

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation: <b>Headway East London</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Hackney</b>	
Contact person: <b>Mr Ben Graham</b>	Position: <b>Development Director</b>
Website: <b>http://www.headwayeastlondon.org</b>	
Legal status of organisation: <b>Registered Charity</b>	Charity, Charitable Incorporated Company or company number: <b>1083910</b>
When was your organisation established? <b>01/06/1997</b>	

### Grant Request

Under which of City Bridge Trust's programmes are you applying? <b>Making London More Inclusive</b>
Which of the programme outcome(s) does your application aim to achieve? <b>Disabled people actively taking part in the arts or sport</b> <b>Disabled people involved in the running and management of arts provision</b>
Please describe the purpose of your funding request in one sentence. <b>To create a flagship art studio for adults disabled by brain injury, investing in their development as artists and enhancing public awareness of their work.</b>
When will the funding be required? <b>03/01/2016</b>
How much funding are you requesting? <b>Year 1: £71,194</b> <b>Year 2: £74,233</b> <b>Year 3: £77,607</b>  <b>Total: £223,033</b>

**Aims of your organisation:**

Every year in London there are over 40,000 admissions to hospital for brain injury (BI). Due to improvements in medical care, an increasing proportion of injured people survive and are left with disabilities that make return to work and family roles extremely challenging. Many become long-term unemployed, isolated and develop secondary mental and physical health problems.

Headway East London (HEL) supports BI survivors and their families to cope with the practical and emotional consequences of BI - offering advice and advocacy, therapies, support groups and a community centre based in Hackney. 150 survivors visit the centre each week to access services and find value through peer support and creative occupation. We believe there is no upper limit to the value disabled people can offer the community if supported adequately. We intend to invest as much as we can in supporting our members to achieve their creative goals and in building HEL's reputation as a unique cultural institution.

**Main activities of your organisation:**

Available across 13 London boroughs, our Therapy and Advocacy services are open to survivors and their families at any stage of recovery -- offering assistance from the point of hospitalisation, through to discharge and over the longer term in the community. Our Day Services create a social hub for survivors in the long term and our Community Support services offer home-based assistance for those who need it. The Day Service includes a Young People's Group on Monday and Friday catering especially for 18-30 year-olds.

Our activities include a life-writing project ([www.whoareyounow.org](http://www.whoareyounow.org)), a professional kitchen where members cook for everyone at the centre as well as local residents and our art studio, based in a railway arch adjacent to the centre. With a growing public following, the art studio has demonstrated huge value - increasing members' wellbeing, raising public awareness and creating a significant revenue stream for both the artists and the organisation.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
<b>20</b>	<b>17</b>	<b>10</b>	<b>53</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>Leased</b>	<b>12</b>

## Summary of grant request

### Need and aims

BI survivors are at three times greater risk of early death due to suicides, assaults and accidents and 70% are long term unemployed. The majority of our members have not participated in art prior to their attendance and would not be able to do so without the studio. The factors most strongly associated with good outcome after BI are self-esteem and mood (Whitnall et al 2006) and our projects have demonstrated strong impact in these areas. 91% of our members report that the art studio improves their confidence and 100% that it improves their mood (survey 2015).

This project will enhance the quality of the studio's resources, improve the quality and capacity of the studio environment, bring in expertise and collaboration from across the art world and draw attention and support from the wider public and art-buying market.

### Delivery / why HEL is the right organisation

The project will be led by two existing staff -- a Studio Manager and a Studio Coordinator -- who have extensive experience of the HEL client group and are already responsible for the largest studio of its kind in London. Additional space will be secured through local providers. We are in discussion with a leading training institute (Open School East) about the inclusion of HEL artists in their programme and have contacts who can help find exhibition space and a high calibre of applicants to run workshops or take up residencies (Studio Manifold; Into Art; White Columns Gallery; Frieze Arts). We have a design agency in place for the development of a new website.

With 18 years' experience working with BI survivors and a track record of positive feedback, HEL is the largest provider of 3rd sector BI services in London. The success of the art studio to date places us in a unique position to deliver more and better provisions of this kind.

### Programme outcomes and good practice

The studio is currently home to 40 artists with BI. Since 2012, they have contributed work to three one-day exhibitions, generating over £36,000 worth of sales. They are all people who would be without creative opportunities if the studio were not available.

We have a commitment to making our projects as welcoming as possible and we understand that diversity of experience and expression are a vital asset -- especially in the art studio. Over the past decade we have cultivated inclusiveness as a specialism. In the art studio, our collaborative painting and sculpture projects create a low-pressure situation for individuals with low confidence (whether a member or a volunteer from the wider public) while our hand-painting techniques removes physical barriers for people with movement impairments.

We have always supported our members to act as peer mentors and collaborate in service delivery but, more recently, our artists have begun using these same techniques in running workshops for paying visitors. They have also spoken at exhibitions and acted as spokespersons for Headway in dealing with corporate sponsors. The aim of this project is to increase the number of members helping to run our art studio day-to-day, to enhance the creative collaboration happening between them and the public and to create opportunities for exchange and inspiration between our artists and those from the wider community.

We are an environmentally positive organisation. None of our staff drive to work. We offer the cycle-to-work scheme. We use recycled materials in the art studio and recycle all paper, cans, plastics and glass. We source most of our kitchen ingredients from FareShare (a waste-food collection service) and have received awards for our horticultural projects along the Regents canal.

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

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

What Quality Marks does your organisation currently hold?

### **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.

**Increased capacity. 20m sq. of additional studio space (through a local provider)**

**Increased range of materials available, introducing equipment and materials for ceramics and/or screenprinting/textiles**

**Workshops and residencies. Two three-week workshops per year by visiting artists; One six-week visiting artist residency per year**

**Formal training. Two artists to gain places in formal training institutions -- e.g. 12 month associate positions at Open School East, including individual studio space and study programme with peer mentors**

**Increased public awareness. This will be delivered via a new website promoting the studio and its artists; improved archiving facilities and 5 public exhibitions (two in 2016 and three in 2018)**

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.

**Increased wellbeing for 60 artists -- evidenced by participation in the studio, expansion of individual portfolios, public speaking, and self report (feedback questionnaires and interviews)**

**Increased range of expertise among the artists -- through the introduction of new techniques and resources, the inclusion in formal training and the introduction of visiting residencies and workshops**

**Increased exposure for HEL artists. The work of 6 artists will be shown at individual exhibitions and that of 60 will be shown in collective exhibitions**

**Increased public awareness. 10,000 members of the public will see the studio's new website and online portfolios. 1200 members of the public will see the work in person through exhibitions. Members of the public will report increased understanding of disability, brain injury and the contribution of artists with disabilities**

**Increased revenue for artists and HEL. Yearly income from sales increases from £12k to £20k p/a. 1 artist-led workshop for paying visitors per year -- revenue of £5k per year**

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?

**Yes. This work will help to bolster the ability of the existing art studio to generate its own income - it will raise enough money to be self-sustaining after the funding is complete.**

## Who will benefit?

### About your beneficiaries

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

**80**

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

**Several NE London (100%)**

What age group(s) will benefit?

**16-24**

**25-44**

**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?

**81-90%**

**J Funding Required**

All the questions in this section refer to the specific project or area of work for which you are applying, NOT your organisation as a whole. If you have more expenditure or income lines than are available please group these on the form and provide a full breakdown in your detailed proposal. See the supporting documents guidance for more information on the detailed proposal.

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

Please list main expenditure headings and amounts.

Expenditure Heading	Year 1	Year 2	Year 3	Total
Art Studio Manager 4 days/week	28,486.20	29,768.08	31,107.64	89,361.92
Art Co-ordinator full-time	27,250.30	28,476.56	29,758.01	85,484.87
Project Management	4,628.93	4,837.23	5,054.91	14,521.07
Publicity & marketing	5,660.08	5,887.79	6,325.74	17,873.61
Volunteer expenses	3,168.00	3,263.04	3,360.93	9,791.97
1 x artist residency & 2 x workshops by visiting artists/year	6,700.00	6,700.00	6,700.00	20,100.00
Art materials	4,000.00	4,000.00	7,000.00	15,000.00
Exhibition Costs	14,840.00	9,460.00	12,880.00	37,180.00
Website development & maintenance	5,000.00	500.00	500.00	6,000.00
Rental of current Art Studio space (years 9-11 of a 20 year lease)	11,500.00	11,500.00	11,500.00	34,500.00
Rental for additional studio space	5,892.56	5,892.56	10,606.90	22,392.02
IT and Archiving Equip	7,913.00	3,630.00	3,738.90	15,281.90
<b>Totals</b>	<b>125,039.07</b>	<b>113,915.26</b>	<b>128,533.03</b>	<b>367,487.36</b>

**What income has already been raised?**

Please list amounts and main sources

Source	Year 1	Year 2	Year 3	Total
D'Oyly Carte Charitable Trust	3,750.00	0.00	0.00	3,750.00
Boshier-Hinton Foundation	3,000.00	0.00	0.00	3,000.00
Art Sales and workshop fees	20,000.00	20,000.00	20,000.00	60,000.00
Network Rail	1,500.00	0.00	0.00	1,500.00
RS Brownless Charitable Trust	200.00	0.00	0.00	200.00
<b>Total</b>	<b>28,450.00</b>	<b>20,000.00</b>	<b>20,000.00</b>	<b>68,450.00</b>

**What other funders are currently considering the proposal?**

Please list funders and amounts

Source	Year 1	Year 2	Year 3	Total
Contributions from several small foundations	7,000.00	0.00	0.00	7,000.00
Osbornes Solicitors (website)	5,000.00	0.00	0.00	5,000.00
Thompsons Solicitors (website)	5,000.00	0.00	0.00	5,000.00
Bolt Burdon Kemp (website)	5,000.00	0.00	0.00	5,000.00
<b>Total</b>	<b>22,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>22,000.00</b>

**How much is requested from the Trust?**

Please list main expenditure headings and amounts.

Expenditure Heading	Year 1	Year 2	Year 3	Total
Art Studio Manager 3 days/week	21,364.65	22,326.06	23,330.73	67,021.44
Art Co-ordinator 2 days/week	10,900.12	11,390.62	11,903.20	34,193.94
Project Management	4,628.93	4,837.23	5,054.91	14,521.07
80% of publicity & marketing costs	4,528.06	4,710.23	5,060.59	14,298.88
Volunteer expenses	3,168.00	3,263.04	3,360.93	9,791.97
1 x artist residency	2,000.00	2,000.00	2,000.00	6,000.00
<b>Total</b>	<b>46,589.76</b>	<b>48,527.18</b>	<b>50,710.36</b>	<b>145,827.30</b>

## Finance details

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

Financial year ended:	Month: <b>March</b>	Year: <b>2015</b>
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Income received from:	£
Voluntary income	268,391
Activities for generating funds	50,806
Investment income	1,506
Income from charitable activities	911,633
Other sources	0
<b>Total Income:</b>	<b>1,232,336</b>

Expenditure:	£
Charitable activities	1,204,370
Governance costs	78,452
Cost of generating funds	0
Other	0
<b>Total Expenditure:</b>	<b>1,282,822</b>
<b>Net (deficit)/surplus:</b>	<b>-50,486</b>
<b>Other Recognised Gains/(Losses):</b>	<b>0</b>
<b>Net Movement in Funds:</b>	<b>50,486</b>

Asset position at year end	£
Fixed assets	173,644
Investments	0
Net current assets	402,248
Long-term liabilities	0
<b>*Total Assets (A):</b>	<b>575,892</b>

Reserves at year end	£
Restricted funds	132,118
Endowment Funds	0
Unrestricted funds	443,774
<b>*Total Reserves (B):</b>	<b>575,892</b>

\* 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?  
71-80%

### Organisational changes

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

N/A



### 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	568,543	586,171	671,669
London Councils	0	0	0
Health Authorities	65,604	48,740	39,927
Central Government departments	0	0	0
Other statutory bodies	0	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 £
NESTA	90,000	0	0
The Henry Smith Charity	46,900	30,500	19,400
Sir Halley Stewart Trust	20,016	0	0
CHK Charities Limited	0	20,000	20,000
The Childwick Trust	0	24,470	0

### 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: **Ben Graham**

Role within                      **Director of Development**  
Organisation: