

Report of:	Meeting	Date	Item No.
Mark Broadhurst, Service Director Health and Wellbeing	Overview and Scrutiny Committee	5 December 2016	6

**An exploration of grant funding applications by the YMCA
and the Council's role**

1. How does the YMCA go about applying for grants?

1.1 The YMCA has a small Development & Quality team that undertakes research and prepares grant funding applications on behalf of four areas of their work: Physical Activity, Housing, Young People and Outdoor Education.

1.2 A funding application will generally follow the following process:

- the operational team identifies a unmet need within the community
- the operation team develops a solution to meeting that 'need'
- the Development and Quality Team works with the operational team to develop a theory of change model for the solution and begins researching funding opportunities
- Once a funding opportunity is identified the operational team and the Development and Quality Team work together to bring together all the elements that are needed to create a successful funding application

1.3 Some of the YMCA funding successes include:

- £250,000 over 3 years from the Big Lottery Reaching Communities Fund to deliver a programme called Y:Youth
- £67,000 over 3 years from Children in Need for a programme called Y:Body, Mind & Spirit (BMS)
- £93,000 over 3 years from Sport England (Community Sport Activation Fund) to deliver a programme called Y:Women Can
- £50,000 from Sport England (Inspired Facilities Fund) to redevelop

the changing rooms at YMCA Kirkham Pool

- £984,000 from the DCLG to deliver a programme called Making Homes bringing empty homes back into to use
- £250,000 from the Sir John Fisher Foundation towards creating a new School & Youth build at YMCA Lakeside
- £970,000 over 3 years to operate the Lancashire County Council 'Active Lives and Healthy Weight Service for Adults (aged 18 and over), families, children and young people (aged 4-18)' for the Wyre & Fylde areas. This service has recently been relaunched under the brand name 'Your Move'.

2. How does the YMCA decide which grants to go for and which not?

- 2.1 As outlined above the YMCA uses the 'theory of change' model to inform the development of any new programme/activity. This model generates clarity around the 'needs' you are looking to address and the outcomes/impact you are seeking to deliver through the programme/activity. The model this informs how the YMCA researches and prioritises the grant funding opportunities available.
- 2.2 Other considerations taken into account include match funding requirements and how the fund treats overhead costs.
- 2.3 The YMCA subscribe to the Directory of Social Change (DSC) service which enables them to undertake detailed searches through the many grant and trust funds that are available across the UK. The DSC is widely recognised as the best on the market.

3. What is the Council's role in the YMCA applications? Do we assist or guide them at all to support our own priorities?

- 3.1 The Council and the YMCA collectively determine who is best placed to apply for funding. Consideration is made on funding eligibility, infrastructure, match funding and an understanding of what the funder is looking to achieve.
- 3.2 The Council assists and guides the YMCA in supporting our own priorities for example in supporting exercise into good health programmes, across supported housing schemes and in support of our work to address long term empty homes.

4. What is the relationship between the Council and the YMCA in grant funding applications?

- 4.1 This would depend on the nature of the particular funding application. Relationships might include:

- The Council acting as a key **consultee** providing feedback during the development of the application on the need for a particular programme in context with our community leadership role including how the bid fits in strategically with other provision within the Borough
- Either organisation acting as a key **partner** involved in shaping, influencing and supporting the programme/activity in question
- Either organisation sharing/highlighting opportunities to the other

5. What are the YMCA's intentions and plans for the future? And what are the council's?

- 5.1 As the YMCA is geographically diverse they are investigating how they deliver grant funded programmes such as Y:Youth, Y:Women Can and Y:BMS consistently across their organisation so they benefit all the communities they serve.
- 5.2 The Council has identified improving the health of our communities as a Corporate priority. The importance of the prevention agenda is clear in the developing Forward Vision of the NHS and within the Lancashire and South Cumbria Sustainable Transformation Plan. The Council and YMCA will continue to work together collaboratively to maximise the opportunities and benefits for our communities and for each organisation that this focus will bring.
- 5.3 In particular we will continue to keep abreast of all the latest funding opportunities including those of Sport England.
- 5.4 The YMCA is also looking to develop a corporate approach to fundraising as an additional source of revenue over and above grant funding.

6. What more can the Council do to assist the YMCA in applying for grant funding?

- 6.1 There are likely to be a number of further opportunities where the Council could assist the YMCA in applying for grant funding. The assistance might include:
- The Council sharing intelligence on 'needs' across the Borough
 - The open discussion and sharing of potential opportunities
 - Pooling resources, provision of match funding and 'in-kind' contributions where there is clear mutual benefit and a shared purpose
 - Helping in the identification of other providers who the YMCA could work with as funding partners at both an operational and strategic level
 - Ensuring we work together to avoid potentially competing applications
 - Working together to ensure we can take advantage of any funding pots, large or small, national, regional or local.