

**ASSESSMENT CATEGORY - Improving London's Environment****Garden Museum****Adv: Sandra Davidson****Base: Lambeth****Amount requested: £100,000****Benefit: Lambeth****Amount recommended: £100,000****The Charity**

The Museum of Garden History (now known as the Garden Museum), founded in 1977, was the first museum in the world dedicated to the history of gardening. It is located in the beautiful former church of St Mary at Lambeth, next to the entrance to Lambeth Palace and just across the Thames from the Houses of Parliament. The churchyard contains the rediscovered tomb of 17<sup>th</sup> century plant hunters, the Tradescants (Elder and Younger). Both father and son became masters of The Worshipful Company of Gardeners and the museum continues to retain strong links with this guild.

The museum explores and celebrates the history, culture and practice of British gardens and gardening through its collection, temporary exhibitions, events, symposia, education and outreach and its own garden. Its collection contains in excess of 5,500 objects which were enjoyed by over 47,000 visitors last year.

**The Application**

Working with a number of partnership organisations, the museum is in the process of a major development programme. The plans will restore, upgrade and extend the ancient church and the facilities of St Mary at Lambeth, to establish it as the national museum of gardens and gardening. The grant request is towards the cost of building a second learning space (Learning Studio) to offer hands-on, engaging and participatory activities.

**The Recommendation**

The Garden Museum is the only one of its kind in Britain. It has an active programme of events, and a thriving education and outreach programme in the local community (which you have funded previously). At the beginning of February, the museum was granted 'permission to start' by the Heritage Lottery Fund, meaning funds could be drawn down midway through RIBA Stage E of the project designs. Should you agree a grant, it would be used towards the match funding needed to achieve the overall target figure of £6.6 million and, specifically, towards the £204,000 needed for the learning Studio. The museum will close after October 2015, so works can begin in January 2016, with current advice being that it will reopen in January 2017.

***£100,000 towards the costs of building a second Learning Studio.***

**Funding History**

Meeting Date	Decision
20/01/2011	£60,000 over three years (£19,700; £20,000; £20,300) for the salary of a p/t (3 days per week) Schools and Community Officer and associated running costs.

## **Background and detail of proposal**

The need for the Learning Studio was identified in the development phase funded by the Heritage Lottery Fund (HLF) after a round one award for £3.4 million in 2012. This project is to complete the restoration of the interior of the museum by building five new galleries. The finished galleries will re-assemble John Tradescant's lost Ark. The Ark was the prototypical "Cabinet of Curiosity", a collection of rare and strange objects that became the first museum open to the public in England, the 'Museum Tradescantianum', which became the Ashmolean, the country's first archive of garden design. A new extension, in the form of a cloister enclosing a new garden, will offer a flexible education space for schools, and a public café. A more traditional learning space - akin to a classroom - will be developed with funding being sought from the Clore Duffield Foundation.

The second learning space would be an addition to the plans submitted to the HLF at round 1. In September 2014 the HLF awarded the Garden Museum a round two pass for £3,510,600 subject to matched funding. So far the museum has raised £2,654,204 in pledges and awards. Full planning consent was granted in May 2014.

The need for the second learning space emerged from the successful schools and community programme in which school visits were coupled with smaller family activities. You supported a Schools & Community Officer for three years in 2011 to deliver an outreach programme and educational provision working with local organisations, including the local GP, nursery and primary schools. The museum continues to invite new ideas for hand-on activities. In 2014, a 'gardens and war' theme led to embroidering handkerchiefs with Age UK and making calendula oil remedies with local Women's Institute groups. The construction of the Learning Studio with a specific brief would make a vital difference to what the museum can offer the local community. Activities will cater for diverse audiences ranging from pre-school children to disadvantaged young people, and community groups to adult learners. Activities will include horticultural clubs, cooking with small groups of children and tailored programmes working with outreach partners. It is estimated that, on average, 60-80 participants per week will use the space on a regular basis.

## **Financial Information**

The Museum has advised that it hopes to self-generate the majority of its income in future through the major development of its gardens, church, shop, café, exhibition space, archives and educational facilities. The total cost of the development is forecast to be £6.6m. So far it has secured a grant of £3.5m from HLF subject to match funding, of which the Museum has raised £2.6m (74%). The charity plans to raise the balance of £0.9 (26%) through individual giving and charitable trusts by 2017/18.

This development will see the site shut to the public from October 2015 to January 2017, which for the current year 2015/16 is likely to result in an unrestricted fund deficit of £40,195 as shown in the table. The current year budget including all funds however shows an overall increase in income and expenditure due to the development project.

The charity currently has a reserves target of £100k which equates to approximately one month's worth of operating expenditure; however it has advised that it intends to review its reserves target in light of the expected increase in the Museum's

operations from the development. At the end of the current year 2015/16, free unrestricted reserves are expected to be a negative £39,329; however the Museum forecasts that it will hold designated funds of £422,794 towards the development project which could be called upon. Once reopened the charity anticipates it will generate stable surpluses through admissions, café sales, shop sales, venue hire and corporate sponsorship.

The cost of generating funds in the audited accounts for 2013/14 appears relatively high at £766,513 (67% of total income). The charity advises that this cost is currently high due to their work raising funds for their development project, which has a fund raising target of £6.6m.

<b>Year end at 28 February</b>	<b>2013/14 Audited Accounts</b>	<b>2014/15 Outturn</b>	<b>2015/16 Current Year Budget</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>Income and Expenditure</b>			
Income	1,141,849	1,758,196	2,650,086
Expenditure	1,365,516	1,333,642	2,384,048
Unrestricted Funds Surplus / (Deficit)	(56,998)	24,378	(40,195)
Restricted Funds Surplus / (Deficit)	(149,320)	400,357	306,234
Endowment Funds Surplus / (Deficit)	(17,349)	-	-
Unrealised gains/(losses) on investment assets	2,195	-	-
<b>Total Surplus / (Deficit)</b>	<b>(221,472)</b>	<b>424,555</b>	<b>266,039</b>
Surplus / (Deficit) as a % of turnover	(19.4%)	24.1%	10.0%
Cost of Generating funds (% of income)	766,513 (67%)	-	-
<b>Free unrestricted reserves</b>			
Free unrestricted reserves held at Year End	(63,707)	(39,329)	(79,524)
How many months' worth of expenditure (operating)	(0.6)	(0.4)	(1.4)
Reserves Policy target	100,000	100,000	100,000
How many months' worth of expenditure (operating)	0.9	0.9	1.8
Free reserves over/(under) target	(163,707)	(139,329)	(175,524)