

# Grant Fundraising for Allotment Societies

Barnet Allotment Federation

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Anita Gracie – Secretary, Lawrence Street Allotments

# What do you need money for?

- Planning – first set out the Strategy for your site
- Create your Financial Plan – look at your income and what you need to spend to achieve your Strategic Plan
- When will you need the money?
- A healthy bank balance does not mean you don't need to raise money!
- Do you really need a grant?

# The Funding landscape

- Downsides
  - A shrinking public sector – at least at local level
  - Many years of austerity
  - Increased competition for charitable funds and grants
- Upside
  - Re-think of how to address major issues – particularly ageing population and public health

# Before you apply for a grant – do your homework (1)

- Rethink yourself in terms of a community – not just a site or association
- Allotment land has been set aside for community benefit - so what benefits do you bring to your own and the wider local community?
- Your land – not all cultivated for growing. Think conservation, increased biodiversity.

# Before you apply for a grant – do your homework (2)

- What are the local political objectives? – Not just the Council, but NHS Primary Care Trusts, Public Health, individual Councillors
- What about environmental priorities locally/for London/nationally
- What are the demographics of your community: not just your association but your locality and the borough – age profile, relative wealth, areas of social housing, ethnic mix
- Who might you want to attract as members to improve you community value?

# Barnet priorities

- LBB Health and Wellbeing Strategy – Zoe Garbett – Commissioning head of health and wellbeing
- Strategy: Keeping Well, Promoting independence – a joint health and wellbeing strategy 2015-20
- Themes include:
  - Improved mental health and wellbeing for all
  - Encouraging healthy lifestyles; promoting physical activity
- Plans include: to develop and improve the accessibility and quality of open spaces across the borough (this specifically includes allotments)
- Recognition that parks ... allotments, gardening and food growing are important for health and wellbeing.
- ***Is there scope here for a Federation approach to discuss a possible coaborative bid for cross borough funding – led by the Federation?***

# The language of public funding

- You may want to build a community meeting room – whereas your funders might want ‘people to have better chances in life’. Make one fit the other
- **Inputs/project activities** – what will you spend the money on
- **Outputs** – what will happen e.g. More older people gardening
- **Outcomes** – improved health among older people
- **Indicators/impacts** – how will you know if you have been successful: e.g. xx older people report fewer visits to GPs
- **Match funding** – the contribution to project costs from other sources – could be Council, your own funds, in kind contributions.
- **Evaluation** – measurement of how many have participated, but more importantly – what impact is it having?

# Partnerships and collaborations

- Partnerships are often favoured by funders, especially for larger projects
  - It spreads the risk and also the work such as reporting
  - You can achieve a wider impact in the community and therefore improve your chances of funding
  - You can bring in specialist skills and gain referrals
  - They may help re-inforce your political message



# Case study 1 – improved health outcomes in an area of high deprivation

- ***Issue: Local ward statistics indicate that part of the borough has particularly low health outcomes e.g. higher mortality rates, high % obesity, high social isolation.***
- **Solution: People presenting with these issues are encouraged to take up gardening on a community site local to them**
- **How:**
  - several sites in the affected area combine and bid for funds to improve their sites as leisure facilities- possibly creating smaller plots or raised beds with a communal shed and/or meeting place; an on-site toilet; tools and materials as starter packs; a gardening tutor mentor to support the gardeners
  - Work with local charities/GPs to get people referred for social prescription e.g. increased outdoor exercise/gardening
  - Use a local college to help measure and evaluate the impact

# Case study 2 – improved biodiversity in a selected area

- *Issue: increased urban sprawl is soaking up greenbelt and reducing areas for wildlife*
- **Solution: plan to create linked wildlife corridors with protected habitats**
- **How:** A group of sites bid for funds to undertake environmental improvements to their sites to create a linked wildlife corridor around their sites; to survey wildlife living there; to offer workshops and activity days to local school children on biodiversity.
- Possible partners: recognised wildlife specialists: Froglife, London Wildlife Trust

# What the funder will need from you

- Legal entity, have a bank account with at least two signatories for expenditure
- An explanation of what you want money for and why it is needed – how can you demonstrate the need?
- A budget for the project – total cost and timescales
- How much money can you show from other sources – your match funding
- Most important – how does your project contribute to their priorities and further their objectives?
- The name of the responsible person for the project

# Where to look for funding

- Barnet Council – see the website for current situation – it may change
- Awards for All – the simplest Lottery Grant for £500 - £10,000.
- Reaching Communities Fund – large scale Lottery funding
- Heritage Lottery Fund – for conservation
- City Bridge Trust – Improving London's Environment
- Esmee Fairbairn Foundation Food Strand
- Biffa Awards
- Tesco Bags of help – administered by Groundwork

*For further information there is a paper on fundraising on the BAF website at <https://goo.gl/QAHfoM> which includes links to funders' websites.*