

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation: <b>Geffrye Museum Trust</b>	
If your organisation is part of a larger organisation, what is its name? <b>Founded 1914, Trust formed 1990</b>	
In which London Borough is your organisation based? <b>Hackney</b>	
Contact person: <b>Mrs Sarah MacQuillin</b>	Position: <b>Development Director</b>
Website: <a href="http://www.geffrye-museum.org.uk">http://www.geffrye-museum.org.uk</a>	
Legal status of organisation: <b>Charitable company</b>	Charity, Charitable Incorporated Company or company number: <b>2476642</b>
When was your organisation established? <b>02/01/1914</b>	

### Grant Request

Under which of City Bridge Trust's programmes are you applying? <b>Older Londoners</b>
Which of the programme outcome(s) does your application aim to achieve? <b>Older Londoners aged 75 years and over living more active and healthier lives People living with Alzheimer's and other forms of dementia having a better quality of life</b>
Please describe the purpose of your funding request in one sentence. <b>'Feeling at Home': Using the Geffrye's collections, buildings and gardens to help vulnerable older people live more active, healthier and better lives.</b>
When will the funding be required? <b>01/09/2014</b>
How much funding are you requesting? Year 1: <b>£40,406</b> Year 2: <b>£40,466</b> Year 3: <b>£40,486</b>  <b>Total: £121,358</b>

**Aims of your organisation:**

The Geffrye museum has six key aims:

To be a leading centre for the study of home, with a focus on the English urban middle classes from 1600 to the present day;

To develop and enable access to our rich collections and archives, collaborate in scholarly research and create outstanding displays and exhibitions;

To engage and inspire diverse audiences with excellent learning and engagement opportunities that encourage discovery, spark imaginations and offer life-enhancing experiences;

To be at the heart of our communities and London's cultural networks, and contribute to the creative, social and economic development of Hackney and east London;

To be a leader in the museum sector and actively champion the development and improvement of museums in London and beyond;

To ensure the museum is sustainably resourced for the benefit of future generations.

**Main activities of your organisation:**

The Geffrye attracts over 100,000 visitors per year and is an important cultural attraction in London.

About a third of our visitors participate in our award winning learning and engagement programmes. We aim to reach and engage with diverse audiences, including young people, vulnerable older people, families and schools. We do this through 3 programmes of work: schools and formal learning; access and audience development; and public programmes. We also provide outreach services, placements, paid internships and apprenticeships.

The Geffrye cares for its collections, along with the Grade-1 listed buildings that provide a home for the museum. The collections focus on the homes of the urban middle classes and are used in our displays, for research, and in our learning and engagement programmes. We also host an annual programme of temporary exhibitions and support a programme of academic research around the subject of home, working in partnerships with organisations like Queen Mary, University of London.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
<b>42</b>	<b>18</b>	<b>11</b>	<b>104</b>

**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?
<b>Owned</b>	

## Summary of grant request

### Need:

Evergreen Gardeners, a pilot project undertaken between 2012 - 2014, demonstrated the need for a programme that enriches older people's lives and contributes towards wellbeing through lifelong learning and social opportunities. Funded by the Calouste Gulbenkian Foundation it targeted vulnerable and isolated local older people. Based at the Geffrye it provided opportunities to engage with gardening and creative activities. We worked with 15-20 older people, the majority of whom were over 75, including stroke survivors and people with dementia.

An independent evaluation identified how much participants and their carers benefitted from: learning new skills /reawakening old ones; opportunities to socialise and meet new people; how their health and well-being improved. There were more requests for involvement than we could fulfil and no local organisations offering comparable projects to which to refer people.

There has also been more demand than we could meet for creative outreach opportunities for older people - the majority of whom are over 75 and are unable to visit the museum due to poor health, mobility issues, or dementia.

'Feeling at Home' will broaden the success of the project and reach many more people.

### Delivery:

Using the Geffrye's collections, buildings and gardens the project will be delivered via:

- A new monthly Weekend Museum Club
- Continuation of the Evergreen Gardeners Club
- Outreach sessions to local older people's organisations
- Continuation and expansion of the Older People's Advisory Panel
- Recruitment of volunteers to support sessions

### What the project will achieve:

- Improved physical wellbeing;
- Improved psychological wellbeing;
- Encouraged life-long learning;
- Reduced isolation;
- Increased happiness.

### Why the Geffrye:

The Geffrye has been delivering sessions for older people for a decade - both in the museum and in residential and health care settings. In the last two years we have developed our skills in working with older people who are more vulnerable and isolated due to mental or physical health issues and we are now extremely experienced in adapting our provision to this audience. Much of our work has taken place in partnership with organisations that specialise in working with people who have dementia. We have a vulnerable adults' policy.

### Meeting objectives:

A new monthly Museum Weekend Club aimed at over 75s will benefit isolated older people, for whom Sundays are often the loneliest day of the week. Carers, for example husbands and wives, would also be encouraged to take part, providing respite and opportunities to socialise with people in similar situations.

Continuation of the Evergreen Gardeners Club will ensure the original project participants are able to benefit further from creative gardening activities at the museum and continue friendships that they formed - helping to tackle the isolation they were experiencing before the project.

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Outreach sessions will target groups where most of the participants are over 75 or organisations that specialise in working with people who have dementia. Our sessions feature opportunities to handle domestic objects, or plants from our gardens which inspire creative activities and help stimulate conversation, shared memories and life-learning.

'Principles of Good Practice':

An older people's advisory panel, made up of participants and staff from local older people's organisations, was set up as part of the Evergreen Gardeners club. New participants will be invited to join.

The boroughs that surround the Geffrye are amongst some of the most diverse and The Evergreen Gardeners project engaged participants who formed lasting friendships regardless of belief, ethnicity and disability. We aim to replicate this.

To ensure participants feel supported in project sessions we will recruit volunteers to assist on and offsite.

A project co-ordinator will be employed to implement the project.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

N/A

Do you have a Vulnerable Adults policy? ~~No~~ Yes

What Quality Marks does your organisation currently hold? *5.5.21*

### 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.

**27 monthly Weekend Museum Club sessions for isolated older people aged 75 and over and their carers. These will be inspired by the Geffrye's collections, buildings and gardens.**

**27 monthly Evergreen Gardeners Club sessions to enable further engagement with the museum and to help reduce isolation.**

**47 Outreach sessions to local older people's organisations targeting groups where the majority of members are aged 75 and over or specialise in working with people with dementia.**

**12 Older People's Advisory Panel meetings to enable participants, volunteers and staff from older people's organisations to shape and direct the project.**

**Recruitment and training of 5-8 volunteers to support museum-based and outreach sessions.**

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.

**40 Older Londoners either aged over 75 years or living with dementia taking part in the Evergreen Gardeners or Weekend Museum Club have better physical wellbeing and are living more active lives.**

**40 Older Londoners either aged over 75 years or living with dementia taking part in Evergreen Gardeners or Weekend Museum Club have improved self-esteem, confidence, psychological wellbeing and are living healthier lives**

**40 Older Londoners, either aged over 75 years or living with dementia taking part in Evergreen Gardeners or Weekend Museum Club feel less isolated and have a better quality of life.**

**705 Older Londoners, either aged over 75 years or living with dementia feel happier and more socially engaged through participation in outreach sessions.**

**Elderly carers of people aged over 75 or who have dementia feel supported and less isolated.**

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

**From 2017/2018 the Geffrye would expect to be in a position to make this programme of work part of its core funded activity. The Geffrye is investing in growing unrestricted income from fundraised and earned sources over the coming years and plans to have achieved a base-line that would enable the absorption of this programme.**

## Who will benefit?

### About your beneficiaries

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

**280**

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

**Several NE London (100%)**

What age group(s) will benefit?

**65-74**

**75 and over**

What gender will beneficiaries be?

**Male**

**Female**

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?

**71-80%**

## Funding required for the project

**What is the total cost of the proposed activity/project?**

Expenditure heading	Year 1	Year 2	Year 3	Total
Project Co-ordinator - 3 days per week	18,750	18,750	19,500	57,000
Education Officer - 2.5 days per month	4,006	4,066	4,086	12,158
Advisory panel	300	300	300	900
Outreach	3,300	3,600	3,600	10,500
Museum Club	4,000	4,000	4,000	12,000
Evergreen Gardeners	9,000	9,000	9,000	27,000
Volunteers	1,050	750	0	1,800
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>40,406</b>	<b>40,466</b>	<b>40,486</b>	<b>121,358</b>
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**What income has already been raised?**

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
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**What other funders are currently considering the proposal?**

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
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**How much is requested from the Trust?**

Expenditure heading	Year 1	Year 2	Year 3	Total
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Educaton Officer - 2.5 days per month	4,006	4,066	4,086	12,158
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<b>TOTAL:</b>	<b>40,406</b>	<b>40,466</b>	<b>40,486</b>	<b>121,358</b>
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## Appendix 1: Financial Information

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Financial year ended - **31<sup>st</sup> March**Year: **2014**

<b>Income received from:</b>	<b>£</b>
Voluntary income	1,999,940
Activities for generating funds	362,793
Investment income	1,768
Income from charitable activities	382,438
Other sources	
<b>Total Income:</b>	<b>2,746,939</b>

<b>Expenditure:</b>	<b>£</b>
Charitable activities	2,065,712
Governance costs	30,651
Cost of generating funds	399,216
Other	337,947
<b>Total Expenditure:</b>	<b>2,833,526</b>
<b>Net (Deficit)/Surplus:</b>	<b>(86,587)</b>
<b>Other Recognised Gains/(Losses):</b>	<b>120,000</b>
<b>Net Movement in Funds:</b>	<b>33,413</b>

<b>Asset position at year end</b>	<b>£</b>
Fixed assets	11,655,580
Investments	
Net current assets	327,549
Long-term liabilities	(904,000)
<b>*Total Assets (A):</b>	<b>11,079,129</b>

<b>Reserves at year end</b>	<b>£</b>
Endowment funds	
Restricted funds	118,899
Unrestricted funds	10,960,230
<b>*Total Reserves (B):</b>	<b>11,079,129</b>

**Statutory funding**

For your most recent financial year, what % of your income was from statutory sources? 79%

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

Plans for a major capital project representing significant development costs did not receive planning consent by Hackney Council in May 2013. We have written off £337,947 (listed above as 'other' under expenditure) from the cost of capitalised heritage assets to reflect the impairment of the value of those assets relating to the failed application and which no longer have benefit for the project going forward.



### Previous funding received

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

	2012 £	2013 £	2014 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	1,773,000	1,674,000	1,645,000
Other statutory bodies	985,176	1,210,728	712,444

### 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	2012 £	2013 £	2014 £
The Hobson Charity	50,000	50,000	0
Calouste Gulbenkian Foundation	30,000	35,000	33,000
The Englefield Charitable Trust	0	5,000	0
The Ironmongers Company	0	3,000	0
Hunting PLC Charitable Trust	0	1,000	1,000

### 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: **Sarah Catherine MacQuillin**

Role within **Development Director**  
Organisation: