

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Dulwich Picture Gallery	
If your organisation is part of a larger organisation, what is its name? NA	
In which London Borough is your organisation based? Southwark	
Contact person: Ms Chantelle Culshaw	Position: Director of Development
Website: http://www.dulwichpicturegallery.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1040942
When was your organisation established? 16/03/1994	

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. A multi-year grant will enable the expansion and enhancement of the Good Times: Art for Older People Programme through research, special projects and staff costs.
When will the funding be required? 02/02/2015
How much funding are you requesting? Year 1: £59,071 Year 2: £55,827 Year 3: £60,231 Total: £175,129

Aims of your organisation:

The Gallery, the world's first purpose-built public art gallery, was established more than 200 years ago because its founders believed as many people as possible should see great paintings. Today we believe the same.

We house a world-class collection of Old Master paintings in Sir John Soane's unique building allowing visitors to experience exceptional art in an intimate, welcoming setting.

We remain relevant by uniting our history with our present using innovative exhibitions, scholarship and pioneering education to change lives.

Caring for the Collection - one of our core duties is to preserve, display and interpret the collection and building, for present and future generations.

World Class Exhibitions - we unite our past with our present through an innovative exhibition programme, approaching art and artists from new angles.

Community Engagement - we engage people in the visual arts, reaching out and serving as wide a public as possible by making our activities accessible for people of all ages and abilities.

Main activities of your organisation:

Dulwich Picture Gallery serves a diverse local, national and international audience across its activities, regularly punching above its weight in the quality of what it has to offer.

Its exhibitions programme is internationally recognised and acclaimed, whether in leading the way in rediscoveries of less well-known artists or highlighting particular aspects of popular artists' work. The sheer scope of the exhibition programme has meant that the Gallery has attracted a diverse audience of art-lovers, from older people to families, Londoners and foreign visitors.

Of the 140,000 visitors to the Gallery last year, 40,000 came via the Education programmes. Our Education department actively engages people of all ages and backgrounds in the exhibitions, permanent collection, and visual arts more broadly. Whether through the award-winning Good Times: Art for Older People, which has helped combat loneliness, isolation and inertia with weekly art activities, or the Youth Engagement Programme, the Gallery is continuing its commitment to lasting and qualitative change in the community.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
63	7	11	139

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?
Owned	NA

Summary of grant request

Dulwich Picture Gallery has a well-established and highly regarded Education Department. Over three decades, it has led the way in innovative and socially responsible programmes. The Good Times: Art for Older People project is part of the Gallery's on-going determination to make life better through engagement with art, whether it is addressing school groups, inner-city youth or, in this case, the isolated and ageing local community. To date, we have effectively improved thousands of lives.

Ten years after we received The City Bridge Trust's grant to establish Good Times, we are seeking funding to expand the project in the years ahead and widen its impact by producing a Decade Review of the programme which will enrich our offer and inspire other service providers.

The work will be delivered through our Community Engagement Manager, Michelle Weiner, whose role is to plan and oversee the Gallery's social engagement programme, overseen by Gillian Wolfe CBE, Director of Learning and Public Affairs, who founded the education department in 1984. The programme involves trained teachers, artists and coordinators engaging directly with the community, providing free art workshops for more than 90 London partners, including care homes and hospices.

We hope to achieve a close, lasting relationship with this important and frequently vulnerable section of the community. The Gallery has 26 years of experience working with vulnerable people of all ages, giving us valuable experience in how to tailor a specific programme for older Londoners. Our aim is to address activities to the needs of participants and to respect each individual, with constant refinement through oral and written feedback from participants, volunteers and staff, in consultation with academic experts. In addition to a Decade Review, funding will help us introduce tailored creative projects for older adults with dementia and their carers based on our experience and research.

The Oxford Institute of Ageing's analysis concluded that Good Times was highly effective. 'It is clear that the Good Times model is one that should not be exclusive to Dulwich, but can be replicated across our museum and gallery sector bringing real benefits to our older people. The programme is not seen by the participants as a temporary intervention in their lives, but as something that has now entered their lives and is there for them whenever they want it.'

Since 1984, the Gallery's Education Department has won more than 25 national and international awards, and has extensive experience in delivering education and outreach activities. A quarter of Gallery visitors also participate in our Education programmes, a very high percentage in our sector. The Gallery is located in a culturally and economically diverse part of London, which ensures that our activities are easily accessible to those who might benefit most from participation.

At the core of our programme of social engagement is the belief that engagement with art improves the quality of life. Dulwich Picture Gallery provides a social and educational hub for older people, a focal point that aims to inspire, motivate and educate in order to improve well-being and general health. With the Trust's support we can also fund a special project to accommodate people living with Alzheimer's and other forms of dementia.

The Gallery's outreach programmes reflect the diversity surrounding its South London location. The Gallery has an active Sustainability Policy and also works closely with local volunteers, including a valued Friends organisation.

We hope The City Bridge Trust will support this exciting partnership opportunity and allow us to expand the Good Times Programme, improve community engagement and access for older Londoners, as well as share our experience with other organisations and the general public.

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

What Quality Marks does your organisation currently hold?

Arts Council Designated Status - there are currently 140 designated status collections held in organisations across the whole of England.

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.

A Decade Review of the Good Times programme and projects

Year one: research and evaluate the Good Times programme with a cross-section of 100 partner organisations.

Year two: compile research and evaluations.

Year three: organise launch event and disseminate Decade Review through a conference at the Gallery.

Create and implement a tailor-made measure of wellbeing across Good Times

Year one: pilot evaluation measures of wellbeing with 100 participants.

Year two: assess which methods work best, identify sessions for further evaluation.

Year three: evaluate 200 participants with new evaluation framework, analyse, report on wellbeing, make future recommendations.

Visual to Vocal: project for adults with dementia and their carers including live performances

Year one: engage 20 - 30 people with dementia and their carers in a long term project.

Year two: engage 20 - 30 people and their carers.

Year three: engage 20 - 30 people and carers.

Participant-directed showcases with older participants taking on programme responsibilities

Year one: a Good Times participant co-curated '10 year show' at the Gallery.

Year two: participant-directed curation and marketing for a programme event and display of their artwork at outside the Gallery venue.

Year three: participant-directed online display of their work.

Who will benefit?

About your beneficiaries

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

1,900

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

Southwark (37%)

Bromley (14%)

Lambeth (10%)

London-wide (39%)

What age group(s) will benefit?

45-64

65-74

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?

71-80%

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.

Online publication containing all the information about Good Times

Year one: all 100 partner organisations have the opportunity to feedback on the programme

Year two: create a 'user-friendly' accessible guide to the Good Times programme for other museums

Year three: evidence of dissemination at Dulwich Picture Gallery conference, online dissemination

New methods to collect evidence that the Good Times programme improves wellbeing in older adults

Year one: internal reporting form revised to include evidence from wellbeing measures

Year two: report of pilot addressing evaluation style

Year three: report on wellbeing across Good Times programme, recommendations for future evaluation and reporting

Roll out Visual to Vocal programme engaging a wider cross section of the community by celebrating what people with dementia can achieve; challenging negative attitudes and outdated stereotypes in a celebration performance

Year one: increase audience by 20%

Year two: increase audience by 20%

Year three: increase audience by 20%

Participants have increased confidence and responsibility in running the programme

Year one: the majority of participants feel more confident after participating, proud to show their work and their voice in the programme.

Year two: the majority feel more confident after participating.

Year three: the majority feel more confident after participating.

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?

Programme continuity is core to the success of the Good Times programme. The Community Engagement programme and salary costs would require funding from alternative sources as their continuation is integral to the ethos of Dulwich Picture Gallery's education programme. We receive no regular public funding so must fundraise for 65% of our income each year.

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 Engagement Manager Salary	29,577	30,169	30,772	90,518
Community Engagement Co-ordinator Salary	25,012	25,513	26,023	76,548
Good Times Total Programme Cost	21,150	21,150	21,150	63,450
Visual to Vocal Programme Cost	10,720	10,720	10,720	32,160
Prescription for Art Programme Cost	9,650	9,650	9,650	28,950
Intergenerational Programme Cost	7,510	7,510	7,510	22,530
Online Toolkit for Good Times	0	0	10,500	10,500
Decade Review and sharing with service providers	28,560	24,920	18,420	71,900
TOTAL:	132,179	129,631	134,745	396,556

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
The M&G Group	51,000	51,000	51,000	153,000
The 29th May 1961 Charity	4,000	0	0	4,000
The Helen Hamlyn Trust	0	0	12,000	12,000
TOTAL:	55,000	51,000	63,000	169,000

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
No other funders are currently considering this proposal	0	0	0	0
	0	0	0	0
TOTAL:	0	0	0	0

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Community Engagement Manager, 50% of Salary	14,789	15,085	15,386	45,259
Community Engagement Co-ordinator Salary, 1 Day a Week	5,002	5,102	5,205	15,309
Visual to Vocal Programme Cost	10,720	10,720	10,720	32,160
Decade Review and sharing with service providers	28,560	24,920	18,420	71,900
Online Toolkit for Good Times	0	0	10,500	10,500
	0	0	0	0
	0	0	0	0
TOTAL:	59,071	55,827	60,231	175,129

Finance details

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

Financial year ended:	Month: March	Year: 2014
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Income received from:	£
Voluntary income	2,675,000
Activities for generating funds	463,000
Investment income	575,000
Income from charitable activities	910,000
Other sources	0
Total Income:	4,623,000

Expenditure:	£
Charitable activities	2,610,000
Governance costs	65,000
Cost of generating funds	703,000
Other	0
Total Expenditure:	3,378,000
Net (deficit)/surplus:	1,245,000
Other Recognised Gains/(Losses):	-178,000
Net Movement in Funds:	1,067,000

Asset position at year end	£
Fixed assets	3,058,000
Investments	22,277,000
Net current assets	11,000
Long-term liabilities	538,000
*Total Assets (A):	24,808,000

Reserves at year end	£
Restricted funds	3,661,000
Endowment Funds	20,987,000
Unrestricted funds	160,000
*Total Reserves (B):	24,808,000

* 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?
0%

Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:
Dulwich Picture Gallery's senior management team has undergone significant change in the last six months. A new post of Deputy Director has been created, Andrew Macdonald was appointed, previously Deputy Director of the Art Fund. Andrew will maximise income across

Previous funding received

Please list the funding received by your organisation from the last THREE years.

	2012 £
City of London (except City Bridge Trust)	0
London Local Authorities	0
London Councils	0
Health Authorities	0
Central Government departments	0
Other statutory bodies	0

Previous grants received

Please list the grants received by your organisation from charitable organisations (other than City Bridge Trust) during the last THREE years. List the 5 largest only. Please include the 5 largest only.

Name of Funder	2012 £	2011 £
Dr Mortimer and Theresa Sackler Foundation	800,000	800,000
The Sackler Trust	0	0
The Heritage Lottery Fund	0	101,000
The Arthur and Holly Magill Foundation	266,000	300,000
The Linbury Trust	100,000	100,000

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 a duty to report towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes Full Name: **Gillian Wolfe**

Role within Organisation: **Director of Learning and Public Affairs**