

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation: <b>Garden Museum</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Lambeth</b>	
Contact person: <b>Mr. Christopher Woodward</b>	Position: <b>Director</b>
Website: <a href="http://gardenmuseum.org.uk/">http://gardenmuseum.org.uk/</a>	
Legal status of organisation: <b>Registered Charity</b>	Charity, Charitable Incorporated Company or company number: <b>1088221</b>
When was your organisation established? <b>29/04/1977</b>	

### Grant Request

Under which of City Bridge Trust's programmes are you applying? <b>Improving London's Environment</b>
Which of the programme outcome(s) does your application aim to achieve? <b>More people reporting improved wellbeing through greater use of open spaces and through growing and greening initiatives</b> <b>More Londoners with a greater knowledge and understanding of the 'green' environment and biodiversity</b>
Please describe the purpose of your funding request in one sentence. <b>To build a garden pavilion for a programme of workshops in horticulture, cooking, art, craft in partnership with 12 organisations in our neighbourhood.</b>
When will the funding be required? <b>25/03/2015</b>
How much funding are you requesting? Year 1: <b>£100,000</b> Year 2: <b>£0</b> Year 3: <b>£0</b> <b>Total: £100,000</b>

**Aims of your organisation:**

The Garden Museum is Britain's only museum dedicated to gardens and designed green environments. At its foundation in 1977 its objectives were to (i) repair and restore the church and churchyard of St Mary's, founded as the parish church of Lambeth in 1054 (ii) educate in gardening and garden history.

After a Strategic Review in 2006 the Trustees of the charity aspired to broaden the objectives to celebrate the value of gardens and green space in modern life. It has programmes designed for local, London-wide, national and international audiences, which explore the art, history and design of gardens, and promotes their place in culture, society, and well-being. It also aims to offer an oasis in the centre of the modern city.

**Main activities of your organisation:**

To curate three original exhibitions each year, with subjects from great designers to themes ('From Garden City to Green City', allotments, fashion, war); this is the first programme in a British Museum dedicated to gardens and began with the construction of a special exhibitions gallery in 2008. 6 - 8 smaller, simpler exhibitions take place in the open space of the Museum, such as the recent textiles projects with Morley College (WW1) and the London College of Fashion MA in Sustainability.

To organise 40 - 50 public events each year, from major events such as a national Literature Festival and London Green Infrastructure Week, from lectures by star designers. Host 32 school visits (2013), run a programme of Outreach including 5 gardens made with our neighbours, and activities evolving with 6 - 8 community partners.

Acquire works for a unique national collection depicting British gardens.

Welcome 43,000 visitors (2013).

Offer 3 traineeships in (i) horticulture (ii) sustainability (iii) events management.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
<b>7</b>	<b>10</b>	<b>16</b>	<b>50</b>

**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?
<b>Leased</b>	<b>84</b>

## Summary of grant request

We want to make a unique new space for learning: open to the garden but protected from the busy road to Lambeth Bridge; free-spirited inside, but made attractive by its integration in a busy Museum; well-maintained by the institution but independent enough to 'incubate' ideas.

The need for the The Learning Studio was identified in the Development Phase funded by the 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 5 new galleries; to re-assemble John Tradescant's lost 'Ark' (the first museum in Britain, founded in Lambeth in the 1630s, which became the Ashmolean); and set up the country's first archive of garden design. A new extension in the form of a cloister enclosing a new garden by Dan Pearson will be for a cafe and for education. Primary school visits have risen in number from 2 in 2006 to 32 in 2013 but we have no dedicated school space; we cannot accommodate secondary schools. The larger education building will be for school classes in formal learning (we are applying to the Clore).

The second learning space would be an addition to the plans submitted to the HLF at R1. Our request is for £100,000 towards the total cost of £204,000; the remainder would be funded by the HLF.

The Learning Studio will be 28.8m<sup>2</sup> and for a capacity of 12.

The need for such a space emerged with the Schools and Community programme begun in 2007 in which school visits were coupled with smaller family activities. New ideas for hands-on activities emerge each year: in 2014, a 'gardens and war' theme has led to making calendula oil with local Women's Institute groups; and The Waterloo Community Coalition has funded two Saturday clubs which have begun this spring for local families.

In 2011 The City Bridge Trust funded a three-year programme of Outreach to organisations in what had been the parish community before the deconsecration of the church, including the local GP, nursery and primary school.

However, the current space is very limited: groups must share the (un-heated) nave with the public. It has been difficult to attract partners in community gardening to make 'return visits' to the Museum, as there is little to offer (more than once) and the current space does not meet the requirements of some groups with specific needs (eg dementia, mentored teenagers).

The consultants funded by the HLF during the Development Phase interviewed 30 schools and organisations and identified a clear distinction between the Museum's value to a national audience of gardeners (a very specific 'niche', expressed in exhibitions) and to local people, the majority of whom do not have gardens of their own. They want a space to do, and to be, and to learn; the Museum is one of very few facilities for people who do not have gardens of their own. We also identified the lack of an attractive, flexible and easily accessible space for creative activities in the area.

Activities will cater for audiences ranging from pre-school children (storytelling) to disadvantaged young people (horticultural clubs) and community groups (flower arranging, sustainability workshops), to outreach partners (gardening clubs), adult learners (botanical painting) and cooking with smaller groups of school children. The aim will be a programme structured with 12 regular community partners; some might have their own set of keys.

This new space will offer something so new that it will be in use most days of the week. Community and family visits for the Museum will rise from 280 to 1,000.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **Yes**

What Quality Marks does your organisation currently hold?

**The Garden Museum has been awarded full accreditation by the Arts Council in the National Accreditation Scheme.**

### **Outputs and outcomes**

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

**Organisations in our neighbourhood have free, scheduled access to the Learning Studio for meetings and training, for example Kennington Horticultural Society and Lambeth Green Community Champions.**

**Volunteers have a room for wet weather gardening activities and a place to meet during the winter months. At present there are 10 volunteers signed up for St Mary's Saturday gardening club, and 10 Museum gardening volunteers. There is no designated and secure indoor space that volunteers can use.**

**Groups with special needs are provided with a safe separate space to participate in activities when visiting the Museum; for example Carney's Community, who work with disadvantaged young people and ex-offenders, and Lingham Court Healthy Living Club, a self-directed dementia group.**

**The Museum will have a dedicated space for growing, craft and cooking with neighbourhood partners. The Borough Belles (Southwark Women's Institute) might participate in cooking activities, and local families in growing activities.**

**Wet weather activities are offered at the Museum to outreach groups that usually meet outside: Vauxhall Primary School gardening club can cook at the Museum, and the Lambeth Walk Surgery group can pot up and transplant.**

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

**6 organisations in our neighbourhood have a space to meet with good facilities, free of charge. Relationships are built between the Museum and the groups, and ideas are shared.**

**Garden volunteers are encouraged to stay at the Museum during the winter months, drop out reduces and the volunteer pool is increased. Numbers remain consistent at 25 volunteers in the summer and 15 in the winter. Volunteers are happier and feel more valued.**

**Groups with special needs are able to visit the Museum. The Museum works with 3 new groups in the first year after development, which previously would not have been able to visit the Museum.**

**The Museum is able to offer an improved programme of hands on events, enabling groups to learn about gardens and the environment through doing.**

**At present these groups cannot garden in the late autumn and winter: they are outdoors. In the future they will be able to come to the Museum and continue with activities appropriate to the season, whether horticultural prep, cooking, or other crafts.**

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

**The pavilion would be a permanent element in the new Museum which would be built 2015 - 16. For 3 years after completion the HLF award would part-fund an expanded learning team. More fundamentally, the master-plan is planned to achieve an uplift in self-generated income from £881,000 to £1,400,000.**

## Who will benefit?

### About your beneficiaries

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

**5,100**

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

**Lambeth (75%)**

**Southwark (15%)**

**Westminster (10%)**

What age group(s) will benefit?

**All ages**

What gender will beneficiaries be?

**All**

What will the ethnic grouping(s) of the beneficiaries be?

**A range of ethnic groups**

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

**11-20%**

## Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Cost of Learning Studio	204,000	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
<b>TOTAL:</b>	<b>204,000</b>	<b>0</b>	<b>0</b>	<b>0</b>

**What income has already been raised?**

Source	Year 1	Year 2	Year 3	Total
Heritage Lottery Fund	100,000	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
<b>TOTAL:</b>	<b>100,000</b>	<b>0</b>	<b>0</b>	<b>0</b>

**What other funders are currently considering the proposal?**

Source	Year 1	Year 2	Year 3	Total
Private donations	4,000	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
<b>TOTAL:</b>	<b>4,000</b>	<b>0</b>	<b>0</b>	<b>0</b>

**How much is requested from the Trust?**

Expenditure heading	Year 1	Year 2	Year 3	Total
Funds towards cost of Learning Studio	100,000	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
<b>TOTAL:</b>	<b>100,000</b>	<b>0</b>	<b>0</b>	<b>0</b>

## Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: <b>February</b>	Year: <b>2014</b>
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Income received from:	£
Voluntary income	548,884
Activities for generating funds	590,157
Investment income	2,808
Income from charitable activities	0
Other sources	0
<b>Total Income:</b>	<b>1,141,849</b>

Expenditure:	£
Charitable activities	415,106
Governance costs	35,832
Cost of generating funds	490,239
Other	424,339
<b>Total Expenditure:</b>	<b>1,365,516</b>
<b>Net (deficit)/surplus:</b>	<b>223,667</b>
<b>Other Recognised Gains/(Losses):</b>	<b>2,195</b>
<b>Net Movement in Funds:</b>	<b>221,472</b>

Asset position at year end	£
Fixed assets	432,697
Investments	32,975
Net current assets	33,111
Long-term liabilities	0
<b>*Total Assets (A):</b>	<b>498,783</b>

Reserves at year end	£
Restricted funds	129,793
Endowment Funds	242,424
Unrestricted funds	126,566
<b>*Total Reserves (B):</b>	<b>498,783</b>

\* Please note that total Assets (A) and Total Reserves (B) should be the same.

### Statutory funding

For your most recent financial year, what % of your income was from statutory sources?  
0%

### Organisational changes

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

The period since the last FY has been dominated by the progression of the HLF-funded masterplan, which has added to the team, set up an Appeal Committee, and required expenditure of £451,000 in an on-budget Development Phase. At present we are implementing a new project management structure for the delivery of the development, with advice from HLF.



### Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	2012 £	2013 £	2014 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	1,000	1,000	1,000
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	0	0	0
Other statutory bodies	5,000	5,000	5,000

### Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	2012 £	2013 £	2014 £
HLF	0	273,300	3,510,700
Sackler Trust	100,000	130,000	750,000
Wolfson Foundation	0	0	220,000
Garfield Weston Foundation	0	25,000	100,000
J Paul Getty Jr Charitable Trust	80,000	0	100,000

### 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: **Christopher Woodward**

Role within                      **Director**  
Organisation: