

**ASSESSMENT CATEGORY - Older Londoners****Eastside Community Heritage**

**Amount requested: £49,920**  
**(Revised request: £48,000)**  
**Amount recommended: £48,000**

**Adv: Sandra Davidson**  
**Base: Redbridge**  
**Benefit: Redbridge, Barking & Dagenham, Havering**

**The Charity**

Eastside Community Heritage (ECH) was set up in 1998 by the current Director, under the then Stratford City Challenge initiative. Through various partnerships, it aims to record and preserve the experiences of local people. It has established the East London People's archive, which now holds over 2,500 oral histories and 2,800 photographs, all digitally stored. Much of the work is intergenerational and intercultural. The recording, transcribing, displaying and archiving of oral history offers opportunities to develop transferable skills in interview technique, filming or exhibitions, and ECH has a particular focus on getting young BAME people into heritage-related jobs.

**The Application**

This grant request seeks support to build on its work with older people by running the 'Tea, Dance, Music & Reminiscence' project to record stories of local people in the London borough of Barking and Dagenham, Redbridge and Havering. These stories will be used as inspiration for a series of tea dance events and reminiscence sessions themed around traditional tea and dances of the 1940s-1960s.

**The Recommendation**

Over the years ECH has gained good experience of this type of work. It has previously collected oral histories, working with established older people's groups and clubs to engage more isolated members of the community who usually do not have access to this type of activity. The request fits closely with your areas of interest in Older Londoners, ie enabling them to lead more active and healthier lives. The grant amount advised has been adjusted (as shown at Appendix A to the application form) to reflect the correction of a numerical error in the original submission.

***£48,000 over two years (£24,400; £23,600) towards the salary of a p/t (3dpw) Project Officer, project costs and overheads.***

**Funding History**

Meeting Date	Decision
31/05/2012	£5,000 to run discussion workshops and activities for elders during the Olympic Games 2012.
05/11/2009	£16,670 for one year to train a group of older volunteers as oral historians to deliver reminiscence sessions.
30/11/2006	The application provides insufficient information regarding what the project aims to achieve. Furthermore, it is proposed to deliver the project in some centres which are themselves currently in receipt of your funding for activities for older people.

## Background and detail of proposal

ECH proposes to engage older people, many of whom are at risk of becoming isolated and lonely through having fewer opportunities to interact with others. The impact of loneliness and social isolation has been well documented. In order to address this, ECH wishes to provide a dedicated Project Officer to develop and run free activities in local venues, engaging older people in reminiscence events and sessions. The project will provide structured activities for up to 20 older people (75+) at any one time. Elders, including those suffering from dementia-related conditions, will be encouraged to participate in a range of activities, including gentle and enjoyable exercise. Tea dance events and related activities are expected to benefit 400 elders per annum. Training will be provided to care/support staff working with older people to enable them to support and deliver reminiscence activities in both community and domestic settings. Accessible resources will also be made available to ensure the widest possible reach. The stories will be a valuable resource both for current communities and future generations. Whilst the majority of beneficiaries will be 75+, some will be within the 65-74 age group.

## Financial Information

Forecast income for the current year is £316,750, of which £291,790 (92%) had been confirmed by the end of May 2015. The increase in operations in the current year is due to the development of the organisation as an accredited cultural heritage training centre, which ECH advised has enabled it to seek new commissions and income avenues.

The cost of generating funds is high as it includes the cost of exhibition production and designs, freelance designers and film editors as well as a percentage of the Executive Director's salary for fundraising.

Year end at 31 March 2014	2013/14 Independently Examined Accounts	2014/15 Forecast Outturn	2015/16 Current Year Budget
	£	£	£
<b>Income and Expenditure</b>			
Income	249,035	239,750	316,750
Expenditure	177,479	219,320	287,300
Unrestricted Funds Surplus / (Deficit)	55,732	0	(27,610)
Restricted Funds Surplus / (Deficit)	121,749	20,180	32,100
Total Surplus / (Deficit)	71,556	20,180	4,490
Surplus / (Deficit) as a % of turnover	28.7%	8.4%	1.5%
Cost of Generating funds (% of income)	70,884 (28.5%)	-	-
<b>Free unrestricted reserves</b>			
Free unrestricted reserves held at Year End	108,814	108,814	81,204
How many months' worth of expenditure	7.4	6.0	3.4
Reserves Policy target	88,740	109,660	143,650
How many months' worth of expenditure	6.0	6.0	6.0
Free reserves over/(under) target	(20,074)	(846)	(62,446)