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## **Report back to YFN**

### **Name of your organisation and date funded by YFN:**

The Middle Ground – September 2015

### **What does your organisation do and what project did you seek funding for?**

i.e. What are its aims and objectives?

The Middle Ground transforms underutilised properties into active community spaces. We do this in order to grow the confidence and ambition within disadvantaged communities in London. We also aim to create a more positive perception of disadvantaged communities amongst those who interact with, but live outside, of them.

Funding was sought from YFN in order to develop a number of new venues in disadvantaged communities.

### **Can you describe/measure the impact that the specific YFN funded project/work has had?**

What you did with the funding? What actual change did the funded project generate? What evidence do you have for the success or failure of the funded project?

Funding was spent on developing two new Middle Ground venues; Athlone Hall in Kentish Town and Vignola Hall in Earl's Court. Both venues have hosted leisure based activities that have been made freely available to the people living in disadvantaged communities local to the venues but have also been well attended by people from outside the communities. Both venues have also been used for private events and parties hosted by people from the disadvantaged communities and from outside it. The venues have become spaces in which disadvantaged people living around the venues have the opportunity to enjoy leisure based activities as well as a place to hold celebrations, whilst less disadvantaged people living locally have had the opportunity to experience a more positive side to stigmatised areas.

### **Can you tell us any personal stories to highlight the value of funding from YFN?**

Recently, a community event was held in Athlone Hall, where people from the Athlone Estate were invited to come together, socialise and feel more positive about their estate. At this event a group of mums, having seen the improvement that had occurred at Athlone Hall, a previously undervalued property, began to discuss how to run a playgroup and homework club from the space. Having found that The Middle Ground would support this initiative, they formed a small working group and now plan to formally propose a project to create constructive activities for children on the estate, that will be run out of Athlone Hall. This is one example of how The Middle Ground's activities have led to individuals feeling empowered to improve their communities.

**Do you have any other comments regarding YFN funding?**

Thanks for the opportunity to start something amazing!

**Please include any relevant photos or clips that may relate to the project.**

See attached.

**The below questions are intended to give us an indication of the wider impact of presenting at a YFN event on your project. Don't worry about giving exact figures – an estimation will do.**

**Your beneficiaries**

- How many people has your project directly impacted? 20
- How many people has your project indirectly impacted? 0
- How would you describe the effect of your project on those directly impacted?  
~~Temporary (e.g. emergency relief)~~  
- **Mid-term**  
~~Long-term~~

Can you give us any other comments/statistics on the impact of your project?

N/A

**Your organisation**

Did your organisation gain any new volunteers as a result of the YFN event? **No**

If yes, how many hours has this amounted to?

Is this support ongoing? N/A

Did your organisation gain any pro-bono support as a result of the YFN event? **No**

If so, what is the market value of this support?

Is there a possibility of further pro-bono support in the future? N/A

Did your organisation leverage any further funding as a result of the YFN grant? **Yes**

If yes, how much? £1000

Is this an ongoing relationship? **No**

Did your organisation make any useful contacts as a result of pitching at YFN? **Yes**

Did the YFN event and funding raised there have any other effect on your organisation? **Yes**

If yes, please indicate what form this took:

- **Increased profile on social media**
- **Increased number of supporters**