

**ASSESSMENT CATEGORY – Strategic Initiative****Ealing CVS****Amount requested: £60,000****Amount recommended: £60,000****Adv: Jenny Field****Base: Ealing****Benefit: Hounslow****The Applicant**

Ealing Community and Voluntary Service (Ealing CVS) is the key voluntary sector infrastructure support organisation serving the boroughs of Ealing and Hounslow. It hosts Hounslow Voluntary Sector Support Service (HVSSS) which provides infrastructure support for the voluntary sector in the LB Hounslow. HVSSS has begun the development work of Hounslow Giving and it is therefore proposed that any grant be received by its host, Ealing CVS.

Ealing CVS has a 30-year successful track record of supporting local voluntary and community action whilst HVSSS has a database of 788 groups and a membership of over 300 organisations. During 2017, HVSSS provided capacity building support to 120 groups in Hounslow and helped those groups to generate income of over £600,000.

**The Application**

You are asked to support the development of Hounslow Giving as part of London's Giving network of place-based giving schemes. HVSSS has strong partnership arrangements with LB Hounslow and the Clinical Commissioning Group (CCG) in Hounslow. It is also a member of Hounslow Chamber of Commerce and is therefore in a strong position to bring together the voluntary, statutory and private sectors as partners in a place-based giving scheme.

**The Recommendation**

HVSSS has brought together a number of key partners to form a Steering Group to provide strategic direction to, and support the development of, a place-based giving scheme in the borough. The partners comprise representation from HVSSS; Volunteering Hounslow (the volunteer development agency for the borough); Hounslow Chamber of Commerce; Hounslow Community Network (which works alongside HVSSS and provides voice and representation for the sector); and Inspire Hounslow (which encourages disadvantaged young people to succeed and whose activities include grant-making). These partners will provide a very solid foundation for Hounslow Giving. Funding for a Development Officer for two years will help build the momentum and allow the development of Hounslow Giving to be taken to the next level.

**£60,000 over two years (2 x £30,000) towards the salary and associated running costs of a Development Officer to develop Hounslow Giving as part of the London's Giving network. Any grant to be received by Ealing CVS.**

**Funding History**

Meeting Date	Decision
24/11/2016	Reject. Application did not meet your priorities.
25/09/2014	Withdrawn.
26/04/2012	Lapsed.
06/04/2006	£69,200 over three years (£16,200; £26,000; £27,000) towards the

salary and associated running costs of a Funding and Development Manager.
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### Background and detail of proposal

Ealing CVS, through HVSSS, wish to appoint a Development Officer to take the development of Hounslow Giving forward. The role of the postholder would be to develop a strategy and options for Hounslow Giving, including a brand and identity; develop relationships with organisations across the voluntary, statutory and private sectors; develop a volunteering programme to harness corporate skilled volunteering opportunities for the benefit of local community groups; raise the profile of Hounslow Giving and to develop and implement a communications strategy for it; and to actively participate in the London's Giving network. It is hoped to launch Hounslow Giving in April 2019 with a small grants programme.

The total costs over two years are estimated to be £97,000 and funds of £37,000 from LB Hounslow have been secured. The Trust is asked to provide the balance of £60,000 over two years/

There are currently 10 active place-based giving schemes in London, with a further 17 in development, including this Hounslow scheme. If successful, it will be the first place-based giving scheme in an outer West London borough and a welcome addition to the London's Giving 'family'.

### Financial Information

Ealing CVS does not currently show its cost of raising funds in its accounts and so this figure is not shown in the 2016-17 column in the table below. Ealing CVS's Finance Director estimates the figure to be approximately £45,000 per annum.

It incurred a large deficit in 2016-17 due to expenditure on work that had been budgeted to be funded by the CCG but which was not approved in the end. The trustees of Ealing CVS are acutely aware of the need to build free reserves through a combination of increased fundraising and reducing overheads. Three core posts in the organisation are due to be made redundant over the coming months.

Year end as at 31 March	2017	2018	2019
	Audited Accounts	Forecast	Budget
	£	£	£
<b>Income &amp; expenditure:</b>			
Income	598,741	726,303	751,940
- % of Income confirmed as at 30/05/2018	n/a	n/a	79%
Expenditure	(773,319)	(725,561)	(766,551)
Total surplus/(deficit)	(174,578)	742	(14,611)
Split between:			
- Restricted surplus/(deficit)	(87,289)	12,914	0
- Unrestricted surplus/(deficit)	(87,289)	(12,172)	(14,611)
	(174,578)	742	(14,611)
<b>Cost of Raising Funds</b>	n/a	45,000	45,000
- % of Income	n/a	6.2%	6.0%
Total expenditure	773,319	725,561	766,551
<b>Free unrestricted reserves:</b>			
Free unrestricted reserves held at year end	78,979	66,807	52,196
No of months of operating expenditure	1.2	1.1	0.8
Reserves policy target	193,330	181,390	191,638
No of months of operating expenditure	3.0	3.0	3.0
Free reserves over/(under) target	(114,351)	(114,583)	(139,442)

**Summary Assessment of Strategic Initiative for Committee Decision**  
(Use: Y/N/Potentially or N/A where relevant)

<b>FILTERS</b>	
<b><i>Will The pro-active grant:</i></b>	
Further the Trust's Vision and Mission (a fairer London & tackling disadvantage)?	<b>Y</b>
Support work within one of existing Investing in Londoners programmes (iIL)?	<b>N</b>
Or, meet a clear need that has arisen since( iIL) were agreed?	<b>Y</b>
Have the potential for impact beyond that of an individual reactive grant or number of individual grants?	<b>Y</b>
Be affordable within the agreed annual budget (from the Trust alone or in combination with other funders) and, looking forward, leave sufficient budget to meet anticipated pro-active grants for the remainder of the financial year?	<b>Y</b>
Be made to an organisation(s) that conforms to the Trust's eligibility criteria and has the capacity and expertise to deliver the work?	<b>Y</b>

<b>PRIORITISATION GUIDANCE</b>	
<b>Evidence</b>	
Is there external and/or internal research and information that supports the need for the proposed grant?	<b>Y</b>
Is there external and/or internal research and information that indicates the approach proposed in the grant will be successful?	<b>Y</b>
Is there evidence that indicates the work will be hard to fund from other sources?	<b>Y</b>
<b>Impact</b>	
Will the grant tackle a root cause(s), or positively influence policy or practice?	<b>Y</b>
Will the work/approach funded be replicable?	<b>Y</b>
Does the grant provide an opportunity to strengthen Civil Society in London?	<b>Y</b>
Is the work sustainable beyond the period of the grant?	<b>Y</b>
Can the impact of the work be measured through evaluation?	<b>Y</b>

