

GOOD GROWTH FUND

Expression of Interest form

GENERAL INFORMATION

All sections of the form do not need to be completed for an application to be accepted. If we are requesting information you do not currently have access to or understand then don't worry, we will still read your submission. If you are unable to respond to any sections please indicate this with N/A and add an explanation as to why this information cannot be provided.

Applications that are not presented in this template will not be considered.

Where the response provided exceeds the stated word limit, information beyond the maximum word count will not be considered.

Additional information in support of your proposal will be considered, this may be information which helps us to understand your project better or which supports a specific aspect of the proposal (for example evidence of demand, need or support). Supporting information may be documents (e.g. survey results, user-centred research, soft market testing, feasibility studies), but may also be in other media formats, including images, videos, links to information on the internet or social media, a Twitter poll or Facebook page. You will not be penalised if this is not included as it will not form part of our scoring assessment.

Completed Expression of Interest forms and supporting documentation should be submitted in electronic format (in both word and PDF format) by email to goodgrowthfund@london.gov.uk by 4pm on 04 September 2017.

Feedback cannot be provided on drafts of your application but if you have any queries about how to complete your form please email your query to goodgrowthfund@london.gov.uk. Please note the last possible date to do this is 28 August 2017

SECTION 1: CONTACT INFORMATION

Name of organisation:

London Borough of Ealing

Applicant contact name:

[REDACTED]

Applicant contact email:

[REDACTED]@ealing.gov.uk

Lead organisation name:

London Borough of Ealing

Lead organisation address:

Perceval House

Lead form of lead delivery organisation

Public Sector body ☒ Charity ☐ CIC ☒ Cooperative ☐ Limited Company ☐ Unincorporated organisation ☐
Other ☐

If 'Other' Please explain further

Registered company or charity number (if relevant): *Click here to enter text.*

Project Address (if different from applicant):

Havelock Estate, Southall

Please indicate other participating organisations and the nature of their support for the project:

Catalyst Housing Association is the key partner and has committed funding for the proposal. Catalyst will deliver the training via its outreach work. The Kollektive will deliver the art related use of the space. The facility is in the Havelock estate, which Catalyst is redeveloping with support from the GLA.

The Kollektive is a partner, and is supportive of the proposal.

How will the project be managed? If you will you need to bring in additional resources to deliver the project please describe these arrangements?

The management of the project will be via Catalyst, working with Ealing Council. The constructions work will be project managed by Catalyst which is on site with new housing development on the estate.

The training facility will be provided by Catalyst which will deliver outreach training for residents on Havelock and in Southall.

Ealing Council owns the property and will be responsible for the management of the building itself and manage the use of the facility by Catalyst and the Kollektive. The life of the project is 5 years, after which it will be demolished to facilitate later phases of the Havelock estate redevelopment.

Are you related to or do you have any contact with any elected GLA officials or members of our staff? Yes ☐ No ☒

If yes, please tell us about your relationship with them and their name (or names) and which team they work in:

Click here to enter text.

Are you submitting more than one application to GGF? If yes, please list all of your other applications in your order of priority:

1. Coffee for a Cause, West Ealing
2. Art and Skills @ Havelock
3. Northholt Village Community Square

SECTION 2: PROJECT DESCRIPTION AND DETAILS

Project title

Art and Skills @ Havelock

Project aim

Describe the general context, specific issue you are seeking to address, and overall purpose of your project. In describing your project you should consider how it will relate to the three wider themes of People, Places and Prosperity listed on pages eight, ten and twelve of the prospectus

To provide space for residents on the Havelock estate and surrounding areas of Southall and Ealing for meanwhile use (4-5 years) and to provide a training facility to improve the skills of target groups. .

The Havelock estate is a large housing estate in the Southall area of the London Borough of Ealing, built in the 1950s it is currently it is among the top 20% most deprived neighbourhoods in the UK. The estate is undergoing regeneration by Catalyst Gateway, at this time there is a lack of community space on Havelock with just a small community shop being the only facility that Ealing council, residents and partner organisations can use.

During this period of regeneration community space is vital for us and our partner organisations, space is needed for the Council, Catalyst and partners to engage residents and provide opportunities to improve their health, wellbeing and employability as well as to create a sense of community cohesion during this time of change. Specifically provision of a new community space on the Havelock Estate would:

People – Enable people to engage in services and activities that either didn't exist or that they previously found difficult to access through the provision of artistic/cultural activities. These could include creative skills workshops, community mosaics and educational workshop for local schools.

Places – Turning around a disused space in a unique way that currently suffers from ASB, rough sleeping and other criminal activity. The spaces is current not used by residents and has been fenced off to prevent such activities although problems persist. As well as designing the new unit to alleviate some of these issues we would

work with Ealing council's safer neighbourhoods' team, ASB officers and Catalyst Gateway's ASB team to further address these issues

Prosperity - Provide an affordable business premise for a local artist to develop their work and share their creativity with the local community, in the process teaching new artistic skills to local residents.

Alongside the provision of artistic activities the space would be used as a hub by Catalyst's Gateway team to engage residents in the employability, digital inclusion and young people and family services that they run.

Project summary

Briefly summarise your project, explaining the activities that are required to deliver it. Where possible, please make reference to the eight actions listed on page fourteen of the prospectus

The project would provide low cost work space to local artists in an area of London that currently does not have any such facilities. The lead delivery partner for the Art space, Kollektive has had success in locating artist's workspace. In these previous projects they have found a great number of our users live on or close by the estate and the opportunity to engage new users from the estate unfamiliar with art has been very exciting. A supporting document from them is attached. There is another interested party, ASC which also has experience in this work

Kollektive would wish to build a project space/community space along-side new workspace on the Havelock Estate and would prioritize creative people local to the area for workspace and seek partnerships with Tenant/resident Associations, groups and schools to develop educational projects.

To achieve this we would need to;

- Survey garages to ascertain work needed to convert into artists spaces.
- Consult local resident on the space and activities they'd like to be run out of it.
- Construct artist space through combining at least two garage units.
- Secure local artistic tenant.
- Plan and deliver an engagement strategy with tenant and Catalyst Gateway team to deliver outputs

We believe that the new artistic spaces would contribute to the eight actions set out by the Good Growth Fund by:

Develop Civic Infrastructure – Providing a new space to a deprived neighbourhood that is currently underserved in terms of community space

Back Small Business – Artists will benefit from the use of affordable space. Training for residents may help local businesses recruit suitable employees from the local area.

Secure and Create Workspace – Converting a currently disused space that suffers from ASB, rough sleeping and other criminal activity into a viable workspace for the creative industry.

Drive Innovation –this is making use of a public asset in a way the Council has not done before, with space for artists and training facilities in a meanwhile space on an estate being redeveloped.

Build Skills and Employability – Allowing residents another route to access Catalyst Gateways employment and skills services.

Deliver Community-led Regeneration – Using the knowledge gained during the consultation of the neighbourhood strategy and further consultation on the project itself to fully develop a community space that residents want to engage with.

Enhance Public Space – Converting a local eyesore into a bright engaging space that extends beyond the garages themselves by working with other organisation to improve the area surround the garage units

Share Culture – Provide a space to share local artistic culture specifically that of the large south Asian community in the local area. We would also be bringing this culture into the everyday setting of a garage unit of a housing estate, thus enabling local people to experience culture where you normally wouldn't.

SECTION 2A: FUNDING

The Good Growth Fund will expect to fund up to 50 per cent of the total project value, with the remainder covered by match funding. Applicants should be aware that the majority of the available funding is capital funds, so we would encourage revenue elements of projects to be funded via match. European Social Fund revenue grant funds are available for projects which will be co-commissioned with the GLA and will deliver employability and skills outcomes.

What is the start date of your project?

01/04/2018

What is the end date of your project?

01/02/2023

Total project cost (including match funding)

£70,000

Funding requested from Good Growth Fund

Please specify which type(s) of funding you are interested in applying for, and if possible the specific amounts

Types of Good Growth Funding available (please tick if interested)	Amount (£,000)
Capital Grant <input checked="" type="checkbox"/>	£35,000
Repayable Grant (Loan) <input type="checkbox"/>	
European Social Fund <input type="checkbox"/>	
Total	£35,000

In addition to the above funding options, the Crowdfund London programme offers small-scale grants in the form of pledges towards crowdfunding campaigns by organisations or partnerships seeking to raise funding for community-led projects. For further detail on this fund and whether it is suited to your project, please see [<https://www.london.gov.uk/what-we-do/regeneration/funding-opportunities/crowdfund-london>].

Have you secured any match funding?

Please indicate the amount and whether the funding has already been committed to the project, has been requested or is your realistic estimate of what might be secured

Source of Funding	Amount (£,000)	Committed, Requested, or Estimate
Kollective	10,0000	Requested
Catalyst Gateway	25,000	Committed
Total	35,000	

If possible, please outline clear and achievable milestones that will constitute delivery (preparation, construction, operation etc.), when you forecast them to occur, and the amounts of funding associated to them

Milestone/description of activity	When will the activity take place?	Budget forecast
Consultation with Residents	April 2018	
Start of garage conversion	July 2018	
Finish of garage conversion	August 2018	£70,000
Tenant organisation moves in	September 2018	
Community engagement programme	September 2018 to February 2018	
Continued operation of unit by tenant	February 2018 to February 2023	

SECTION 3: DEMAND AND SUPPORT

Applicants should outline why the proposed actions represent good value for money, and knowledge or awareness of any complimentary projects which will bring strategic added value to their proposal, and provide an estimate of potential outputs and outcomes

What local engagement has been undertaken so far and how can you evidence demand or need for your project? If you can, please attach or provide links to any evidence of this, including local support that might exist (e.g. letters of support, a Twitter poll, Facebook page, user-centred research). If possible, describe if the project complements any other initiatives and if possible demonstrate any strategic advantages?

Through exploring the feasibility of this project Ealing council has the support of Catalyst Housing and Kollektive these two organisation will lead on the delivery of the project and letters of support can be provided.

As part of Catalyst initial data gather exercise prior to the regeneration work starting they held a community consultation event was held on Saturday 4 June 2016. The aims of the event were:

- To bring people to together and celebrate the Havelock community
- To consult with residents to inform the direction of the neighbourhood strategy
- To promote existing services and projects taking place in the local area
- To ascertain interest in suggested new projects and activities for Havelock

In addition, a resident survey was distributed to residents to ensure everyone had the opportunity to help shape the *Neighbourhood Strategy* by identifying issues and opportunities for improving Havelock.

Over 150 people came along to the event to share their insights and ideas. 24 local partners and community groups were also represented promoting services and projects available to local residents. 104 people also responded to the survey that was distributed to each household following the event.

24% of residents want to see initiative to improve community safety 18% wanted to see initiatives that allowed under used areas of the estate to be brought back into use. These two options represent the 1st and 3rd highest suggestions.

Through the neighbourhood strategy Catalyst concluded that the large number of illegal immigrants in Southall is contributing to the large number of people rough sleeping on Havelock and the prevalence of drug supply and use. These criminal activities are focused on the garage areas and green spaces along the canal making these areas of Havelock feel particularly unsafe. Havelock residents are 26% more likely to be found in possession of drugs.

Through the conversion of the garage area and bringing it into use it is hoped we can address the rough sleeping and drug use that is occurring in this space while at the same time addressing the priorities that local residents have including helping local people acquire skills for employment. .

Further consultation around the design of the new artist unit is scheduled to take place as part of the project, through this it is hoped a sense of community ownership can be created which will help engage local residents in the use of the space. As well as consultation on the design we will also consult on the types of artistic activities that they would like to participate in as part of the community engagement programme.

The Council undertook an Economic Study for Southall in 2016.

The study found a number of themes which need to be developed and which are the basis for an Action Plan. These are summarised below and include 1) ‘Business support for start ups’ given the demand for start-ups but a lack of support or space for them: 2) ‘Education and Training’ to help local people gain skills to get into work and better work; and 3) ‘Commercial space for SMEs’ to allow them to operate and help grow the economy. T

Southall has a great number of small businesses, but there is a shortage of suitable space as demonstrated though the Business Survey. The report found that new commercial space is likely to be provided via planning agreements or re using/re purposing existing floor space, as new development was difficult to deliver due to viability issues. For this reason using vacant space for meanwhile commercial space is important in the borough. It also highlights the need for floor space for training, but that delivering it is difficult to do based upon values locally.

The bid to the Good Growth Fund is consistent with these aims and will help address the needs of the borough.

Southall Economy Study Themes:

Theme	Objective
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Education and Training	To raise the skills and qualifications of Southall residents to enable them to access higher value employment opportunities
Commercial Space for SMEs	To provide appropriate premises to diversify the Southall economy into growing sectors
High Street Renewal	To raise the value of activity generated on Southall's high streets and create a more attractive environment
Capturing Opportunity from new Housing	Retain high levels of consumer expenditure within Southall and provide employment opportunities for local residents
Reducing Road Congestion	To reduce constraints to business and lower effective costs
Business Support for Start-Ups	To encourage more local businesses to form, to help local business to grow,
Putting Southall on the Map as a Destination	To capture greater local expenditure in Southall from visitors and business investment

What stage are you at in the development of your project

Concept ☐ Feasibility/Research ☒ Business case completed ☐ Procurement ☐ Planning submitted ☐ Planning approved ☐ Ready to deliver ☐ Other ☐ If 'Other' Please explain further

SECTION 3A: OUTPUTS AND OUTCOMES

Please indicate appropriate outputs and outcomes to quantify the level of impact your project will have, and describe how your project will lead to them. Please use page twenty of the prospectus, and the suggested metrics included below as a prompt (these are merely an initial indication of priorities to help applicants and by no way definitive). We understand that figures will be estimates at this stage, but please make them as realistic as you can, and projects in the development stage which do not have access to this information should not be discouraged from applying. As the Good Growth Fund develops, we will encourage our delivery partners to set objectives against a number of different indices which we will monitor and evaluate during the lifetime of their projects.

Output or outcome measure	Definition	Target
New jobs being created	New - should not have existed in the London borough or the employer before the intervention. Permanent - should have a life expectancy of at least 26 wks. FTE - 35hrs or more per wk.	
Public Realm improvements (m2)	Improved: significant improvement in the quality of the built environment through improved use of space, urban design and improved quality of materials used. Could be linked to measurement of time savings, reductions in road safety incidents, increased perception etc. New: space which was previously not for public use which is transformed into pavement, road, street furniture & park area.	90m2
New or improved commercial/ business space (m2)	New or upgraded: new buildings constructed as part of the project, refurbished, improved or adapted for productive use as part of the project. Improved: Actual floor space or potential market value has been increased by some physical improvement	90m2
Number of vacant units brought back into use	A unit is considered vacant if it has not been occupied for over 6 months. Re-occupation should be by a non-residential use. Temporary: re-occupation for at least 1 month, but less than 6 months. Permanent: re-occupation for at least 6 months.	4 units brought back into permanent re-occupation
Increase in business turnover	Increased financial turnover can be defined as the volume of a business output in terms of profits over a given number of years or period of time	
Increase in visitor satisfaction	Increase in visitor satisfaction in the target area over agreed period.	75%
Increase in footfall	Also known as People Counting or Shopper Counting, as the measurement of the number of people entering passing a certain location or entering a shop or shopping mall. An increase in footfall is measure from the baseline position over a period of time compared to another survey after an expected change or trend has taken place.	

Entry into employment	New – A London resident who was economically inactive, unemployed or NEET (Not in Education, Training or Employment) before the intervention, accesses employment as a result of the support received. Permanent - should have a life expectancy of at least 26 wks.	No. of Havelock residents who access employment and skills services who then go on to permanent employment
Sustained Employment	New – A person who has already achieved an Entry into Employment via the intervention remains in work for at least 26 weeks out of 32.	
Progression in Work	New – A London resident in low-skilled or low-paid employment achieves an uplift in their employment status as a result of the support received. Examples of an uplift include a promotion, a pay rise or additional hours.	
People supported	New – A London resident actively participates in the project. This may be as a member, user, volunteer, participant, or beneficiary.	X number of people taking part in consultation or engagement activities
Reduction in rough sleeping	Reduction in residents reporting rough sleeping	50% reduction
Reduction in drug use	Reduction in visual evidence of drug taking	75% reduction
[insert output]		
[insert output]		
[insert output]		
[insert output]		
[insert output]		
[insert output]		
[insert output]		

Please include a brief description here of how each output measure relates to the overall project

Public Realm improvements (m2) – 90m2 of the public realm will be improved by regenerating the frontage/ and forecourt area of the two garages

New or improved commercial/business space (m2) – 90m2 of new commercial/business space will be created

Number of vacant units brought back into use – 4 of the currently unused garage units will be brought back into permanent use.

Increase in visitor satisfaction – 75% of residents surveyed state they are either satisfied or very satisfied with the conversion of the garage spaces.

Entry into employment – 5 number of Havelock residents who access employment and skills services who then go on to permanent employment.

People supported - 100 number of people taking part in consultation or engagement activities.

Reduction in rough sleeping – 50% of residents reporting a reduction in incidences of rough sleeping in the garages

Reduction in drug use – 50% reduction of evidence of drug use via needle surveys

SECTION 3B: LEGACY

Provide a brief description of your current ideas or plans to ensure ongoing delivery and management of the facility or service after the end of the Good Growth funding period

Continued partnership with Catalyst Gateway team

Ability to use project to develop a model for converting more garages into community/business spaces

SECTION 4: DECLARATION

The declaration must be completed by a Director of the organisation or equivalent. Applications without a completed declaration section will not be considered.

As a public organisation we have to follow the Data Protection Act 1998 and the Freedom of Information Act 2000. We have a data protection policy, which is available from our website at www.london.gov.uk

We also have a Freedom of Information policy which is also available from our website at www.london.gov.uk

By signing this application form, you agree to the following:

- A. We will use this application form and the other information you give us, including any personal information, for the following purposes.
- To decide whether to award your proposal support.
 - To provide copies to other individuals or organisations who are helping us assess and monitor support. After we reach a decision, we may also tell them the outcome of your application and, if appropriate, why we did not offer you support.
 - To hold in our database and use for statistical purposes.
 - If we offer you funding or support, we will publish information about you relating to the activity we have funded, including the amount of funding and the activity it was for. This information may appear in our press releases, in our print and online publications and in the publications or websites of any partner organisations who have funded the activity with us.
- B. You have read the GLA data protection and freedom of information policies and accept how we generally plan to treat your application and other related information if someone asks to see it under the Freedom of Information Act 2000.

Tick this box if you consider that we should treat your proposal as confidential information. ☐

Tick this box if you consider that we should treat your financial information, such as your budget and any business plan, as confidential information. ☐

Tick this box if there is any other information you have provided that you consider to be confidential information. You must tell us what that information is and give us your reasons below or in a separate letter. If you are sending us a separate letter, please write 'letter included' below. ☐

- C. Please note that your project summary and any images or videos that you supply may be published if your project is selected for further development or if you are asked to submit a more detailed application form. By submitting this text and any accompanying materials you

give us full permission to use them on our website and in other publications and marketing materials produced by the Mayor of London.

To the best of my knowledge, I confirm that the information supplied on this form is correct and complete. If successful, this organisation will use the funding only for the purpose shown in this application.

Signed: [REDACTED]

Name: [REDACTED]

Position: Head of Regeneration, Ealing Council

Date: 4 September 2017