

MEETING: 15/05/2014

Ref: 12211

ASSESSMENT CATEGORY - Making London More Inclusive

Greenwich+Docklands Festivals

Adv: Ciaran Rafferty

Base: Greenwich

Benefit: London-wide

Amount requested: £85,000

Amount recommended: £50,000

Purpose of grant request: To continue GDF's strand of work nurturing, commissioning, producing and presenting large-scale outdoor performances led and created by Deaf and disabled artists.

Background

Greenwich & Docklands Festivals (GDF) became an independent charity in 1993 and aims to produce artistic events which aim to transform people's lives. It sets out to break new ground in outdoor performance by working dynamically with artists and participants to generate new projects which resonate and respond to the specifics of place and people. Through its programme of year-round commissions it actively reflects Britain's contemporary diversity, reaching out to the widest possible audiences whilst acting as a leading force in developing outdoor performance with culturally diverse and Deaf and disabled artists. GDF programmes take place all year round, with the main events taking place each summer as part of the Greenwich & Docklands International Festival. It is contracted to run the annual Liberty Festival on behalf of the GLA, which it has done since its inception in 2002.

The organisation's Artistic Director co-directed the opening ceremony of the 2012 Paralympics as well as more recent ceremony at Stoke Mandeville, in recognition that it is the birthplace of the Paralympic Movement.

Funding History

Your first grant to GDF was in early 2001 - £8,000 to train disabled people in arts performance. In March 2011 you awarded £65,000 over three years for a programme of outdoor arts commissioned from Deaf and disabled artists for the international festival in 2011/12/13. This grant returned very good monitoring information.

Current Application

This application is for continued support of the previous project. (Although the organisation has applied for another three years it is eligible to be considered for a maximum of two more – which has been clarified to them.) Monitoring of the previous grant illustrated how unique GDF's work is in relation to involving and showcasing disabled people's artistic and performance skills. The approach of holding major public events/festivals (the International festival in 2103 attracted audiences of more than 100,000 people) is aimed at enlightening the non-disabled "mainstream" audience of the talents and abilities that exist amongst the Deaf and disabled community. The fact that the work is led by disabled artists further highlights the originality of GDF's approach and renders this application within your policy to be considered for an additional two years' funding.

Whilst the annual International Festival is important in being such a large-scale event as much value and impact of GDF's work lies in the weeks and months of workshops and activity ahead of the July spectacle. In this GDF works very closely with a number of other partners – including Graeae Theatre Company; Circus Space, and Strange Fruit Theatre Company – and aims to engage hard to reach artists.

Should funding be awarded it will support GDF's work ahead of and during the International Festival this summer (2014) and in 2015 where the theme will be based on the life of disabled artist Frida Kahlo. The venue is anticipated to be the Queen Elizabeth Olympic Park.

Financial Observations

Audited accounts for the year ended 31st March 2013 show total income of £1,298,602 and a surplus of £15,027 (1.2% of turnover), comprising £12,455 on restricted funds and £2,572 on unrestricted funds.

The reserves policy requires a total of £95,000 to be held in unrestricted funds; £80,000 to meet 6 months' worth of operational expenditure and £15,000 towards increasing organisational and staff capacity. Free unrestricted reserves at 31st March 2013 stood at £103,934 which equates to 7.8 months' worth of operational expenditure or 1.1 months' worth of current year total expenditure.

Draft income and expenditure figures for the year ended 31st March 2014 indicate income of £1,395,829 and expenditure of £1,387,492 generating an overall surplus of £8,337 (0.6% of turnover), comprising a surplus of £20,792 on unrestricted funds partially offset by a deficit of £12,455 on restricted funds.

The budget for the current year to 31st March 2015 anticipates income of £1,135,036, of which £661,536 (58.3%) had been confirmed at 26th February 2014. After expenditure of £1,127,495, a surplus of £7,541 (0.7%) is expected, all on unrestricted funds. At 31st March 2015 free unrestricted reserves are predicted to be £132,267 equating to 9.9 months' worth of operational expenditure or 1.4 months' worth of current year total expenditure.

Officer's Appraisal

It is within your policy to consider a further (and final) two years' support to GDF's work involving and promoting Deaf and disabled people's participation in the Arts. Their work over the past three years has been both unique and of a very high standard and has brought a fuller understanding of their clientele's skills and capabilities to thousands of Londoners. When considering continuation funding of this kind your usual approach is to award funding at a similar annual level to that previously which, in this case, would be c£25,000 per annum. The organisation has requested that a little less be granted in year 1 so that the amount in year 2 can be supplemented – hence the amount and structure of the grant as advised in the recommendation.

Recommendation

£50,000 over two years (£20,000; £30,000) towards the costs of work supporting large-scale outdoor performances in 2014 and 2015 led and created by Deaf and disabled Londoners.

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Greenwich+Docklands Festivals	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Greenwich	
Contact person: Mr Matthew Jones	Position: General Manager
Website: http://www.festival.org	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1037878
When was your organisation established? 29/11/1993	
Aims of your organisation: <p>GDF is a London based organisation with a national reputation, committed to achieving excellence in outdoor arts. We set out to radically raise the ambition, quality and diversity of outdoor performance produced in this country, achieving this through pioneering commissioning and programming activities, which take risks and break new ground for outdoor arts, attracting and engaging with large and diverse audiences in the process, including many first time arts attenders.</p> <p>GDF's commissioning and producing activities extend throughout the year with much of this work showcased annually at the Greenwich+Docklands International Festival (GDIF) and Liberty, (London's disability arts festival). GDIF 2013 attracted audiences of more than 100,000 people, whilst Liberty 2013 (presented in association with National Paralympic Day) was attended by 18,000 people.</p>	
Main activities of your organisation: <p>GDF plays a leading role within the wider UK outdoor arts sector, developing strategic and groundbreaking initiatives in areas such as large scale spectacle, introducing artists from the building based world to the outdoors and working with culturally diverse and Deaf/disabled artists audiences. The organisation's work is underpinned by a commitment to ensuring that outdoor arts should reflect the demographics and culture of contemporary Britain. Alongside GDF's commissioning and presenting activities the organisation develops innovative opportunities for participation and engagement with a wide range of groups including young people, culturally diverse and Deaf/disabled people.</p> <p>GDF wants outdoor arts to play a much more significant role in the UK's national cultural landscape through nurturing and realising a dynamic body of extraordinary, new outdoor work. This work would have the capacity to strengthen the critical standing and prestige of British outdoor arts both nationally and internationally, moving towards a position of critical parity with building-based performing arts.</p>	

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
4	1	12	105

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?
Rented	Licence to Mar 2015 renewable

Grant Request**Details of grant request**

Under which of City Bridge Trust's programmes are you applying? Making London More Inclusive
Which of the programme outcome(s) does your application aim to achieve? Disabled people actively taking part in the arts or sport
Please describe the purpose of your funding request in one sentence. To continue GDF's strand of work nurturing, commissioning, producing and presentating large-scale outdoor performances led and created by UK based Deaf and disabled artists.
When will the funding be required? 05/05/2014
How much funding are you requesting? Year 1: £25,000 Year 2: £35,000 Year 3: £25,000 Total: £85,000
Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to fund it? This strand of activity is one of the core attributes of the Festival and will be a key pillar in the organisation's bid to the Arts Council of England for continued National Portfolio Organisation status, sustaining this particular work into the future.
If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached? NA

Summary of grant request

The need for the project:

From 2011, supported by the City BridgeTrust, GDF has aimed to make a significant impact on the public perception of work by Deaf and disabled artists through a focus on large scale outdoor theatre. In this period GDF has commissioned three major performance projects, producing and presenting these at GDIF and elsewhere to audiences of over 27,000 people.

The project's aim continues to be relevant: this is the UK's only dedicated commissioning programme for large scale outdoor arts led by disabled artists and is a wellspring for this work nationally. Over the last three years GDF has collected information on audiences, peers, critics and funders that shows the number of people attending has grown and qualitative feedback showing the reception for the work has been overwhelmingly positive.

Nevertheless, the need to transform perceptions of disability arts and Deaf and disabled people in general remains. Outdoor arts, with its focus on public space, access and visibility has a particularly important role to play. While we are proud of the successes to date there is clearly more work to be done in shifting disability arts from the margins and placing it in a high profile and inspirational public context before mass audiences.

Delivering the project

GDF plans a further three productions building on the learning of the last three years. This work is a core attribute of the Festival and, to sustain it in the future, will be a central feature in GDF's bid to the Arts Council of England for continued National Portfolio Organisation status and support.

The projects are:

2014 Memorial -- A Story of Belonging, led by Jenny Sealey Artistic Director of Graeae Theatre Company

2015 Frida - Celebrating one of the world's most well-known disabled artists Frida Kahlo, directed by Bradley Hemmings GDIF's Artistic Director with a cast of disabled and non disabled performers.

2016 Jellish - A new commission developed in collaboration with Heart n' Soul

Project aims

- To produce three spectacular large scale outdoor performances led by disabled artists for GDIF 2014-2016 and beyond
- To attract audiences of up to 6,000 people to each of the events of whom at least 10% will be disabled and further audiences on tour
- To embed large scale work led by disabled artists as an identifying feature of GDIF
- To generate a shift in perception by audiences, funders and critics about work by disabled artists
- To generate future opportunities for these artists to work in the outdoors.

Why GDF is the right organisation

GDF is regarded as one of the leading strategic organisations in the outdoor arts sector. GDF's commissions of Deaf and disabled artists are an established and successful feature of the organisation's long term programme of work. All GDIF events are free, fully accessible and presented in non-conventional settings. As the premiere outdoor arts festival producer in the UK GDF uniquely has the capacity to manage projects of this scale.

Meeting the Trust's theme

The project expands and extends GDF's commitment to empowering Deaf and disabled artists and addresses a significant gap in provision. This project is about challenging convention and in particular the perception and position of disability arts in the UK.

3. Meeting the Trust's 'Principles of Good Practice'
- GDF has a proven track record in empowering disabled artists and involving them in all areas of decision-making.
 - GDF has a demonstrable long term commitment to diversity in its working practice and programming.
 - GDF has a well-established Volunteers Scheme.
 - GDF actively seeks to reduce its carbon-footprint; programming regularly features work addressing environmental issues.

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.

Production and presentation of "Memorial - A Story of Belonging" as part of Greenwich+Docklands International Festival 2014.

Production and presentation of "Frida" as part of Greenwich+Docklands International Festival 2015.

Production and presentation of "Jellish" as part of Greenwich+Docklands International Festival 2016.

Touring or remounts of the three productions from 2015 onwards

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.

GDF is aiming to open up the number of disabled practitioners working in outdoor arts through the development of an Associate Artists Programme providing R&D support and bespoke mentoring for artists. To fully realise their potential we want to be able to commission these artists to create large-scale work.

Audience development for large scale work led by disabled artists is still in its early stages, while we think significant advances have been made, this needs to be sustained. It is the specific nature of free, accessible, large scale work that helps to maximise shifts in public perceptions.

The participation of disabled non-professionals in large scale projects is still very limited and needs specific, targeted development. GDF's planned large-scale commissions offer a unique opportunity to involve greater numbers of participants and also provide the empowerment that comes with making bold, ambitious, popular creations.

The impact of the Paralympic Games and Ceremonies has been transformative and a key element of the legacy has been an on-going demand for engagement with not only Paralympic sport but also disability arts. Sustaining this focus and momentum is key to making longer term change.

Sustained relevance through thematic commissioning linked to wider programmes of activity and increased public awareness. For instance, as part of 2014's Commemoration of WWI, GDIF's commission of Memorial will create a living monument to the unacknowledged disabled people who took part in WWI and those disabled as a consequence.

Who will benefit?

About your beneficiaries

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

6,200

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

Greenwich (25%)

Tower Hamlets (10%)

Several SE London (25%)

London-wide (40%)

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
Artist fees & expenses	44,457	128,500	45,000	217,957
Technical infrastructure & Production	29,867	276,175	33,000	339,042
Access Requirements	10,200	17,750	10,000	37,950
Training & Mentoring	2,500	4,500	3,000	10,000
Crew & Staffing	5,800	5,000	5,000	15,800
Volunteer Cost	2,000	3,000	2,000	7,000
Stewarding Security & First Aid	7,200	14,000	7,000	28,200
Audience Development & Marketing	3,000	10,000	5,000	18,000
Evaluation	2,000	3,000	2,000	7,000
TOTAL:	107,024	461,925	112,000	680,949

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
GDIF Core Funds (Royal Borough Greenwich / ACE)	45,065	25,000	25,000	95,065
Co-producers (Graeae / Heart n Soul)	25,000	0	25,000	50,000
Access to work	11,959	10,000	10,000	31,959
Arts Council Exceptional Awards	0	250,000	0	250,000
TOTAL:	82,024	285,000	60,000	427,024

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Grants (British Council & Embassy of Mexico)	0	22,000	0	22,000
Sponsorship income (City Airport /Cathedral Homes)	0	71,500	7,000	78,500
Grants and donations (Trusts & Foundations/individual donors)	0	36,000	20,000	56,000
Catering income (on-site for "Frida")	0	12,425	0	12,425
TOTAL:	0	141,925	27,000	168,925

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Artist fees & expenses	15,000	20,000	15,000	50,000
Technical infrastructure & Production	0	0	0	0
Access Requirements	7,000	10,000	7,000	24,000
Training & Mentoring	1,000	2,000	1,000	4,000
Crew & Staffing	0	0	0	0
Volunteer Cost	0	0	0	0
Stewarding Security & First Aid	0	0	0	0

Audience Development & Marketing	1,000	2,000	1,000	4,000
Evaluation	1,000	1,000	1,000	3,000
TOTAL:	25,000	35,000	25,000	85,000

Finance details

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

Financial year ended:	Month: March	Year: 2013
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Income received from:	£
Voluntary income	375,000
Activities for generating funds	0
Investment income	119
Income from charitable activities	923,483
Other sources	0
Total Income:	1,298,602

Expenditure:	£
Charitable activities	1,172,229
Governance costs	5,446
Cost of generating funds	105,900
Other	0
Total Expenditure:	1,283,575
Net (deficit)/surplus:	15,027
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	15,027

Asset position at year end	£
Fixed assets	7,758
Investments	0
Net current assets	116,389
Long-term liabilities	0
*Total Assets (A):	124,147

Reserves at year end	£
Endowment funds	0
Restricted funds	12,455
Unrestricted funds	111,692
*Total Reserves (B):	124,147

* 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?
51-60%

Organisational changes

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

There have been no significant changes of this nature since date of the last accounts (31 March 2013)

Previous funding received

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

	2010 £	2011 £	2012 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	214,100	180,000	275,500
London Councils	25,039	0	0
Health Authorities	0	0	0
Central Government departments	0	0	0
Other statutory bodies	309,530	337,974	383,970

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	2010 £	2011 £	2012 £
The Goldsmiths Company	3,500	0	0
The Mercers Company	0	1,500	0
	0	0	0
	0	0	0
	0	0	0

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: **Matthew Jones**

Role within **General Manager**
Organisation: