

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Arts Depot Trust Limited	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Barnet	
Contact person: Mr. Tim Burley	Position: Founder Director
Website: http://www.artsdepot.co.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1083893
When was your organisation established? 27/03/1998	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Older Londoners
Which of the programme outcome(s) does your application aim to achieve? Older Londoners aged 75 years and over living more active and healthier lives Fewer older Londoners aged over 75 years with depression and more reporting improved well-being
Please describe the purpose of your funding request in one sentence. To reduce social isolation amongst the 75+ age group through facilitated arts attendance and participation in creative projects.
When will the funding be required? 03/11/2014
How much funding are you requesting? Year 1: £26,600 Year 2: £27,100 Year 3: £27,600 Total: £81,300

Aims of your organisation:

artsdepot is an arts venue in Barnet, North London, providing a diverse range of productions, events and activities welcoming 100,000+ visits per annum including 9,000 children and young people taking part in performance opportunities and/or creative education projects. Our participation programme includes strands aimed at young refugees, young people with disabilities, young offenders and young people in pupil referral units. We also provide mainstream youth theatre and youth dance companies, and work in partnership with twelve local primary schools and five secondary schools engaging children and young people in creative learning. From our constitution; The objects of the Trust are to advance and further public education in the arts by providing a centre for the benefit to the public to promote artistic education. Also, to provide, or assist in the provision of, facilities for recreation and other leisure time occupation in the interest of social welfare for members of the public with the object of improving their condition of life.

Main activities of your organisation:

Theatre, dance, comedy, music, circus and spoken word; c300 events per year, c45,000 tickets sold and 5,000 free attendances. Our largest audience segment is theatre for families.

Visual arts; free exhibitions welcoming c10,000 visitors annually including artsdepot Open where individual artists submit work for panel curation.

Schools projects; we work with 12 local primary schools on intensive creative education projects around communication, literacy and arts engagement - all from schools with high proportions of pupils in receipt of free school dinners.

Disability arts: we deliver club nights and associated workshops for young people with learning and physical disabilities.

Youth and adults arts workshops; weekly workshops across five age groups.

Targeted projects at disadvantaged groups including a pupil referral unit and young people at risk of offending.

Take Part programme: broad offer of third party activities including Mini Mozart, La La Land, Di Di Dance, Creative Writing, Yoga, Pilates, Zumba etc.

Artist support, research and development

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
24	40	11	35

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?
Leased	11 years

Summary of grant request

Need for the project;

Social isolation is an avoidable human condition that reduces quality of life and reflects negatively on the make up of our society. The over 75+ population is expected to double in the next 30 years (Age Uk London), up to 16% of older people define themselves as being often or always lonely with 11% seeing friends, relatives and neighbours less than once a month, a further 17% less than once a week. As older people's lives change through the loss of a partner or friend, or changes to income and health, they can find their engagement in social and creative activities diminish. This project will explore how to better engage 75+ people in their local arts venue as attendee and participant, understanding barriers to participation, enabling social networks, and advocating an engagement model to other arts venues.

How we will deliver;

We will appoint a Community Champion to establish a local partnership of businesses, community groups, social services and older volunteers developing promotions that will attract older people, facilitating attendance through networking, arranging transport and providing social experiences such as lunches, talks and participation projects. This will include:

- Liaising with social services (incl Barnet Centre for Independent Living) engaging vulnerable older people
- Liaising with care homes and community support groups/ lunch clubs
- Marketing targeting older audiences
- Food and drink offers at artsdepot and in local restaurants
- Ticket offers & discounts
- Minibus providing transport for older people with access restrictions - we will approach Barnet Community Transport, and provide support staff at artsdepot
- An annual arts engagement project placing older people with an artist to support the development of a creative project, this could include older people performing, making an art-work, or helping an artist develop material
- 6 learning events annually including craft workshops, talks by artists associated to productions and exhibitions
- 10 social events introducing older people to our venue and work

What we will achieve:

- increased arts and social attendance and participation by 75+ people including those with mobility challenges and dementia.
- positive role models/ volunteers growing arts attendance by older people
- creative learning and enrichment of our programme through the contribution and participation of older people

Why are we right to deliver this;

The project compliments a new membership service we are developing aimed at older people with a grant of £117,600 from NESTA, Arts Council England and the Arts & Humanities Research Council's Digital RnD Fund. This service is being developed in partnership with University of the Arts London's DigiLab, technologists Ingelby, and research partners Warwick Arts Centre and Brewery Arts Centre. That grant funds research and development but not running costs, from late Autumn 2014 we will be recruiting members providing incentives to attend and facilitating social networking. This project will be an additional layer to that service, targeting the 75+ age group.

Programme outcomes

The project will tackle social isolation of the 75+ age group supporting more active and healthy lifestyles, improving well being and reducing depression. Some of the beneficiaries will be dementia sufferers and we will tailor services around individual needs.

Good practice

- The Community Champion will be an older person (65+) and we aim to appoint an older person to our board.
- We will support a group of local volunteers who will advise on programme opportunities, we will cover expenses and work with them to navigate the creative programme and support attendance and participation by their networks
- artsdepot has an environmental policy which is resulting in improved carbon efficiency

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

None.

Do you have a Vulnerable Adults policy? **Yes**

What Quality Marks does your organisation currently hold?

None.

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.

10 food/ drink social events annually to engage older people, typically attached to a performance or exhibition, introducing them to our programme and building networks for people to make friends, find new co-attendees or simply enjoy the company of others

6 workshops or talks annually aimed at older people and linked to artsdepot's creative programme

(attendance anticipated at 30 per event).

Developing a new community of 500+ older people engaging in artsdepot's creative programme.

An annual creative project engaging older people as performers, makers or content contributors resulting in exhibitions or performances to the public.

Engaging community partners and social services in supported arts attendance (including free & subsidised transport) and advocating for other arts venues to better engage 75+ audiences.

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.

Older people will feel less socially isolated resulting in improved well being and good health.

The project will develop a more positive impression of old age encouraging greater arts attendance as a method of staying socially active.

The project will engage older people in creative learning & participation opportunities benefitting the participants but also informing our creative programme and directly contributing to new arts projects.

The project will develop a positive community of older audiences and participants that will support advocacy encouraging other venues to place greater emphasis on older audiences.

Through supported transport and food & drink offers older people will access arts services they otherwise may not be able to participate in.

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?

By increasing familiarity and ensuring affordability we will grow attendance amongst the 75+ age group, additionally we shall continue fundraising for participation and engagement projects for this group in future years.

Who will benefit?

About your beneficiaries

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

500

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

Barnet (100%)

What age group(s) will benefit?

75 and over

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?

21-30%

Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Community Champion (10 hrs pw @ £12 ph)	6,300	6,500	6,700	19,500
Marketing Assistant (1 day pw)	3,600	3,700	3,800	11,100
Workshop/ artist fees £300 x 6 annual events	1,800	1,800	1,800	5,400
1 annual creative project	5,000	5,000	5,000	15,000
Supported transport (estimate) 40 x £85 pa	3,400	3,500	3,600	10,500
Additional support staff 40 x £100	4,000	4,100	4,200	12,300
food/ drink events 10 x £100 pa	1,000	1,000	1,000	3,000
ticket discounts 500 x £3 pa	1,500	1,500	1,500	4,500
Programme Management, Admin & Overheads	5,000	5,000	5,000	15,000
TOTAL:	31,600	32,100	32,600	96,300

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Digital RnD project funds	5,000	0	0	5,000
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	5,000	0	0	5,000

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Fundraising targets Ys 2&3 (small trusts)	0	5,000	5,000	10,000
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	0	5,000	5,000	10,000

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Community Champion (10 hrs pw @ £12 ph)	6,300	6,500	6,700	19,500
Marketing Assistant (1 day pw)	3,600	3,700	3,800	11,100
Workshop/ artist fees £300 x 6 annual events	1,800	1,800	1,800	5,400
1 annual creative project	5,000	3,500	3,500	12,000
Supported transport 40 x £85 pa	3,400	3,500	3,600	10,500
Additional support staff @ £100 per day	1,500	3,000	3,000	7,500
food/ drink events 10 x £100 pa	0	1,000	1,000	2,000
ticket discounts 500 x £3 pa yrs 2&3	0	1,500	1,500	3,000
Programme Management, Admin & Overheads	5,000	2,600	2,700	10,300
TOTAL:	26,600	27,100	27,600	81,300

Finance details

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

Financial year ended:	Month: August	Year: 2013
-----------------------	----------------------	-------------------

Income received from:	£
Voluntary income	323,580
Activities for generating funds	396,512
Investment income	1,848
Income from charitable activities	737,703
Other sources	0
Total Income:	1,459,643

Expenditure:	£
Charitable activities	1,310,282
Governance costs	8,000
Cost of generating funds	142,652
Other	0
Total Expenditure:	1,460,934
Net (deficit)/surplus:	-1,291
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	-1,291

Asset position at year end	£
Fixed assets	71,073
Investments	2
Net current assets	223,507
Long-term liabilities	30,949
*Total Assets (A):	263,631

Reserves at year end	£
Restricted funds	19,151
Endowment Funds	218,173
Unrestricted funds	26,307
*Total Reserves (B):	263,631

* 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?
21-30%

Organisational changes

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

No significant changes.

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	150,566	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	304,628	300,216	0
Other statutory bodies	3,500	0	0

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 £
Esmee Fairbairn Foundation	30,000	30,000	30,000
Big Lottery	10,000	29,325	30,000
John Lyons Charity	0	25,000	25,000
Milly Aphorp Charitable Trust	25,028	23,550	20,000
PRS for Music Foundation	0	16,970	3,630

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: **Timothy Stuart Burley**

Role within **Development Director**
Organisation: