



Community
Innovation
Fund

CROWDFUND BIRMINGHAM

Funding overview and criteria

Background

Preventative services help to improve people's independence and wellbeing. The Care Act 2014 places a duty on the local authority to arrange services that help prevent or delay people deteriorating such that they would need on-going care and support.

This document sets out guidance on the Community Innovation Fund for organisations working with vulnerable communities.

The funding is designed to provide 'seed funding' to encourage organisations to try new ways of working to tackle priorities set by the council for vulnerable adults, e.g. to lessen the demand on Adult Social Care, to lessen homelessness and maintain tenancy.

Equally the funding committed by the council is intended to stimulate further investment from alternative funding streams. Therefore spreading the risk as funding becomes increasingly difficult to access

Given the climate of reducing resources and changes in commissioning processes within the city the need for a means of funding projects that removed the bureaucracy of a formal contracting process and allowed for the investment in small grass roots organisations was identified. This document will help you to understand how the programme will operate, if we are able to fund your project, and will help you to apply.

You must read this document carefully before launching a crowdfunding campaign and filling in the application form. We have very clear criteria as to what we can and can't fund

What is the aim of the programme?

The purpose of the programme is to support the third sector to develop universal prevention services that promote independence for citizens and empowering them to do as much as they can for themselves for as long as possible by keeping them active, engaged and connected within their own communities and neighbourhoods

Through the Community Innovation Fund we want to provide seed funding that stimulates innovation delivered through one off programmes by organisations at the heart of isolated and disadvantaged communities. The funding is intended to be utilised in a way that:

- Stimulates long-term community resilience and equips the local community to enable improved health and wellbeing.
- Is not reliant on large organisation intervention and/or continued public sector funding.
- Funded projects will be able to evidence measurable benefits to vulnerable populations across the City.
- Will help the Local Authority and its partners deliver against long term priorities, but with a clear focus on developing business delivery models that are self-sustaining beyond the period of financial support.

How funds will be awarded?

In order to reach projects that meet our criteria and fund them, we will distribute money via crowdfunding so that we can:

- Test the community support for the idea
- Amplify funds with money raised from the crowd e.g. Individuals, businesses etc.
- Build capacity at grass roots level

Projects that launch on the Crowdfunder platform, as part of our pioneering 'Crowdfund Birmingham' campaign, and make an enquiry via the site about our funding will be asked to fill in a short application form to tell us more information.

If your project meets our funding criteria, it may receive a pledge of money from the Innovation Fund, which you will receive after you hit your funding target; along with other monies raised from the crowd (see notes below).

How much money is available?

Projects that launch on Crowdfund Birmingham and which meet the criteria, may receive a one off pledge between £100 - £10,000 to cover no more than a single 12 month period to help fund a project or activity. You can of course raise as much money from the crowd as you like, but the maximum contribution from BCC is up to £10,000 or 50% whichever is the lesser.

Funding Criteria

In order to receive a pledge from the Community Innovation Fund your project must:

1. be located in Birmingham (postcode districts)
2. Demonstrate how the project will deliver innovative activities that improve health, wellbeing and independence in the community.
3. Demonstrate the project has real community support, by having achieved no less than 50% of its funding target on Crowdfunder.
4. Deliver at least two of the following outcomes:
 - i. Improve and maintain mental health, physical health and wellbeing
 - ii. Maintain accommodation
 - iii. Stay safe in own home
 - iv. Reduce isolation and community disconnect
 - v. Access to education and Training
 - vi. Increasing employment and volunteering

- vii. Access to Primary Care
- viii. Access to social, cultural, leisure activities
- ix. Manage personal finance and budget, debt etc.
- x. Build a resilience community that reduces risk of entering social care

We are particularly interested in supporting projects which are exploring alternative funding options as part of their plans for sustainability.

Additionally organisations that have, or plans to backing from a social investor, will be looked upon favourably: For more information info: http://www.bigpotential.org.uk/sites/default/files/slideshare/Social%20Investment%20Explained_Guide_SEUK-BIG.pdf

How to apply

First send us your project idea using the brief expression of interest form on the Crowdfunder site.

If we like the sound of it you'll be asked to upload your project onto Crowdfunder and apply for the Innovation Fund. You will receive a short form asking for additional information. You may also get an email from an officer with any additional queries or advice.

We will consider each application on its merits. Our decision is final and we will not consider appeals. We reserve the right to amend the criteria at any time. We are not obliged to give you the reasons for our decision to pledge.

Once your project has raised 50% by using Crowdfunding the match funding will only be released once the agreed match has been achieved
If you do not hit your crowdfunding target, no funds will be received.

Who is eligible for Community Innovation funding?

The programme is open to community/voluntary organisations, not for profit companies, registered charities, social enterprises and constituted organisations. We are particularly keen to see projects from small community organisations that bring about significant improvements and resilience to disadvantaged local communities through self-determined initiatives and community empowerment

You do not need to be a registered charity to apply, but you must have:

- A written governing document properly approved and accepted by the management committee/board of Trustees.
- At least two unrelated people on the board of directors of Trustees or governing body.
- A bank account that requires at least two people to sign each cheque or withdrawal.

How funding will be distributed:

You will receive your crowdfunded money in two parts:

1. Monies raised from the crowd will be transferred to your nominated account shortly after you hit your funding target.
2. Community Innovation Funds will be paid upon completion of your successful crowdfund. However Birmingham City Council reserves the right to pay the funds in multiple tranches for example. The first tranche would be 90% of pledged funds and the final tranches would be 10% of pledged funds. This is to encourage organisations to understand the need to develop or identify alternative funding streams beyond the funding period, with no further payments thereafter and no subsequent repeat requests. You would also be notified of any further information required though the year before receiving the final pledge sum. Payment schedule details will be negotiated with commissioners post award.

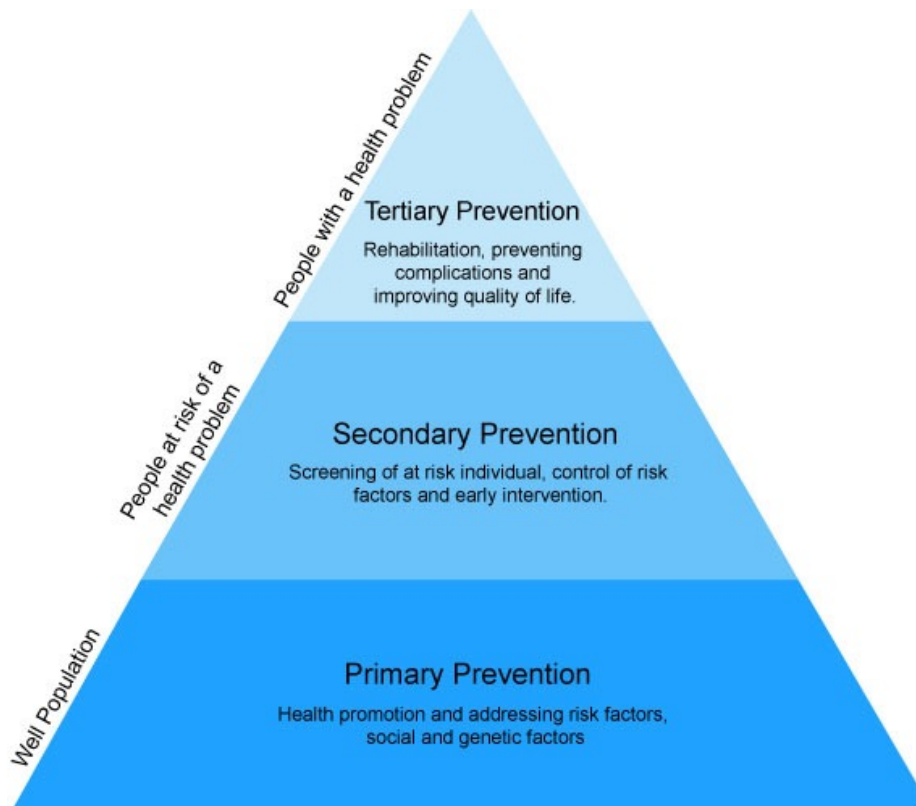
Awards will be made throughout the year as long as funds remain available

Additional information

In the application form we will require you to tell us:

- the evidence of the need for the interventions;
- the outcomes to be achieved;
- the impact on the target group(s)
- how this will be achieved and measured.
- sustainability plans (beyond year 1)

Once a project has funded successfully, organisations that may receive Innovation Funds must be prepared to provide further information - see Page 9, Awarding Funds:



What the Innovation Fund will pledge on:

Through the fund we will pay for activities that will benefit individuals and their community, including but not limited to:

- Events, activities or performances
- Ongoing support and sessions that work directly with the citizens
- Buying non capital equipment or materials necessary to deliver activities
- Fees to pay sessional staff and the portion of staff's time which is spent working directly on the project
- Setting up user led projects or starting up a new community focus groups
- Subsidising the costs associated with trips and outings

The overarching priority is to equip the local community to sustain any such activity in the long term, without ongoing reliance on the local authority funding streams; particular emphasis in the application should be paid to demonstrating measurable outcome and sustainability. The expectation for a successful award is an ability to demonstrate that once funding has ceased at the end of the funding period there is resilience in the community to sustain the activity in the long term. This could be in the form of volunteers or community champions that have been upskilled to continue delivering the outcomes set out in the original project.

What you can't do

The Community Innovation Fund has a clear focus and target group. It is to deliver prevention services for vulnerable adults defined in the recent UPS specifications as:

....a person over the age of 18 who is or may be in need of community care services by reason of mental or other disability, age or illness; and/or who is or may be unable to protect him or herself against significant harm or exploitation in any care setting. This includes individuals not in receipt of social care services, but may include those in receipt of other services such as health care.

Funding will not be granted to offset any previous loss in funding or existing models of delivery. The focus is to facilitate innovation through funding that enables long term community improvements in health and wellbeing.

It will not support projects that you cannot maintain because of high ongoing costs or projects that cannot show a clear pathway for citizens that help them to access, pass through and exit services at the right points in their journey towards achieving or maintaining independence even if the funding is part of a much bigger project.

It does not replace any previous funding programmes and cannot be used to fill any gaps left by the withdrawal of other grant giving programmes. It will therefore not support existing activities and repeat or regular events, including those we have funded before.

It will not support activities that cannot evidence how it will meet the identified needs of the beneficiaries through two or more of prevention outcomes on the framework at Appendix A

The council will NOT fund:

- i. more than 10% of the capital costs of the total value of the project purchase of land, building/refurbishment or building projects
- ii. Projects which are purely research
- iii. Costs of ongoing staff who are not working directly on the project – including salaries of permanent or fixed term staff.
- iv. Costs incurred in putting the application together
- v. Core costs of the organisation – (utility bills; rent; management costs etc.) which are not directly related to the project activity.
- vi. Contingency costs eg funds to provide a source of income or for fundraising activities.
- vii. Political or religious activities
- viii. projects that take place outside of Birmingham.
- ix. Repairs and maintenance to buildings or equipment

- x. Vehicles – maintenance or usage.
- xi. VAT that you can recover
- xii. Loans or interest payments.
- xiii. Purchase of alcohol or illegal substances

However this list is not exhaustive and you should contact the commissioner if you are unclear whether your event or activity will qualify.

If you need more information please email: Mark Roscoe at smallgrants@birmingham.gov.uk

How we will assess whether to pledge and how much:

The assessment of applications will be done by council officers in three stages:

Stage 1: Technical pass /fail

This will consist of a check for completeness of the form. If we receive an incomplete application, this will be returned to you. You will be given 10 working days to send us the missing information. After this time your application will be rejected.

Stage 2: Panel Assessment.

During this stage officers will consider how well your project meets one or more of the prevention outcomes on the framework at Appendix A.

During the assessment we will look at the following factors to help us reach a decision:

- Evidence of the need for your project
- Who is the target group and how will they benefit
- How will you achieve the outcomes and how will you evidence this
- If we have funded you to deliver the activity previously
- The total project cost

You can improve your scores by:

- Showing strong evidence of the need for your service
- Showing how you have involved or will involve a wide a range of citizens in the creation, organisation, delivery and evaluation of the service
- Showing the funding will be sustained in the long term with no or minimal financial input
- Having clear and measurable outcomes

Stage 3: Decision

The final decision to award a pledge of funding will be made by Mark Roscoe, Commissioning Manger within the Commissioning Centre of Excellence, using the recommendations from the evaluation panel as the basis for this decision.

We aim to assess each application equally and fairly and to provide a quality assurance of the process officers a will meet regularly to discuss their assessments.

Awarding funds

If your application is successful we will issue a conditional offer letter. The offer will, as a minimum be subject to checking of the documents listed at section B2 of the application guidance. These documents and any other additional information must be submitted within 10 working days of receipt of the conditional offer letter otherwise we may withdraw the offer.

If everything you send us meets our requirements we will confirm the offer with the issue of a Conditions of Grant Aid. This will set out the terms and conditions and service specification for which funding has been awarded.

If the information is not satisfactory we may withdraw the offer and will write telling you the reasons why. You will be free to submit a new application which will be assessed on its merits and in competition with any other applications.

If you receive a pledge you must be prepared to provide the following information.

1. Complete and submit the following <http://vcsestrengthchecker.org.uk> together with a plan for building on strengths or addressing weaknesses, which are incorporated into the proposal
2. Contribute to local health and wellbeing plans that are set in collaboration with the local community, organisation, the council and the NHS; these feed into the “Health and Wellbeing” strategy, leaders policy statement and the Council’s business plan
3. Provide evidence of collaboration and networking with other voluntary and community sector organisations – either in the local area or across the city
4. Work with an allocated infra-structure organisation to develop business planning skills, bid-writing, diversifying income and evidence based practice

Monitoring the funds

If we fund your project you will need to complete an end of project report to confirm how the funds were spent and what you have achieved. You will need to provide receipts for all the items or services you buy and make them available if we ask for them. We may also visit you to check how the funds have been spent.

Unsuccessful Application

If your application is not successful we will write to you telling you the reasons why. Please consider the feedback carefully before deciding whether to apply again. Since we seldom have enough funds to support all the applications we would like to, if you send us the same application again it is likely to be unsuccessful. We suggest you only apply again for the same project if you can make a much stronger case.

There is no appeals process for unsuccessful applications, though you can make a complaint via the council's formal complaints procedure if you think we have not followed our process.

OUTCOMES

ASCOF OUTCOME 1: Enhancing the quality of life for people with care and support needs:

A key objective of the drive to make care and support more personalized is that services should more closely match the needs and wishes of the individual, putting users of services in control of their care and support. Therefore, asking users of care and support about the extent to which they feel in control of their daily lives is one means of measuring whether this outcome is being achieved. There is a clear link between loneliness and poor mental and physical health. A key element of the Government's vision for social care is to tackle loneliness and social isolation, supporting citizens to remain connected to their communities and to develop and maintain connections to their friends and family.

Measures:

- a) Citizens manage their own support as much as they wish, so that they are in control of what, how and when support is delivered to meet their needs:
- b) Carers can balance their caring roles and maintain their desired quality of life
- c) Citizens are able to find employment when they want, maintain a family and social life and contribute to community life and avoid loneliness or isolation

PREVENTION OUTCOME 1: Support to Self-Manage

Applicants must demonstrate and be able to provide evidence that the service will help citizens gain knowledge and understanding that enables them to self-care and self-manage independently thus reducing demand for high cost statutory services. Evidence of income maximisation, support to continue to work, development of coping skills and support to access other universal or mainstream services would all be relevant.

Measures:

- a) Individuals using the service report they are supported to actively manage their condition and support their own needs.
- b) Users receive support to access range of financial advice and support services.
- c) Individuals using the service feel confident that they can cope with everyday tasks and remain independent.
- d) Individuals using the service report they feel confident to self-manage
- e) Individuals are effectively signposted to other services
- f) Individuals are supported to access appropriate advice services of a quality sufficient to meet their requirements

PREVENTION OUTCOME 2: Reducing Social isolation

Applicants must demonstrate that the service maximises community links and social interaction, and reduces social isolation resulting in less stress and anxiety and improved opportunities to engage in activities that encourage physical and mental wellbeing.

Measures:

- a) Individuals using the service report that they feel they have adequate social contact
- b) Individuals using the service report that they feel less lonely and depressed
- c) Individuals using the service report that their lifestyle has improved for the better
- d) Individuals are effectively signposted to other services
- e) Monitoring of citizen journey
- f) Individuals are supported to access appropriate advice services of a quality sufficient to meet their requirements.

ASCOF OUTCOME 2: Delaying and reducing the need for residential care and support

Avoiding permanent placements in residential and nursing care homes is a good measure of delaying dependency. Research suggests that, where possible, citizens prefer to stay in their own home rather than move into residential care.

Measures:

- a) Individuals had the opportunity to have the best health and wellbeing throughout their life, and can access support and information to help them manage their care needs
- b) Earlier diagnosis, intervention and enablement means that citizens and their carers are less dependent on intensive services
- c) When citizens develop care needs, the support they receive takes place in the most appropriate setting, and enables them to regain their independence

PREVENTION OUTCOME 3: Health and Wellbeing

Applicants must demonstrate that the service contributes to the Health and Wellbeing of citizens, and supports the improvement of health and wellbeing in communities. This includes delivering against the 5 principles of the 5 ways to wellbeing:

1. connect
2. be active
3. take notice
4. keep learning
5. give

Measures:

1. Individuals using the service feel they are supported to manage their health condition
2. Individuals report that their lifestyle has improved for the better
3. Carers report that they feel that they are supported to continue providing care.
4. Individuals are effectively signposted to other services
5. Individuals are supported to access appropriate advice services of a quality sufficient to meet their requirement

PREVENTION OUTCOME 4: Living Safely at Home

Applicants must demonstrate how the service will ensure personal safety and security, improve mental and emotional health, resilience and wellbeing and help citizens to remain safely in their own homes. Services should be targeted at citizens who may find it hard to manage at home and improvements should prevent or delay the need for social or health care intervention.

Measures:

- a) Individuals using the service feel safe and confident living in their own home
- b) Individuals report an improvement in their living conditions
- c) Percentage of users who have had reduced need for health or social care services since using the prevention service
- d) Individuals are effectively signposted to other services
- e) Individuals are supported to access appropriate advice services of a quality sufficient to meet their requirements

PREVENTION OUTCOME 5: Remaining Independent

Applicants must demonstrate that the service can reduce health and social care interventions, enable citizens to live as independently as possible as full and equal citizens of Birmingham and their local communities, and ensure equal access to universal services.

Measures:

- a) Individuals using the service report that they feel supported to stay healthy and well
- b) Percentage of users have had reduced need for health or social care services since using the prevention service
- c) Individuals using the service feel confident that they can cope with everyday tasks and remain independent.
- d) Individuals are effectively signposted to other services
- e) Monitoring of citizen journey
- f) Individuals are supported to access appropriate advice services of a quality sufficient to meet their requirements