



**Moseley U decide  
PROJECT APPLICATION FORM**

<b>Project Name</b>	Moseley Alternative Giving Pilot		
<b>Contact Name</b>	Cath Gilliver		
<b>Organisation Name</b>	SIFA Fireside		
<b>Organisation Address (Including postcode)</b>	48-52 Allcock St, Digbeth, Birmingham B9 4DY		
<b>Is this a private address</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
<b>Tel No.</b>	0121 766 1700	<b>fax</b>	0121 771 4666
<b>Email</b>	cathgilliver@sifafireside.co.uk		

**1. What is the status of your group/organisation?** *(Please tick all that apply and expand the box as required)*

<b>Registered Charity</b> <input checked="" type="checkbox"/>	<b>Voluntary Organisation</b> <input checked="" type="checkbox"/>
<b>Community Group</b>	<b>Tenants Association</b>
<b>Company</b> <input checked="" type="checkbox"/>	<b>Other, please specify</b> .....

If a charity, please give the charity number ...1049728.....

**Does your organisation hold any financial reserves?**      **Yes**

If Yes, please give information as to how much is held and what these reserves are for: £123,021 (12.5% of budgeted expenditure for 2013/14): these are unrestricted and undesignated funds reserved to meet the working capital requirements of the charity in the event of a significant drop in income.

**Projects working with children, young people or vulnerable adults must have a safeguarding policy that explains how the organisation will make sure they will be safe. Staff and volunteers are also required to have up to date D&B (Disclosure and Barring) checks.**

- Does your organisation have a safeguarding policy?      **YES**
- Do your staff/volunteers have up to date D&B checks?      **YES**



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Please note evidence of D&B checks will need to be provided if your project is taken forward.

**Depending on the nature of your project, you may require public liability insurance.**

Does your organisation have public liability insurance? **YES**

If yes, how much cover do you have? £10,000,000

If you don't have this cover, please explain why?

**2. Please list which of the “Moseley U decide” objectives you will be delivering.**  
(see the guidance notes attached to this form)

This Moseley Alternative Giving Pilot project would deliver the following ‘Moseley U Decide’ objectives:

3. Co-ordinate and deliver outreach work that will lead to the greater use of support services by local street drinkers and beggars.
4. Engage local residents, school children and traders in the education of others about the problems associated with alcohol dependency.
5. Secure resources to allow the continuation of the Moseley CAP.

**3. What do you plan to do with the Moseley CAP grant you are seeking?**  
(Expand these boxes as required. Please keep your response to a 400 word maximum)

This project would set up and evaluate a pilot alternative giving project in Moseley, to encourage people to give to charitable agencies that work to tackle the issues of alcohol misuse and street drinking, aggressive begging, rough sleeping in Moseley; this would be an alternative to giving money directly to people on the street – the evidence base indicates that this exacerbates not reduces the problems for all concerned.

This pilot project is based on an alternative giving approach first developed by the national homelessness charity, Thames Reach, in 2004, with a hard-hitting poster campaign, and has since been used successfully ten local authorities.

The project would not only raise revenue towards the continuation of Moseley CAP, but just as importantly it would serve to raise awareness and of the issues and the solutions. This would be achieved through:

- Awareness-raising leaflets and posters distributed throughout the area designed to help the public understand that giving money to people who beg, fuels the dangerous drug and alcohol addictions destroying lives. In addition, the money they give can end up lining the pockets of drug dealers.
- Engagement of local supermarkets, individual traders, and other agencies frequented by local residents (e.g. health centres, cafes etc.)
- Placing collecting tins in a wide range of locations in the area
- Setting up of an independent steering group to oversee the project – including recommendations to the Moseley CAP and Moseley U Decide on the distribution and use of money collected.
- An attitude survey of retail staff and traders at the beginning of the pilot and again at the end to inform future alternative giving activity.

A project worker would be employed as follows:

- five days setting up and promoting the Project in the first month (mid February-

early March 2014);

- five days undertaking the attitude survey at the beginning (mid-end February) and again at the end (mid-end June) of the project.
- one day a week between 1<sup>st</sup> March and 30<sup>th</sup> June 2014 to maintain the project.

This project would complement the current Alcohol Recovery Outreach work being carried out in Moseley; it would also complement the Awareness Capacity & Outreach in Moseley project that we are seeking funding for from the Moseley CAP.

We anticipate that through this pilot, Moseley could be a trail blazer for other areas of Birmingham, particularly the City Centre which has a major problem with begging.

**4. Please tell us what evidence you will gather to demonstrate that your project has been a success?** *(Expand these boxes as required but please keep your response to a 400 word maximum)*

We will measure the success of the Project in the following ways:

- Numbers of shops, supermarkets, and other agencies that agree to display posters, leaflets and a collecting tin
- Comparative survey of attitudes among traders and retail staff at the beginning and end of the project – this would indicate changes in the levels of awareness of the issues among the traders and retail staff themselves, but also the extent to which the posters, leaflets and collecting tins have generated discussion with customers
- The willingness of the public to give/amount of funds raised
- Good practice established and lessons learned for the future approaches to alternative giving
- Willingness of shops, supermarkets, and other agencies to continue with the initiative and for others to take it on; this would include organisers and stallholders of large events in Moseley, such as the Moseley Festival, Mostly Jazz Funk & Soul Festival and the Moseley Folk Festival – all of which fall within the first quarter after the pilot period and the project worker will make contact to sign them up for the Alternative Giving project before end June 2013.
- Coverage of the project in the local media.

**5. Please explain what positive difference will your project have?**

*(Expand these boxes as required but please keep your responses to a 300 word maximum)*

We believe the main positive differences will be:

- Raised awareness of the issues relating to street drinking, homelessness, rough sleeping, and begging;
- Raised awareness of alternative giving to charities that support people as a more effective response than giving directly to the individuals on the street
- Less incentive to beg, leading to a reduction on people begging in Moseley
- More incentive to engage with Outreach work and support agencies
- A shared sense of tackling issues and helping others at the same time among residents of Moseley
- Contribution to the continued work of the Moseley CAP
- Media coverage to promote Moseley as a 'trailblazer' for Birmingham.

**6. Please tell us the period in which your project will run including a start and end date.**

Mon 10<sup>th</sup> February- Fri 27th June 2013 (20 weeks)

<b>PROJECT FUNDING</b>		
<b>7. Please advise of any other organisations supporting your application and indicate whether any funding has been committed by these organisations.</b>		
<b>Organisation Name</b>		<b>Please confirm whether funding is approved, waiting decision or that non financial support is being provided.</b>
<b>SIFA Fireside</b>	£ 400	Office base for a project worker (uo to one day a week) Approved (non-financial)
	£	Approved / Awaiting Decision or other support (non-financial)
	£	Approved / Awaiting Decision or other support (non-financial)
<b>Total – Other funding sources towards your project</b>	<b>£ 400</b>	
<b>Total – funding being sought from Moseley CAP</b>	<b>£2430</b>	
<b>Total funding required for your project</b>	<b>£2830</b>	

<b>YOUR PROJECT COSTS</b>			
<b>8. Please provide a breakdown of your project's costs</b>			
Please note this should be a breakdown of the total project costs and not costs just for one ward (if you are applying to a number of wards).			
<b>Actual costs</b>	£	<b>value of match funding cash or in kind</b>	£
Employees (salaries & overheads)	£1830	(20 days @ £19,817 pro rata + 20% (NI + overheads)	1830
Administrative expenses	£ 200		200
Office costs	£ 400	£400 (SIFA Fireside)	400
Equipment	£ 150	(30 collecting boxes with chains)	150
Printing	£ 250	50 x A3 posters; 1000 A5 leaflets)	250

Training			
Travel			
Other (1)			
Other (2)			
Other (3)			
<b>Total project costs</b>			<b>£2830</b>
<b>Total match funding</b>			<b>£ 400</b>

**9. What will happen to your project when the grant is spent?** (Funding can only be approved for use until the 30<sup>th</sup> June 2013 – 200 words please)

We will produce a report on the pilot, identifying what has worked and what could be improved with recommendations for the future. We will communicate the findings to all the key stakeholders in Moseley and in local newsletters and on websites of local organisations. We will also disseminate the learning through our own networks and among partners in other areas of Birmingham and the Black County; citywide and regional networks and nationally through umbrella organisations such as Homeless Link and Alcohol Concern.

We will work throughout the project to ensure that the retailers continue with the collecting tins and the posters beyond 30<sup>th</sup> June (subject to the findings of the evaluation) and we will work with Moseley CAP to identify a partner agency to oversee the administration of the collecting boxes on a monthly basis thereafter.

Similarly, before the end of the pilot, we will encourage people organising forthcoming events to in Moseley (Moseley Festival, Mostly Jazz Funk & Soul Festival and the



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Moseley Folk Festival to sign up to this alternative giving initiative using the project's posters, leaflets and collecting tins.

The Alcohol Recovery Practitioner currently working for the Moseley CAP may be able to take on these last two tasks until the end of her contract at the end of August 2013.

**10. We expect projects to be open to all who want to be involved. If your project seeks to improve things for any particular section of the community, please use this space to tell us who and why (200 words please).**

**11. Along with your completed application form, please also send to us a copy of the following documents:**

- Your organisation's constitution
- Your organisation's most recent audited accounts. If you do not have accounts a copy of a recent bank statement for your organisation.
- A copy of your safeguarding policy
- A copy of your public liability insurance document
- A copy of your equal opportunities policy





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<b>Contact Name</b>		<b>Signature</b>	Cath Gilliver
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<b>Role in the organisation</b>	Chief Executive	<b>Date</b>	9 <sup>th</sup> January 2014
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Details of grant payments to voluntary and community sector organisations are published on the Moseley Community Development Trust website – [www.MoseleyCDT.com](http://www.MoseleyCDT.com)

**By submitting this application, you are agreeing that your details will be published, should your application be successful.**