

ASSESSMENT CATEGORY: Bridging Divides - Connecting the Capital

Sadler's Wells

**Amount requested: £545,200
(Revised Request: £267,360)
Amount recommended: £267,360**

**Adv: Kate Moralee
Base: Islington
Benefit: Islington, Newham,
Tower Hamlets, Hackney**

The Applicant

Sadler's Wells (SW) – a charitable company - is well known as one of Britain's leading theatres for the promotion of adventure in dance, fully accessible to all. It is committed to delivering a vibrant programme of learning activities and attracting a wide and diverse range of people to take part in dance. Its programmes are aimed at both younger people and elders. It is currently preparing for the opening of a new theatre in Stratford in 2022 and as such is committed to delivering outreach programmes across east London boroughs.

The Application

Sadler's Wells is requesting funding to support an elders outreach programme in both North London and East London consisting of 8 x 10 week dance projects based in local community venues. It will also offer Company of Elders Experience workshops engaging 800 people over the five years, providing an opportunity for participants to gain further insight into its Community of Elders programme. Participants gain access to highly trained and experienced choreographers and dance tutors. This work has been piloted in Islington with SW working in partnership with 4 community centres offering a range of dance styles. It will extend its reach to three East London boroughs over the five years, working with community partners such as Peabody Housing, Age Uk, The Sharp End, Newham Community Centres, Spotlight Centres and Poplar Union. It has relationships with existing organisations which deliver dance for older people in east London. It will look to expand its networks over the five year period.

The Recommendation

Sadler's Wells is a world renowned Dance organisation providing "excellence in action" according to Baring Foundation (its referee). To address issues of diversity and equity of opportunity SW has now created an alumni for its Community of Elders, to allow progression for existing members and create space for new members. It worked with Baring Foundation over the last 18 months to address diversity with its Community of Elders now having 12% BAME participants. The dance styles offered have included Flamenco, Hip Hop, Jive, Asian and African Dance with the aim of attracting a more diverse range of participants. Following conversations with your officer SW submitted a revised budget request reflecting a more comprehensive and coherent funding request which met the criteria of your Arts, sports, health and/or well-being projects for older people priority area within your Connecting the Capital programme. Funding is recommended:

£267,360 over 5 years (5 x £53,472) towards the salaries of a Community Engagement Manager (10 days per month) a Projects Manager (2 days per month) a Learning and Engagement Assistant (8 days per month), artists fees, venue hire and other associated costs to deliver dance opportunities for older people in north and east London.

Funding History

Meeting Date	Decision
25/09/2014	Application withdrawn.
09/09/2010	£19,900 over two years (£10,760, £9,140) towards the development of outreach dance classes and for The Company of Elders in Islington.

Background and detail of proposal

The four boroughs, Islington, Hackney, Newham and Tower Hamlets have high levels of poverty contributing to social exclusion, poor mental health, isolation and low activity levels. Sadler's Wells has a strong history of working with older people in a participatory style to increase engagement with cultural activities, improving health and wellbeing and reducing loneliness. 70% of the participants in previous outreach programmes have not been to Sadler's Wells. This programme of outreach work alongside the opening of a new venue in Stratford in 2022 aims to increase participation by older people in dance, introduce participants to new styles of dance and create a sense of community ownership of the new theatre. It also aims to embed the activities in local community centres to ensure longevity participants involvement in dance.

Financial Information

The principal source of funding for Sadler's Wells the charity is income generated through ticket sales and related activities, with other sources including Trust and Foundations, donors and Arts Council. SW always presents a restricted income break even budget and has presented a conservative break-even budget for 2020, which it manages as necessary throughout the year. The reserves policy is an ambition to be met by 2026, to protect the charity against reductions in income due to external factors. The charity includes a contingency of £300,000 each year in its budget with all unused contingency being diverted to reserves to achieve the target set for 2026.

Year end as at 31st March	2018	2019	2020
	Signed Accounts	Draft Accounts	Forecast
	£	£	£
Income & expenditure:			
Income	27,323,000	27,393,000	25,336,000
- % of Income confirmed as at 21/6/19	N/A	N/A	21%
Expenditure	(27,392,000)	(27,649,000)	(25,336,000)
Gains/(Losses)	(51,000)	223,000	0
Total surplus/(deficit)	(120,000)	(33,000)	0
Split between:			
- Restricted surplus/(deficit)	(316,000)	7,000	0
- Unrestricted surplus/(deficit)	196,000	(40,000)	0
	(120,000)	(33,000)	0
Cost of Raising Funds	2,571,000	2,573,000	2,300,000
- % of Income	9.4%	9.4%	9.1%
Operating expenditure (unrestricted funds)	26,032,436	26,721,000	24,760,000
Free unrestricted reserves:			
Free unrestricted reserves held at year end	503,000	463,000	463,000
No of months of operating expenditure	0.2	0.2	0.2
Reserves policy target	1,800,000	1,800,000	1,800,000
No of months of operating expenditure	0.8	0.8	0.9
Free reserves over/(under) target	(1,297,000)	(1,337,000)	(1,337,000)