

The City Bridge Trust

Bridging Divides: Application for a grant



About your organisation

Organisation Details

Name of your organisation: Crafts Council	
If your organisation is part of a larger organisation, what is its name? n/a	
In which London Borough is your organisation based? Islington	
Contact person: Ms Claire Brooke	Position: Development Manager
Website: http://www.craftscouncil.org.uk	Social Media Accounts: @CraftsCouncilUK
What Quality Marks does your organisation currently hold? None	

Legal Status

Legal status of organisation: Registered Charity			
Charity Number: 280956	Company Number:	CIC Number:	Bencom Number:
When was your organisation established? 20/07/1982			
Aims of your organisation: To advance and encourage the creation and conservation of articles of fine craftsmanship and to foster promote and increase the interest of the public in the work of craftsmen and the accessibility of those works to the public. Our vision is that everyone has a chance to discover their creative talents and practical abilities, to enjoy craft as a producer and consumer, and to improve their lives through craft; this vision rests upon a generous, democratic definition of craft, and a belief in craft's transformational power.			

Main activities of your organisation:

We are the national charity promoting contemporary craft in the UK. We build on the UK's status as a world leader in craft, harnessing the power of craft to transform lives, inspire innovation and drive individual fulfilment.

In 2021, we celebrate our 50th anniversary. To mark this milestone, we are launching a major campaign to strengthen craft's position as a force for positive change for the next 50 years.

By 2022 our ambition is to:

Ignite craft skills to help the next generation to discover and develop their talent for making, changing the lives of at least 2.5m young people through our education and participation projects.

Your Staff & Volunteers

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
24	11	12	15

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
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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	Until 2040

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

We are committed to minimising the environmental impact of all our work and follow the guidelines and recommendations of Julie's Bicycle. In 2017/18, we achieved a reduction in our overall carbon footprint from 48.2 tonnes Co2 to 42.7 tonnes Co2 (c. 11% reduction).

Actions in the past year include:

- ? Increased recycling levels by using Islington Council's scheme for our shredded paper.
- ? Achieving a silver award from First Mile recycling.
- ? Replacing old printers with fewer, more energy efficient new units (Samsung). Secure print release allows for users to reduce unnecessary printing. Based on past monthly averages we calculate that there has already been an 8% reduction in the amount of paper used.
- ? Changing our milk delivery from plastic to fully recyclable glass.
- ? Reusing, repurposing and recycling existing exhibition builds including repurposing benches from past exhibitions as staff seating in the courtyard of our office buildings.

Finance Details

Organisation Finances

	Year of most recent audited / examined accounts	Current financial year forecast	Next financial year budget
End of financial year date	31/03/2018	31/03/2019	
Grants & donations:	£2,688,000	£2,895,000	£0
Earned income:	£1,430,000	£1,272,000	£0
Other income:	£50,000	£0	£0
Total income:	4,168,000	£4,167,000	£0
Charitable activity costs:	£3,411,000	£3,455,000	£0
Cost of raising funds:	£373,000	£360,000	£0
Other costs:	£198,000	£175,000	£0
Total expenditure:	£3,982,000	£3,990,000	£0
Free unrestricted reserves held at year end:	£215,000	£183,000	£0

What is your organisation's reserves policy?

Crafts Council operates a dynamic reserves policy. Our three key tests are:

? Cashflow visibility: ensuring future cash headroom and operational flexibility.

? Requirements for reserves: based on analysis of potential risks and contingencies.

? Three months operating expenses: building towards higher reserves for reinvestment in Impact.

Our Arts Council England funding is confirmed until 2021/22. During the initial years of our four year business plan we will reinvest surplus in building an organisation able to create greater impact long term. In the later years, we will build our reserves further to mitigate the lack of longer term revenue visibility.

For your most recent financial year, what % of your Income was from statutory sources?

51-60%

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

Which of the Trust's programmes and priority areas will your application deliver?
Connecting the Capital/Access Improvements to community buildings

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
Connecting the Capital/Local communities have better, more sustainable, assets (financial, physical, environmental)

Please describe the purpose of your funding request in one sentence.
To ensure full accessibility of the Crafts Council's attractive and sustainable new public space where visitors from all backgrounds can discover, explore and appreciate the best contemporary craft.

When will the funding be required? **01/02/2019**

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:	Year 2:	Year 3:	Year 4:	Year 5:
£99,626	£0	£0	£0	£0

Total Requested: £99,626

What 3 main differences or outcomes do you want to achieve through your funding proposal?

Local people will appreciate and enjoy this beautiful new public building. It will draw local, national and international visitors to the area, contributing to the local economy, and be a focus for local activities. We expect 9,000 visitors in our first year of opening, increasing to 15,000 in 2020.

We know that craft has a role to play in community building and promoting wellbeing. A diverse range of Londoners will enjoy the benefits of seeing and engage with contemporary craft. They will be able to explore their creativity and participate in craft, enhancing their quality of life.

The Crafts Council will be more resilient and sustainable. It will raise our profile, build understanding of the full range of our activities, increase our income and drive growth within our creative, commercial and philanthropic partnerships. It will enhance our ability to build partnership with a variety of local organisations.

What are the main activities or outputs you will deliver to achieve these differences?

Creating a new fully accessible contemporary craft space and facilities which will be open to public audiences five days a week and free to enter. Improving an important local asset, returning the Grade II listed building to its former glory and bringing back its original integrity and character.

Delivering a varied programme of events and activities to introduce a range of new audiences to the transformative power of craft. Consulting with a variety of local community partners in the development of the programme to ensure they represent the diversity of contemporary craft and appeal to a wide audience.

Showcasing the incredible breadth and diversity of contemporary craft. It will include space for the Crafts Council to display our Collections and give access to our archives for research. It will provide a venue for our participation projects, our learning and talent development offer and events for doors and patrons.

You and your grant request

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

We are applying for funding to ensure full accessibility of an attractive and sustainable new public space where visitors from all backgrounds can discover, explore and appreciate the best new contemporary craft. We are planning to transform the ground floor of 44a Pentonville Road, currently used as the Crafts Council offices and storage, to create a new home for craft. It will be open five days a week and free to all with changing displays and a varied events programme. We want the space to be welcoming to everyone and the planned refurbishment gives us the opportunity to ensure it is fully accessible, from the forecourt through to the main display area. An independent Access Audit has identified how we can ensure our designs are DDA compliant and take into consideration all issues of access to create an inclusive environment for everyone, regardless of age, gender or ability.

How will the project described achieve your stated outcomes?

This Grade II listed building, currently closed to the public, will be transformed into a fully accessible flexible display, education and events space that introduces new audiences to contemporary craft. Our displays will be complemented by a full calendar of events and activities.

The local community will access our range of learning opportunities and exhibitions. We will embed diversity within all our programmes and work with community organisations, partnering with Islington Council to reach those audiences in the local area who are currently least engaged with culture.

This new space will make a significant contribution to the future resilience and sustainability of the Crafts Council. It will raise our profile and increase understanding of our work so we are better able to secure partnerships, sponsorship and attract fundraised income. We will use the space for our own events and meetings, saving on the cost of hiring external venues and equipment.

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

There is a current lack of accessible, public, visual arts space in the London Borough of Islington. We have widespread support for our plans and to gauge the views of the public and the sector on the new space we carried out a wide ranging consultation. It included an online survey that elicited 1,600 responses, face to face interviews and telephone conversations with makers and craft organisations, focus group sessions with the local community, including partners such as Kings Cross Knowledge Quarter, Central St Martins and Claremont project and our young people's group. The research established the significant public demand for a physical space in London where a wide range of audiences can experience the best of contemporary craft.

We commissioned an Access Audit to identify the accessibility issues and make recommendations to address them and ensure full accessibility to the new space and to all the programme activities.

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

Following a competitive tender we engaged the award winning AOC Architecture to design the new space. They will refurbish the building, incorporating all the recommendations of the Access Audit, to create:

- A clear, light remodelled forecourt, with an accessible platform lift.
- A welcome and reception area accessed via a power assisted front door with a compliant door entry system.
- A study and meeting area with access to our archives.
- A flexible display and event space with an induction loop where we will run a varied programme of activities for a diverse range of audiences.
- Fully refurbished accessible toilet with baby changing facilities.
- Slip resistant floor surfaces and internal ramps to provide equal access through the varying floor levels.
- All public displays and signage designed and positioned to ensure full accessibility.
- A high level of environmental sustainability through use of an innovative conservation heating system and extensive use of recycled materials.

Why are you the right organisation to do this work?

We are the leading national charity promoting contemporary craft. We harness the power of craft to transform lives, inspire innovation and drive individual fulfilment. We push the boundaries of craft through our exhibitions, commissions and talent development programmes.

We are the custodians of the national craft collections. We support the sector and champion campaigns that secure the future of craft. In 2017/18 we worked with 260 partners and reached an audience of over 10m, increasing the diversity of audiences engaged in craft.

Through our public participation platforms Make:Shift:Do and Hey Clay! we give families hands on experiences of craft, many for the first time.

Our Young People's programme engages 16-25 year olds from a range of backgrounds, overcoming barriers related to ethnicity, race and socio-economic status.

Make Your Future - our schools programme - introduces craft into the classroom to ignite a passion for craft in pupils from disadvantaged backgrounds.

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

Despite growing public interest in craft there are too few opportunities to see and experience it.

We will create a permanent home for the Crafts Council's national collection which spans half a century and comprises over 1,600 objects. We will be able to display items which are currently kept in store and hidden from public view. It will mean our archive, which includes a library of 6,000 publications, is available for research, hugely increasing public access to this unrivalled record of contemporary craft.

Our displays will be accessible, engaging and outward looking to surprise, inform and delight audiences showcasing the diversity of craft. We will deliver a varied programme of activities that introduce new audiences to the potential of craft.

The new space will be unlike anything else in Islington or even in London, meaning local residents will have access to the best of contemporary craft on their doorstep.

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

To promote and create opportunities for disadvantaged people to engage with our programmes and voice their views we will:

-continue to work with other organisations - Including Unlimited, Shades of Noir and DASH - that have a more diverse audience than us, to help us reach out to disadvantaged people.

-build partnerships with local schools and community organisations, in conjunction with Islington Council.

-invite local groups who represent disadvantaged people to use our space for their own activities so they become familiar with the venue and feel comfortable to visit and engage with our programmes.

We will collect their views on the space using a mix of self-complete questionnaires and on-line surveys, in-depth interviews, focus groups, observational study and stakeholder surveys. We will assess and evaluate their responses; explore their motivations, attitudes and needs; identify barriers and how to overcome them; and generate ideas to meet the varied audiences 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?

We will challenge perceptions of contemporary craft to attract people of all ages, from differing communities, with differing levels of experience of craft by:

-Reaching out and specifically targetting people who are least engaged with culture - hard to reach, young people and BAME communities.

-Hosting events from our participation platforms Make:Shift:Do and Hey Clay! inviting local families and children to have a hands-on experience of making.

-Creating accessible, engaging and outward looking displays that showcase the diversity of craft.

-Celebrating diversity through Craft Club themes, developing tutorials and workshops with an SEND focus and ensure an outreach focus on local areas of least engagement.

-Supporting the development of our Young People's programme and engage with at least 25 16-25 year olds from a range of backgrounds each year, hosting targeted activities as well as providing opportunities for the group to create events as part of the public programme.

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?

Craft inspires us, brings us together and teaches us about ourselves and the world around us. There is a growing body of evidence on the positive effects on well-being of engaging with craft and its potential to build communities and support varied careers.

Yet there is a lack of public provision for art in Islington. Islington is a borough of contrasts perceived as wealthy but with the second highest rate of child poverty in the UK. Our new space will be an opportunity for those least engaged with culture to experience the transformative power of craft. We have the support of Andrea Stark, Director of Employment, Skills & Culture at Islington Council who recognises it as a significant new cultural offer within the borough, describing it as 'a much needed new resource'.

We will be working closely with Islington Council to develop an authentic and strategic approach to community engagement.

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

Working with partners will be critical to delivering this project, to develop our programmes and reach our key target audiences. We will work closely with:

- local community groups and Islington Council to target the less heard voices and those marginalised in society, encouraging them to access our participation programmes and consulting with them on the development of our activity plans.
- local schools and colleges to engage young people with our learning opportunities.
- a wide range of craft organisations to engage with makers from all craft disciplines and from all backgrounds to participate in our talent development activities.
- the Kings Cross Knowledge Quarter partners to engage local business and community partners.
- the wider craft community, reserving 50% of our public programme for use by partner organisations.
- our young people's group of 16-25 year olds to create youth events as part of the public programme.

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 anticipate that most people who engage with our new space will begin their journey at the Adapting stage moving into the Thriving stage. Craft skills promote community and well-being. By visiting the displays and events in new space and participating in our programme of activities individuals will be making positive steps towards long-term stability. We will empower them to explore new opportunities and grow their potential through experiencing the pleasure and satisfaction of making. We will help them to unlock their practical abilities and unleash their creativity, opening the doors to an incredible range of careers.

The new space will harness the power of craft to support community engagement, celebrate diversity and build bridges. It will demonstrate how craft has the ability to enrich society, drive individual fulfilment and advance enterprise.

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

AOC Architecture produced a detailed plan to ensure we make the minimal environmental impact possible through our designs, construction materials and choice of contractors. Our priorities are to ensure a sustainable space by minimising energy use and reducing running costs. Key to delivering these are:

-installing an exemplary sustainable conservation heating rather than a mechanical air conditioning system, making an estimated 30% saving on ongoing running costs compared to traditional models of gallery climate control. This will allow us to manage the environmental needs of display items, meet object loan requirements from other institutions and ensure visitor comfort whilst prioritising energy efficiency.

-making extensive use of re-cycled materials, specifically the innovative 'Explorer' by Smile Plastics (made from 100% recycled yogurt pots).

The project will enable delivery of the key target of our Environmental Plan: reducing our carbon footprint, taking into account any new emissions, by a further 5% by 2022.

Funding required for the project

** Subsequently Revised -
* see Appendix.*

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

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
WORKS TO EXISTING - demolitions, making good, painting façade	21,942	0	0	0	0	0
SUBSTRUCTURE - foundations	400	0	0	0	0	0
SUPERSTRUCTURE - frame, ramps and stairs, windows and doors, internal walls	58,371	0	0	0	0	0
FITTINGS, FURNISHINGS & EQUIPMENT - exhibition, reception desk, study shelves and furniture, window seat	50,000	0	0	0	0	0
SERVICES - sanitary fittings, mechanical and electrical services, AV equipment	105,721	0	0	0	0	0
EXTERNAL WORKS - forecourt, including platform lift	62,481	0	0	0	0	0
PRELIMINARIES AND FEES	180,893	0	0	0	0	0
CONTINGENCIES	68,458	0	0	0	0	0
TOTAL:	612,932	0	0	0	0	0

What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Grant making trusts & foundations	172,000	0	0	0	0	0
Individual donations, Inc Gift Aid	100,175	0	0	0	0	0
Crafts Council core contribution	150,000	0	0	0	0	0
	0	0	0	0	0	0
TOTAL:	422,175	0	0	0	0	0

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Arts Council Small Capital grants	100,000	0	0	0	0	0
Heritage Lottery Fund	95,200	0	0	0	0	0
Pilgrim Trust	20,000	0	0	0	0	0
	0	0	0	0	0	0
TOTAL:	219,000	0	0	0	0	0

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
SUPERSTRUCTURE - frame, ramps and stairs, windows and doors, internal walls	25,645	0	0	0	0	0
FITTINGS, FURNISHINGS & EQUIPMENT - exhibition, reception desk, study shelves and furniture, window seat	3,000	0	0	0	0	0
SERVICES - sanitary fittings, mechanical and electrical services, AV equipment	6,500	0	0	0	0	0
EXTERNAL WORKS - forecourt, including platform lift	62,481	0	0	0	0	0
CONTINGENCIES - contribution	2,000	0	0	0	0	0
TOTAL:	99,626	0	0	0	0	0

This project will specifically work with other groups or communities:

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

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

No

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

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

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: **Rosy Greenlees**

Role within **Chief Executive**
Organisation:

Who will benefit?

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

9,000

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

Islington

London-wide

Does this project specifically target any groups or communities?

No - open to everyone

This project will specifically work with the following age groups:

This project will specifically work with the following gender groups:

This project will specifically work with the following ethnic groups:

If Other ethnic group, please give details:

This project will specifically work with Deaf and disabled people:

No

This project will specifically work with LGBTQI groups:

No

Revised Budget + Request.

N. Funding required

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

Please list main expenditure headings and amounts.

Expenditure heading	Year one £
WORKS TO EXISTING - demolitions, making good, painting façade	£43,373
SUBSTRUCTURE - Foundations	£400
SUPERSTRUCTURE - frame, ramps and stairs, windows and doors, internal	£87,745
INTERNAL FINISHES - walls, ceilings, floors	£64,666
FITTINGS, FURNISHINGS & EQUIPMENT - exhibition, reception desk, study shelves and furniture, window seat	£72,350
SERVICES - sanitary fittings, mechanical and electrical services, AV equipment	£115,721
EXTERNAL WORKS - forecourt, including platform lift	£70,061
PRELIMINARIES AND FEES	£180,893
CONTINGENCIES	£68,458
UTILITIES	£6,000
DECANT STORAGE SPACE	£20,000
PROJECT MANAGER	£18,000
Total	£747,667

How much is requested from the Trust?

Expenditure heading	Year one £
WORKS TO EXISTING - demolitions, making good, painting façade	£0
SUBSTRUCTURE - Foundations	£0
SUPERSTRUCTURE - frame, ramps and stairs, windows and doors, internal	£25,645
INTERNAL FINISHES - walls, ceilings, floors	£0
FITTINGS, FURNISHINGS & EQUIPMENT - exhibition, reception desk, study shelves and furniture, window seat	£3,000
SERVICES - sanitary fittings, mechanical and electrical services, AV equipment	£6,500
EXTERNAL WORKS - forecourt, including platform lift*	£64,855
PRELIMINARIES AND FEES	£0
CONTINGENCIES	£0
Total	£100,000
*92% of full cost of external works	