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**Neighbourhood Portion of
Community Infrastructure Levy (CIL) for Bath**

**PROJECT EXPRESION OF INTEREST AND APPLICATION
FOR FUNDING FORM**

SECTION 1: FOR COMPLETION BY THE PROJECT APPLICANT

1) Contact Details:

Name:	Rowena Knight
Organisation:	Julian House
Phone number:	
E-mail address:	

2) Project Details:

2.1 Have you or your organisation previously applied for funding from Neighbourhood Portion of Community Infrastructure Levy (CIL) for Bath
No
2.2 Description of your project – including your outcomes and objectives (maximum 300 words)
We would like to employ a Cycle Mechanic for our Bath bike workshop social enterprise to help sustain our employability services for local homeless and socially excluded people, alongside meeting increased local demand for affordable refurbished bikes and servicing work. The bike workshop provides in-house employability services (accredited cycle maintenance training, one-to-one employment support, work experience) and acts as a shop where local residents can have bikes serviced and buy new and refurbished bikes.

The workshop's trading income is a key means of continuing our employability services. Income growth is underpinned by bike mechanics refurbishing second-hand bikes for sale. By funding a Cycle Mechanic, Bath City Forum would enable Julian House to continue supporting the most marginalised people in Bath to progress towards volunteering, education, employment, and ultimately independence. We would also like to refresh the workshop's tired and dated shopfront with a modern look which reflects our strapline ("The professional, ethical choice") and attracts new customers.

Our objectives are:

- Continue to employ a full-time Cycle Mechanic who refurbishes c. 50 second-hand bikes per month.
- Maintain our profit margin for refurbished bikes of 65/70%.
- Meet the increased demand for bikes resulting from local population growth.
- Increase the number of local people cycling regularly.
- Increase the bike workshop's loyal customer base.
- Develop the bike workshop's sustainability by investing in its growth, boosting productivity and sales.

Our outcomes are:

- The bike workshop has maintained its trading income growth.
- Our employability services are more sustainable.
- Our employability services have transformed the daily lives and futures of 40 homeless and socially excluded people.
- Reduced congestion and improved air quality in Bath.

This work is a continuation of our Gear Change Project funded by Comic Relief.



One of our Bath Bike Workshop Cycle Mechanics in front of the space where bikes are refurbished and our Build-a-Bike cycle mechanics course is taught

2.3 Reasons for supporting this project (maximum 300 words)

To support homeless and socially excluded people in Bathnes
Our bike workshop hosts employability



services enabling the most marginalised people to gain vital employability skills and experiences and progress to volunteering, education, training, or employment. Services include one-to-one, tailored support in achieving their employment goals, our “Build-a-Bike” bicycle maintenance course, and work experience placements.

To reduce homelessness in Bathnes

Securing employment is one of the most sustainable routes out of homelessness. However, surveys we conducted with 41 clients in Spring 2019 showed that they face multiple barriers to employment, including mental health needs, long-term unemployment, addiction/substance misuse, and a history of offending.

To provide a unique way for homeless and socially excluded people to become employable

Most of our clients struggle to access mainstream employment services due to their multiple complex needs and chaotic lifestyles. Our services are designed specifically for this client group, giving them the flexibility they need to sustain their engagement. Furthermore, the Build-a-Bike course provides a rare, hands-on learning experience which is popular with our client group. As clients can keep their bikes upon completion, the course also gives them access to sustainable transport, a form of exercise, and a means for them to access employment, volunteering, and social opportunities.

To provide the residents of Bathnes with affordable and recycled transport options

Our refurbished bikes provide residents with a range of low-cost, “green” transport options during a period when more customers are seeking to reduce their carbon footprint and the cost of public transport continues to rise.

To reduce congestion and improve air quality

Our bike workshop encourages people to take up cycling by providing a range of affordable bikes, reducing the number of people relying on vehicles, and improving air quality during a time of development and rising populations in Bathnes.

2.4 Is this a new project or does this project link into an existing project? (include a breakdown of how you plan to allocate the funding)

This work is an essential aspect of our Gear Change Project, which involves enhancing the productivity and marketing of the bike workshop with the aim of increasing its trading income so that it can fully fund our employability services. The bike workshop has a dual function, providing employability services for around 40 of the most marginalised local people per year, and acting as a bike shop where the public can have their bikes serviced and purchase new and refurbished bikes and accessories. The public donates second-hand bikes to the workshop which are then refurbished either by our bike mechanics for sale, or by our clients as part of our “Build-a-Bike” course (clients keep their refurbished bikes). All trading income from the retail element of our workshops is reinvested in our employability services.

Our employability services are currently funded by a blend of the workshop’s trading income (78%), grants from trusts and foundations (19%), and Julian House’s community, individual, and event fundraising efforts (3%). We are in year 2 of a 5 year sustainability plan for the workshops which involves gradually increasing the proportion of our employability services’ budget derived from trading income and reducing the proportion from fundraised income, so that by the end of March 2023 our employability services are fully-funded by the workshops’ trading income. This is an essential move to make during a period of increased competition for trusts’ and foundations’ limited funds, and an increased need for us to devote as much of our fundraised income as possible towards housing and emergency services for people

experiencing homelessness.

We currently employ two bike mechanics who refurbish donated second-hand bikes for sale. As there are no upfront costs for these bikes, they have a high profit margin and are popular with customers as an affordable and environmentally-friendly travel option. Up until 2018 we employed only one bike mechanic, but as we struggled to keep up with demand for refurbished bikes, in Autumn 2018 we employed a second mechanic funded by grants from Comic Relief. As a result, the number of bikes we can refurbish has increased from an average of 35 per month to 50 and our trading income from bike sales has grown by 11%. Nevertheless, we continue to sell bikes as quickly as our mechanics can make them, and demand is set to rise with local development resulting in population growth and an increasing need for affordable bikes.

Our second grant from Comic Relief comes to an end on 30th March 2020, and we need to secure additional funding to continue employing a second bike mechanic, meet the growing local demand for sustainable transport solutions, and ensure the sustainability of our employability services.

2.5 Target Start Date	1 st April 2020	2.6 Target Completion Date	31 st March 2021
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2.7 What milestones and targets have you included in the delivery of this project?

Bike workshop targets:

- The Cycle Mechanic refurbishes a minimum of 600 bikes, raising approximately £84,000 (based on an average sale price of £140 per bike).
- Overall number of bikes sold increases by 18% (from 550 to 650).
- Bike workshop sales increase by 10% in comparison with the same period in the previous year.
- Overall bike workshop profits increases by 9% (from £55k gross to £60k gross).

Client targets:

- 40 local homeless and socially excluded Bathnes residents benefit from employability services provided at the bike workshop and leave with work-related skills/experience/qualifications and improved wellbeing.
- 25 local homeless and socially excluded people complete our accredited "Build-a-Bike" cycle maintenance course and take home a sustainable form of transport, enabling them to access opportunities related to further training, education, volunteering, or employment.
- 32 clients receive one-to-one employability support from our Employability Support Worker. The Employment Support Worker will work alongside each client to draw up a tailored plan for achieving their employment goals and support them to job search, write CVs, cover letters, and job applications, and access relevant training and education opportunities.
- 5 clients complete a work placement or volunteer in the Bike Workshop.

Project milestones:

- Quote for refreshed shop front signage requested from local signage company, April 2020.
- Local signage company commissioned to re-paint shop front according to design produced by Bike Workshop Marketing Executive, May 2020.
- New shop front signage complete, June 2020.



New shop front signage designed by our Bike Workshops Marketing Executive (post funded by a grant from Comic Relief)

**2.8 If planning permission is required for this project has it been granted?
If Yes - please include the dates and reference numbers for these permissions.**

In October 2019 we submitted a pre-planning application to Bathnes Council to make changes to the bike workshop’s shop front and signage.

3) Criteria

- 3.1 How does the project address the specific impacts of the new developments from which the funding has been generated? (You may consider this on a ward basis, a locality basis or a city wide basis.)**

By reducing congestion in Bath city centre

Bathnes’ Core Strategy and Placemaking Plan 2011-29 acknowledges that planned developments for and 7,020 new homes alongside 7,000 jobs will lead to a population increase in Bath and consequently increased congestion, particularly in the city centre. Our project will reduce congestion by encouraging and enabling people to take up cycling. The Plan highlights the importance of promoting sustainable travel such as cycling, particularly considering the high numbers of people commuting from the suburbs of Bath to the city for work every day (p.3). Continuing to employ a full-time bike mechanic will directly lead to the production of more, and a greater range of, refurbished bikes for sale to the public. This is particularly important given the recent closure of a long-standing central Bath bike shop, John’s Bikes, at the end of 2018. Refurbished bikes are much lower cost than new bikes and give more people the opportunity to cycle, reducing the need for private car ownership. Furthermore, the bike workshop runs a number of initiatives to encourage people to cycle, including Dr Bike (mobile bike mechanic service) at festivals, schools, colleges, and

universities, cycle workshops at corporate partners and council departments, and Cycle to Work Schemes, leading to increased numbers of people choosing cycling as their chief mode of transport. Promoting cycling also supports the delivery of the Public Realm and Movement Strategy for Bath City Centre which calls for restructuring movement and transport systems in favour of pedestrians, public transport users, and cyclists, and will lead to increased use of current and planned new cycle routes.

By improving air quality

By enabling more Bath residents to take up cycling or start to use it as their main form of transport, we will also support the Core Strategy and Placemaking Plan's aim of improving the city's air quality; this is also the key aim of Bath's Air Quality Action Plan. Reducing emissions from private vehicles is not only an urgent matter of public health (Public Health England describes poor air quality as the largest known environmental risk to public health, 2014), but a key element of building a sustainable future for Bath and reducing the city's impact on climate change.

By protecting Bath's legacy as a World Heritage Site

By reducing vehicle emissions, our bike workshop helps to protect Bath's historic architecture. The Bath Clean Air Plan (March 2019) notes that vehicle emissions "contain various pollutants that can damage buildings" by degrading the limestone used for most buildings in Bath.

By contributing to a distinctive shopping experience

The Core Strategy and Placemaking Plan notes the importance of retaining a "distinctive shopping experience at the leading edge of retail development" (p.4) in Bath despite the introduction of a range of new shops. Our bike workshop provides a distinctive retail offer by not only providing shoppers with a range of bicycles for everyone from local families to keen hobbyists, but by providing a green and ethical alternative to the standard bike shop. Customers purchasing refurbished bikes benefit from the knowledge that they are saving a bike from landfill and reducing the demand for new bikes. Everyone who shops at our bike workshop can feel safe in the knowledge that their purchase has contributed to the development of a new future for one of our homeless and/or socially excluded clients.

- **3.2 How does the project provide links to the locality in the area where development has taken place? (if your project has city wide impact you will need to demonstrate how the broader community in the city will benefit)**

As noted above, our project will contribute to:

- Cycling becoming an affordable travel option for more Bath residents
- Improved air quality (leading to improved health for Bath residents and a decreased risk of damage to Bath's historic buildings)
- A unique shopping experience for Bath residents and an easy way for them to reduce their carbon footprint and benefit local homeless and socially excluded people

The project also provides Bath residents with an easy, green, and ethical way to dispose of unwanted used bikes. Our bike workshop takes donations of second-hand bikes – often collecting bikes ourselves in our workshop van – which are then refurbished either by our cycle mechanics for sale, or by our clients as part of our "Build-a-Bike" employability programmes.

Furthermore, continuing to employ an additional bike mechanic will support the delivery and

long-term sustainability of our bike workshop employability services, which are enormously beneficial to the homeless and/or socially excluded population of Bath. Our clients leave the bike workshop with:

- Increased confidence, self-esteem and motivation, which help them progress to volunteering, further training/education, and employment
- Work-related skills, experience, and qualifications, which increase their ability to take up volunteering, further training/education, and employment opportunities
- Improved health and wellbeing

These outcomes amount to approximately £40,000 in social value each year using the widely-recognised HACT calculator.

• **3.3 Please provide evidence which shows how the community has been listened to and what support exists for your project?**

Surveys, consultations, and informal conversations between Julian House staff and local homeless and socially excluded people have revealed a need for local, practical employability support tailored to people with multiple and complex needs. Few employment programmes in Bathnes target adults, and those that do aren't working for our clients; according to homeless charity Crisis, schemes like the government's Work Programme "rarely lead to jobs for homeless people far from the labour market"¹. Our staff are trained to work with people with multiple complex needs and provide flexibility for those who struggle with the rigid structures and timings of mainstream services.



One of our Build-a-Bike tutors, Albert (left), teaches a client (right)

50 years' experience of supporting people with multiple complex needs has shown us that securing employment is one of the most sustainable routes out of homelessness, addiction and offending. However, surveys we conducted with 41 clients in Spring 2019 showed that they face multiple barriers to employment, including: mental health needs (51%), long-term unemployment (46%), addiction/substance misuse (38%), and a history of offending (31%). Homeless Link's latest review found that only 7% of single homeless people had engaged in paid employment in the past 12 months, and 44% of young homeless people weren't in education, training, or employment^{2 3}.

Case studies collected by bike workshops staff such as Andrew's have shown us that our employability services meet a clear need:

Andrew (not his real name) was homeless and depressed when he was referred to Julian House in early 2018. Although he was keen to work and had a Level 3 qualification in motor maintenance, Andrew's autism and severe dyspraxia made it difficult for him to find employment. Julian House moved him into one of our supported housing units, and his case worker referred him to our Build-a-Bike course in the Bath Bike Workshop. Andrew loved the course and quickly discovered a talent for bicycle maintenance. He went on

¹ Crisis website, viewed 14th June 2019: <https://www.crisis.org.uk/ending-homelessness/homelessness-knowledge-hub/benefits-and-employment/>.

² "Support for Single Homeless People in England: Annual Review 2017", Homeless Link.

³ "Young & Homeless 2018", Homeless Link.

to volunteer as a bike mechanic at Wheels for All, a charity which provides special bicycles for disabled young people, and in June secured a paid role at a garage in Bath. Julian House continues to support Andrew, with the long-term aim of enabling him to secure his own settled accommodation.

Previous bike workshop clients have told us:

‘Being able to learn a new skill has helped me think I can achieve more – everyone here was really helpful, respectful and non-judgmental so I felt able to get involved’

‘Doing the Build-a-Bike [course] was the start of a new future’

Furthermore, throughout our Gear Change Project we have served increasing numbers of customers in the workshop, sold more bikes, and seen more engagement on our website and social media. In the past 6 months (April – September) alone we’ve seen:

- 90% increase in Facebook likes (from 300 to 570)
- on our website, a 43% increase in new users, 62% increase in page views, and a 2.51% decrease in our bounce rate compared with the same period in 2018
- a 14% growth in the number of bikes sold
- a 10% increase in sales of new bikes and services
- our additional bike mechanic has produced approximately £28,000 of refurbished bikes, and sales of these have increased by 5%
- trading income up 35% on last year’s (£59,847 August 2019 compared to £44,452 in August 2018)

The increasing success of the bike workshop demonstrates that it is fulfilling a need for local residents, and we know that with further investment we can achieve even more.

3.4 The project must show that it either:

- **Supports the development of the relevant area by funding the provision, improvement, replacement, operation or maintenance of infrastructure or**
- **Anything else that is concerned with addressing the demands that development places on the area.**

Please explain how the project fits with these requirements

Please see our responses to questions 3.1 and 3.2. Further detail on our responses is available upon request.

4) Project Contact Details:

Contact details for the project (if different to person completing the form)	N/A
Project Name	Project Gear Change
Project Location	Bath Abbey
Locality or Ward which will benefit from this project	All

5) Funding:

5.1 Total Cost of Project:	£27,941
5.2 Amount of funding sought from Neighbourhood Portion of CiL Fund:	£27,941
5.3 Does this project benefit from any source of matched funding? (include below the sources, dates funds agreed/expected and the amounts)	No
5.3.1 Volunteering Hours:	2,600 (based on current volunteering hours of 50 per week)
5.3.2 Additional Funds which have already been agreed:	None
5.3.3 Funds which have been applied for but are awaiting a decision:	None

5.4 Please provide and breakdown of the costs for the delivery of this project
<ul style="list-style-type: none"> • Full-time (40 hours/week) Cycle Mechanic salary, NI and 5% pension: £21,000 • Bike Mechanic training (e-Bike motor/operating system training, travel and accommodation): £750 • New shop signage: £2,000 (paint £250, scaffolding £100, repair to sliding door £500, sign writing £500, labour £650) • Management and central overheads (15% of overall project costs): £4,191

6) Bank Details (for successful projects)

6.1 Details of the Bank Account into which the funds from the Neighbourhood Portion of CiL should be paid:			
Bank name:		Sort code:	
Account name:		Account number:	

6.2 If the project is being delivered internally, internal code is required below:												

SECTION 2: FOR COMPLETION BY STRATEGY & PERFORMANCE

Project Form Validation Decision (Officer decision)
This Project Gear Change application has been submitted by Julian House who are a charity that support the homeless in Bath.

The location for the Project Gear Change is in Central Bath. The location sits in North Quays one of Bath's largest developments.

The benefits of supporting Project Gear Change will help residents across the City with the additional capacity in the provision of affordable bikes and bike maintenance.

The improvement to the workshop frontage will deliver physical infrastructure improvements in an area of development.

The increased delivery in supporting bike repairs and the availability of affordable bikes fits with the infrastructure improvements for cyclist that is being delivered by the Council.

The Climate Emergency and the Bath Clean Air Zone requires better options to be put in place to help residents reduce their car usage.

SECTION 3: FOR COMPLETION BY BATH CITY FORUM WORKING GROUP

Project Expression of Interest Recommendations (Working Group decision)

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SECTION 4: FOR COMPLETION BY BATH CITY FORUM

Recommendations received (Bath City Forum decision)

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SECTION 5: FOR COMPLETION BY SUPPORTING COUNCIL SERVICE AREAS

Recommendations received on project delivery (Officer decision)

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SECTION 6: OUTCOME OF THE COUNCIL CABINET DECISION

Recommendation (Cabinet decision)

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SECTION 7: PROCESS LOG

	Process start date	Date agreement reached
Expression of interest and Officer Validation		

Bath City Forum Working Group recommendations		
Bath City Forum recommendations		
Service Area recommendations		
Submission to Council Cabinet for agreement		
Grant Funding Agreement Signed		
Payment of Funds		

SECTION 8: COMPLETION STATUS

Confirmation from the monitoring officer that the project has been completed satisfactory

Publication through @bath_forum and the B&NES Council website once the project is completed