

**MEETING: 02/05/2018**

**Ref: 14525**

**ASSESSMENT CATEGORY - Older Londoners**

**My Life Films**

**Adv: Rebecca Green**

**Amount requested: £150,000**

**Base: Richmond**

**Benefit: London-wide**

**Amount recommended: £48,000**

**The Applicant**

My Life Films, set up as a charity in 2014, produces biographical films for people with dementia to relieve the needs of the individual and the effect of dementia on families, friends and carers. The charity has won several awards including Outstanding Dementia Care Product of the Year 2016, and Charity Start-up of the Year 2016.

**The Application**

In May 2017 you awarded £24,000 for one year for the charity to create biographical films with people with dementia in London. The charity now seeks a further 2 years' support, including a proportional contribution to core costs within the request.

**The Recommendation**

Outputs from the first-year grant have been successfully delivered, with positive outcomes also reported. My Life Films' work aims to improve the quality of life for those living with dementia and the proposed outcomes fit well within your Older Londoners programme. It has shown considerable success and has been the subject of an NHS pilot study, giving evidence for the effectiveness of the intervention to improve wellbeing. Although the charity has requested funding for a further 2 years at a vastly increased level, your officer recommends continuation for two years as requested but at the initial level of funding, as is your usual practice.

**£48,000 over 2 years (2 x £24,000) for the costs of creating biographical films for 32 people with dementia in London (16 films each year) and a contribution to core costs.**

**Funding History**

Meeting Date	Decision
11/05/2017	£24,000 for the costs of creating biographical films for 24 people with dementia in London, and related project costs.
24/05/2016	Application withdrawn
18/03/2016	Application withdrawn

**Background and detail of proposal**

An estimated 72,000 people with dementia live in London, with numbers growing each year. Apathy, low self-esteem and anxiety are common conditions experienced by people with dementia, and the Alzheimer's Society estimates that 20-40% of people with dementia suffer from depression. My Life Films has been involved in several clinical trials looking at the outcomes of biographical films for people with dementia. The REBiND (Research into the Effectiveness of Biographical reminiscence films in Dementia) NHS Pilot Study by South West London and St George's Mental Health NHS Trust found My Life Films to be a 'valuable intervention' making people physically energised and active, improving wellbeing and helping people to calm down, as well as supporting carers and care workers by improving communication and enhancing relationships. There are plans to carry out trials with more participants to further demonstrate the impact of the work.

To date, the charity has made films for nearly 200 people, with the majority being in London. As well as receiving self-referrals participants are often referred from local mental health and dementia teams, e.g. Alzheimer's Society and Hounslow Commissioners. My Life Films has also had films commissioned by a private healthcare body for dementia patients. It works closely with other local dementia groups and was one of the original members of Richmond Dementia Action Alliance.

For each case, a trained filmmaker works closely with the person and family to source and decide content before producing the films and screening. The films are custom-made to tell the life-story of the subject, combining techniques of reminiscence therapy and music therapy using images and videos from family archives, interviews with the person and their family and favourite music. Copies of the films are provided in formats which can be watched in any environment - at home, a care home, hospital or away from home. The films can help the subjects to reminisce positively on a regular basis (the NHS trial observed an average of 1-2 times per week), boost their mood and help them recover from low moods quickly.

### Financial Information

My Life Films' turnover has increased quickly and it anticipates doubling its income over the next 2 years. The charity has a flexible structure, and as the films are developed by freelance film makers, the organisation is able to increase/ decrease capacity according to demand and funds raised, and so see these plans as both realistic and relatively low risk. It is working to diversify income streams and develop its own trading activities, using filmmakers for commercial films such as corporate projects or weddings, to support income generation (films for people with a dementia diagnosis will remain free to beneficiaries). In 2018/19 the charity is planning to raise 33% of income through trading activities (this was 17% in 2016/17) and is looking to establish a separate limited company as a trading arm.

Year end as at 31 March	2016/ 2017 Examined accounts £	2017/ 2018 Forecast £	2018/ 2019 Budget £
<b>Income &amp; expenditure:</b>			
Income	117,135	247,652	301,000
- % of Income confirmed as at 15/01/18	n/a	100%	26%
Expenditure	(101,879)	(175,717)	(291,000)
Total surplus/(deficit)	15,256	71,935	10,000
Split between:			
- Restricted surplus/(deficit)	10,888	47,262	(3,000)
- Unrestricted surplus/(deficit)	4,368	24,673	13,000
	15,256	71,935	10,000
Cost of Raising Funds	12,577	21,540	23,000
- % of Income	10.7%	8.7%	7.6%
Operating expenditure (total)	61,287	107,979	179,000
<b>Free unrestricted reserves:</b>			
Free unrestricted reserves held at year end	15,139	39,812	52,812
No of months of operating expenditure	3.0	4.4	3.5
Reserves policy target	10,211	17,997	29,833
No of months of operating expenditure	2.0	2.0	2.0
Free reserves over/(under) target	4,928	21,816	22,979