

The City Bridge Trust

Bridging Divides: Application for a grant



About your organisation

Organisation Details

Name of your organisation:

Museum of Brands, Packaging and Advertising

If your organisation is part of a larger organisation, what is its name?

In which London Borough is your organisation based?

Kensington & Chelsea

Contact person:

Ms Anna Terry

Position:

Development & Commercial Director

Website:

<http://www.museumofbrands.com>

Social Media Accounts:

@MuseumofBrands

www.facebook.com/MuseumofBrands

What Quality Marks does your organisation currently hold?

None but working towards Museum Accreditation

Legal Status

Legal status of organisation: **Registered Charity**

Charity Number:

1093538

Company Number:

4402961

CIC Number:

Bencom Number:

When was your organisation established? **25/08/2002**

Aims of your organisation:

Our main objectives are to:

? Advance education in the subject areas relevant to the Museum

? Increase access to learning experiences for wider audiences

? Maintain and preserve the heritage represented by this Museum

? Improve quality of life and increase social inclusion through access to the arts

Our objectives for 2018 are to:

? Fulfill the potential of our new building achieving 57,000 visitors and a turnover of £1.2m, resulting in a small surplus

? Rebrand the Museum including a new visual identity and a clarified vision and mission

? Deliver high quality learning experiences to 30,000 learners including 23,000 formal learners (schools & students)

? Launch new programmes including PGCert Packaging, dementia service and corporate membership scheme.

Main activities of your organisation:

- ? Public access to 15,000 original objects seven days per week
- ? Active collecting policy to capture today's branded products (70 new items per week)
- ? Temporary exhibitions, lectures and professional development programme
- ? Volunteering programme including learning, marketing, front of house, administration and gardening
- ? School sessions e.g. Packaging Design, Consumer History, Branding & Intellectual Property
- ? Higher Education sessions e.g. Business Studies, Communication Strategy, Advertising, Marketing
- ? Family programme including discovery trails and seasonal creative activities
- ? Reminiscence programme including outreach sessions
- ? Location for professional events e.g. brand and marketing workshops, press & product launches
- ? Publishing arm for ten books based on the collection
- ? Visitor services including an award-winning shop and new garden café

Your Staff & Volunteers

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
6	9	6	25
Do you have a Safeguarding policy? Yes			
Are the following people in your organisation subject to DBS checks?			
Paid Staff Yes	Volunteers No	Trustees / Management Committee Members No	

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Leased	17 years

Environmental Impact**What action have you taken in the past year to progress environmentally sustainability principles and practice?**

- ? We work to an environmental sustainability policy that has been reviewed within the last year:
http://www.museumofbrands.com/_assets/MuseumOfBrands_EnvironmentalSustainabilityPolicy.pdf
- ? Energy suppliers are reviewed yearly, our current electricity package is 37% from renewable sources (against UK average 24%)
- ? Following London Museums Group training we now allow wider temperature fluctuation in exhibition areas, reducing energy use
- ? Our events team monitor food waste and give any surplus to local food charities
- ? Team-members are encouraged to adopt paper-free working
- ? Visitors, clients and learning groups are strongly encouraged to reach us by public transport
- ? Use of ethical suppliers whenever possible e.g. <http://www.belu.org/> for bottled water for 200+ events each year

Finance Details

Organisation Finances

	Year of most recent audited / examined accounts	Current financial year forecast	Next financial year budget
End of financial year date	31/12/2017	31/12/2018	
Grants & donations:	£340,000	£344,500	£0
Earned income:	£238,728	£303,138	£0
Other income:	£426,475	£538,343	£0
Total income:	1,005,203	£1,185,981	£0
Charitable activity costs:	£791,437	£862,314	£0
Cost of raising funds:	£23,160	£10,000	£0
Other costs:	£180,026	£225,156	£0
Total expenditure:	£994,623	£1,097,470	£0
Free unrestricted reserves held at year end:	£197,099	£269,896	£0
What is your organisation's reserves policy? Our trustees have agreed a minimum reserve that should cover 6 months of operational costs, as of December 2017 that was £386,000. Currently our reserves cover 3 months of operational costs. This is because (as planned) we put some of our reserves towards our £1.6m relocation project which finished in 2016. We aim to return our reserves to our agreed minimum within 2 to 3 years.			
For your most recent financial year, what % of your income was from statutory sources? 0%			

Organisational changes

Describe any significant organisational changes to your structure, financial position or core activities since the date of your most recent accounts.

None

Grant Request

Under which of City Bridge Trust's programmes are you applying?
Connecting the Capital

Which of the programme outcome(s) does your application aim to achieve?
Connecting the Capital\Londoners experiencing Inequality or disadvantage have greater wellbeing and Independence through improved access to arts, sports and other community facilities and services

Please describe the purpose of your funding request in one sentence.
Brand Memories explores the power of household products to stimulate responses and Ideas, improving well-being and quality of life for dementia sufferers and older Londoners.

When will the funding be required? **03/12/2018**

Is this request to continue work that is currently funded or has been funded in the last year by:

City Bridge Trust?

Another funder? (if so which)

No

How much funding are you requesting?

Year 1:

£42,000

Year 2:

£38,000

Year 3:

£0

Year 4:

£0

Year 5:

£0

Total Requested: £80,000

You and your grant request

What, specifically, are you applying for (your project)?

We are applying for revenue support for our new project Brand Memories, which aims to harness the evocative power of our brand heritage collection to engage and stimulate active minds for dementia sufferers and older Londoners. Through creative, multi-sensory sessions, we will have a positive impact on the mental well-being of this audience. We will look at the wider field of age-related health including prevention, higher education and, with an academic partner, explore the potential of brands as a therapy tool. We will achieve ambitious audience numbers by creating and marketing appealing products and training professionals across greater London to use our brand memory packs in outreach sessions in care homes and similar. Staff and volunteers will gain expertise in this specialist field. Through the learning and build of this two-year project we will establish a permanent, innovative and impactful dementia offer at the Museum of Brands.

What are the changes you hope to achieve?

- Participants will tell us their knowledge and ideas are valued. People will change their views on dementia and its treatment. Others will take responsibility for their long-term health.
- Well-being Measures will show positive impact on participants' mental well-being, tracking emotions (active, happiness, enthusiasm) pre and post sessions, and after repeat sessions.
- Volunteers will gain skills and confidence, progressing to new opportunities including study and paid roles.
- Our project will have a positive impact on how people feel about their area. People of different backgrounds will feel this Museum responds to their needs, and gain a greater sense of ownership and cohesion.
- More people will access the collection including a high proportion of hard to reach audiences, reducing social isolation. Many will recommend us and/or engage in future.
- This new department will increase the scope of the Museum's offer, with future potential for nationwide reach.

How do you know there's a need for this work?

- Three funders have asked us to explore dementia, with successful subsequent projects. This reflects rising societal awareness of age-related health.
- 64,600 Londoners have dementia. We believe museums must redress our balance of provision; valuing this audience as we do formal learning e.g. schools.
- 67% of people with dementia do not feel part of their community (Alzheimer's Society). Having recently moved to a new location, we have an important role to play for our diverse local communities.
- We appeal to older audiences: 13% of our visitors are 65+. We are repeatedly asked to deliver sessions to those who cannot visit in person.
- Previous projects have had great take-up and feedback, with participants asking for services to continue and expand.
- Care UK's 'Easy as ABC' care guide confirms that advertising and brands are very useful tools in reminiscence therapy activities: this needs to be investigated.

How will the work be delivered - specifically, what will you do?

We will recruit a skilled team. A website and campaign will attract 75 elderly care professionals who will be trained to use brand memory packs to deliver 270 outreach sessions to 5,400 participants at care homes and similar. We will run ten training days and 40 memory sessions for 900 people at the Museum. 400 people will attend five carer talks and 2000 people will use brand resources at home. Four team members will train in dementia provision and creating apps. 15,500 senior visitors will use a new memory trail. Two intergenerational 'Brand Challenge' apps will engage 650 families. 300 HE students will use a new Dementia Studies resource. Professional talks on memory training and lifestyle will explore prevention. 25 volunteers will give 100 days, gaining new skills. With a London-based academic partner, we aim to qualify our experience of brands as an effective tool for treatment of dementia.

Why are you the right organisation to do this work?

- We have run three successful projects in this field. A two-year Heritage Lottery Fund project engaged 820 Londoners in reminiscence sessions. Arts 4 Dementia tasked us to devise an advertising course for early onset sufferers. Our local borough funded multi-sensory loan boxes that engaged 800 care home residents.
- The nature of our collection is particularly immersive: these familiar objects have a powerful ability to evoke places, people and events.
- We have learned lessons from the past twelve years. This audience benefits from gaining new ideas and skills, with reminiscence as stimulus not focus. The museum itself is not always a feasible or conducive learning environment. Participants benefit from the familiarity of multiple sessions. Training is essential: 15 team members have attended Dementia Friends courses
- We deliver good value for money. Through a £45,000 project with the John Lyon's Charity we have worked with 10,070 young Londoners.

How does your work complement and not duplicate other services within your area?

Our project is outward-facing: we will offer new products that existing services in our area and beyond can use to help deliver their own programmes. We aim to use local and London-wide networks to reach dementia audiences, offering training and resources for professionals working in this field and outreach sessions in local care homes and similar. The products we develop for carers and families to use independently will be signposted by other relevant services as useful tools in dementia therapy. We are pleased to see other museums offering services for these audiences as each of us has unique collection as our starting point, creating different experiences. We hope and expect project participants will feel empowered to access more arts and heritage in future. The provision by arts organisations in greater London is limited overall: we will share our experiences with our sector in the hope that more services are created.

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How will this proposal meet the Programme Outcome(s) under which you are applying?

The elderly, and in particular dementia sufferers, experience disadvantage through their reduced ability and confidence to access arts organizations including Museums. This project focuses specifically on providing services tailored to this growing audience and ensuring many more Londoners can have the high quality cultural experiences readily available to the general public. UCL's Museum Well-being Measures have provided a sector-wide means to qualify our anecdotal experience of the positive impact of brand memory sessions on the mental well-being of dementia sufferers and elderly audiences. The Museum sector is exploring the huge potential of its role in the broad field of well-being. We believe this proposal will ensure that the needs of this audience are better represented within this exciting body of work, and that through this initiative we can influence other organisations to consider this audience in their plans.

How will you ensure that your project will hear and represent the views and needs of disadvantaged people and/or diverse communities?

We recognize that our expertise lie in our work as a Museum and that national charities such as the Alzheimer's Society and Age UK have excellent data on the needs of the elderly and dementia sufferers. We will gather the latest findings from a range of sources. We will also look to our Museum community, asking visitors with personal experience of dementia to input on our early planning, starting with a survey shared via social media and e-news and progressing to an informal advisory group. All project activities will be piloted with local people and adapted based on learning from these early sessions, a process that will continue through the project via tracked monitoring and development. With permission, we will share the views and ideas of participants on the project website, inviting wider views and discussion on how we best meet audience needs.

How does your project engage and empower individuals and/or communities to come together on this issue? Will you be working with people who are particularly excluded?

In planning activities, we have considered barriers to inclusion for the elderly, dementia sufferers and their families and carers, based on audience feedback and evaluation of past projects. We will look at travel, location, cost, timing, type of learning environment and areas of personal interest to encourage participation and reduce social exclusion. By offering outreach sessions we will reach audiences who may not otherwise use museums and understand that some individuals can benefit most from resources designed for use in the home. We will empower audiences through discussion and by placing reminiscence as stimulus for new ideas and creativity, rather than focusing purely on memories and the past. We will offer practical help, e.g. during a previous project we devised a system of phone calls and texts that enabled a participant with dementia to travel independently to attend sessions at the Museum.

Is the focus of your project meeting an already identifiable need (acute or otherwise) or are there elements which are preventative and/or incorporate early action?

We have identified our core focus as dementia sufferers, in itself a broad field. We have previously run a creative course on the evolution of advertising for early onset sufferers and plan similar elements within Brand Memories. We will attract bigger audiences of mobile elderly and augment the positive benefits of visiting cultural attractions by questioning their knowledge and ideas. We will explore prevention through memory training and lifestyle within our professional development programme. We aim to contribute to the treatment of dementia, through a Higher Education resource for the next generation of professionals in this field, and an academic partnership that explores the potential of brands as a therapy tool. The progress of dementia is known to be slowed by mental activity and socializing; both elements are central to this project.

Who might you need to work closely with in delivering this project - whether before, during or afterwards?

We have sought input from other support providers including the Wessex Heritage Trust, Ladder to the Moon and Arts4Dementia, and will engage two of these as project advisors. From the outset we will establish regular contact with national dementia charities e.g. Alzheimer's Society, Age UK and Dementia UK for strategic guidance and to share project services to individuals, groups and professionals across greater London. We will promote our activities to services within each borough, such as Kensington & Chelsea and Westminster Memory Service, Ealing Dementia Concern and the City Memory Group. We have a close relationship with the West London NHS Trust and will use this work with hospitals and other NHS services. An official partnership with UCL's Dementia Centre or other leading research centre will inform the long-term academic agenda within this project. We ensure our trustees, staff and volunteers are kept informed of project plans, activities and progress.

Our aim as a funder is to help people move positively between any of the four stages of Surviving, Coping, Adapting and Thriving. For your project at which of these stages will most people begin their journey?

We expect the majority of project participants with dementia to start their journey at 'coping'. For elderly audiences, we expect the majority will fall into 'adapting'. Exploring responses to brands, being curious and creative, enjoying social interaction and sharing ideas will contribute to a positive move across these four stages. However our aim in this project, as a Museum, is to provide new tools and skills to help organizations such as care homes and support groups who specialize solely in elderly and dementia care achieve positive transition for their audiences. We see our work as an effective contributory factor in improvement, rather than a single driving force. Other groups, such as our young volunteers, may transition from adapting (job-hunting) to thriving (secured paid work), or have made progress in this journey through their involvement with this project.

Will there be any elements of this project that will help you or your beneficiaries to reduce your environmental footprint?

Yes. 85% of our exhibits are packaging: we highlight the role of effective packaging in minimising food waste and showcase innovations that reduce the carbon footprint of products. We will raise awareness and influence behaviours through this project e.g.:

- memory trail will pick out objects like 1950s soft drink bottles embossed with the sum refunded on return
- intergenerational app will challenges family members to compare buying choices past and present such as glass v plastic
- brand memory session packs will include wartime posters such as "switch off that light" and "save your cans"

All team-members use and input on the Museum's Environmental Sustainability Policy. We will produce and report against a project sustainability plan, including areas such as production of materials, travel for participants, paper-free working and ethical purchasing.

What are the main activities or outputs you want to deliver?

We will develop and deliver Brand Memory activities to 6200 older Londoners and dementia sufferers in 310 sessions over two years. We will provide training to 75 elderly care professionals and produce 80 multi-sensory resource boxes based on our collection for use during sessions.

We will produce four downloadable brand-themed activities for carers and family members to use with dementia sufferers at home, with at least 2000 participants over two years. A further 1300 family members will use two intergenerational 'brand challenge' apps, including one themed for use at Christmas.

25 young people will collectively contribute 100 volunteer days over two years. Our project volunteer programme will include training and practical experience on a range of activities, with each participant gaining at least three new skills. Each volunteer's involvement will be tracked through a personal development record and stakeholder evaluation.

What 3 main differences or outcomes do you hope the activities you have described above will achieve?

Sessions will have a positive impact on 6200 participants' mental well-being, shown through evaluation including a Toolkit to track emotions pre and post sessions and after repeat sessions. Participants will share sense of fulfillment and being connected. 50 professionals will share positive experiences of using brands in dementia therapies.

3300 carers and family members will tell us they enjoyed sharing activities with the dementia sufferer they support, and that participants had learnt something, remembered / recognized something from the past, or that the activity had stimulated discussion or other responses. At least 1650 will download more than one activity.

25 volunteers will gain new transferable skills such as marketing, delivering sessions and evaluation. At least 17 volunteers will progress to paid roles, further volunteering or studies following their involvement with the project. All volunteers completing the programme will tell us they have gained confidence, skills or knowledge.

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
People: 2 x new ft, management, technical	58,500	56,500	0	0	0	115,000
Training & Events: 15 days delivered, 12 team	15,000	17,000	0	0	0	32,000
Equipment: memory packs, training resources, print	15,500	4,500	0	0	0	20,000
Overheads: 3% Contribution	12,000	12,500	0	0	0	24,500
Digital & Marketing: website, apps, printed	9,500	4,000	0	0	0	13,500
Facilities: project office, PCs, software, storage	9,500	1,500	0	0	0	11,000
Contingency 10%	12,000	12,000	0	0	0	24,000
	0	0	0	0	0	0
	0	0	0	0	0	0

TOTAL:	132,000	108,000	0	0	0	240,000
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What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Senior & Student admissions, professional talks fees	11,500	13,500	0	0	0	0
	0	0	0	0	0	0

TOTAL:	11,500	13,500	0	0	0	0
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What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Linbury Trust: verbal approval, to Sep board	60,000	60,000	0	0	0	120,000
Weston Foundation: 50% of £120k expected, Sep board	30,000	30,000	0	0	0	60,000

TOTAL:	90,000	90,000	0	0	0	180,000
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How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
People: New FT Project Officer, £24k+NI pa	27,500	27,500	0	0	0	55,000
Facilities: Storage, project laptops and Ipads	3,000	1,500	0	0	0	4,500
Equipment: training hardware and materials	3,500	2,000	0	0	0	5,500
Digital & Marketing: website, apps, printed	4,500	3,500	0	0	0	8,000
Training & Events: staff training, event costs	1,500	1,500	0	0	0	3,000
Contingency	2,000	2,000	0	0	0	4,000
	0	0	0	0	0	0

TOTAL:	42,000	38,000	0	0	0	80,000
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Who will benefit?

How many people will directly benefit from the grant per year?

13,000

In which Greater London borough(s) or areas of London will your beneficiaries live?

London-wide

Does this project specifically target any groups or communities?

Dementia sufferers and their carers

This project will specifically work with the following age groups:

16-24

This project will specifically work with the following gender groups:

Male

This project will specifically work with the following ethnic groups:

Asian/ Asian British (including Indian; Pakistani; Bangladeshi; Chinese; Any other Asian background)

If Other ethnic group, please give details:

This project will specifically work with Deaf and disabled people:

Yes

This project will specifically work with LGBTQI groups:

No

This project will specifically work with other groups or communities:

Dementia sufferers and their carers

How will you target the groups/communities you have identified? What is your expertise in providing services for these groups?

By working with national providers and local council networks. We have provided small-scale services for these groups for the past 12 years

Are there any groups or communities you think your organisation will find hard to include through this project?

Yes - please specify

If yes, please specify which groups or communities? Where possible using the categories listed above.

Dementia sufferers living at home or in care homes who are unable or unwilling to attend a group session.

If yes, what steps will you take to make your services accessible to and meet the needs of the groups/communities you have identified?

We will train professionals to deliver sessions in care homes, and also provide resources for family members or carers to use one on one.

Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes Full Name: **Anna Terry**

Role within
Organisation:

Development & Commercial Director