



BASILDON, BILLERICAY & WICKFORD
Council for Voluntary Service

**MONITORING AND EVALUATING
FUNDING PROJECT**

June 2010

Prepared by Arsen Poghosyan

The George Hurd Centre
First Floor
Audley Way
Basildon
Essex SS14 2FL

Tel: 01268 294125 (24hr)
Fax: 01268 534845

Email: arsen@bbwcvcs.org.uk
Website: www.bbwcvcs.org.uk



Project Monitoring and Evaluation Mid Term Report

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 delivered in partnership with Brentwood CVS. 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.

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 will end on 30th September 2010. Within the scope, the project aims to support groups and organisations in both districts to successfully complete funding applications and tenders;
- Apply for funds successfully from a range of funding sources.

To address these aims we have:

- Worked with Statutory and Third Sector Groups to identify the existing needs;
- Have developed and run twelve funding workshops that were specially tailored and addressed to those needs targeting 160 members of organizations from Basildon, Billericay, Wickford and Brentwood, making 74 groups in total.
- 42 groups in Basildon and Brentwood districts have received one-to-one support sessions;
- Assisted groups to secure £270,284 of funding with at least another £450,000 still pending for decisions.

- Organised a funding fair in conjunction with Basildon District Council – 5th March, 2010.
- Jointly organised the South Essex Funding Fayre with Castle Point and Rayleigh CVSs – 4th June 2010.

This interim report begins with an analysis and feedback received from the funding workshops before examining the impact to date¹.

Section 1. Funding Workshop Evaluation

Basildon, Billericay and Wickford Council for Voluntary Service (BBWCVS) in close partnership with Brentwood CVS has developed and run a series of funding workshops as part of the South West Essex NHS 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 and outcomes are:

- **12 training workshops have been successfully completed from November 2009 to June 2010.** 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.
- **Two thirds of participants evidenced a substantial increase in their level of skills, confidence and understanding after attending the workshops.**

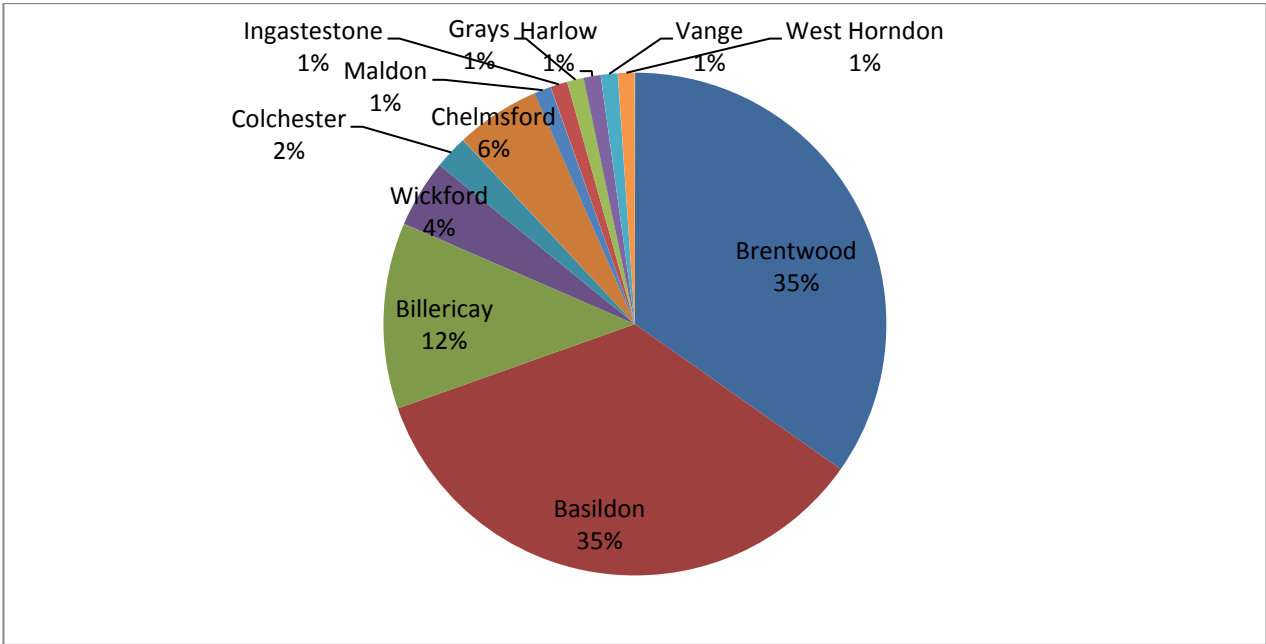
There were 148 feedback forms were received from workshops' participants. A copy of the form is attached as appendix.

Below are the charts analysing the feedback from the workshops.

¹ As at 5th July 2010.

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 Ingaestone, 1% from Grays Harlow, 1% from Vange, and 1% from West Horndon.

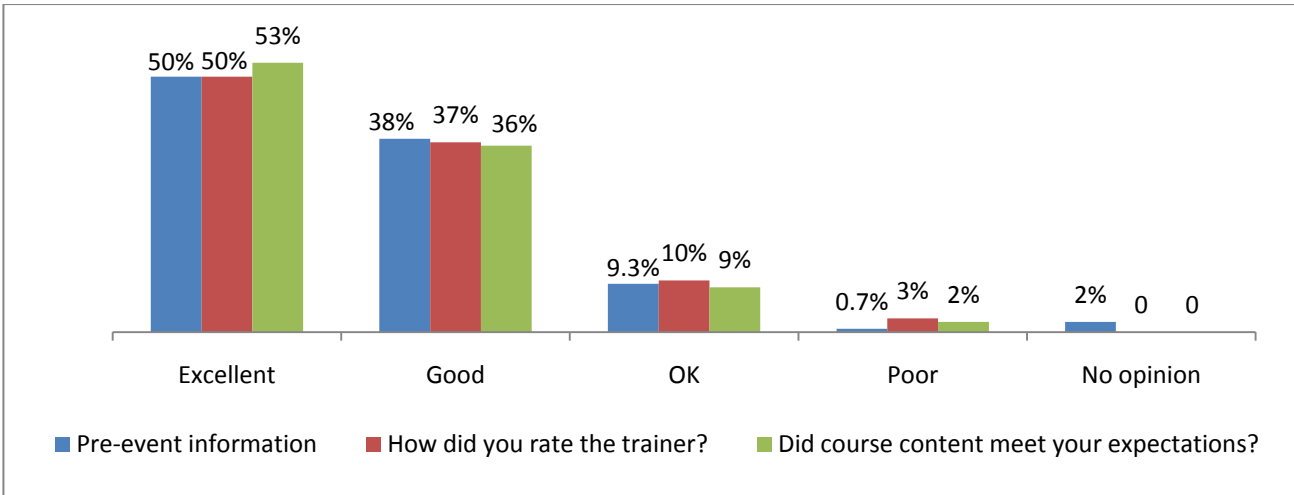
Chart 1. Geographical breakdown*



* Based on 148 feedback forms received.

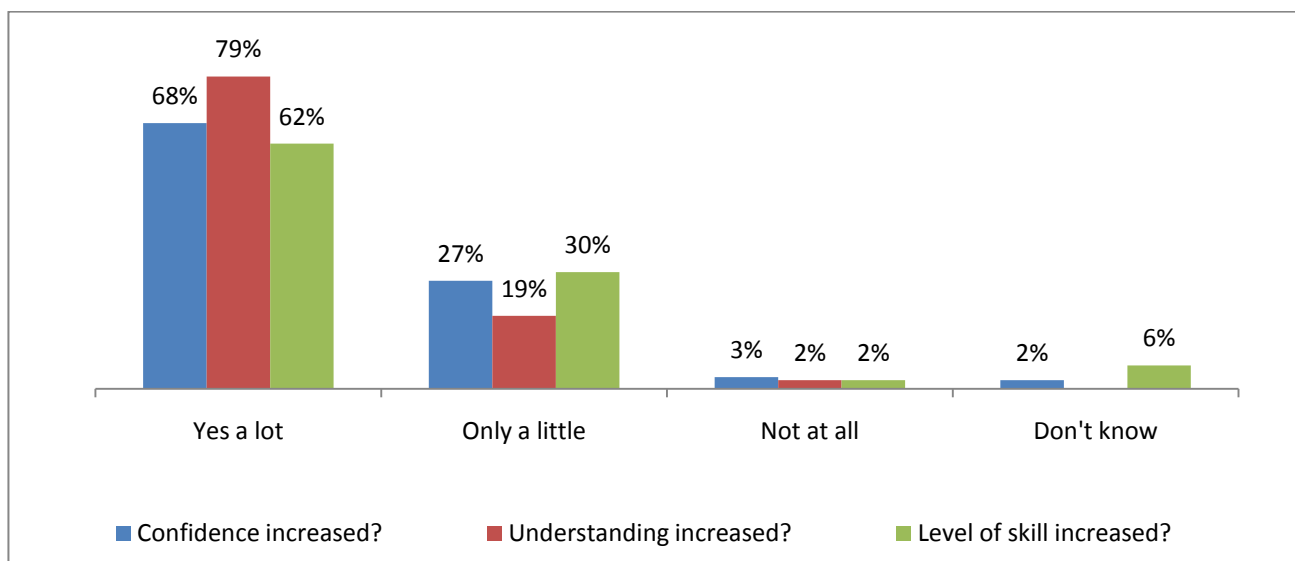
These results indicate that the funding workshops have attracted not only groups from Basildon and Brentwood districts, but also from other Essex locations, including Chelmsford, Grays and Colchester, evidencing a broader need for this type of training.

Chart 2. Training course



As Chart 2 above reveals, the majority (88%) of trainees thought pre-event information which they received was either excellent or good. Half of them rated trainers as excellent, while 3% felt the trainers poor. Nearly 90% of all participants thought the course content met their expectations, the outcomes of which will be explored through other charts below.

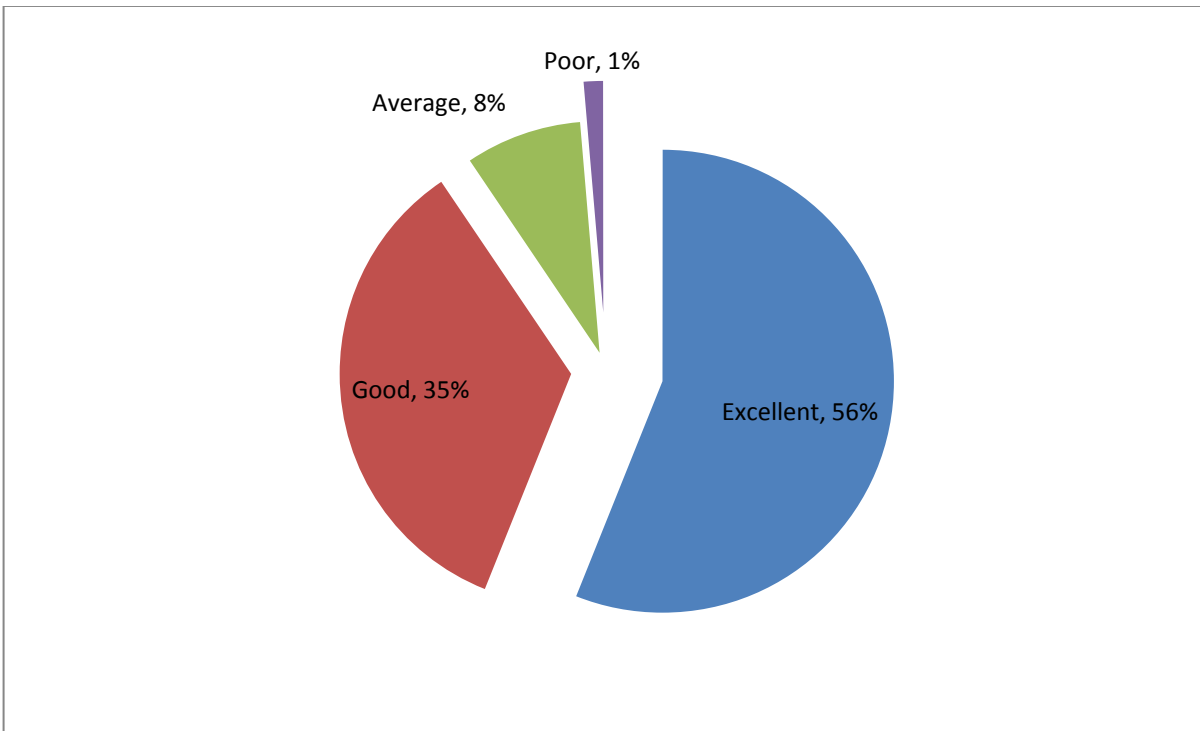
Chart 3. Outcomes



Trainees were asked to rate their levels of confidence, understanding and skills changes as a result of attending the training sessions. As Chart 3 shows, more than 2/3 of participants have increased their confidence levels as a result of the training workshops attended. About 80% of them significantly increased their understanding of the 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. In addition, one-to-one funding advice sessions being provided to those groups improve their chances of successful fundraising even further. BBWCVS will compile the report of one-to-one advice sessions by the end of the funding project in September 2010.

At the end of the feedback forms, participants were asked to put their overall ratings of the workshops. Chart 4 below contains the ratings.

Chart 4. Overall rating



As it shows in the chart, 56% of the trainees rated the organised workshops as being excellent, while 35% of them though they were good. These results are consistent with the observed positive changes in groups' perception of CVS organised events and participation levels. Positive change has also been recorded in people's gained trust towards the funding project, resulting in higher demands for the one-to-one advice sessions being offered. 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.

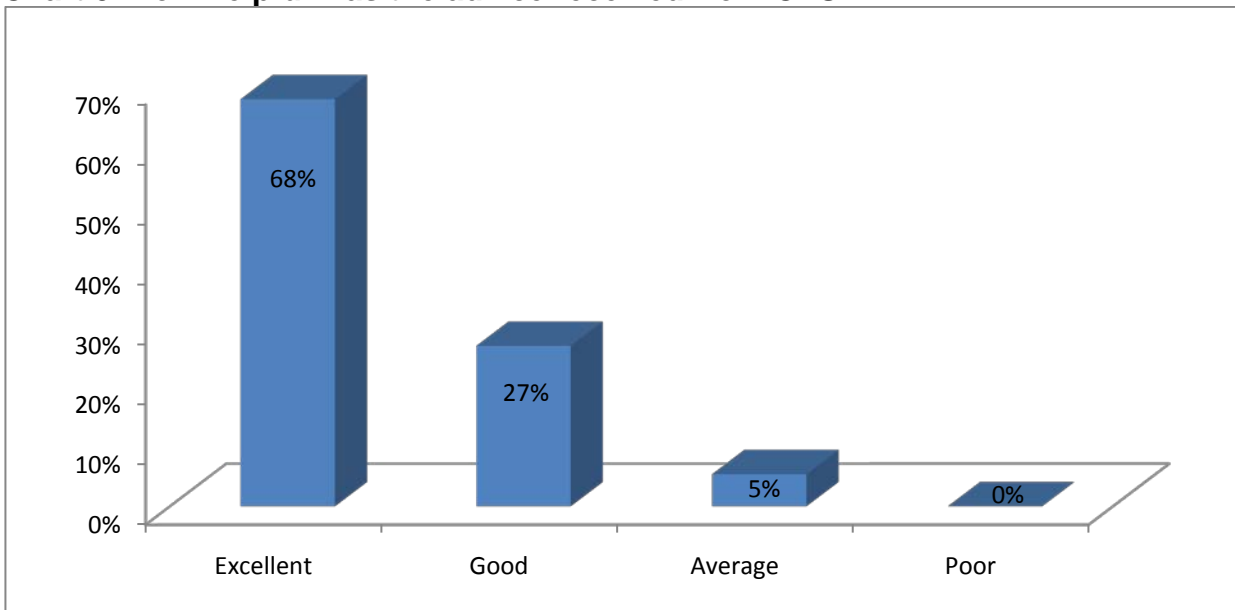
The outcomes of the one-to-one funding advice will be analysed in the project final report due at the end of September 2010.

Section 2. Monitoring & Evaluation of Funding Project

Despite the success of the project, funders locally continue to identify low numbers of funding applications being put forward. In order to begin to evaluate the reasons for this we have undertaken a telephone and email survey among groups and organisations locally to analyse the reasons and begin the process to address this issue. A total of 56 complete survey questionnaires have been received and analysed.

First, the groups have been asked to rate the advice they have received from us. The response is shown below:

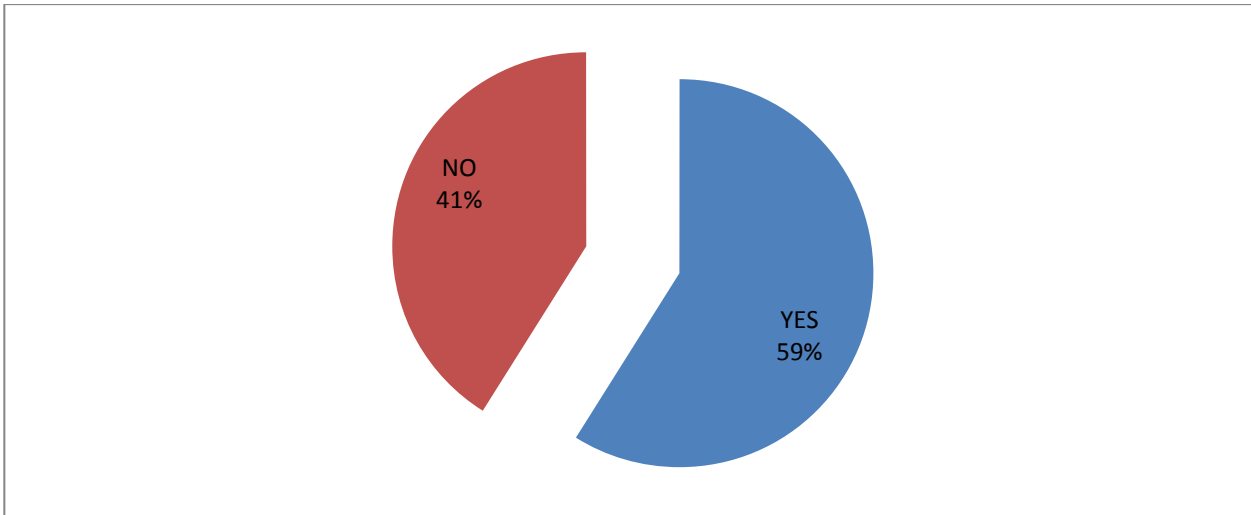
Chart 5. How helpful was the advice received from CVS?



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 percent 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.

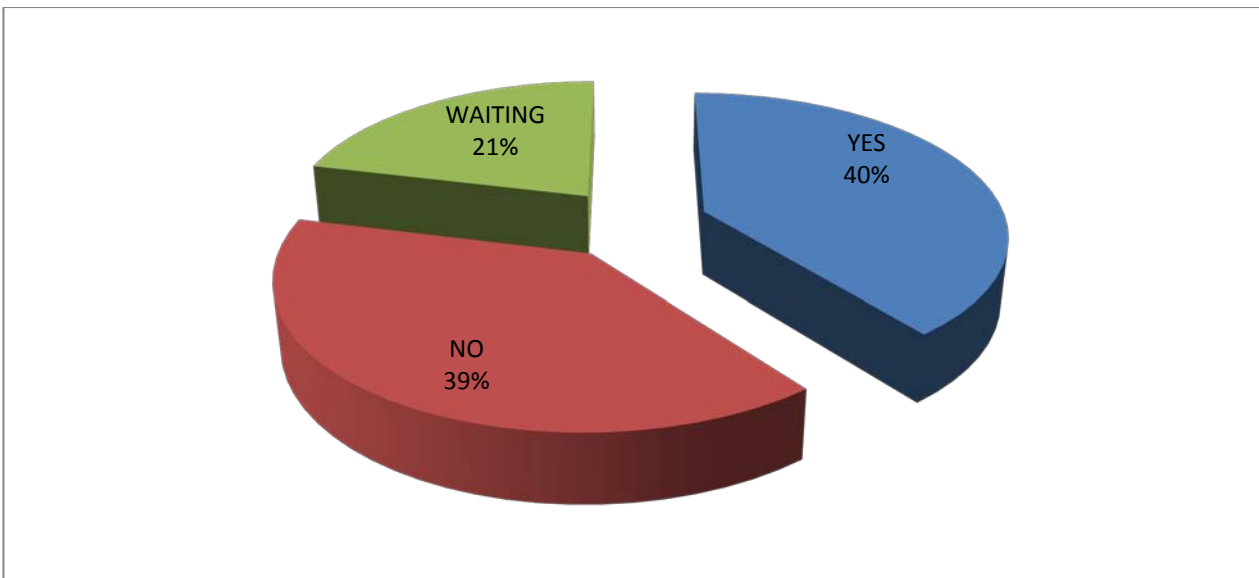
The next question asked was whether they had applied for funding in the past 6 months.

Chart 6. Have funding applications been made?



About 60% of surveyed groups have applied for at least one funding application within the last 6 months. Those that had applied for funding were then asked if their applications were successful. As the chart shows below, 40% of those who had applied for funding received funding, while 39% of them were not successful. The rest of the interviewees (21%) are still waiting to hear back from the funders regarding their applications.

Chart 7. Successful rates of applications.



Where groups were unsuccessful there were several reasons. The main reasons were:

- Could not demonstrate enough evidence for the project need;
- The project was not considered of great importance to the community;
- The group wasn't eligible to apply in the first place.

Those who had not applied for funding in the last 6 months (41% as illustrated in Chart 6) were then asked the reasons they did not submit any funding applications.

Chart 8. Reasons of no applications put forward.

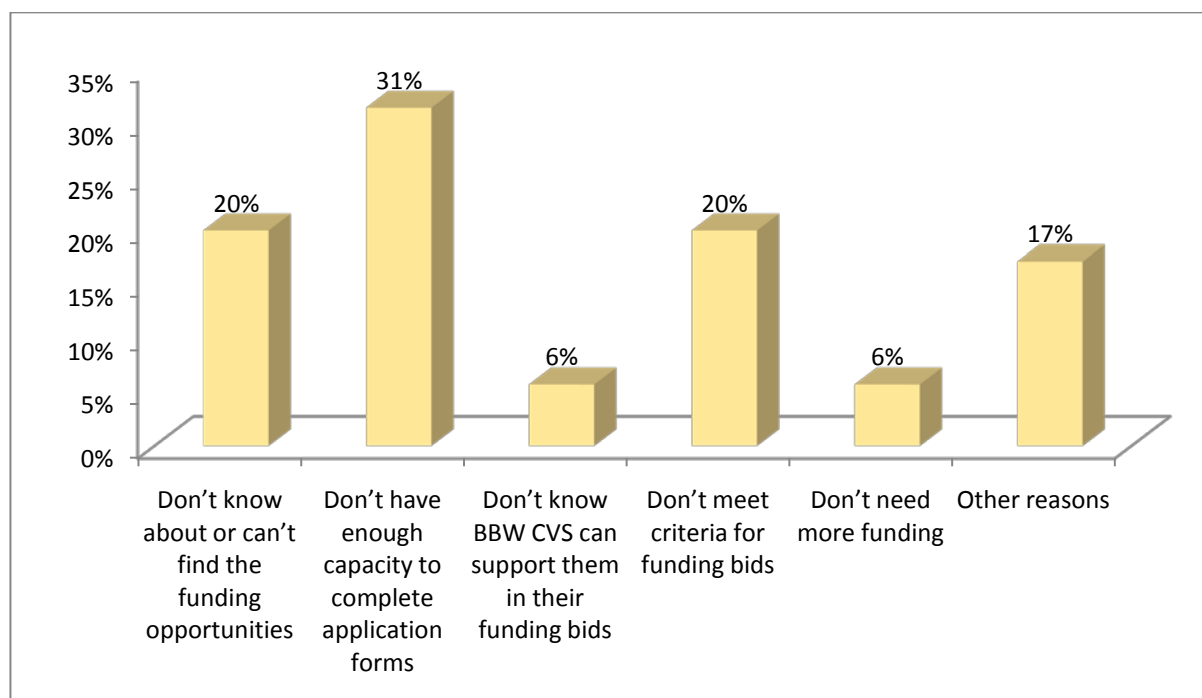


Chart 8 above shows that the main reasons groups didn't submit funding applications are:

1. Groups didn't know where to look for appropriate funding sources (20%);
2. They didn't have enough capacity to develop funding application bid (31%);
3. Groups didn't meet the funders' criteria (20%)
4. They are still gathering evidence to prepare funding bid (17%).

While the first two points above can be addressed at the local level (through more training programmes and support), the third point should rather be considered at the national level. As the study showed by the Directory of Social Change in 2009, a number of central government funding programmes contain some eligibility criteria based on applicants' level of incomes. These thresholds evidently exclude smaller organisations at the first hurdle, regardless of the quality of their work or their ability to operate nationally².

Based on the data analyses above, it is safe to conclude that the BBWCVS funding programme is making a significant change in terms how to fundraise more effectively and increase the rates of successful funding bids. The project has brought in more than £270,000 for the groups in its first 8 months, which is already 4.5 times more than the project costs. The total amount of secured funding is expected to increase significantly

² Study report from the Directory of Social Change website - www.dsc.org.uk

before the end of the project. Although the series of the funding workshops have been completed, one-to-one funding advice is still being offered to the groups, which will help successfully meet the set objectives by the end of the project.

This survey also evidences 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. We are also committed to ensuring that funding sources should be more widely advertised and circulated throughout the districts as 20% of the interviewees indicated their lack of awareness of funding sources as the reasons for not submitting any funding applications. We will continue a dialogue with funders to progress this issue. Marketing the project is continuing through wider dissemination of CVS' E-Bulletins, newsletters, the CVS website and by wider promotion of the free funding service through any relevant events organised in the district.

BBWCVS funding team are continually searching funding streams and notifying our members of appropriate funding and members of Brentwood CVS. Case Studies are being accumulated and these will be presented with the 'end of project' Report.

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 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