

Supporting Voluntary Action

Community House, South Street, Bromley, Kent, BR1 1RH
Telephone: 020 8315 1900 Fax: 020 8315 1924
Email: admin@communitylinksbromley.org.uk
www.communitylinksbromley.org.uk



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Emergency coronavirus funding announced for Bromley voluntary sector

Community Links Bromley and Bromley Council are delighted to announce a donation of £170,000 in emergency funding for local charities and community organisations, thanks to support from Direct Line Group.

Grants of up to £10,000 will be made through the establishment of a Direct Line Community Fund, administered by Community Links Bromley, an organisation that coordinates the voluntary sector response in the borough.

This generous donation by a business that has long-term links with Bromley will help to boost the work of many community organisations that are working tirelessly to ensure more vulnerable residents are supported. This work is of even more importance during the current COVID-19 emergency and this money will ensure that more of the great work being done by volunteers will be able to continue and be expanded.

Bids will be invited through the Community Fund from organisations so that the funding can be put to good use. Initial ideas include short-term help where organisations may struggle to stay afloat, as while donations generally are down and projects to further support residents who may need help over and above what is already available through central government and Bromley Council. Initiatives such as alleviating loneliness and supporting digital enhancements could be two ideas that would help those who are alone and unable to connect with friends and family right now

More information and guidance is on the Community Links Bromley website along with how to apply. Organisations are encouraged to get their bids in as soon as possible so that residents can quickly benefit from this welcome boost to our communities at this difficult time.

Christopher Evans, Chief Executive of Community Links Bromley said, "we are enormously grateful to the Direct Line Group for providing additional funding to the sector at this difficult and extraordinary time. It is fantastic that they recognise the essential contribution that our voluntary, community and faith sector make to the

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health and wellbeing of the borough's residents. This significant investment will provide a lifeline for many small local charities, and this is important, now more than ever."

Penny James, Chief Executive of Direct Line Group said: "We are delighted to be able to support our local community and voluntary sector at this important time, as the need for strong and meaningful partnerships throughout our communities is more evident than ever. We believe that this programme will make a real impact locally."

"The response from the borough's voluntary and community sector to the COVID-19 pandemic has been incredible, and we want to help them do even more".

Councillor Diane Smith, Bromley Council's Executive Member for Adult Care Services and Health said: "We were delighted when Direct Line came forward and approached the Council with their generous offer of financial support to our voluntary sector and were very pleased to recommend Community Links Bromley as our organisation of choice to distribute their gift to worthy local causes such as charities and voluntary providers within Bromley.

This represents a really noteworthy collaboration between business, and the voluntary and public sectors which will extend the reach of our help and support for the most vulnerable in our borough.

Applications should be made to Community Links Bromley at www.communitylinksbromley.org.uk.

Ends:

About Direct Line Group

Direct Line Group (DLG) is one of the UK's leading insurers providing general insurance products to customers through a number of well-known brands including Direct Line, Churchill, Privilege and Green Flag. Its Head Office is based in Bromley.

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Notes for Editors:

Community Links Bromley (CLB) is the CVS (Council for Voluntary Service) and Volunteer Centre for the London Borough of Bromley. CLB was established in 1965 and is a membership organisation that supports, promotes and facilitates the development of a strong, diverse, confident and effective voluntary, community and social enterprise sector, in ways which will enable the sector to improve the quality of life for people and their communities.

We are part of a partnership of local voluntary sector organisations called Bromley Third Sector Enterprise (BTSE) which brings together many years of expertise to provide a range of services for local people.

Membership

We have around 260 voluntary and community groups in our membership. These vary considerably in size and scope, ranging from small volunteer led and run community groups to large organisations, all providing services to significant numbers of local people.

Contact Details:

Christopher Evans, Chief Executive
Tel: 07800772520
Email: christophere@communitylinksbromley.org.uk
Website: www.communitylinksbromley.org.uk