

MEETING: 12/03/2015

Ref: 12500

### ASSESSMENT CATEGORY - Older Londoners

Dulwich Picture Gallery

Adv: Tania Bronstein

Base: Southwark

Amount requested: £175,129

Benefit: Southwark

Amount recommended: £40,000

#### The Charity:

Dulwich Picture Gallery (DPG) was established in 1811 as the world's first building designed expressly for the display of paintings to the public. It is home to one of the most important collections of European 17<sup>th</sup> and 18<sup>th</sup> century Old Master paintings. Alongside caring for and displaying its collection, DPG hosts temporary exhibitions and education and community programmes. In 2013/14 DPG engaged with 140,000 people, of whom 37,000 participated in education and community activities.

#### The Application:

This application comprises several elements as follows:

- (a) A review of DPG's "Good Times" programme to assess the impact of this community engagement project for older people over the last 10 years;
- (b) A website evaluation toolkit for use by DPG and shared with other museums.
- (c) A contribution of 50% towards the salary costs of two workers: DPG's *Good Times* Coordinator and DPG's Community Engagement Manager;
- (d) *Visual to Vocal*, a creative music and visual arts project for older adults at the early stages of dementia and their carers, delivered in collaboration with the English Touring Opera.

#### The recommendation

Of all four elements above, only *Visual to Vocal* entails direct work with older people and hence is the only element of the request that fulfils your Older Londoners' programme criteria, hence the sum recommended. External evaluation of the project has noted positive impacts on participants' ability to remember melodies and lyrics and to sustain concentration, as well as significant contributions to their well-being. DPG's community engagement programmes have earned numerous awards on account of their ability to reach disadvantaged groups and quality. The recommendation is:

**£40,000 over 3 years (£13,280; £13,320; £13,400) towards the costs of a music and visual arts project for older people with dementia and their carers.**

#### Funding History

Meeting Date	Decision
06/09/2007	£48,875 towards a final year's funding for the project below
03/02/2005	£81,750 over two years towards two posts to support work with older and disabled people and the costs of a photographic record

#### Background and detail of proposal

DPG's education and community engagement department delivers programmes for disadvantaged people less likely to participate in creative activities. It runs projects for children, disaffected young people, adults, families, and older people, both at the Gallery, and in settings such as schools, care homes, hospices, and youth centres.

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*Good Times*, DPG's flagship programme, offers artist-led creative arts experiences, workshops, and other activities for older people. It works with organisations catering for older people, and also through local GPs to reach out to isolated elderly people overlooked by other agencies. This programme was highlighted as exemplary in an evaluation by the Oxford Institute of Ageing in 2010.

This application seeks funds for several elements relating to DPG's education and community engagement work, including *Good Times*. As noted in the previous page, only *Visual to Vocal* meets your criteria and entails direct work with beneficiaries. *Visual to Vocal* is a 10-week Gallery-based project for older people in the early stages of Dementia and their carers. The programme is led by a composer and lyricist from the English Touring Opera and involves music students from Dulwich College and the Royal College of Music. The musicians work with participants to write lyrics and music inspired by paintings from DPG's permanent collection, and culminates with a public recital at the Gallery. A recent project evaluation by the Centre for Applied Psychology at Canterbury Christ Church University observed that participants in the early stages of dementia could recall melodies and words, and engage in complex music-making processes. It also noted significant impacts on participants' and their carers' wellbeing.

The recommended level of grant includes additional annual sums for project management (£2,560; £2,600 and £2,680 per year respectively). These costs were not part of the request for *Visual to Vocal* because the application also sought funds towards the general salary costs of a project manager. As funding for this salary is not advised, it is reasonable to include some, appropriate, project management costs in the grant.

#### **Financial Comments**

Forecast income in the current year 2014/15 is £3,666k, of which £2,871K (78.3%) had been confirmed as at 15<sup>th</sup> December 2014. The charity has advised that income was higher in the prior year due to a one off donation of £1m from the Sackler Trust towards their Gallery Learning Catalyst Endowment, which is held to provide annual income to support core costs associated with learning at the Gallery. This fund also received £555K of match funding from the Heritage Lottery Fund /Department for Culture, Media and Sport.

The charity's reserves policy is to maintain between six and twelve months' worth of 'core' expenditure in free unrestricted reserves, which it explains is needed to keep the gallery open to fulfil its primary purpose, and function at basic levels. The organisation has calculated this to be £789K to £1,578K in 2014-15. The charity held free reserves amounting to £653K as at 31 March 2014, which is below their minimum target. This holding is forecast to fall to £580K after the current year deficit on unrestricted funds of £73K.

The Board of Trustees recognise the need to increase free reserves, and to ensure financial stability a Deputy Director was recruited 11 months ago to oversee the business planning of the organisation. The strategy for the organisation is to increase commercial income from a number of sources, including rental of the spaces for events, and an Events Sales Manager is currently being recruited. Other opportunities to maximise income and reduce spending are being looked at and a three years strategic plan is being implemented.

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Year end at 31 March	2013/14 Audited Accounts	2014/15 Current Year Forecast
<b>Income and Expenditure</b>	<b>£'000</b>	<b>£'000</b>
Income	4,623	3,666
Expenditure	3,378	4,118
Unrestricted Funds Surplus / (Deficit)	(202)	(73)
Restricted Funds Surplus / (Deficit)	1,447	(379)
Loss on Pension Scheme	(178)	-
Total Surplus / (Deficit)	1,067	(452)
Surplus / (Deficit) as a % of turnover	23.1%	12.3%
Cost of Generating funds (% of income)	703 (15.2%)	799 (21.8%)
<b>Free unrestricted reserves</b>		
Unrestricted free reserves held at Year End	653	580
How many months' worth of total expenditure	2.3 (5.2 months' worth of 'core' exp.)	1.7 (4.4 months' worth of 'core' exp.)
Reserves Policy target	750 to 1,500	789 to 1,578
How many months' worth of total expenditure	2.7 to 5.3 (6 to 12 months of 'core' exp.)	2.3 to 4.6 (6 to 12 months of 'core' exp.)
Free reserves over/(under) minimum target	(97)	(209)