



BASILDON, BILLERICAY & WICKFORD
Council for Voluntary Service

FUNDING PROJECT

Final Report

October 2010

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INTRODUCTION

This project has been funded and commissioned by the South West Essex Primary Care Trust (now SE Essex NHS). Specifically the need for this project has been identified by the commissioning teams who noted the number and quality of applications and tenders being put forward to the South West Essex Primary Care Trust were below the standard the commissioning teams could engage with. Essex County Council Adult Services and Basildon District Council Community Service teams have also identified similar issues with both the quality and number of applications. This project has been initiated and delivered in partnership with Brentwood CVS.

Project Scope

The project aims to develop the skills of Third Sector Groups and Organisations operating in the Basildon and Brentwood District areas. The project was initiated at the beginning of September 2009 and completed at the end of September 2010. Within the scope, the project aimed to

- Support groups and organisations in both Basildon and Brentwood districts to successfully complete funding applications and tenders;
- Successfully apply for funds from a range of funding sources.

EVALUATION OF THE FUNDING PROJECT

Basildon, Billericay and Wickford Council for Voluntary Service (BBWCVS) in close partnership with Brentwood CVS have delivered two main activities for the project which included funding workshops and funding advice sessions. BBWCVS developed and delivered a series of funding workshops as the first part of the South West Essex PCT funded project. The tailor made training workshops have been organised for all third sector groups and organisations in Basildon and Brentwood districts since the beginning of the project in September 2009.

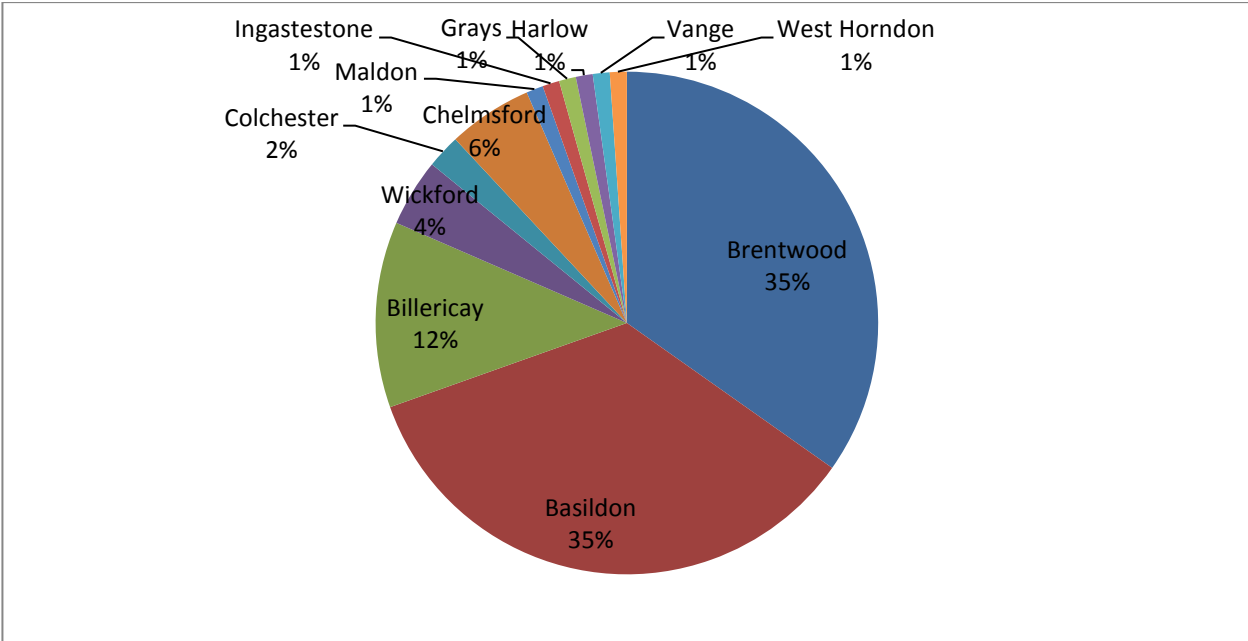
The summary of completed activities are:

- BBWCVS worked with Statutory and Third Sector Groups to identify the existing needs.
- **12 training workshops** have been successfully developed and completed from November 2009 to June 2010 that were especially tailored and addressed to those needs. Appendix 1 contains the dates and venues of all funding workshops concluded. Specifically, 4 workshops were held in Basildon, 5 in Brentwood and 1 in each town of Billericay, Wickford and Pitsea/Vange.
- **160 registered participants have received funding training** on the topics of procurement, do's and don'ts, writing successful funding bids, business plan as well as calculating full cost recovery budgets. The topics have been identified by the groups themselves and tailor made to meet their needs. The full list of all topics delivered can be found in Appendix 2.
- **74 groups and organisations** from both Basildon and Brentwood districts have taken part in one or more workshops. The names of the trained groups and organisations are listed in Appendix 3.
- **124 one-to-one funding advice sessions** were completed in Basildon and Brentwood districts representing over 60 groups.
- BBWCVS assisted groups to **secure £672,387 of funding** with at least another £500,000 still pending for decisions.
- **Two funding fairs were organised:** one in conjunction with Basildon District Council on 5th March, 2010 and the other one called the South Essex Funding Fayre jointly organised with Castle Point and Rayleigh CVSs on 4th June 2010.

To analyse the impact of organised workshops, the feedback forms were used. Overall, 148 feedback forms were received from workshops' participants. A copy of the form is attached as an appendix. Below are the charts analysing the workshops.

The geographic breakdown of participants is listed in Chart 1 below. As shown, Basildon and Brentwood towns both attracted equal number of participants to the workshops (35% each). Another 12% of all trainees came from Billericay, 4% from Wickford, 6% from Chelmsford, 2% from Colchester, 1% from Maldon, 1% from Ingastestone, 1% from Grays Harlow, 1% from Vange, and 1% from West Horndon.

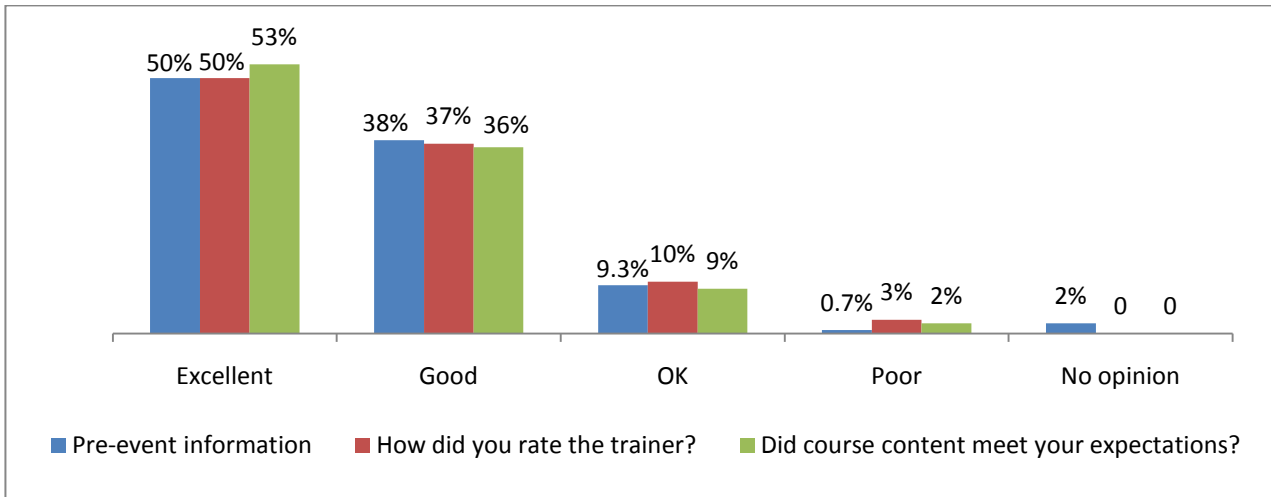
Chart 1. Geographical breakdown*



* Based on 148 feedback forms received.

These results indicate that the funding workshops have attracted not only groups from Basildon and Brentwood districts, but also from other Essex locations, including Chelmsford, Grays and Colchester, evidencing a broader need for this type of training.

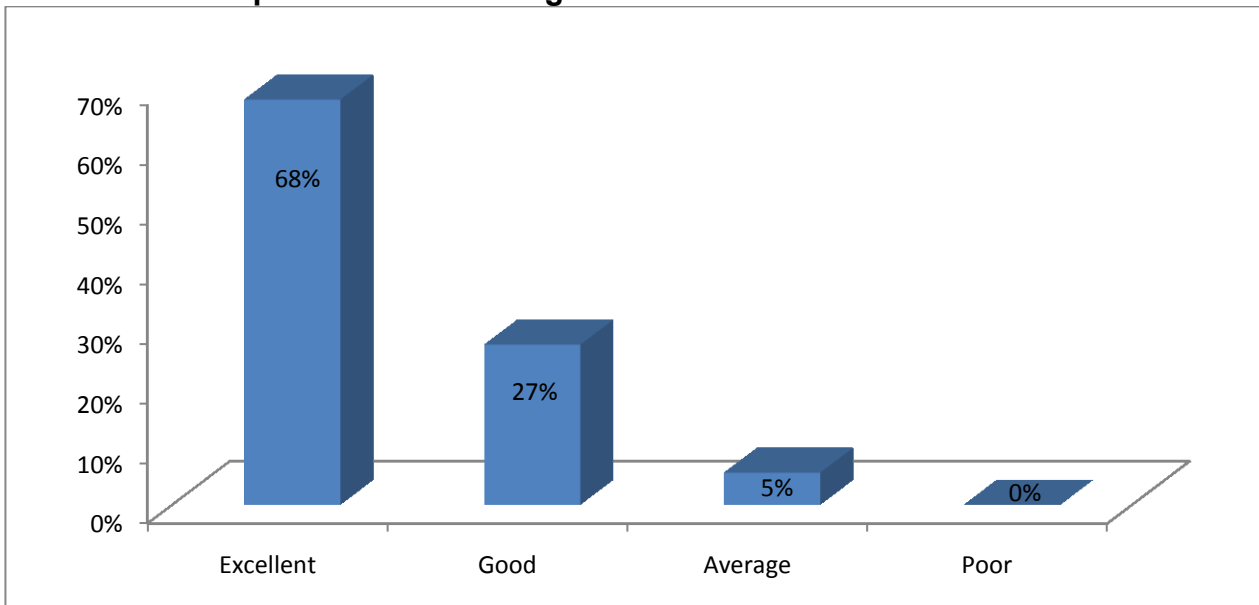
Chart 2. Training course



As Chart 2 above reveals, half of the trainees rated trainers as excellent, while 3% felt the trainers were poor. Nearly 90% of all participants thought the course content met their expectations.

In order to evaluate the Funding Project we have undertaken a telephone and email survey among groups and organisations locally in May-June 2010. A total of 56 complete survey questionnaires have been received and analysed. Groups have been asked to rate the advice they have received from us. The response is shown below:

Chart 3. How helpful was the funding advice received from CVS?



The majority of groups (68%) have rated the funding advice services received as excellent indicating over the course of the project. Twenty seven percent of interviewees thought the quality of services received was good, while only 5 % considered it as being average. These results justify the efforts BBWCVS funding team has put in practice, while indicating that there is small, yet some room for further improvement. Appendix 6

contains the letter received from the Direct Payment Users Network (DPUN). This group has both attended the funding workshops organised and also been provided with one-to-one funding advice. Appendix 9 includes a success story of the BBWCVS funding team in the fundraising efforts.

Based on the other data received from the groups it is safe to conclude that the BBWCVS funding programme has made a significant change in terms of how to fundraise more effectively and increase the rates of successful funding bids.



Attendees of the Funding and Advice Fair in March 2010.

The event was organised by BBWCVS and Basildon District Council.

The South Essex Funding Fayre 2010 funders' hall in Hadleigh, June 2010.

A partnership of BBWCVS, Castle Point Association of Voluntary Services (CAVS) and Rayleigh, Rochford and District Association for Voluntary Service (RRAVS).



PROJECT OUTCOMES

As a result of training workshops and funding advice provided since September 2009, the following outcomes were delivered.

- 160 participants representing 74 community and voluntary organisations from Basildon and Brentwood districts have received funding training.
- As Chart 4 shows in Appendix 4, more than 2/3 of funding workshop participants have increased their confidence levels as a result of the training workshops attended. About 80% of them significantly increased their understanding of the funding topics discussed during the workshops and 62% of them indicated increased levels of fundraising skills as a result. It is assumed that these outcomes have a positive affect for groups, increasing the success rates of funding applications being put forward and the amounts secured for their projects. In addition, one-to-one funding advice sessions provided to those groups improved their chances of successful fundraising even further.
- As a result of one-to-one funding advice, 124 sessions were provided to groups in Basildon and Brentwood districts representing over 60 groups.
- The project has brought in more than £670,000 for the groups in its 12 months of life, which is already more than 10 times more than the project costs. The total amount of secured funding is expected to increase significantly (at least by another £500,000) within the next couple of months. Appendix 7 illustrates the sources of funding from which groups have secured funds for their projects.
- Based on statistical data received from Essex Community Foundation, there has been an increase of 53% in 2009 and 33% so far in 2010 of successful funding applications granted to Basildon groups as compared to those in 2008, and 300% and 67% increase in 2009 and 2010 respectively compared to those in 2008 for Brentwood groups (see Appendix 8, Part 'a'). At the same time, BIG Lottery Fund figures illustrate an increase in successful funding applications of 36% in 2009 and 18% so far in 2010 as compared to those in 2008 for Basildon groups. As for the Brentwood groups, there was an increase of 100% in 2009 but a disappointing decrease of 67% in 2010 compared with those in 2008. It should however be noted, that the 2010 figures do not include the very busy season of September rounds which would certainly increase the numbers even higher (see Appendix 8, Part 'b').

- The project intended to also collect the statistical data on a number of successful funding applications from Essex County Council, Basildon District Council, and Brentwood District Council, however no data was provided as they did not have the latest figures available for distribution, hence their data was not analysed and included in this report.

While speaking with groups, it has been evidenced the vital need for more capacity building programmes and activities being developed for the voluntary and community groups in the district. These programmes can range from organisational development to fundraising skills. BBWCVS is committed to ensuring that funding sources should be more widely advertised and circulated throughout the districts as a number of groups still indicates the lack of awareness of funding sources as the reasons for not submitting any funding applications.

Currently BBWCVS is actively searching for alternative sources of funding to continue providing training and funding advice sessions to third sector groups and organisations in the district and beyond.

BBWCVS would like to express sincere gratitude and appreciation to Brentwood CVS's director John Fry and his team for their continual support and assistance in making sure this partnership work yielded maximum benefits to groups and organisations in both districts.



Groups at the Adult Community Centre learning all about procurement



BIG Lottery presentation on SMART outcomes in Warley



Participants are being introduced to fundraising tactics

PROJECT LIMITATIONS

As the outcomes reveal, the funding project has significantly increased the development and fundraising skills and knowledge base of groups and organisations in both Basildon and Brentwood districts through the number of activities provided within the scope of the project. However, there were also a number of limitations in terms of project duration, the current state of economy and existing statistical data affecting the project deliverables.

- The need for the funding project in Basildon and Brentwood districts was identified by the commissioning teams of the South West Essex PCT in 2008. The project was originally designed to run for 18 months so its outcomes would be possible to achieve within that time period. Nevertheless, due to unforeseen circumstances, the project lifetime was reduced to 12 months and started in September 2009 instead of April 2009. The outcomes of the project would have been even better had the project run for all 18 months. It should be noted that fundraising takes significant amounts of time and efforts and to achieve real results and secure funding for some groups can take much longer than the project duration.
- After the funding project was set up with its outputs and outcomes defined, a number of changes occurred greatly affecting the Third Sector Groups and Organisations. The UK economic downturn in 2008/2009 significantly changed the environment in which third sector groups were operating, making fundraising even tougher. Funders have also toughened their requirements and funding criteria. These changes created a real challenge for community and voluntary organisations to take on, hence effecting their operations and priorities. This, in turn, has tremendously affected the BBWCVS funding project outcomes. Nevertheless; it should be stated that due to the hard work and dedication of the funding team at the BBWCVS and continuous support from Brentwood CVS, the project met its set goals and successfully delivered funding services to all groups in Basildon and Brentwood districts.

FEEDBACK RECEIVED FROM FUNDING ADVICE SERVICE USERS

Bellow is some of the feedback which we received from the groups the funding project has worked with.

- Sandra Shearer, DPUN: “Thanks so much for the feedback. This is the first time I have had any constructive information”.
- Audrey Clark, Rethink Graphics: “Had you not supported us and invited us to attend the courses and events I don't know where we would be now. Thank you Arsen for all your help so far”.
- Karen Gooding, Computers for the Disabled: “I cannot thank you enough for your guidance and look forward to asking many more questions in the future...”.
- Christina Stubbs, SNAP (Special Needs and Parents): “We have benefitted tremendously from the funding workshops”.
- Jackie Anslow, Brentwood Arts Council: “The training workshop on January 27th 2010 was really useful and can be applied in all kinds of situations in which we need to separate our thoughts. We need a few more 'Arsens”.

Appendix 1

Dates and venues of funding workshops

DATES	LOCATION	VENUE
November 2009		
4 th	Brentwood	The Adult Community Learning Centre
25 th	Basildon	The George Hurd Centre
January 2010		
27 th	Brentwood	The Nightingale Centre
February 2010		
24 th	Basildon	Northlands Park Children Centre
March 2010		
3 rd	Brentwood	The Adult Community Learning Centre
5 th	Basildon	Basildon Town Centre
24 th	Billericay	Queens Park, Hannakins Farm
April 2010		
21 st	Wickford	Wickford Community Association
May 2010		
5 th	Brentwood	The Adult Community Learning Centre
24 th	Basildon	St Martin's Pastoral Centre
June 2010		
2 nd	Pitsea/Vange	Pitsea Leisure Centre
16 th	Brentwood	The Nightingale Centre

Appendix 2

Topics of funding workshops

TOPICS	
1	PUBLIC SECTOR CONTRACT PROCUREMENT
2	DOS AND DON'TS OF FUNDING APPLICATIONS, PRE-QUALIFICATION QUESTIONNAIRES (PQQS)
3	BIG LOTTERY FUND PROGRAMMES, WHAT ARE SMART OUTCOMES
4	FIRST STEPS TO FUNDRAISING
5	HOW TO WRITE SUCCESSFUL FUNDING APPLICATIONS
6	FUNDER FINDER
7	HOW TO WRITE A BUSINESS PLAN
8	WHAT IS FULL COST RECOVERY
9	HOW TO APPLY TO BASILDON DISTRICT COUNCIL'S FUNDING PROGRAMMES
10	HOW TO APPLY TO LLOYDS TSB FOUNDATION'S GRANTS PROGRAMMES
11	HOW TO IDENTIFY NEED AND SMART OUTCOMES
12	CALCULATING FULL COST RECOVERY BUDGETS

Appendix 3

Names of the trained groups and organisations

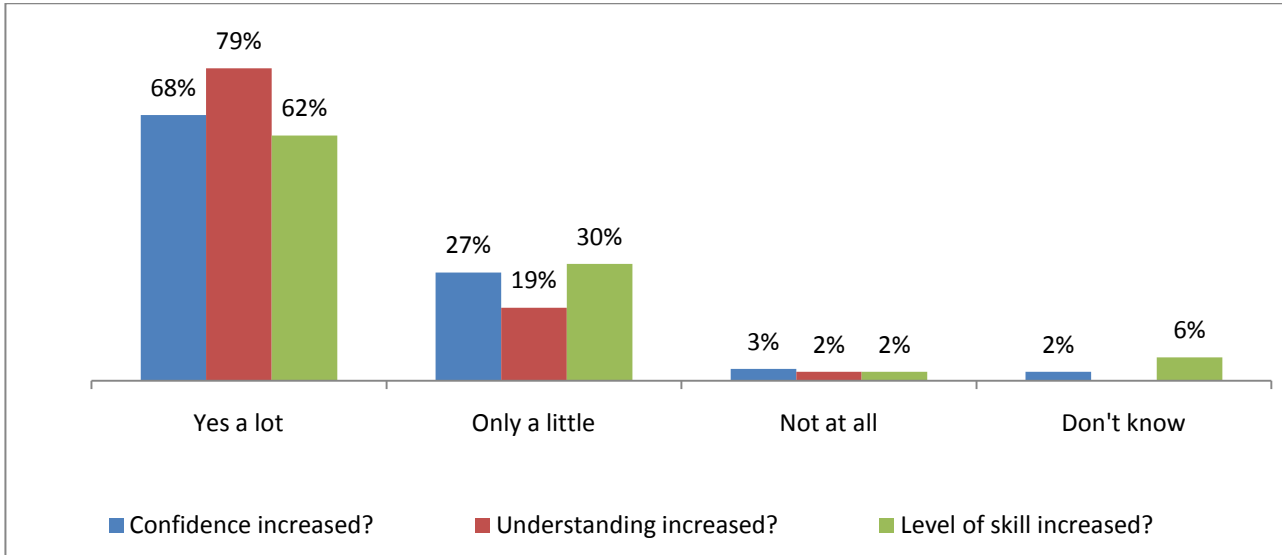
- 1 Age Concern Basildon
- 2 Age Concern Brentwood District
- 3 Anchor Staying Put
- 4 Basildon and Thurrock Hospitals
- 5 Basildon and Thurrock Samaritans
- 6 Basildon District Citizens Advice Bureau Ltd
- 7 Basildon District Council
- 8 Basildon District Museum
- 9 Basildon Malayalee Association
- 10 Basildon Mind
- 11 BBWCVS
- 12 Basildon District Volunteer Carers
- 13 Beyond Youth
- 14 Billericay Arts Association
- 15 Billericay Dog Training School
- 16 Billericay Twinning Association
- 17 BOSP
- 18 Brainwave Children Therapy Centre - Essex
- 19 Brentwood Arts Council
- 20 Brentwood Community Transport
- 21 Brentwood Borough Council
- 22 Brentwood CVS
- 23 Brentwood Mind
- 24 BRENTWOOD NCT (National Childbirth Trust)
- 25 Brentwood CAB
- 26 Busy Bees Pre School
- 27 Changing Heart
- 28 CHASE
- 29 Chelmsford CVS
- 30 CHESS
- 31 Churches Together in Basildon
- 32 Computers for the Disabled
- 33 Craylands & Fryerns Housing Strategy
- 34 Crossroads Brentwood District
- 35 Crossroads Care
- 36 DIAL Basildon & South Essex
- 37 DPUN - The Direct Payment Users Network
- 38 Essex Black & Ethnic Minority Research Centre
- 39 Families 1st
- 40 Forest Glade Football Club
- 41 Friends of Craylands
- 42 Frontline Partnership
- 43 Gateway FM
- 44 Grays Hill Leisure Gardeners Association
- 45 Hamelin Trust

- 46 Home-Start Brentwood
- 47 House Of Prayer Outreach
- 48 Hutton Football Club
- 49 Hutton Horticultural Society
- 50 Integration Support Service
- 51 Kime Ki Martial Arts Academy
- 52 Lighthouse Furniture Project
- 53 Lions Club Billericay
- 54 Methodist Church
- 55 Noak Bridge Parish Council
- 56 Pathfinders Blind Group
- 57 Pavis Foundation
- 58 People Enjoying Pensions
- 59 Phoenix FM
- 60 Positive Solutions Mediation
- 61 Rethink Graphics
- 62 SADS UK
- 63 Samaritans of Basildon and Thurrock
- 64 Shady Fish Xperience
- 65 SNAP - Special Needs And Parents
- 66 St Luke's Hospice
- 67 St Nicola's Church Laingdon
- 68 Step by Step Pre School
- 69 STM
- 70 Synergy
- 71 Thaxted Bold Residents Association
- 72 West Billericay Community Association
Wickford & District Talking newspapers for the
- 73 Blind
- 74 Wickford Town Youth FC

Appendix 4

TRAINING WORKSHOP OUTCOMES

Chart 4. Outcomes



Appendix 5

TRAINING WORKSHOP FEEDBACK FORM

1. Training details

Course Title: _____

Date: _____

Venue: _____

2. You and Your Organisation

Your Name: _____

Your Organisation: _____

3. Is this the first time you have attended the Funding Workshop?

YES NO

4. How did you find out about this workshop?

Brochure Website E-mail Manager

5. Training Workshop:

	Excellent	Good	Ok	Poor	No opinion
Pre-event information					
How did you rate the workshop?					
Did workshop content meet your expectations?					

6. Venue:

	Excellent	Good	Ok	Poor	No opinion
Location					
Suitability					

7. Outcomes - as a result of attending the workshop has your...

	Yes a lot	Only a little	Not at all	Don't know
Confidence increased?				
Understanding increased?				
Level of skills increased				

8. What funding topics would you like to see in the future?

9. Do you have any other comments about today's training?

10. OVERALL - how would you rate this training workshop?

Excellent Good Average Poor

Appendix 6

Thank you letter



The Direct Payment Users Network Community Interest Company
Unit 12 Whitelands Business Centre,
Terling Road, Hatfield Peverel,
Chelmsford, Essex CM3 2AG

Telephone: 01245 382288

Email: enquiries@dpun.org.uk

Office Hours: 8.30 a.m. to 4.30 p.m. Mon, Tues & Thurs
8.30 a.m. to 1.30 p.m. Wednesdays

Chris Evans CEO
Basildon, Billericay and Wickford Council for Voluntary Service
1st Floor, The George Hurd Centre
Audley Way
Basildon
Essex SS14 2FL

21st September 2010

Dear Mr Evans,

I am writing on behalf of the Direct Payment Users Network, to express our heartfelt thanks for all the help and support we have been given by Arsen Poghosyan, Development and Funding Advice Officer, and Marina Martin, Finance officer of BBWCVS.

Both Arsen and Marina have been patiently helping us to understand the complexities of filling in the outline proposal form for the Big Lottery Fund, Reaching communities. The assistance they have given has been invaluable. In fact, I think it's fair to say that without Arsen's support we would have given up our attempt to apply for Lottery Funding before now.

Today, people are willing to write letters of complaint, when they are given bad service, but rarely praise when praise is due. Please understand we would like to commend your organisation on the excellent staff you employ, and the work you do.

We are so disappointed to hear that the funding for your project comes to its end at the end of September, and that you were not able to secure future funding to support this valuable work.

Please feel free to use this letter if you ever need testimonial evidence of the value of your organisation – If there is any way we can support you with this, we would be very happy to do so.

Yours sincerely

Sandra Shearer

DPUN Co ordinator (Sent on behalf of the Directors of DPUN CIC)

Appendix 7

List of organisations who received funding in 2009/2010.

ORGANIZATIONS	AMOUNTS	SOURCES OF FUND
Basildon District CAB	£321,000.00	Barclay Card, Legal Services Commission
Pathfinders Blind Group	£6,000.00	Essex County Council
BBWCVS	£17,600.00	Basildon County Council
Bards in Black	£1,700.00	Essex FM
Hutton Horticultural Society	£5,000.00	Essex Community Foundation Grassroots
SNAP	£26,003.00	Aiming High -Essex County Council
Gateway FM	£10,000.00	Awards 4 All, BIG Lottery
Gateway FM	£2,000.00	Basildon District Council
Anchor Staying Put	£15,000.00	Supporting People
Brentwood Arts Council	£5,000.00	Brentwood Borough Council
Basildon District Council	£400.00	
DIAL Basildon and South Essex	£8,500.00	Awards 4 All, BIG Lottery
DIAL Basildon and South Essex	£10,000.00	Basildon District Council
DIAL Basildon and South Essex	£32,000.00	Essex County Council
Pavis Foundation	£7,500.00	Essex County Council
YESS	£28,000.00	Essex County Council
YESS	£3,000.00	Youth Opportunity Fund
Brainwave Children Therapy Centre	£640.00	Essex Community Foundation
Brentwood CVS	£17,600.00	Brentwood Borough Council
Crossroads Care Basildon	£28,342.00	Aiming High -Essex County Council
Crossroads Care Brentwood	£27,852.00	Aiming High -Essex County Council
Hamelin Trust	£2,500.00	The Lynn Foundation and William Coxen Trust Foundation
Brentwood NCT	£1,400.00	Essex Community Foundation Grassroots
Scardoises	£2,000.00	
Frontline Partnership	£1,800.00	The Boshier-Hinton Foundation
Individual	£2,000.00	Barchester Healthcare Foundation
Individual	£500.00	Margaret's Fund
Individual	£200.00	Newby Trust Ltd
Individual	£750.00	The ACT Foundation
Individual	£500.00	The Eaton Fund
Individual	£100.00	The Heinz, Anna & Carol Kroch Foundation
The Church @ Swan mead	£50,000.00	Veolia Cleanaway Trust
Essex Black & Ethnic Minority	£10,000.00	Awards 4 All, BIG Lottery
Samaritans of Basildon and Thurrock	£1,000.00	Charles French Charitable Trust
Shady Fish Xperience	£10,000.00	Awards 4 All, BIG Lottery
Shady Fish Xperience	£2,000.00	Basildon District Council
Mayflower Wine Club	£1,500.00	
The Direct Payment Users Network	£10,000.00	Essex County Council
BBW Volunteer Centre	£3,000.00	Essex County Council
TOTAL	£672,387.00	

Appendix 8

Part 1

Essex Community Foundation (ECF) grants to Basildon and Brentwood groups

Number of successful applications funded by ECF	07/08	08/09	09/10
Basildon	36	55	48
Percentage change		153%	133%
Brentwood	6	24	10
Percentage change		400%	167%

District	2007/2008	2008/2009	2009/2010
Basildon	£ 128,502.00	£ 232,523.00	£ 194,187.00
Percentage change		181%	151%
Brentwood	£ 19,564.00	£ 30,514.00	£ 56,415.00
Percentage change		156%	288%

Part 2

BIG Lottery Fund grants to Basildon and Brentwood groups

Successful applications	2008	2009	2010 to date (24.9.10)
Basildon	11	15	13
Awards for All	10	6	8
Childrens Play: Playful Ideas			
Heroes Return		9	5
Reaching Communities	1		
Brentwood	6	12	2
Awards for All	5	5	1
Heroes Return		6	1
The Peoples Millions	1		
Reaching Communities		1	
Grand Total	17	27	15

Appendix 9

GETTING DENISE'S LIFE BACK

TBC