were low at 35%. In ¾ of cases this was due to applications not sufficiently meeting the priority. Fewer applications were received for work to increase young people's understanding of local food, but those that were received were of a good quality.
- **Making London Safer:** given the sensitivities of working in this area, this is an example of where the Trust made fewer grant awards but of a high quality. Most work was to help survivors of domestic abuse access good quality support. Only 2 grants were made for children and young people living in refuges to access support. This is unsurprising given the specialist nature of this work and small number of organisations able to provide it. However, support for young people in Bridging Divides is less specific to only those living in refuges and will be more likely to

attract applications for a wider and more appropriate range of interventions. It is also worth mentioning the significant support given to young people affected by domestic abuse, through your partnership programme with Buttle UK.

- **Resettlement and Rehabilitation of Offenders** is a very focused programme with just one outcome area therefore it is not surprising that it received the lowest number of applications (71 – excluding Exceptional grants) and only 26 grants were made – one of the lowest success rates at 39%. The specialist nature of this work means that there are relatively few suitably qualified organisations and 14% of applications were rejected because they lacked a relevant track record and a further 14% because the application was weak. A separate report in today’s papers reviews your funding in this area in more detail.
- **English for Speakers of Other Languages** had the lowest number of applications and grants awarded (excluding Exceptional grants and Eco audits), unsurprisingly given that it is another very focused programme. Applications were often from smaller organisations (38% have a turnover of less than £100k) and in 20% of cases the rejection reason was due to the requested grant making up more than 50% of an organisation’s total income. Several unsuccessful applications also failed to address the specific outcomes you wished to support in this programme area – although those that were funded were of a very high quality.
- **Exceptional Grants** are made reactively in response to unexpected and significant events. The majority of the 36 grants awarded were made in response to the Grenfell Tower fire, with the Trust part of the Funders’ Coalition.
- **Eco Audits** are small grants made to cover training or consultancy to improve an organisation’s environmental performance. They are available to current grantees as well as other organisations. 61 eco audits were awarded following a drive by the Trust to better publicise this work.

## Profile of the organisations the Trust has funded

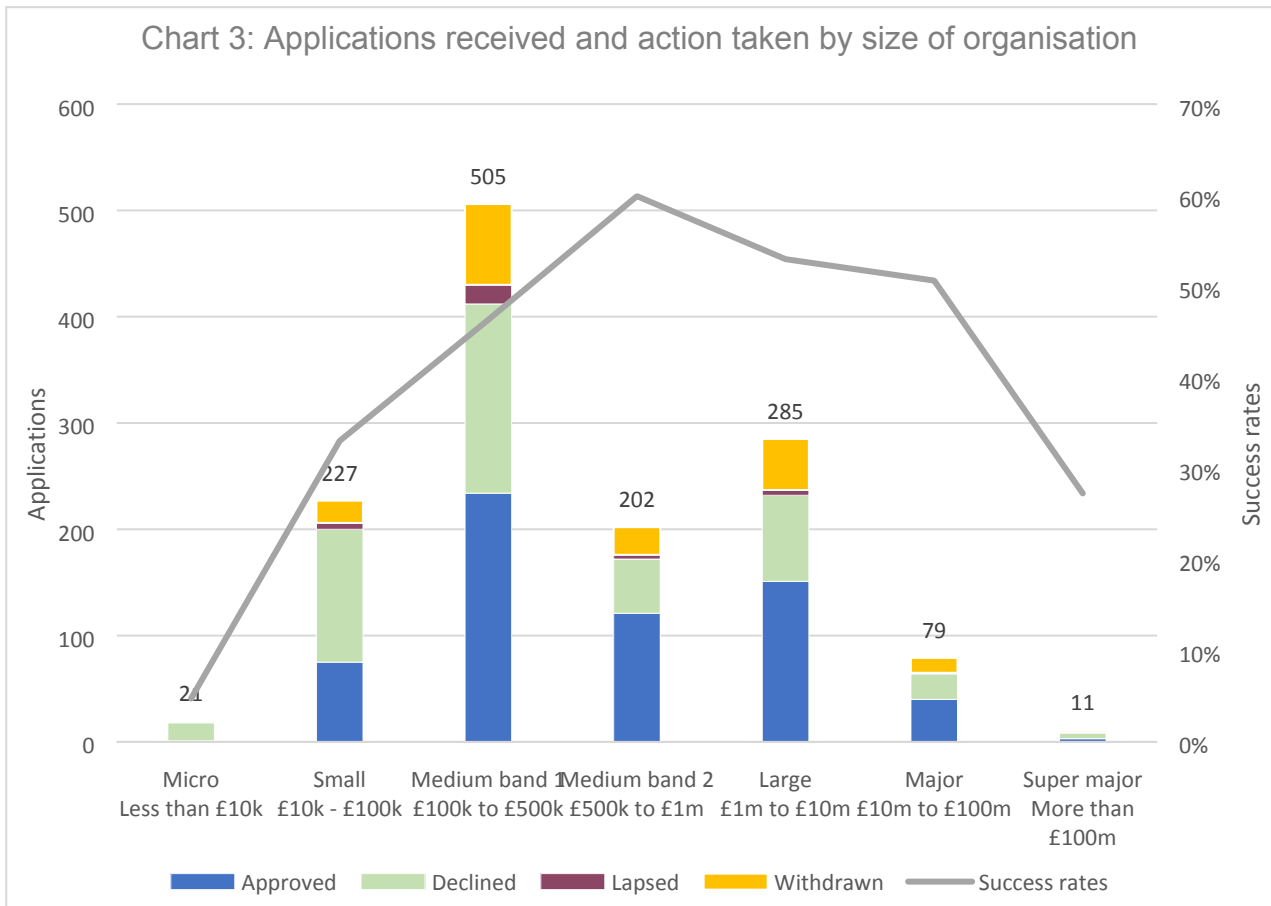
### Income band

7. The principal applicants to the Investing in Londoner’s grants scheme were “smaller” medium-sized organisations (income of £100k to £500k), but there was a spread of applicants by size, with incomes ranging from £4k to £150m. Chart 3 shows applications to the Trust by organisation size<sup>2</sup>.
8. “Larger” medium-sized organisations have the highest success rates at 60%, which may be due to higher staffing including specialist fundraising staff and organisational infrastructure such as finance functions that can support the application process.
9. The Trust tends not to fund very small organisations, with only 1 grant awarded to a ‘micro’ organisation. Fewer small organisations apply to the Trust, perhaps as it has a relatively demanding application process. For smaller organisations that do apply the success rate is lower and they are more likely to be declined for financial reasons such as financial viability (12%) and the requested grant comprising more

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<sup>2</sup> Income bands based on categories as used in NCVO’s Civil Society Almanac

than 50% of the organisation's total income (20%)<sup>3</sup>. Your new Bridging Divides programmes include a Small Grants programme specifically aimed at organisations with an income of less than £75k. This will award grants of £10k and less, reducing the likelihood of grants making up a disproportionate amount of an organisation's income, whilst the application process will be less onerous for them.



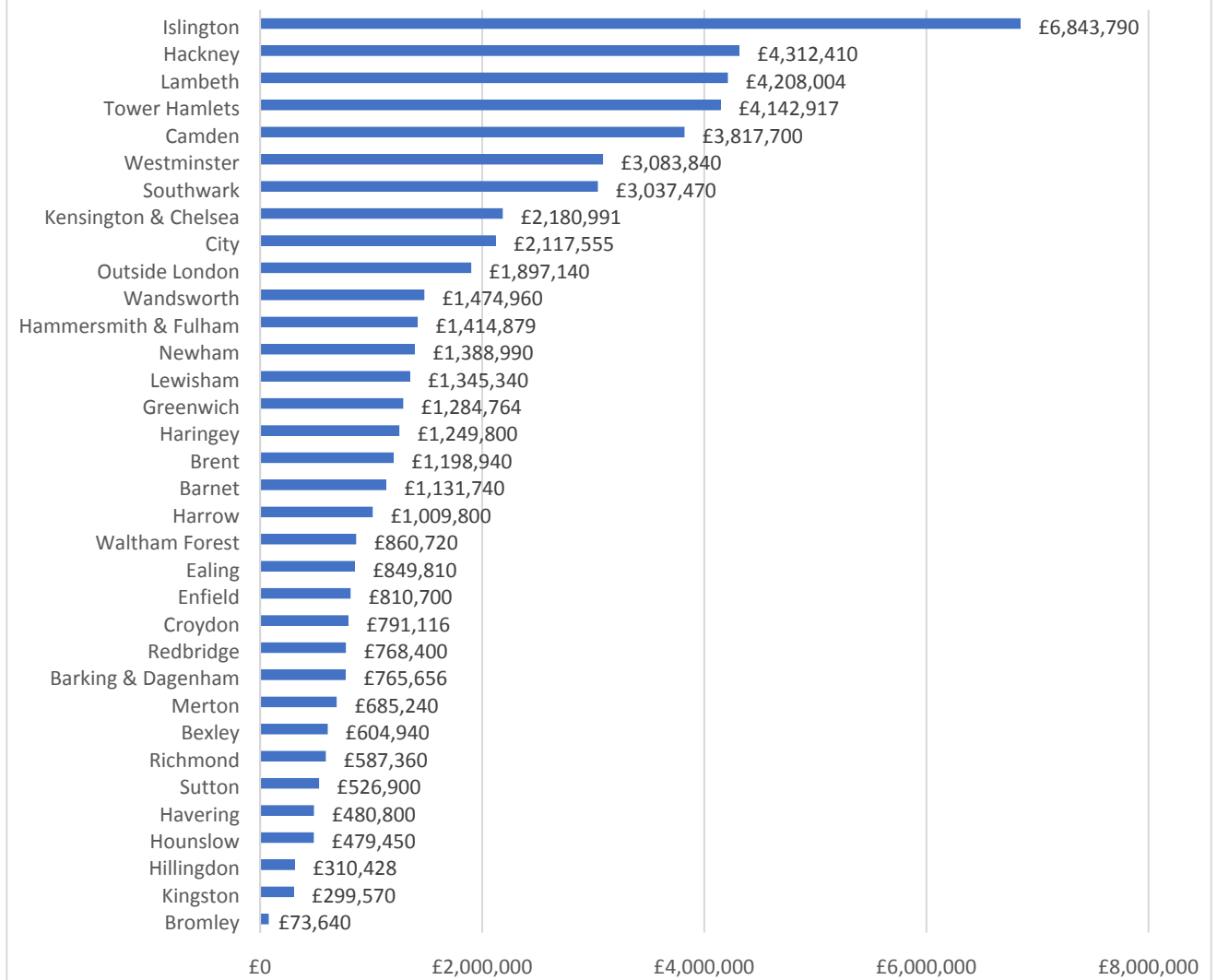
10. At the other end of the spectrum the Trust funds few very large organisations, with just 3 grants awarded to 'super major' organisations with incomes of more than £100m (2 to NSPCC and 1 to Leonard Cheshire Disability). The very largest organisations are more likely to be rejected due to having large reserves in excess of its policy (40%) and weak applications (20%).

### Geographical location

11. Chart 4 shows the total grant award by location of the recipient organisation. *Note that this includes organisations with a regional or national remit and does not necessarily indicate the location of grant beneficiaries.* It is however useful for the Trust to understand where applicants are based, as this gives an indication of where the stronger parts of London's voluntary sector are located, and importantly, where you may need to target capacity building support.

<sup>3</sup> The Trust will not make a grant that will comprise 50% or more of an organisation's total income in any grant year to avoid dependency on the Trust for funds.

Chart 4: Grant awards (£) by organisation's location



12. Organisations based in Islington, Hackney, Lambeth and Tower Hamlets collectively received £19,507,121, over a third (35%) of all funds awarded. All had higher than average success rates, Islington having one of the highest (61%). Each of these boroughs has relatively high concentrations of voluntary organisations and they benefit from historically strong infrastructure support. As inner London boroughs with good transport connections, they also include the head offices of many organisations with a regional or national geographical focus.

13. Kensington and Chelsea based organisations received a higher total grant award than usual due to your Exceptional grant awards in the wake of the Grenfell Tower fire (26 Exceptional grants were awarded for a total value of £247,075).

14. By contrast, organisations based in Bromley, Kingston, Hillingdon, Hounslow and Havering received comparatively low levels of funding from the Trust (each less than £500k). All these boroughs had a low level of applications (18 or less) and Bromley and Hillingdon had the lowest success rates of all Boroughs. These areas are discussed in further detail in sections 15-20.

## Grant beneficiaries

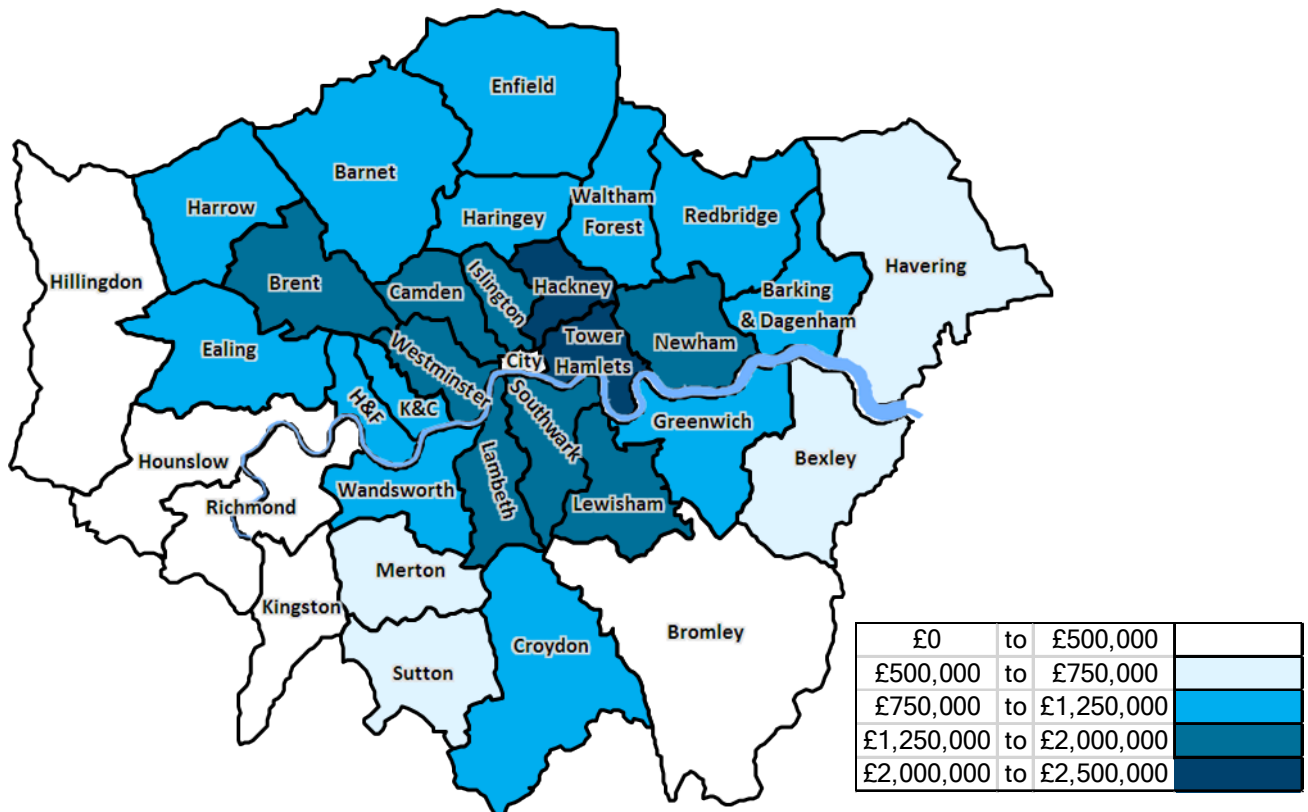
### Beneficiary location

15. As part of the grant application process the Trust asks applicants to identify where they anticipate grant beneficiaries will be based. This gives a useful indication of the geographical reach of awards made but should be treated with some caution due to limitations with the data including:

- Beneficiary numbers and details can only be an estimate at application stage.
- Inaccurate data provided by some applicants or due to changes to project plans during the grant assessment process.
- Limitation of 5 named beneficiary locations due to technical requirements of the online application form.

16. Diagram 1 shows the areas of London that grants awarded under Investing in Londoners will primarily benefit. *This excludes 39% of the total grants awarded (equating to just under £21.5m) where the work has a London-wide benefit.*

**Diagram 1: Value of grant awards made by anticipated beneficiary location**



Map sourced from GLA Intelligence Unit, UK Open Government Licence. Contains Ordnance Survey data © Crown copyright and database rights.

17. Overall, larger amounts of funding went to Londoners living in the Inner boroughs compared to Outer boroughs. This is consistent with your grant-making over the years but a growing gap in funding towards Londoners living in the outer West



boroughs can be seen. London's Poverty Profile 2017<sup>4</sup> identifies that patterns of poverty in inner and outer London are complex. There are more people living in poverty in Outer London, partly because more people live in Outer London, however, there are other signs of growing disadvantages such as lower GCSE attainment levels by disadvantaged pupils. Access to youth services, for example, has reduced more in the outer than the inner boroughs.

18. To better understand how effectively the Trust's grant-making targets deprivation, the Trust's grant awards were compared to different measures of disadvantage:

- a. **Indices of Deprivation:** grant awards were compared to their relative rank on the Government's 2015 Indices of Multiple Deprivation<sup>5</sup>. The Indices combine economic, social and housing indicators into a single score, allowing areas to be ranked against each other according to their level of deprivation. This revealed 1 Borough that received much less funding than would be expected - Barking and Dagenham; and 7 Boroughs that received less funding than might be expected - Waltham Forest, Haringey, Greenwich, Hounslow, Enfield, Hillingdon, and Hammersmith and Fulham (see Annex 1 for details).
- b. **Households living in poverty:** the total grant award for beneficiaries per borough was compared to the number of households living in poverty<sup>6</sup>. Scoring particularly low were Kingston upon Thames, Hillingdon, Hounslow and Bromley. You will notice that these Boroughs have already appeared in this report as the Trust is funding a low number of organisations based there.

19. There are 5 Boroughs worth particular focus here:

- **Hillingdon:** Hillingdon has a relatively small voluntary and community sector given the borough's population size. Its Council for Voluntary Services closed in the last couple of years although a partnership of organisations has developed to support organisations working in health and wellbeing. This is a borough where the Trust might consider further outreach work.
- **Hounslow:** the Borough is characterised by lots of small organisations (40% less than £20k/yr) and who may not be eligible for the Trust's funding. The local council still awards grant funding to organisations although the amount is falling and organisations have reported a 68% increase in demand.<sup>7</sup> This may mean the Trust can expect more applications in the future, especially now that you have a Small Grants programme in place. The local CVS closed some years ago but there is a local community network servicing a voice function and local support services are run by neighbouring Ealing CVS. This is a borough not yet of concern but where the Trust should keep a watching brief. (Elsewhere in your papers today is a report recommending funding to Ealing CVS to develop a Hounslow Giving project.)

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<sup>4</sup> London's Poverty Profile 2017, NPI for Trust for London, <https://www.trustforlondon.org.uk/publications/london-poverty-profile-2017/>

<sup>5</sup> This is the latest iteration of the Indices of Multiple Deprivation.

<sup>6</sup> Please note that this is an estimation only based on Borough population sizes and poverty rates.

<sup>7</sup> Hounslow VCSE Survey 2018

[https://www.hounslow.gov.uk/download/downloads/id/822/vcse\\_survey\\_2016\\_findings\\_report.pdf](https://www.hounslow.gov.uk/download/downloads/id/822/vcse_survey_2016_findings_report.pdf)

- **Bromley:** This Borough has an established CVS and has not historically appeared as a gap in the Trust's funding. This may be due to recently changing circumstances. Local sources tell us that the sector is struggling to keep pace with demand as the borough's demographics change. The Trust is working with the local CVS whose current grant aims to tackle this issue.
- **Kingston upon Thames:** the Borough is also characterised by lots of small organisations (56% less than £20k/year income). It has an established CVS but has recently seen the Council move from grants to commissioning<sup>8</sup> - commissioning usually favours larger rather than smaller organisations. Your Small Grants programme could be of particular benefit to this part of London. This is a borough not yet of concern but where the Trust should keep a watching brief.
- **Barking and Dagenham:** is historically a Borough that the Trust and other funders have struggled to reach. Your Committee went some way towards tackling this gap through awarding a large strategic grant of £450k over 2 years to the Participatory City initiative. This aims to have an impact across the whole borough by improving participation of residents in community activity. Through this work officers are in regular contact with the Council. Officers are also working with the Council for Voluntary Services as it establishes new leadership.

20. The lower levels of funding reaching these Boroughs is not confined to City Bridge Trust funding. GrantNav data for 46 funders funding in London between 2013-17 put all the Boroughs discussed above in the bottom 9 boroughs by organisation location in terms of total grant award. Data by beneficiary location is somewhat more difficult to analyse, but anecdotally we know other funders have had similar experiences.

21. Whilst it is important to look at gaps in funding it is also important to consider the point made well in London's Poverty Profile *'Whatever the trends and high level patterns may be, none of London's 32 boroughs has a poverty rate below 15% or (give or take a few hundred) has fewer than 30,000 residents experiencing poverty'*. To tackle disadvantage in London, City Bridge Trust's funding needs to reach all Boroughs including those that are relatively less disadvantaged.

### **Beneficiary numbers**

22. The Trust asks applicants to state how many people they expect will benefit from any funding requested. Based on the forecast information provided by grantees, a total of 851,300 Londoners were expected to benefit from the 562 successful grant applications<sup>9</sup> received (this excludes any grants that specify more than 10,000 beneficiaries, as some have done!).

23. This number comes with some limitations:

- Inaccurate or missing data provided by applicants.
- The number is an estimation: comparison with monitoring data suggests that beneficiary numbers are often overly ambitious at application stage.

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<sup>8</sup> Data bank, NCVO and Kingston CVS, <https://data.ncvo.org.uk/areas/kingston/intro>; VCS Strategy, Kingston Voluntary Action, <https://kva.org.uk/kingston-s-vcs/vcss/>

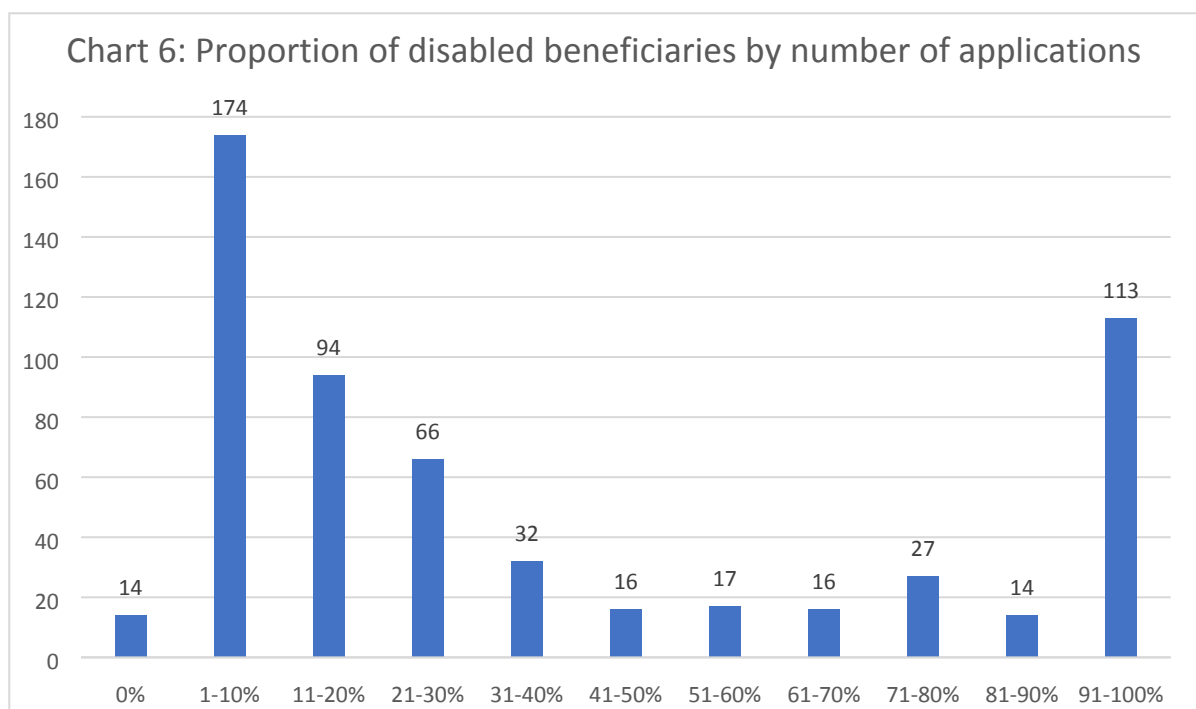
<sup>9</sup> This excludes access audits, eco-audits and capital works for which this data is not collected.

- Changes to project plans during the grant assessment process.
- Depth of engagement: some grants will work intensely with a small number of beneficiaries whilst others will work more broadly with many.

## Equalities data

24. The Trust also asks grantees to provide a breakdown of their users/beneficiaries by gender, age, ethnicity and disability. This provides helpful information for the Grants Officer reviewing the application to understand the reach of the proposed work. However, there is a significant amount of poor quality data provided, which collectively means that equality data, excepting disability data, cannot be helpfully analysed at the moment. The Trust is testing a new method of assessing inclusivity at the application stage of Bridging Divides.

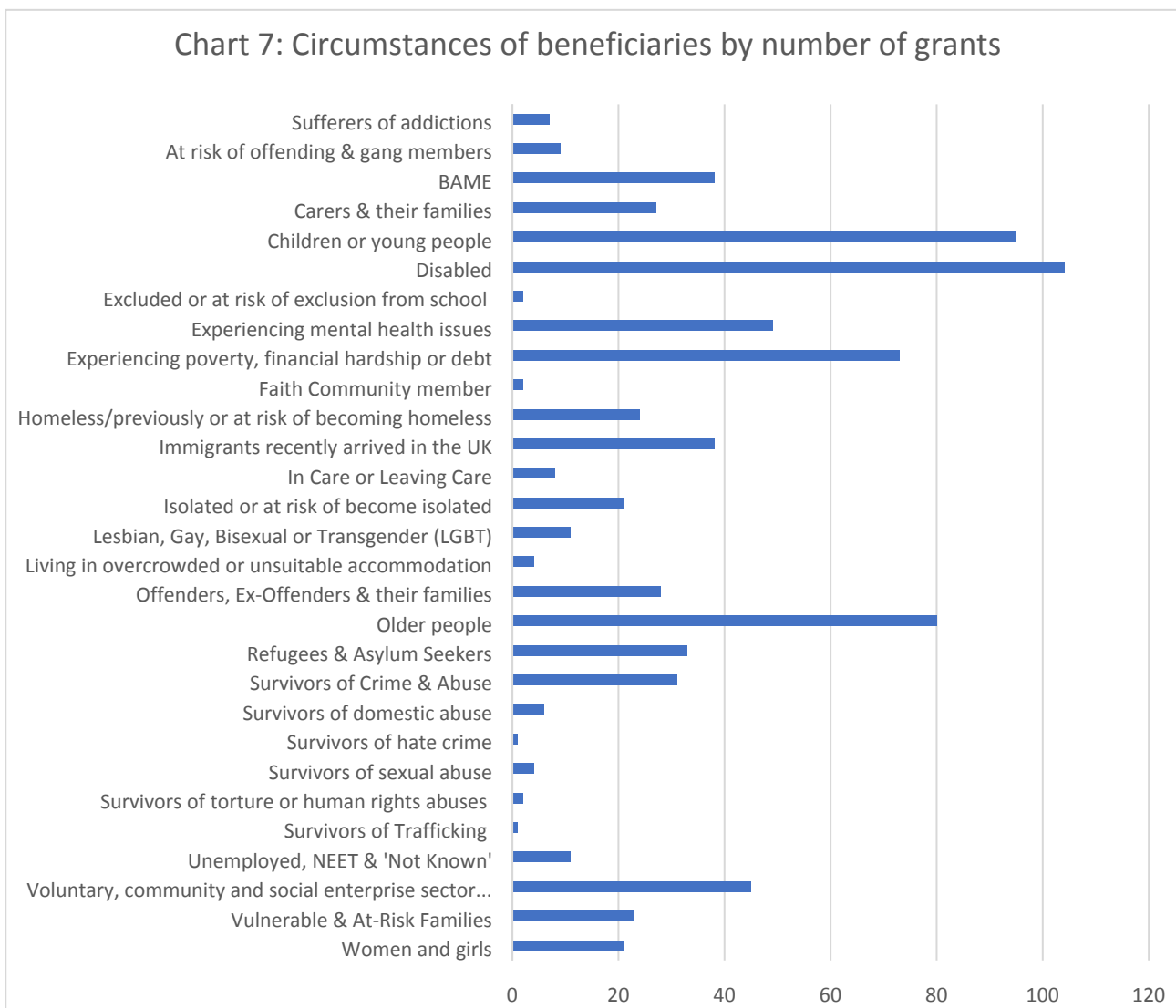
25. Chart 6 shows the anticipated proportion of disabled beneficiaries for each successful grant award. This shows that the majority of grantees do not anticipate that more than 10% of their grant beneficiaries will be disabled people. According to government figures around 6% of children are disabled, compared to 16% of working age adults and 45% of adults over State Pension age. In some cases physical barriers limit access to community-provided services. Under Bridging Divides you will continue to fund access improvements to enable community buildings to be accessible.



26. Positively, Chart 6 also shows a noticeable concentration of grants (77) which aim to work almost solely with disabled people. This is due, largely, to grants funded under your Making London more Inclusive programme but also includes work under Improving Londoners' Mental Health, Older Londoners, Making London Safer, Reducing Poverty, Resettlement and Rehabilitation of Offenders and Strengthening London's Voluntary Sector. Much of this work will continue under your Bridging Divides programmes. Elsewhere in your papers today is a report recommending funding to help support and develop organisations led by disabled people.

27. The Trust also analyses grants awarded by the profile of grant beneficiary. The categories are not mutually exclusive and one grant can have multiple circumstances of beneficiary. Chart 7 shows large numbers of grants awarded to benefit children and young people; disabled people; older people; people experiencing mental health issues; people experiencing poverty, financial hardship or debt; and voluntary, community and social enterprise organisations. This reflects your grant priorities, but you can see a diverse range of people from different equality backgrounds and experiencing different disadvantages benefit from your grants. Currently, more recognition is given to the idea of intersectionality – where people’s needs or circumstances straddle several issues. Your grant-making in the future is likely to take this into account as more organisations provide services reflecting intersectionality.

Chart 7: Circumstances of beneficiaries by number of grants



## Conclusions

28. Your Investing in Londoners grants scheme has seen 1,590 grant applications, 1,442 grant assessments, and 723 grant awards for a total amount of £56,035,760 to date. 148 applications are pending assessment, due to be completed by October 2018. The most common reason that applications are rejected continues to be because they fail to meet the Trust’s priorities. Officers have taken steps to widely

communicate your priorities; however, there will always be those who will apply anyway, regardless of the criteria in place.

29. 39% of the total grant amount awarded is for work with a pan London benefit. Of work with a targeted geographical area, funding is greater in the inner regions and significantly lower in the outer west London boroughs. Overall there is a good correlation between the Trust's rank by spend and relative rank in the Indices of Multiple Deprivation and work is ongoing or planned where the gap is larger than expected. An estimated 851,300 Londoners are expected to benefit from the successful grant applications received, although this figure should be treated with some caution.

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**Annex 1: City Bridge Trust grant spend by Borough compared to relative position on the Indices of Deprivation (IoD)**

Borough	Relative rank on IoD	CBT Rank by borough benefit	IoD rank - Trust rank	Standard deviation from the mean (benefit)	Grant awards by borough benefit
Barking and Dagenham	3	23	-20	-3	£753,560
Waltham Forest	7	17	-10	-1	£968,055
Hounslow	20	28	-8	-1	£437,107
Greenwich	14	22	-8	-1	£814,688
Haringey	6	14	-8	-1	£1,094,997
Enfield	12	19	-7	-1	£910,378
Hillingdon	23	29	-6	-1	£377,262
Hammersmith and Fulham	16	21	-5	-1	£842,045
Bromley	27	30	-3	0	£325,346
Croydon	17	20	-3	0	£853,663
Havering	24	27	-3	0	£507,555
Islington	5	8	-3	0	£1,608,583
City of London	31	33	-2	0	£36,318
Newham	4	5	-1	0	£1,679,290
Kingston upon Thames	32	32	0	0	£121,379
Tower Hamlets	1	1	0	0	£2,426,580
Hackney	2	2	0	0	£2,190,441
Southwark	8	7	1	0	£1,675,718
Lewisham	10	9	1	0	£1,559,254
Richmond upon Thames	33	31	2	0	£294,637
Bexley	26	24	2	0	£639,196
Ealing	18	15	3	0	£1,036,041
Brent	13	10	3	0	£1,389,927
Merton	28	25	3	0	£597,054
Sutton	29	26	3	0	£535,330
Lambeth	9	6	3	0	£1,678,471
Redbridge	21	13	8	1	£1,147,379
Westminster	11	3	8	1	£1,698,345
Kensington and Chelsea	19	11	8	1	£1,200,050
Barnet	25	16	9	1	£972,043
Wandsworth	22	12	10	1	£1,163,333
Camden	15	4	11	2	£1,681,620
Harrow	30	18	12	2	£959,933