



# Inspiring London through Culture

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Assessment Pack

## CENTRAL GRANTS PROGRAMME

### ASSESSMENT CATEGORY: c) Inspiring London through Culture

**City Music Foundation (ref. 17571)**

**Amount requested: £12,700**

**Amount recommended: £10,000**

**Purpose of grant request:** A concert series (live and streamed) within the Culture Mile arising from a new relationship between City Music Foundation (CMF) and Barts Heritage

#### **The Applicant**

The City Music Foundation was formed in 2012 as an initiative of the previous Lord Mayor Sir Roger Gifford, with funding from the Lord Mayors Appeal. The Charity aims to help young professional musicians to get a foothold on their career. They provide a 2-year mentoring programme for young professional musicians to learn about business development, make connections in the city and have access to artist management services.

#### **Background and detail of proposal**

CMF is a charity offering career development and management to exceptional young professional musicians in the critical early years of their careers, when they need to build a reputation and start to make a living. Young musicians have been heavily impacted by the Coronavirus Pandemic; CMF have worked throughout the period to support young musicians.

Funding is sought for a new series of performances both streamed live and with audiences to support young artists re-start their careers and bring live performances back to the Square Mile. These free concerts will allow audiences to return in line with government guidance and will be videoed and live-streamed.

CMF have planned for lunchtime concerts to take place in partnership with Bart's Heritage between January and July 2021. The events will be subject to government guidance and will follow public health advice on social distancing. If restrictions do not allow for a live audience then performances will be live streamed. CMF has experience delivering popular live streams during the Coronavirus Pandemic and have a good relationship with Classic FM, this will further broaden the audience highlighting City venues. Regardless of there being an audience the musicians will be paid for performances.

#### **Financial Information**

CMF were set up with an initial large donation made from the Lord Mayor's Appeal which they have held in reserve. They have consistently overspent due to this and have low but acceptable reserves at the end of 2020, this has been impacted by the Coronavirus. They do not have an accurate budget for year ending 2021 due to the changing circumstances but have been successful with fundraising through the period. The Charity will be operational throughout the period of this grant.

Year end as at 31 July 2019	2019	2020
	Signed Accounts	Forecast
	£	£
<b>Income &amp; expenditure:</b>		
Income	129,401	206,749
- % of Income confirmed as at	N/A	100%
Expenditure	(188,912)	(145,380)
Total surplus/(deficit)	<b>(59,511)</b>	<b>61,369</b>
Split between:		
- Restricted surplus/(deficit)	1,062	0
- Unrestricted surplus/(deficit)	(60,573)	(61,369)
	<b>(59,511)</b>	<b>(61,369)</b>
Operating Expenditure (unrestricted)	171,979	145,380
<b>Free unrestricted reserves:</b>		
Free unrestricted reserves held at year end	91,743	30,374
No of months of operating expenditure	6.4	2.5

### Decision

This application is to deliver live music in the City of London, especially in the area of Culture Mile. Provisions have been looked at in line with government guidance and all performances will adhere to social distancing and public health guidelines. If it is not possible to do live events CMF will live stream the events. They are committed to supporting young musicians who have been severely impacted by the social distancing rules. The Panel felt this application was particularly strong and wished to support it for £10,000. The fact it will be working with young musicians at this difficult time was seen as a real benefit to a hard-hit community. Funding is recommended as follows:

**£10,000 towards the cost of musical live streams or concerts to take place in 2021 showcasing young Musicians in City of London venues.**

## CENTRAL GRANTS PROGRAMME

### ASSESSMENT CATEGORY: c) Inspiring London through Culture

**CurvingRoad (ref. 17572)**

**Amount requested: £9,900**

**Amount recommended:**

**Purpose of grant request:** Provide space, training and opportunity for individuals from CoLC's underrepresented communities to develop stories exploring lockdown and imagining post-Covid futures.

#### **The Applicant**

CurvingRoad (CR), trading as Theatre Deli, is a theatre company and registered charity founded in 2007. It seeks to support emerging artists whose work sits outside of traditional theatre. In 2018 the organisation supported over 11,000 artists, collaborated with more than 200 partner organisations, and commissioned 20 new pieces of work. Currently occupying three venues across London and Sheffield, it aims to develop diverse audiences, expand the cultural offering, and provide safe environments for artists at every stage of their career to experiment, trial & showcase new work.

#### **Background and detail of proposal**

CR are looking for funding for a project that will shine a light on the voices of unheard communities through the sharing of stories that bring people together in the wake of the COVID-19 pandemic. This project will enable individuals from the nearby community to the Theatre to tell their stories powerfully. This storytelling focused project will look to work with artists and audiences currently underrepresented in the City's cultural offer including Black and Asian communities.

The project will look to find 10 new and emerging storytellers from the City of London or neighbouring areas. A full training plan will be provided for the individuals involved which will break down barriers to participation. The project will culminate in a performance across two nights at Theatre Delhi in March.

Consideration has gone into how this work may be adapted if Government restrictions change or remain in place. Restricted audience numbers will be required for the final performance and flexibility on dates.

#### **Financial Information**

The organisation has been in a period of financial difficulty due to a business rates dispute with CoLC last year and some ambiguity over the applicability of VAT on some of its activities. Free reserves have gone into deficit, making this a high-risk proposal. On the other hand, CurvingRoad anticipates beginning to rebuild these reserves from 2021 onwards despite the impact of Coronavirus. It has survived in a precarious position throughout the last year and has wide support in London from backers including the GLA. British Land, who own the building at 2 Finsbury Avenue,

have been happy to extend the lease. It is therefore reasonable to assume that the organisation will continue to exist and deliver work throughout the period for which funding is requested.

Year end as at 28th February	2019	2020	2021
	Signed Accounts	Draft accounts	Forecast
	£	£	£
<b>Income &amp; expenditure:</b>			
Income	1,531,029	594,526	629,792
Expenditure	(1,540,949)	(625,702)	(626,892)
Total surplus/(deficit)	<b>(9,920)</b>	<b>(31,176)</b>	<b>2,900</b>
Split between:			
- Restricted surplus/(deficit)	(8,358)	(11,057)	(67,421)
- Unrestricted surplus/(deficit)	(1,562)	(20,120)	70,321
	<b>(9,920)</b>	<b>(31,177)</b>	<b>2,900</b>
Operating Expenditure (unrestricted)	1,376,714	544,401	500,000
<b>Free unrestricted reserves:</b>			
Free unrestricted reserves held at year end	(68,733)	(88,853)	(18,532)
No of months of operating expenditure	-0.6	-2.0	-0.4
Reserves policy target	344,179	136,100	125,000
No of months of operating expenditure	3.0	3.0	3.0
Free reserves over/(under) target	(412,912)	(224,953)	(143,532)

## Decision

This project looks to focus on the emerging stories from communities around the impact of the Coronavirus Pandemic. The focus on discovering new community voices is interesting, with a comprehensive training package attached. This is likely to create a compelling final performance element if it can go ahead. The Charity have been in financial difficulty but are still operating, they have bought in a Managing Director to turn around the organisation, which has been further impacted by the Coronavirus. It is clear the Charity will be solvent for the duration of this project. The additional funding required for this work has already been raised through a grant from the Garrick Club. The panel felt this was a very strong and community focused project that should be supported. Funding is recommended as follows:

**£9,900 to provide space, training and opportunity for individuals from the City's underrepresented communities to develop stories exploring lockdown and imagining post-Covid futures.**

## **CENTRAL GRANTS PROGRAMME**

### **ASSESSMENT CATEGORY: c) Inspiring London through Culture**

**Games London / Film London (ref. 17570)**

**Amount requested: £8,425**

**Amount recommended: £8,425**

**Purpose of grant request:** A free, open air showing of the Ensemble exhibition showcasing eight games industry leading lights from BAME backgrounds

#### **The Applicant**

Film London is a charity that acts as a major showcase within the UK and internationally for film, TV, animation and games, working to foster a high standard of artistry and creativity of the moving image industries. The charity works to sustain and champion London's film, television and moving image industries, support the development of the city's emerging filmmaking talent and promote a diverse and rich film culture. Key strands of their work focus on audience development, talent development, screen heritage, culture and industry development. As part of the charity's work they have developed Games London (GL), a partnership between UK Interactive Entertainment (UKie). Games London is supported by the Mayor's Office and the LEP as well as industry partners. One of the key aims for GL is to tackle the wider issue of changing perceptions around games and interactive content by raising awareness about games amongst the public and non-games audiences.

#### **Background and detail of proposal**

Games London is applying to fund a free, open air showing of Ensemble, a portrait and video exhibition showcasing eight talented people from BAME (Black Asian and Minority Ethnic) backgrounds working in video games. Ensemble is well-established and now in its third iteration as part of London Games Festival and has so far spotlighted 16 talented people, featured in print and online media and provided visible role models to young people who are interested in working in games, particularly those who aren't given clear pathways into the industry. Ensemble in the City will celebrate the diversity of talent in games in a way that is accessible to young people and families, showing skilled technological innovators, artists and writers at the cutting edge of games creativity and games presenters and journalists using the latest media pathways to success, all from BAME backgrounds. Ensemble demonstrates the career potential of games for young people in the city of any background.

The proposed timeline for the project will be to start planning in November subject to funding with an anticipated delivery in March/ April which will feature Monoliths constructed in Guildhall Yard and then Aldgate Square. The space will consist of aspirational portraits and QR code video content, it will bring new games audiences to two locations within the City of London and provide inspiration and information for families, and outdoor educational activity for trips from local schools within the City.

## Financial Information

Film London receive most of its funding through contracts and significant grants. Although delivery within the Charity has been impacted by the Coronavirus the financial viability of the organisation has not.

Year end as at 31 March	2019	2020	2021
	Signed Accounts	Forecast	Budget
	£	£	£
<b>Income &amp; expenditure:</b>			
Income	5,630,858	5,750,220	6,581,703
Expenditure	(5,629,240)	(5,750,220)	(6,581,703)
Total surplus/(deficit)	<b>1,618</b>	<b>0</b>	<b>0</b>
Split between:			
- Restricted surplus/(deficit)	0	0	0
- Unrestricted surplus/(deficit)	1,618	0	0
	<b>1,618</b>	<b>0</b>	<b>0</b>
Operating Expenditure (unrestricted)	2,332,975	1,991,119	1,935,126
<b>Free unrestricted reserves:</b>			
Free unrestricted reserves held at year end	723,224	723,224	723,224
No of months of operating expenditure	3.7	4.4	4.5
Reserves policy target	583,244	497,780	483,782
No of months of operating expenditure	3.0	3.0	3.0
Free reserves over/(under) target	139,980	225,444	239,443

## Decision

Games London applied to this programme for the Ensemble project two years ago when it was in its initial stages. At the time the panel felt that the project needed more planning and thought around it. This application is very different and in its third iteration Ensemble looks to deliver an interactive outdoor exhibition showcasing eight talented people in the gaming industry from BAME Backgrounds. The project is well planned, and the Charity has a track record of delivering popular events in the Guildhall Yard. Games London will match fund this project if successful. The Panel considered this application to be unique and looked to bring new and diverse audiences to the Square Mile. Funding is recommended as follows:

**£8,425 to contribute to the cost of free, open air showings of the Ensemble exhibition, showcasing eight games industry leading lights from BAME backgrounds in Guildhall Yard and Aldgate Square.**

## CENTRAL GRANTS PROGRAMME

### ASSESSMENT CATEGORY: c) Inspiring London through Culture

**Inspiring Audio Ltd (ref. 17582)**

**Amount requested: £9,350**

**Amount recommended: £9,350**

**Purpose of grant request:** 'Streets of London' - podcast walking tours engaging children to explore City of London's social, historical and architectural stories.

#### **The Applicant**

Inspiring Audio Ltd (IO) are a Registered Company Limited by Guarantee with Charitable Aims. IO are a sound production company specialising in producing Audio content for Children. They collaborate regularly with Fun Kids a dedicated radio station for Children.

#### **Background and detail of proposal**

Funding is sought for a project called 'Streets of London', a series of podcast walking tours that will take families on walks across the City of London, helping children explore some of the City's social, historical and architectural stories – from Roman Londinium to 21st Century traders. The walks will encourage children to look up and around them to see things that are often missed.

Podcasts will be available through the Inspiring Audio and Fun Kids websites. Fun Kids, a dedicated radio station for children, will also promote the walks on-air and online. Each walk will be supported with downloadable activity sheets for completion on the walks, with clues for what to look for and additional information.

This project will engage children and their families in walks around the City of London which will bring new audiences to the City of London but also allow those audiences to engage in the City's Cultural offer within Government guidance. Consideration has also been made to how historical moments in the City will be translated to young audiences to ensure they are sensitive to issues around Diversity and Inclusion.

#### **Financial Information**

IA are a small company and deliver projects when they have the funding to do so. There are no concerns with their financial viability for the duration of this project.

Year end as at 31 December	2019	2020	2021
	Signed Accounts	Forecast	Budget
	£	£	£
<b>Income &amp; expenditure:</b>			
Income	28,485	30,000	34,000
Expenditure	(28,302)	(29,600)	(33,500)
Total surplus/(deficit)	<b>183</b>	<b>400</b>	<b>500</b>
Total Expenditure	28,302	29,600	33,500
<b>Free unrestricted reserves:</b>			
Free unrestricted reserves held at year end	(106)	294	794
No of months of operating expenditure	0.0	0.1	0.3

## Decision

IA have a track record of delivering engaging and inspiring Audio for children and young people. This project looks to create a podcast which will open new audiences to the City of London and its cultural offer. The cost of the project seems reasonable and the whole balance is being requested from this programme. The Panel felt this was a strong project and would like to link it in with other initiatives.

Funding is recommended as follows:

**£9 350 towards the production costs of creating 'Streets of London', a podcast walking tour engaging children to explore City of London's social, historical and architectural stories.**

## CENTRAL GRANTS PROGRAMME

### ASSESSMENT CATEGORY: c) Inspiring London through Culture

**Noel Coward Foundation (ref. 17574)**

**Amount requested: £5,000**

**Amount recommended: £5,000**

#### **Purpose of grant request:**

Targeted programming, extending access to the 'Noel Coward: ART & STYLE' Exhibition, Guildhall Art Gallery, 20/11/20 - 16/05/21

#### **The Applicant**

Noel Coward Foundation (NCF) is a charitable trust awarding grants to education and development projects across the arts and promoting the advancement and education of people in drama and theatre. Set up in 2000, NCF aims to build on Coward's interest in charitable giving and derives its income from his works.

#### **Background and detail of proposal**

Working in partnership with the Guildhall Art Gallery on the upcoming 'Noel Coward: Art & Style' exhibition, NCF has applied for match funding towards a series of gallery workshops and events designed to further engage the public with the exhibition and Coward's legacy. This proposal comes as NCF is experiencing a temporary loss of its usual income from Coward's works' royalties due to the theatres' temporary closures because of the coronavirus.

The project's events will be varied, free and aimed at specific demographics, trying to attract people outside the gallery's core visitor group. NCF will distribute exhibition interpretation material to harder-to-reach audiences, for example through sensory 'discovery baskets' sent to SEND children. An 'Intergenerational Day' of arts and crafts workshops will welcome families, including the older generation, to participate in creative tasks with young artists, promoting their work in the process. A 'Late Event' designed to attract an under-30 audience will similarly engage visitors with freelance artists performing work by and inspired by Coward. The project will also include up to 15 school workshops delivered by the Artis Foundation (Artis), supported by NCF and the gallery, encouraging students to explore art and design but also London's broader socio-cultural history. Reaching the target schools will be outsourced to Artis, who will be focusing on schools not normally expected to visit the gallery.

NCF expects to do mostly planning and promotional work up to December, starting with some sessions in the new year, but leaving the bulk of the activities for the February half term. NCF has confirmed that should the government advice regarding the coronavirus prevent the workshops from taking place, there is scope for moving some of them online or delaying them. If the government advice stays the same, NCF estimates that approximately 2,000 people will benefit from the grant.

## Financial Information

NCF's budget for 2020/21 shows considerable reserves, despite the organisation's temporary reduction of income. The foundation should remain financially stable throughout the grant period.

Year end as at 31 March	2019	2020	2021
	Signed Accounts	Draft Accounts	Budget
	£	£	£
<b>Income &amp; expenditure:</b>			
Income	846,355	196,612	594,757
- % of Income confirmed as at	N/A	N/A	100%
Expenditure	(248,970)	(247,653)	(462,000)
Total surplus/(deficit)	<b>597,385</b>	<b>(51,041)</b>	<b>132,757</b>
Split between:			
- Restricted surplus/(deficit)	0	0	300,000
- Unrestricted surplus/(deficit)	597,385	(51,041)	(167,243)
	<b>597,385</b>	<b>(51,041)</b>	<b>132,757</b>
Operating Expenditure (unrestricted)	248,970	247,653	462,000
<b>Free unrestricted reserves:</b>			
Free unrestricted reserves held at year end	597,385	546,344	379,101
No of months of operating expenditure	28.8	26.5	9.8
Reserves policy target	62,243	61,913	115,500
No of months of operating expenditure	3.0	3.0	3.0
Free reserves over/(under) target	535,143	484,431	263,601

## Decision

Whilst this is NCF's first attempt at a project of this type, it has partnered up with other organisations that can help to ensure smooth delivery, namely The Noel Coward Archive Trust, Guildhall Art Gallery and Artis. It should be noted that Artis has submitted its own, separate application for a different project taking place in the gallery, also being considered at this panel. Whilst the gallery and Artis have a safeguarding policy in place, NCF does not currently have one. As this project will work closely with children, it is recommended that adopting a safeguarding policy is a condition of any grant offer.

This proposal aligns well with several of the programme criteria, such as promoting access for all to participate in the City's cultural offer and delivering positive social impact. It is also appreciated that NCF will provide match funding for this project. Funding is recommended as follows:

**£5,000 towards workshops and events extending access to the 'Noel Coward: Art & Style' exhibition at the Guildhall Art Gallery on the condition that an appropriate safeguarding policy is implemented.**

## **CENTRAL GRANTS PROGRAMME**

### **ASSESSMENT CATEGORY: c) Inspiring London through Culture**

**Voces Cantabiles Music (ref. 17576)**

**Amount requested: £5,650**

**Amount recommended: £5,650**

**Purpose of grant request:** Neighbourhood stories - filming stories and songs at the VOCES8 Centre for schools to use in learning about the City

#### **The Applicant**

Voces Cantabiles Music/ VOCES8 Foundation (VCM) was set up in 2006 to stage and perform professional vocal concerts of a classical genre. They work with young people and provide a range of singing workshops with their two internationally acclaimed vocal ensembles VOCES8 and Apollo5. They are based in the Gresham Centre in the heart of the City of London.

#### **Background and detail of proposal**

VCM reaches thousands of children and young people in London and across the UK each year. The Charity's singing programmes are designed to support schools and communities, providing opportunities for children who would not otherwise be able to engage with professional singers. COVID-19 is having a considerable impact on how the Foundation is planning to reach schools and communities. To ensure they continue to provide opportunities for children and their families to work with singing teams, and experience the Charity's neighbourhood in the City of London, VCM are creating digital projects which enable children and teachers to engage with new programmes.

VCM have developed a programme of stories from the Gresham Street Neighbourhood for London primary schools. This programme incorporates storytelling, songs and letter writing (both paper letters sent by post and recorded digital messages and performances) to introduce children to the history of the area around the VOCES8 Centre (Church St Anne and St Agnes). The Charity will work with schools in neighbouring boroughs where they have established links, specifically Hackney and Tower Hamlets. Work with teachers will be carried out digitally or physically depending on the school's current policy around visitors in light of Covid-19. The final workshops in July will apply to the same framework and will be done all online if restrictions are still in place.

VCM have previously been supported under this programme for similar work, albeit with physical visits to schools and a large final performance. The Central Grants Unit (CGU) has received a positive monitoring form for this work.

#### **Financial Information**

VCM hold reserves in line with its policy. During the first part of 2020 the Charity shrunk due to the impact of Coronavirus. They expect to recover from this in 2021

and have demonstrated cautious growth as they adapt ways of working. The Charity will be viable for the duration of the project.

Year end as at 31 August	2019	2020	2021
	Signed Accounts	Forecast	Budget
	£	£	£
<b>Income &amp; expenditure:</b>			
Income	1,335,460	845,500	1,162,000
Expenditure	(1,223,451)	(860,201)	(1,099,600)
Total surplus/(deficit)	<b>112,009</b>	<b>(14,701)</b>	<b>62,400</b>
Split between:			
- Restricted surplus/(deficit)	4,418	0	0
- Unrestricted surplus/(deficit)	107,591	(14,701)	62,400
	<b>112,009</b>	<b>(14,701)</b>	<b>62,400</b>
Operating Expenditure (unrestricted)	1,147,679	860,201	1,099,600
<b>Free unrestricted reserves:</b>			
Free unrestricted reserves held at year end	498,136	483,435	545,835
No of months of operating expenditure	5.2	6.7	6.0
Reserves policy target	286,920	215,050	274,900
No of months of operating expenditure	3.0	3.0	3.0
Free reserves over/(under) target	211,216	268,385	270,935

## Decision

VCM are a well-established organisation with a strong track record for delivering music education programmes. This project fits closely with the criteria as it promotes access for all to participate in the City of London's cultural offer. It is clear this project has been well planned in line with the ever-changing restrictions we currently face and is a good example of an organisation pivoting their delivery model. The Charity has already raised the balance for this project from individual donors. This project will also bring professional music teaching into schools at a difficult time for teachers and young people. The online content will focus on the City of London and its cultural offer, which will be promoting the area even if it cannot be visited. Funding is recommended as follows:

**£5,650 to support the creation of online content and digital workshops for schools to engage in professional singing provision and learn about the history and culture of the City of London.**