

MEETING: 25/09/2014

Ref: 12299

**ASSESSMENT CATEGORY - Older Londoners**

**Geffrye Museum Trust**

**Adv: Tania Bronstein**

**Base: Hackney**

**Amount requested: £121,358**

**Benefit: Several NE London**

**Amount recommended: £120,000**

**The Charity:**

The Geffrye Museum Trust (GMT) runs the Geffrye Museum whose focus is on the homes and home life of London's middle classes from 1600 to the present day. It is visited by 110,000 people annually, a third of whom take part in community learning and engagement activities. GMT is core funded by the Department for Culture, Media and Sport, supplemented with donations, sponsorship and earned income.

**The Application:**

"Feeling at Home" will provide a weekend museum club, a gardening club and outreach activities using the Museum's collection and facilities, to encourage lifelong learning and improved physical and mental well-being outcomes for vulnerable, isolated and frail older people, including dementia sufferers.

**The Recommendation:**

GMT has a track record of running quality educational and creative activities for vulnerable and frail older people at the museum and in residential and care settings. The project has been carefully thought through and benefits from excellent links with local organisations working with elderly people. A grant is recommended as follows:

***£120,000 over three years (3 x £40,000) towards a p/t (3dpw) Project Co-ordinator and other staffing and running costs to provide creative activities for people aged 75 and over.***

**Funding History**

Meeting Date	Decision
12/01/2012	£5,000 towards an access audit.

**Background and detail of proposal**

The Geffrye Museum is set in 300 year old almshouses surrounded by period-inspired gardens in Hoxton and has been open to the public since 1914. GMT, the charity which manages the Museum, dates back to 1990. You previously supported it to carry out an access audit for a large capital development. The development was refused planning permission in 2013, impacting on GMT which had spent large sums on the scheme's development. It has appointed new architects with a modified brief to pursue long-held plans to extend, and to make the Museum more accessible. Despite this setback, the Geffrye has had a surge in visitors to exhibitions and in numbers taking part in community engagement activities.

Between 2012 and 2014 GMT undertook a pilot project, "the Evergreen Gardeners" which worked with isolated local older people using the gardens as inspiration for a range of gardening and crafts activities. The project attracted a diverse group which included stroke survivors, dementia sufferers and people with intellectual and sensory disabilities. The pilot's independent evaluation notes significant impacts on beneficiaries' physical and mental well-being and sense of connectedness to others.

It highlights detailed planning, dedication and care taken to ensure safe, smooth running and enjoyable sessions as factors underpinning successful outcomes.

This application builds and expands on the pilot. In addition to continuing the Evergreen Gardeners Club, the expanded project would undertake outreach to take creative activities to organisations working with fragile elderly people in Tower Hamlets and Hackney, and deliver a new Monthly Weekend Museum Club. The latter will offer creative activities along with tea parties on Sundays (when other services are closed), and would be run collaboratively with the charity Contact the Elderly (CtE). CtE would arrange for vetted volunteer drivers to bring participants living some distance away (in Haringey, Newham, Tower Hamlets and Hackney).

The project would work with arts practitioners experienced in working with frail elderly people, and engage with 60 older people in regular activities, and with 220 at outreach locations every year. The evaluation of this work would use toolkits developed by University College London along with leading museums to measure the impact of their learning and engagement work on older audiences' psychological wellbeing which were tested with adults with moderate to severe dementia.

### Financial Information

Total income for the current year to 31<sup>st</sup> March 2015 is anticipated to be £2,664,375, of which £2,047,000 (76.8%) had been confirmed at 15<sup>th</sup> July 2014. The reserves policy is to hold free unrestricted funds of £250,000 which is equivalent to 1.1 months' worth of 2014/15 total expenditure. The organisation states that this target is sufficient as it is sponsored by the Department for Culture, Media and Sport and receives a grant in aid towards running costs, capital improvements and collection purchases.

Year end at 31 March	2013/14 Audited Accounts	2014/15 Current Year Forecast
<b>Income and Expenditure</b>	£	£
Income	2,746,939	2,664,375
Expenditure	2,833,526	2,652,281
Actuarial gain (loss) on defined benefit pension scheme	120,000	-
Unrestricted Funds Surplus / (Deficit)	(77,482)	12,094
Restricted Funds Surplus / (Deficit)	110,896	-
<b>Total Surplus / (Deficit)</b>	<b>33,413</b>	<b>12,094</b>
Surplus / (Deficit) as a % of turnover	1.2%	0.5%
Cost of Generating funds (% of income)	399,216 (14.5%)	333,969 (12.5%)
<b>Free unrestricted reserves</b>		
Unrestricted free reserves held at Year End	208,650	220,744
How many months' worth of expenditure	0.9	1.0
Reserves Policy target	250,000	250,000
How many months' worth of expenditure	1.1	1.1
Free reserves over/(under) target	(41,350)	(29,256)