

Committee(s):	Date(s):	Item no.
Culture, Heritage & Libraries Finance	28 May 2012 29 May 2012	
Subject: Spitalfields Music grant 2013, 2014, 2015	Public	
Report of: Director, Culture, Heritage & Libraries	For Decision	
<p style="text-align: center;"><u>Summary</u></p> <p>Spitalfields Music has been in operation since 1976 and funded by the City of London Corporation since 1996.</p> <p>It has a clearly defined role within the City arts portfolio with a programme which joins world-class artists with the Tower Hamlets community through festivals and Learning and Participation Programmes. This summer this is illustrated by its very distinctive contribution to the Celebrate the City weekend.</p> <p>This report sets out Spitalfields Music funding application for 2013/14, 2014/15 and 2015/16.</p> <p>Recommendations</p> <ul style="list-style-type: none">• To fund Spitalfields Music for 2013/14, 2014/15 and 2015/16 with a grant of £45,000 per annum. This represents a 10% cut to the previous level of grant to Spitalfields Music, in line with that applied to other City arts organisations.		

Main Report

Background

1. Spitalfields Music has received grants from the City of London Corporation since 1996. The grant is given to support the full range of the charity's work including its two annual music festivals and its year round Learning and Participation Programme. The grant is made from the City Educational Trust Fund, which is controlled by the Finance Committee. Following on from the governance review and the subsequent rationalisation of funding responsibilities for festivals, it was agreed that confirmation of the grant will continue to be the responsibility of the Finance Committee, but it will take advice from the Culture, Heritage and Libraries Committee as to whether Spitalfields Music is worthy of continuing funding, on artistic and cultural grounds and in the context of the City's Cultural Strategy.

2. The City of London's grant sits alongside grants from the London Borough of Tower Hamlets and Arts Council England, London. Together these sources provide a bedrock of support which amounts to 20% of Spitalfields Music's income. Together they act as a powerful lever for the rest of the income which is earned or fundraised on an annual basis. In 2011/12 Spitalfields Music will generate £22 in income for every £1 donated by the City of London Corporation.
3. Spitalfields Music was founded in 1976 and five years later it established its year-round Learning and Participation Programme. Now it reaches a live audience of 30,000 people, a broadcast audience of c. 1.2million and offers c. 250 music workshops each year in Tower Hamlets for participants aged 2 days – 97 years old.
4. The aim of the charity is to change lives and aspirations through music in Tower Hamlets. Its reputation and unique characteristic is that its festivals and its Learning and Participation Programme have equal status for the charity and these two aspects have a strong influence on each other. World-class artists and local people are at the heart of both.
5. The charity's impacts are wide ranging within the area – these are three examples:
 - an economic impact in Spitalfields of £2.5 million a year through its festivals, employment and training
 - helping the Royal London Hospital reduce the length of hospital stay for newborn babies by placing music projects in its post-labour wards
 - helping increase academic attainment in 15 primary schools in Tower Hamlets.
6. Spitalfields Music has strong relationships with other City arts charities and a distinctive role to play within the City's arts portfolio. This summer, for example, Spitalfields Music is organising a community day in and around Spitalfields Market as part of the Celebrate the City weekend. Its contribution will involve partners from Crisis, Spitalfields Community Group, Spitalfields City Farm, Providence Row, Toynbee Hall, Swanlea School, bringing a range of community partners into the Celebrate the City project. Through regular dialogue with City partners, Spitalfields ensures that it can bring something distinctive to the portfolio both in terms of geography and its creative approach.

Current Position

7. Spitalfields Music is currently riding high artistically. In the past three years, audiences have increased by 20% and media coverage has increased

by 100%. In May 2012 they won two Royal Philharmonic Society Awards for Learning and Participation and for Audiences and Engagement, were shortlisted for a Civic Society Award and in June 2011 received a commendation from the Royal Society for Public Health.

8. Spitalfields Music produces a Summer Festival (June), a Winter Festival (December) and a year-round Learning and Participation Programme.
9. Festivals take place in 11 different venues and locations in Spitalfields. The music presented by Spitalfields Music is primarily early and contemporary music, often unusual in some way and brings together world-class artists with chances for local people to perform. No matter who is performing, they will be treated in the same way and profiled equally. Tickets are priced so that anyone can attend. A third of tickets are free or £5. Regular audiences have donated the value of 1,000 free tickets in the past 2 years, which are given to local residents who have not previously attended an event and who might not have the means to do so.
10. The Learning and Participation Programme is currently focused on three areas:
 - Neighbourhood Schools – 15 mainstream schools and 3 Special Education Needs Centres with whom they work regularly to provide creative music projects for young people, training for teachers and projects for parents to encourage their involvement in their children's education.
 - Community Programme – currently focused on families and providing many different points of contact for families in Tower Hamlets through weekly workshops in local libraries, Sure Start Centres and in the hospital. They also run two community choirs.
 - Continuing Professional Development - training musicians to work in education and participation settings.
11. In 2011/12 the charity's turnover was just under £1million. 20% of this is core public funding, 20% is earned through ticket sales and 60% is fundraised through trusts, companies and liveries. The charity is led by Chair Sir Alan Moses and Chief Executive Abigail Pogson.

Options

12. Prior to 2010, the City made an annual grant to Spitalfields Music of £50,000. In 2010, this was cut by 20% to £40,000, anticipating financial challenges to the corporate budgets. It would be possible to retain the funding at this level but this would represent a larger percentage reduction than the 10% applied to other festivals and artistic activities. It would be

more equitable to apply the 10% formula to the original Spitalfields Music grant of £50,000, leading to a grant of £45,000 p.a. To help with stability for future planning, the level of commitment should be guaranteed for three years (2013/14 – 2015/16).

Proposals

13. The Culture, Heritage & Libraries Committee should recommend to the Finance Committee that the annual grant to Spitalfields Music be set at £45,000 a year for three years.
14. Restoring the grant to £45,000 (from the £40,000 level of 2010-11) would have two significant impacts for the festival:
 - It will enable them to run a crucial strand of activity for which there is now a pressing need: a series of sessions with parents in 15 local schools. Research confirms that the more involved parents are in the education of their children, the higher the attainment levels. It also shows that securing parental engagement in the most deprived areas is both extremely hard and, where it happens successfully, has a proportionally greater impact upon children's learning. The schools based work is proving very successful with pupils and in training their teachers to use music through the year. However it is known that to really secure this work it is necessary to engage with parents. A further £5,000 will enable them to run a series of short music sessions at the beginning and the end of the day at primary schools for parents, giving them tools to support their children as they sing or play an instrument. In a borough where over 100 different first languages are spoken, using a non-verbal means of communication is an extremely effective way of building confidence and peer support amongst parents.
 - It will give new impetus to their leverage at a time when fundraising is becoming ever harder. This will enable them to work with city companies encouraging them to match this £5000. It is an ideal entry level for a business or a livery company as a corporate donation and using the City's renewed commitment as a lever will be a powerful tool. Donors are increasingly motivated by the idea of matching others efforts and this £5,000 could be used in a campaign to bring in new corporate support.
15. Whilst Spitalfields Music is on a high in terms of its artistic and educational impact, fundraising remains a very significant challenge. In 2010/11 the charity received income from 89 different sources (individuals, companies, trusts and statutory grants), not including donations from our patrons

schemes. For a charity of this size, this volume of different relationships is a very significant number to manage and whilst achieving this is testament to the need for the work and the trust which a wide range of stakeholders have in the charity, it brings both high risk and can take its toll. Both of these factors are becoming ever more acute as the fundraising environment becomes harder. Whilst the City's grant is a small part of Spitalfields Music's income, it is nevertheless significant both as a kite-mark and a lever to others. It sits alongside similar sized grants from London Borough of Tower Hamlets and Arts Council England and both of these organisations have recently renewed their commitment to us and have sent comments which are attached as an appendix.

Corporate & Strategic Implications

16. Spitalfields Music has become a valued member of the City's portfolio of financially supported cultural activities, and is acknowledged as such in the Cultural Strategy. It provides a splendid manifestation of the City taking the opportunity to develop a cross-borough partnership which supports communities, promotes opportunities, and leverages significant amounts of money from others through a relatively modest investment.
17. A number of beneficial outcomes may be summarised as follows:
 - association with quality, innovation and consistency in the City fringe
 - demonstration of the City's commitment to its neighbouring boroughs
 - investment in activity which enhances the life of a neighbouring borough and makes a significant contribution to reducing potential future costs (through healthcare and benefits for example)
18. On the basis of track record, the risk level in supporting Spitalfields Music is extremely low as it has consistently delivered:
 - high quality and distinctive arts activity
 - significant impacts for a wide range of people within the Tower Hamlets community
 - a positive influence on the London-wide and national reputation for Spitalfields
 - strong economic benefit for the area
 - an exceptionally high level of match funding for the City's investment
 - association with funding from Arts Council England, London Borough of Tower Hamlets, many livery companies and city firms

Conclusion

19. Spitalfields Music is a high achieving and flexible charity which combines both very strong roots into its local community and a fantastic reputation within the national arts scene. It is a valuable part of the City's arts portfolio both because of the nature of its creative output (and effectiveness thereof) and its geographical reach.
20. Continuation of funding for the charity will bring very significant value back to the City in return for a modest grant.

Appendices

Appendix A: Comments from London Borough of Tower Hamlets and Arts Council England

Appendix B: Annual review and accounts 2010/11

Appendix C: Business plan 2010 – 2013

Appendix D: Summer Festival brochure

Appendix E: Programme plans 2011 - 2014

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