

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation: <b>London Play</b>	
If your organisation is part of a larger organisation, what is its name? <b>n/a</b>	
In which London Borough is your organisation based? <b>Islington</b>	
Contact person: <b>Mr Paul Hocker</b>	Position: <b>Director</b>
Website: <b><a href="http://www.londonplay.org.uk">http://www.londonplay.org.uk</a></b>	
Legal status of organisation: <b>Registered Charity</b>	Charity, Charitable Incorporated Company or company number: <b>1104731</b>
When was your organisation established? <b>01/01/1998</b>	

### Grant Request

Under which of City Bridge Trust's programmes are you applying? <b>Strengthening London's Voluntary Sector</b>
Which of the programme outcome(s) does your application aim to achieve? <b>More organisations with improved capabilities in monitoring, evaluation and impact reporting</b>
Please describe the purpose of your funding request in one sentence. <b>To extend the reach/legacy of Play Works monitoring and evaluation program, turning it into an online course that improves the sustainability of London's play organisations.</b>
When will the funding be required? <b>01/10/2018</b>
How much funding are you requesting? Year 1: <b>£53,806</b> Year 2: <b>£57,196</b> Year 3: <b>£0</b>  <b>Total: £111,002</b>

**Aims of your organisation:**

London Play aims to ensure that every London child has access to quality, inclusive play opportunities. We campaign for more and improved play spaces and services, and support playwork in the capital by: working with providers to increase localised community managed

play opportunities for children in London's 33 boroughs; raising the profile of play with politicians, decision-makers, parents, schools and other bodies that work with or influence children and young people; and providing more play opportunities through funded projects, wherever possible, in partnership with local play providers or community bodies.

As London's long-established second-tier play organisation, we work to improve networking, development, inclusion and quality in the sector as well as awareness of children's inalienable right to play.

"The right to play is a child's first claim on the community. Play is nature's training for life. No

community can infringe that right without doing deep and enduring harm to the minds and bodies of its citizens." David Lloyd George (1925)

**Main activities of your organisation:**

We strive for London's children to have the best free play opportunities, near to where they live. We work in various ways to achieve this:

? Working with play providers in the voluntary, community, statutory and private sectors to support their efforts to increase play opportunities for children.

? We support organisations such as play associations, local playgrounds, play centres, playworkers and community groups to increase and improve play opportunities in London's neighbourhoods

? Directly provide more play opportunities through funded projects, working with local play organisations or community bodies wherever possible. For example Access to Nature and Taking Nature to the Streets.

? Engaging communities and children themselves to support their own responses to the need for play opportunities

? Working to raise the profile of play with politicians, decision makers, parents, schools and other bodies who work with or influence children and young people - through the media, our publications and by contributing to policy-making structures.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
<b>1</b>	<b>3</b>	<b>6</b>	<b>10</b>

**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?
<b>Rented</b>	<b>3-4 years</b>

## Summary of grant request

**Need:** The play sector is in trouble: Adventure playgrounds (APG) are at continued risk of closure across London. As austerity continues to decimate public services London's children living in areas of high deprivation have lost much of their free play provision. The grass roots charities running these APG's are struggling to keep their essential children's services running, whilst needing to provide value for money evidence as services quickly move towards commissioning. Their best chance at survival is to evidence the impact of their work. APG's are free, creative and flexible spaces of profound benefit to young Londoners. As free spaces they attract diverse groups. Often rooted in communities (having been set up by local parents), they attract high numbers of volunteers, but those who run them often lack the skills needed to prove their beneficial effects.

**Delivery:** London Play will continue and embed our highly successful three-year Play Works program by extending it for a further two years. This will lead to better practice, increased efficiency, greater sustainability, increased uptake and more targeted, user-driven services. Play Works supports playgrounds to analyse activities assessing their ability to deliver against social outcomes, (eg tackling youth crime, anti-social behaviour or improving mental health). We'll employ a part-time programme designer to develop engaging online training resources. They will recruit 34 APG's and curate the training modules (e.g. creative approaches to data collection; writing engaging reports; utilising findings to secure funding). They will commission M&E specialists to design and deliver modules and support clinics to transform their teaching into engaging web resources.

**Plan to achieve:** Over 2 years 34 APG's will have significantly improved evaluation systems; increase their funding as a direct result of those evaluations; report better quality frontline services; set the bar within the play sector for effective evaluation; share their findings and best practice freely with other parties in the sector; implement better systems for collecting, recording and analysing information; and have better systems for recording evidence of the beneficial changes their services have facilitated.

**Right organisation:** As an already successful applicant, our project has seen significant benefits for users (see main proposal). We are widely recognised as the capital's leading play charity founded to enable, deliver and support inclusive and exciting play, especially in areas of greatest need, while retaining understanding of the value of grass-roots organisation - the volunteering spirit that nourishes play throughout the country.

**Meeting programme outcomes:** We want to help APG's not only survive but thrive.

Improved evaluation is key to this, we know that play organisations and the volunteers who staff them are worth their weight in gold, but without the evidence to back up the assertion, it is easier for policymakers to ignore their services. By developing the right monitoring tools, data-collection methods, outcome indicators and reports portraying findings, we will help users to build a convincing case that cannot be ignored.

**Best practice principles:** 1) By developing effective online training and managerial expertise, the project will cascade our learning across the sector. 2) User feedback will be a critical pathway to evaluate the effectiveness of activities and users will help us refine and develop the process annually via key findings/recommendations. 3) Our aim of developing online resources for new groups interested in the process will be especially useful for smaller, less well-resourced bodies. 4) Project learning will benefit voluntary sector organisations outside the play sphere: we will share our findings, disseminate best practice and construct a model for others (via a sharing event in year two) to follow via our various networks and partnerships, strengthening the third sector in the capital.

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? **No**

What Quality Marks does your organisation currently hold?

**London Play developed the Quality Mark Quality in Play which is the standard for the play**

### **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.

**Online Playworks evaluation course for play projects researched and developed**

**One-to-one mentoring sessions to 18 adventure playgrounds and peer support/review mechanisms**

**(eg, online forum) for participants to join and share learning easily**

**Each playground develops evaluation plan and theory of change**

**All beneficiaries develop in-house evaluation reports and year 2 best practice sharing event takes place**

**16 groups benefit from online course (via wider dissemination)**

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.

**34 adventure playgrounds report increased understanding and awareness of the value of monitoring and evaluation**

**34 adventure playgrounds report increased commitment to monitoring and evaluation**

**18 adventure playgrounds gain confidence in sharing learning through their organisation (utilising Play Works online course) and benefiting an additional 16 adventure playgrounds**

**16 play projects report increased confidence to evidence and provide impact reporting through using online course**

**Over the next ten years 100 play projects report increased skills in self-evaluation through use of online resources???**

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?

**No, this final two year project will enable us to create a model that can be commissioned to non-London based play organisations that can then pay for the program generating income to sustain and update the online resource into the future.**

# Who will benefit?

## About your beneficiaries

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

**3,800**

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

**London-wide (100%)**

What age group(s) will benefit?

**All ages**

**0-15**

**16-24**

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?

**11-20%**

## Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Programme Designer Salary x 2.5 days p/w @ £36,657	18,300	18,483	0	36,783
0.5 day p/w staff time for each playground at £3,008 per site	9,024	9,024	0	18,048
APG launch of learning @£200 per playground and APG Consultation tools and resources @ £200 per playground	1,200	1,200	0	2,400
London-wide learning exchange (hire of space, consumables on day)	0	2,250	0	2,250
Development of website to host online learning platforms	1,000	1,000	0	2,000
Head of communications x 1 day p/w @£48,561	9,712	9,809	0	19,521
Commissioning bespoke design and delivery of M&E training modules x 4 @ £1,200 per module	4,800	4,800	0	9,600
Continuing professional development of programme designer, communications manager and independent evaluation of Playworks	2,940	3,420	0	6,360
Contribution to overheads @ 15% (IT, admin, finance, line management, rent, utilities etc)	6,830	7,210	0	14,040
<b>TOTAL:</b>	<b>53,806</b>	<b>57,196</b>	<b>0</b>	<b>111,002</b>

### What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

### What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

## How much is requested from the Trust?

<b>Expenditure heading</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
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## Finance details

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

Financial year ended:	Month: <b>March</b>	Year: <b>2017</b>
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Income received from:	£
Voluntary income	51,609
Activities for generating funds	0
Investment income	47
Income from charitable activities	286,662
Other sources	
<b>Total Income:</b>	<b>338,318</b>

Expenditure:	£
Charitable activities	332,184
Governance costs	0
Cost of generating funds	12,539
Other	0
<b>Total Expenditure:</b>	<b>334,723</b>
<b>Net (deficit)/surplus:</b>	<b>-6,405</b>
<b>Other Recognised Gains/(Losses):</b>	<b>0</b>
<b>Net Movement in Funds:</b>	<b>-6,405</b>

Asset position at year end	£
Fixed assets	577
Investments	0
Net current assets	46,258
Long-term liabilities	0
<b>*Total Assets (A):</b>	<b>46,835</b>

Reserves at year end	£
Restricted funds	43,626
Endowment Funds	0
Unrestricted funds	3,209
<b>*Total Reserves (B):</b>	<b>46,835</b>

**\* 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?  
21-30%

### Organisational changes

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

London Play has downsized somewhat over the year to March 2018 - income was down by approximately one third and the staff team has reduced accordingly, without the need to make redundancies. The financial position is similar to the year to 2017.



### Previous funding received

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

	<b>Year 3 £</b>	<b>Year 2 £</b>	<b>Most recent £</b>
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	52,675	33,750	31,090
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	35,512	0	0
Other statutory bodies	1,115	42,000	21,600

### 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.

<b>Name of Funder</b>	<b>Year 3 £</b>	<b>Year 2 £</b>	<b>Most recent £</b>
Big Lottery Reaching Communities Programme	114,808	127,237	0
Tudor Trust	30,000	30,000	40,000
Heritage Lottery (Dora)	53,800	338	0
Mercers Company	0	17,332	0
Heritage Lottery (Play Streets Past)	5,859	0	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: **Paul Hocker**

Role within                      **Director**  
Organisation: