

# CIVIC PRIDE FUND ANNUAL REPORT

April 2016 - March 2017



# Foreword

We are delighted that the Council has been able to support so many groups and individuals across the borough encompassing a range of initiatives that have benefitted those involved in the arts and culture, environmental projects, community events, sports and activities supporting young people.

The last year has again seen projects through which communities have joined together whether it is through the arts, local spaces or through sports. The Civic Pride Fund has supported these enabling organisations to raise an additional £232,967 to be spent in our communities.

It is wonderful to see so many across the borough who have given their time and skills to make projects happen that have inspired others in their community and in many cases opened up new experiences or opportunities to others. We would like to thank them all for their commitment to their communities across the majority of our villages.

If you have a project which meets one of our priorities then do contact officers for advice on the next steps.

### **Councillor David Linnette**

*Cabinet Member for Culture, Sport and the Voluntary Sector  
and*

### **Councillor Susan Chappell**

*Cabinet Member for Community, Planning and Voluntary Sector (until July 2017)*



# Introduction

Our vision is for a borough where local people are engaged and involved in their communities and where there is a vibrant and sustainable community and voluntary sector to support residents and help them play a full role in community life.

The Civic Pride Fund is here to empower individuals and groups to improve their local community, whether it is enhancing public spaces, using the skills of local people, contributing to Village Plans, commemorating World War One, improving town centres, or developing sports initiatives.

This report provides an insight into the organisations and individuals funded through the Civic Pride Fund for the financial year 01 April 2016 – 31 March 2017.

# About the fund

From its launch in July 2011 the Civic Pride Fund has provided valuable assistance to organisations, informal groups and individuals.

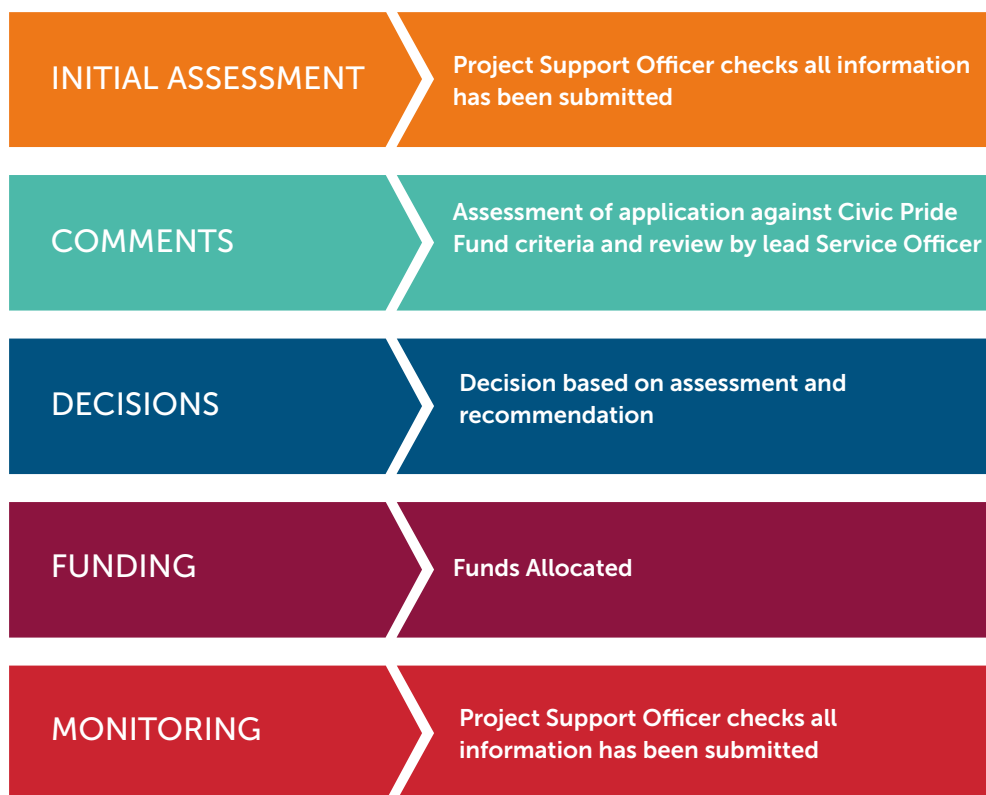
The Fund is intended for local initiatives to help launch new ideas and develop projects to make a positive difference to our borough. All funds awarded wholly benefit the borough of Richmond and its residents.

There are no deadlines and the Fund provides a rolling programme with decisions usually made within eight weeks.

# Civic Pride Fund Process and Priorities

Details of the decision making process are in the diagram below.

In order to apply to the Fund, applications need to relate to one or more of the key priority areas.



## Priority 1: A borough to be proud of

Making public places more attractive, enjoyable and distinctive and building stronger communities through:

- Improving public spaces, including open space and gardens
- Promoting the Borough's history and heritage

## Priority 2: Building capacity in our community

Using the skills and talents of local people to benefit the local community to:

- Enable local people to develop, agree and deliver their own responses to local issues
- Have a greater say in the design and delivery of services and take advantage of opportunities to deliver services themselves.

## Priority 3: Village Planning

- There are 14 village plans covering all areas of the borough each, amongst other things, identifies local priorities. The village plans are located on the website - [www.richmond.gov.uk/village\\_plans](http://www.richmond.gov.uk/village_plans).

## Priority 4: World War One Commemoration

Nationally the First World War Centenary Partnership, led by the Imperial War Museum, will present a vibrant programme of cultural events, activities, and digital platforms which will enable millions to discover more about life in the First World War. To support this, the Council is co-ordinating and facilitating a four year programme (2014-2018) of events and activities. Priorities for the Civic Pride Fund are projects which relate to one or both of the following themes:

- Remembering local residents and their part in the war – those who fought and those who lost their lives; those who contributed to the war effort at home and the families that supported them.
- Educating current and future generations about the war and the borough's part in it. The creation of the 'Richmond War Story' to form an important addition to the historical archives of the borough and a lasting legacy from the programme.

## Priority 5: Town Centre Initiatives

The Council is supportive of initiatives that maintain the borough's vibrant town and village centres and applications for town centre initiatives will be considered if:

- The project falls outside the scope and limited funding capacity of the Town Centre Opportunities Fund\*
- The project demonstrates how it will contribute to Civic Pride Fund priorities described in the guidance notes

\* The Council primarily funds town centre initiatives through the Town Centres Opportunities Fund. Projects which would ordinarily be eligible under this fund are not a priority for the Civic Pride Fund. Similarly projects seeking matched funding for a Town Centres project grant are also a low priority.

## Priority 6: Sport Initiatives

Projects should contribute to the priorities of the Strategic Principles for Sport & Fitness 2014-2018, in particular:

- Provide more opportunities for all people to participate in sport and physical activity and to improve the health and emotional wellbeing of participants and volunteers.

- Increase and widen participation in sport and physical activity by targeting provision and support at low participant groups. E.g. people with disabilities and villages.
- Develop more opportunities for people to learn new skills through sport and fitness, both as participants and volunteers.
- Support competitive sport and develop effective pathways to support talented sports people.
- Build on the legacy benefit from major events such as the Rugby World Cup 2015.
- People have access to improved quality sports facilities and workforce including volunteers and encourage the achievement of external quality accreditation.
- Enhance partnership working and consultation mechanisms to improve the delivery of effective sport and fitness services.

Organisations can apply for Civic Pride grants towards the purchase of sports equipment. Priority will normally only be given to equipment purchase where:

- It is for use by the whole club not for individual use.
- It is not replacement equipment, but is additional equipment enabling the club to develop new activity in line with the Strategic Principles for Sport & Fitness outlined above.



## How to apply

Guidance notes and application forms can be found on the Council website [www.richmond.gov.uk/civic\\_pride\\_fund](http://www.richmond.gov.uk/civic_pride_fund)

Or contact:

### Harriet Steele

Project Officer  
(Voluntary Sector)

London Borough of Richmond upon Thames,  
Third Floor, Civic Centre,  
44 York Street,  
Twickenham, TW1 3BZ,

Email: [harriet.steele@richmond.gov.uk](mailto:harriet.steele@richmond.gov.uk)  
Phone: 020 8487 5259.

## Overview 2016-2017

In the last funding year the Fund has assessed 42 applications, 37 of which were from constituted organisations and 5 from individuals or informal groups.

- 27 projects have been funded and a total of £88,732 has been granted \*
- The average grant award was £3,413.
- There have been 5 unsuccessful applications and 1 application was withdrawn by the applicant. At the end of the funding period 9 applications are pending a decision.
- £85,932 has been awarded to 24 constituted groups.
- Average £3,580.50 per award for constituted groups.
- £2,800 has been awarded to 3 individuals and informal groups.
- Average £933 per award for individuals and informal groups.
- Of the awards granted, the majority have related to revenue grants.

A review of the financial position of applicants indicates 15 applicants had income below £50,000, 10 were over £50,000. For 2 the income is unknown, which is due to the fact that the applicants are newly set up and don't yet have formal accounts; are individuals or very small groups without funds.

*\* The Civic Pride Fund is a rolling grants programme which means that grants awarded in one financial year may be paid in the following financial year. For the purposes of this report, the amount granted refers to all funds paid and committed (but not yet paid) during 2016/17.*

Applications received this year have been of a higher standard, with the project need and target beneficiaries explained effectively. Though we have received fewer applications in 2016/17 than the previous year (12% fewer) they have been of a notably better quality, which could reflect the increased skills of the organisations and support from Richmond CVS (RCVS). There has been quite a wide spread of applications across the borough and eleven of the village areas in the borough have submitted applications.

The range of applications across the priority areas has also been fairly wide. Thirteen applications met just one priority – Priority 1, 'A Borough to be Proud of' being the most popular with the remainder of the applications meeting several priorities. There were slightly fewer applications that contribute specifically to village plans and town centre initiatives.

The amount of matched funding that has been brought into the borough through the Civic Pride Fund applications is £232,967.



## Types of projects by priority area

This analysis includes all successful applications. Applications may have referenced more than one priority. (Full data is on page 13 – Table 1). Most applications were granted under Priority 1 – A Borough to be Proud of. The number of applications for contributing to Town Centre Initiatives is low, but other funding for this area is available through the Council’s Town Opportunities Fund.

### Number of Applications to the Civic Pride Fund

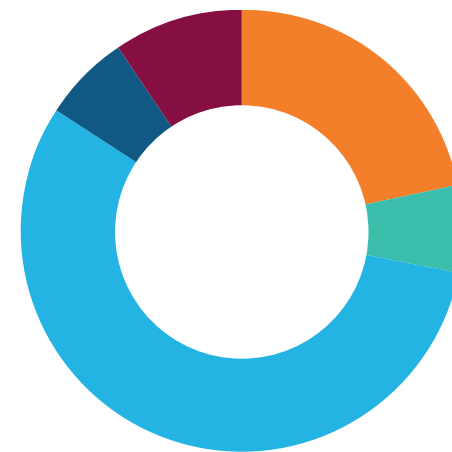


<span style="color: orange;">●</span>	A borough to be proud of	26
<span style="color: green;">●</span>	Contributing to the Village Plans	7
<span style="color: lightblue;">●</span>	Commemorating World War One	4
<span style="color: darkblue;">●</span>	Town centre initiatives	1
<span style="color: darkred;">●</span>	Sport initiatives	9
<span style="color: red;">●</span>	Building capacity in our community	21

## Grants awarded by beneficiary

This analysis breaks down the grants awarded by type of beneficiary. A grant can benefit more than one beneficiary group. The majority of grants are aimed at the general public, which will include people with disabilities, older people, families etc. Children and young people are the second main beneficiary group receiving 22% of the grants allocation. All other categories had a similar level of grant award. (Full data is on page 13 - Table 2).

### Grants awarded by beneficiary



<span style="color: orange;">●</span>	Children & Young People	7
<span style="color: green;">●</span>	Older People	2
<span style="color: lightblue;">●</span>	General Public	18
<span style="color: darkblue;">●</span>	People with Disabilities	2
<span style="color: darkred;">●</span>	Service Need e.g. addiction support, men only club, mental health.	3

## Types of projects by category area

This analysis looks in more detail at the types of projects being applied for and includes all successful applications. Applications may have referenced more than one category. (Full data is on page 14 – Table 3). Arts and culture, community events, sports facilities and equipment and horticulture and environmental projects continued to be the most popular categories for applications.



## Revenue vs Capital Expenditure

Most of the projects were requesting funds for revenue. This data includes all successful applications. (Full data is on page 14 – Table 4). The largest proportion of grants was given for revenue projects. Although there were a couple of capital grants for building refurbishment the majority of capital grants were for small projects or equipment.

### Number of Awards

**REVENUE GRANTS - 18**  
**CAPITAL GRANTS - 7**  
**COMBINED CAPITAL AND REVENUE - 2**



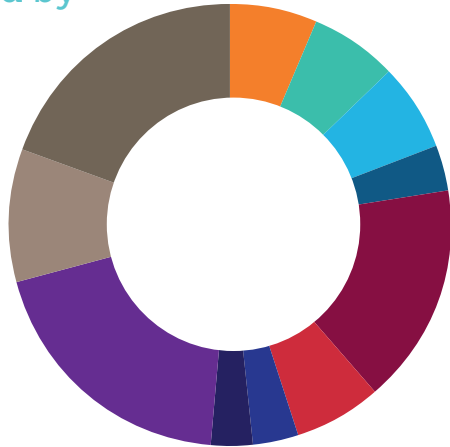
### Total Amount awarded

**REVENUE GRANTS - £49,153**  
**CAPITAL GRANTS - £30,504**  
**COMBINED CAPITAL AND REVENUE - £9,135**

# Distribution of grants in the Village Areas

This data looks at all successful applications. Several projects are Borough wide with slight peaks in some village areas. (Full data is on page 15 – Table 5). East Sheen, Ham and Petersham, Hampton, Hampton Wick were not awarded any grants in this funding year. We will work with Community Links Team colleagues to promote the fund in the under-represented village areas

## Grants Awarded by Village Area



 Barnes	2	 Richmond and Richmond Hill	5
 East Sheen	0	 St Margaret's & East Twickenham	2
 Ham and Petersham	0	 Strawberry Hill	1
 Hampton	0	 Teddington	1
 Hampton Hill	2	 Twickenham	6
 Hampton Wick	0	 Whitton and Heathfield	3
 Kew	2	 Borough Wide	6
 Mortlake	1		



## Unsuccessful applications

5 applications have been declined this funding year and 1 was withdrawn by the applicants.

The majority of applications were declined as they did not adequately demonstrate the need for the project or how they meet the Civic Pride priorities, or they had a large amount of free reserves.

The guidelines for applications were updated in 2015 to make the criteria clearer for applicants and these are reviewed and updated on an ongoing basis. Where information is incomplete or does not clearly demonstrate need, assessing officers do try and gain additional information from the organisation where possible.

All unsuccessful applicants are signposted to RCVS or South West London Environment Network (SWLEN) for assistance with alternative funding streams and guidance on building capacity.

## Individuals and Informal Groups

In 2012 the Civic Pride Fund was extended to include informal groups and individuals with the intention of encouraging residents to come together and collectively organise local projects. The extension of the Civic Pride Fund also coincided with the publication of the Village Plans with the aim that the Plans offer residents inspiration for potential projects in local areas.

In this funding year 5 applications have been received from individuals and informal groups. Of these, 3 have been successful, 1 was declined and 1 is still being assessed.

We received fewer applications from individuals and informal groups than last year (8 applications 2015-16). We would like to encourage more applications from this area and particularly from young people who would like to get involved in their community. We continue to work with the Community Links Team, RCVS and SWLEN to promote these opportunities locally and provide assistance to small groups to increase their skills and confidence to manage projects.

## Promoting the fund

The Fund is currently promoted through:

- Distribution of Civic Pride Fund leaflet and posters at community events, libraries, and via staff and Members
- Council website
- Voluntary Sector News Bulletin
- RCVS
- Community Links Events
- Richmond Partnership Events
- Volunteering Fairs
- Voluntary Sector Forums

Once Civic Pride Fund grants have been agreed, the Communications Team work with the successful applicant on drafting a press release and all ward Councillors are notified to help raise awareness of the projects.

## Monitoring

It is essential to make sure that grants are spent appropriately and that the projects have positive outcomes for the borough and its residents, therefore all projects are asked to complete a monitoring and evaluation document to report on their activities and expenditure at the end of the project.

We are still waiting the monitoring reports for the funds awarded in 2016-2017, but those that have reported back indicated positive outcomes for their projects. From the monitoring reports received for projects granted in 2015-2016, most organisations reported that their project had gone well and met or exceeded their objectives. A couple of organisations made savings on their original costings and returned funds to Civic Pride.

Through the Civic Pride Fund awards, several links have been made between organisations. For example, Integrated Neurological Services (INS) has been in contact with the Council run Richmond Inclusive Sport and Exercise (RISE) team regarding referring clients. Another organisation, Metro Blind Sport, has developed links with Achieving for Children (AfC) allowing them to reach out to more young people with visual impairments in the borough.

## Moving forward 2017-2018

The Council is committed to supporting the Borough's diverse range of organisations and volunteers to make Richmond a better place. The Civic Pride Fund will continue to provide the sector with an opportunity to apply for funds for small projects to benefit the community. The Fund priorities and application process remain the same.

In order to develop the Civic Pride Fund and make sure it is creating the greatest benefit to the borough and its residents we will look to increase the number of applications in general and from a wider range of organisations. In particular we would like to encourage more applications from individuals and small constituted groups as well as from young people and we will do this by working with Community Links Team colleagues and RCVS and SWLEN.

As well as the general promotion of the Civic Pride Fund we will look at holding some 'meet the funder' events around the borough so people can find out more. We will also look at linking promotion of the Fund to borough based events e.g. Music and Drama Festival etc.



## Case studies – grants funded in 2016-17

### Improvements to public spaces

**Hampton Hill Business Association** received funding towards the mounting and installation of two mosaic plaques designed and produced by local school children in Hampton Hill. One panel will be located on Hampton Hill High Street and the other by the New Hampton Hill Gate entrance to Bushy Park.

**The Kew Society** (Registered Charity No. 296591) received funding to improve four areas at Kew Gardens station with new planting. This will make the area more attractive and fit to welcome visitors to this gateway to the Botanic Gardens as well as instil a sense of pride in the station for the community. This is a partnership between local volunteers, the Kew Society, Transport for London and the Botanic Gardens, Kew.

**Strawberry Hill Trust** (Registered Charity No. 1095618) received funding to redevelop a woodland area in the grounds of Strawberry Hill House (free to access) and recreate Horace Walpole's Serpentine Walk with the help of a group of students from Richmond upon Thames College.

### Capacity Building

**Marble Hill Playcentres** (Registered Charity No. 1110615) received funding to install a new heating system as part of the refurbishment of the adventure playground and indoor play space. This will enable the playcentre to open in the winter months and provide new exciting play opportunities all year round.

**Richmond Sea Cadets** (Registered Charity No. 269039) received funding towards the purchase of a portacabin to add a meeting room and kitchen to the cadets' existing site and to provide additional facilities for teaching mechanical engineering and catering.



“ Thanks to the Civic Pride Funding, we have been able to build two permanent cabinets for stunning mosaic panels that were made by the children of our local junior school. Without this funding, the mosaics sat in the back of a shop without a rightful home. It is a wonderful funding opportunity for local community projects that help support and improve where we live and work. ”

HAMPTON HILL BUSINESS ASSOCIATION

“ Many guests commented favourably on the gardens theme which they found informative and interesting. As well as enjoying as some light-hearted humour. Age UK have requested advance notice of the next year’s concerts so that they can organise a large group to attend. ”

CONNAUGHT OPERA

## Promoting the History of the Borough

**Museum of Richmond** (Registered Charity No. 295164) received funding towards a temporary exhibition on the history of Old Palace Lane, Richmond. Old Palace Lane has a varied history and can almost be viewed as a history of Richmond in microcosm, beginning in the medieval period. The project involves carrying out research on the various physical elements of the lane also the varied classes of people who have lived there over the centuries. As well as personal stories, the project will unearth details of how Richmond’s industries and infrastructure has changed over the centuries. The end result will be an exhibition that will help residents and tourists learn more about this location and how Richmond has developed over the centuries.

**Digital works** (Registered Charity No. 124659) received funding towards an oral history project of Eel Pie Island. Local older people will receive training in research techniques and will interview Eel Pie Island residents and research the island to produce a film, blog and website of their findings.

## Arts and Culture

**Connaught Opera** (Registered Charity No. 1131004) received funding to run free musical performances for approximately 150 older people in Richmond. These link to the Capability Brown Tercentenary in 2016 and performances took place at the Orleans Gallery; Kew Palace and Hampton Court.

**Richmond EAL Friendship Group** (Registered Charity No. 1133538) received funding to run two series of five workshops across Richmond (Old Town Hall / Orleans House Gallery). Up to 18 people can access each workshop and participants with English as an additional language (EAL) will come together to learn English through creating art.

**BYT Experimental Theatre Group** received funding to provide six workshops focussing on aspects of personal and performance ability e.g. voice, presentation, movement and gesture. They will also create two major original events a year with their membership to entertain and interest the community.



## Sports Initiatives

**Kids Run Free** (Registered Charity No. 1146636) received funds to cover the hire of Marble Hill Park, for free monthly running events for children.

**Silverfit** (Registered Charity No. 1143135) received funding towards ‘Silver Fridays’ - weekly Tai Chi and Nordic Walking classes for the older generation in Richmond. The body and mind low intensity classes aim to provide an alternative activity for those who would like to increase their physical activity but musculoskeletal, balance problems or cardiovascular conditions stop them doing so. As well as the fitness benefits, the classes also promote social inclusion.

**Integrated Neurological Services** (Registered Charity No. 1107273) received funding towards a 6-8 week summer activity programme offering a number of taster activities to approximately 280 people who are disabled because of a neurological condition e.g. Parkinson’s disease, Multiple Sclerosis, stroke or head injury. The aim is to help reduce isolation and improve people’s confidence to become more active and take part in new activities. Examples of activities on offer include ballet, sailing, drama, print-making and music appreciation.

## World War One Commemoration

**Princess of Wales's Royal Regiment Benevolent Fund** (Registered Charity No. 1024418) received funding towards the erection ceremony for the installation of a blue plaque at the home of Lt Gen The Rt Hon Lord Freyberg VC GCMG KCG KBE DSO\*\*\*, on the centenary of the award of his VC.

**IO Theatre Company** (Registered Charity No. 1146307) received funding to bring 'A Well-Remembered Voice', a play by J.M. Barrie, to audiences at the OSO in Barnes and Twickenham Academy. Students from all schools in the borough were invited to a special performance and workshop session with the acting company, composer and director to discuss how to bring a text from 1918 to life, using movement and music to inform the text, atmosphere and specific given circumstances of the play.

**Landmark Arts Centre** (Registered Charity No. 1047080) received funding to hold a WW1 themed, textile exhibition called, 'Between the Lines'. The exhibition included supporting events, such as a textile techniques workshop, a tea and talk lecture about the project and the artists' research, and a family drop-in workshop called, 'Ready, Steady, Stitch'.

“ The plaque looked excellent, the attendance was good and guests reflected the family and military interests effectively. Neighbours and local people were interested and supportive. ”

**PRINCESS OF WALES'S ROYAL REGIMENT BENEVOLENT FUND**



## Community Events

**Orleans House Gallery** received funding towards outreach sessions and a professional performance programme, as part of a 'Capability Carnival'. The Carnival celebrated the 300th anniversary of the birth of landscape architect Lancelot 'Capability' Brown. Attractions included a procession of costumes and props, as well as music, performance, food and other activities.

**Worldinfozone.com** (social enterprise Company No. 3399320) received funds to provide free stand up paddleboarding (SUP) taster sessions and dragon boat racing as part of the Twickenham Alive Riverside Festival held in August 2016.

“ Thank you for giving us the opportunity. It was a lovely thing to be involved in. It's great... to have the opportunity to work with specialist teachers and we all loved it... Those who went to the Carnival felt very proud of their achievement. ”

**ORLEANS HOUSE GALLERY**

# Civic Pride Fund Data

## Types of projects by priority area for all submitted applications

**Table 1:**

Priority area Civic Pride Fund applications may fall into more than one priority area.

Priority Area	Number of Applications
1 - A borough to be proud of	26
2 - Building capacity in our community	21
3 - Contributing to the Village Plans	7
4 - Commemorating World War One	4
5 - Town centre initiatives	1
6 - Sport initiatives	9

## Grants awarded by beneficiary

**Table 2:**

Grants awarded by beneficiary. Civic Pride Fund applications may fall into more than one category.

Category	Number of Applications	Amount Awarded
Children & Young People	7	£22,350
Older People	2	£5,651
General Public	18	£59,696
People with Disabilities	2	£8,600
Service Need e.g. addiction support, men only club, mental health	3	£13,666

## Types of projects by category area

**Table 3:**

Type of project and distribution of funding. Civic Pride Fund applications may fall into more than one category. The percentage figure is based on the total number of successful applications (26).

Type of Project	Number of Grants	Number of Grants as %
Community Events	6	23
Arts and Culture	12	46
Sports Facilities and Equipment	4	15
Community Services	2	8
Horticulture and Environmental	4	15
Historic/Heritage improvements	2	7.6
Outdoor Enhancements	5	19.2
Play and Learning	1	3.8
Business Initiatives	0	0
Young People	4	15
Improvements to Community Buildings	3	11.5
Promoting the Borough's history and heritage	3	11.5

## Revenue vs Capital Expenditure

**Table 4:**

Capital and revenue Expenditure

Type of Grant	Total Grants Awarded	Number of Awards
Revenue Grants	£49,153	18
Capital Grants	£30,504	7
Combined Capital and Revenue	£9,135	2
Total	£88,732	27

## Distribution of grants in the Village Areas

**Table 5:** Grants awarded in each village area (a project can be in more than one area)

Village Awarded	Grants
Barnes	2
East Sheen	0
Ham and Petersham	0
Hampton	0
Hampton Hill	2
Hampton Wick	0
Kew	2
Mortlake	1
Richmond and Richmond Hill	5
St Margaret's and East Twickenham	2
Strawberry Hill	1
Teddington	1
Twickenham	6
Whitton and Heathfield	3
Borough Wide	6
<b>Total</b>	<b>31</b>

For more information go to:  
[www.richmond.gov.uk/civic\\_pride\\_fund](http://www.richmond.gov.uk/civic_pride_fund)

