

**MEETING: 14/11/2018**

**Ref: 14898**

**ASSESSMENT CATEGORY: Bridging Divides - Connecting the Capital**

**Museum of Brands, Packaging and Advertising**

**Adv: Gilly Green**

**Amount requested: £80,000**

**Base: Kensington & Chelsea**

**Benefit: London-wide**

**Amount recommended: £80,000**

**The Applicant**

Established in 2002, the Museum of Brands, Packaging and Advertising (MoBP&A) is a charitable company and aims to improve quality of life and increase social inclusion for the public through the arts, specifically providing access to over 15,000 objects and preserving the heritage of branding, packaging and advertising. It also aims to deliver high quality learning experiences for schools and colleges and runs family and community programmes including targeted work such as reminiscence programmes. Last year the Museum received 57,000 visitors.

**The Application**

Advertising and brands are known to have value in reminiscence work. These familiar objects and signage have a powerful ability to unlock memories of places, people and events. The Museum has a unique set of resources with evocative power to engage and stimulate memory through creative, multi-sensory activities. Over 40,000 older people have visited the museum since its launch and the organisation has run 3 dementia related projects which have shown to improve older people's wellbeing. This has included a memory box loan scheme, an advertising course for people with early onset dementia and a series of reminiscence sessions in the community. The Museum now wishes to build on the pilot programmes and expand the service to combine museum-based training and reminiscence activities, along with outreach sessions in care homes for those older people unable to travel. By training care home professionals and offering support to family carers and to people living with dementia, the organisation will be able to include people with dementia in their services in new and stimulating ways. The new project will be known as Brand Memories and the application is to support a full-time Project Manager and on costs, and a contribution to equipment and project running costs.

**The Recommendation**

MoBP&A is a comparatively new museum offering a great collection of brands and packaging from the late 1900s. It has impressive visitor numbers and user feedback is consistently positive. The project is targeted at people living with dementia – a group that, as their mobility and cognitive abilities diminish, often miss out. It is well placed to deliver this work and is informed by partnerships with specialist agencies such as the Alzheimer's Society who understand the issues and can help ensure the project overcomes the barriers to inclusion. The project meets your programme outcomes for Bridging Divides by opening up hitherto closed opportunities for an excluded group of older Londoners and by engaging them in stimulating activities which will help improve wellbeing and reduce isolation. Funding is recommended:

***£80,000 over two years (2 x £40,000) to cover the salary costs of a f/t Project Worker and a contribution to project costs for Brand Memories. The grant is conditional upon receipt of an up to date cashflow prior to the release of each***

***year's funding showing adequate expected funds to cover planned expenditure.***

## **Funding History**

None

## **Background and detail of proposal**

The MoBP&A offers a stimulating experience for visitors to this heritage collection of household brands and packaging. It runs interactive sessions for school children as well as offering higher education qualifications. It also has a publishing arm, an award-winning shop and new garden café. Its visitor numbers have risen steadily since its move into its new premises. The unpaid CEO is a dynamic committed philanthropist, whose unrelated company provided an interest free loan to purchase the building. It also has a loan from Charity Bank. Brand Memories is at an early stage of development but the project builds steadily on previous pilots. The organisation recognises it needs to work in partnership with specialist providers to fully understand how best to meet the needs of the user group. There is a strong commitment to the production of high quality materials and an interest in exploring the role of digital tools in delivery, including inter-generational apps. Working with the University of London, the Museum hopes to capture the learning and share this widely across the Museum sector, recognising that services for older people in this sector have not kept pace with developments for children and young people.

## **Financial Information**

The organisation has a diverse mix of funding including self-generated income, grants and donations, however it is currently showing negative free reserves. This situation occurred due to investing £250,000 of its reserves in its relocation to new premises. In mitigation of the risk, the organisation has a range of income streams – most of which are now growing year on year, for example venue hire is 40% up this year, and this diversity reduces the impact if one stream unexpectedly goes down. Its financial forecasts indicate growth over the next two years, and it has £100,000 of its Charity Bank loan which it has not yet drawn down. The full cost of the project at nearly £240,000 over two years is high – but includes considerable one-off outlays for recording equipment and project/office set up, in recognition that high quality recordings and visual materials are essential for this user group. The request to the Trust is for approximately 30% of the total budget and includes the salary costs of the Project Manager which seem reasonable. 50% of the total projects costs have already been raised through a grant from Garfield Weston Foundation.

**Year end as at 31 DECEMBER**

	<b>2017</b>	<b>2018</b>	<b>2019</b>
	<b>Audited Accounts</b>	<b>Forecast</b>	<b>Budget</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>Income &amp; expenditure:</b>			
Income	1,005,203	1,185,981	1,378,362
- % of Income confirmed as at 25/09/18	n/a	47%	7%
Expenditure	(994,623)	(1,158,447)	(1,269,919)
Total surplus/(deficit)	<b>10,580</b>	<b>27,534</b>	<b>108,443</b>
Split between:			
- Restricted surplus/(deficit)	(64,622)	0	0
- Unrestricted surplus/(deficit)	75,202	27,534	108,443
	<b>10,580</b>	<b>27,534</b>	<b>108,443</b>
Cost of Raising Funds	23,160	10,000	10,605
- % of Income	2.3%	0.8%	0.8%
Operating expenditure (unrestricted funds)	975,001	1,005,847	1,149,919
<b>Free unrestricted reserves:</b>			
Free unrestricted reserves held at year end	(238,015)	(210,481)	(102,038)
No of months of operating expenditure	-2.9	-2.5	-1.1
Reserves policy target	487,500	502,923	574,959
No of months of operating expenditure	6.0	6.0	6.0
Free reserves over/(under) target	(725,515)	(713,404)	(676,997)

