

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Poetry Society	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Camden	
Contact person: Mr Edward Doegar	Position: General Manager
Website: http://www.poetrysociety.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 303334
When was your organisation established? 04/01/1909	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Making London More Inclusive
Which of the programme outcome(s) does your application aim to achieve? Community buildings that are more accessible and as a result
Please describe the purpose of your funding request in one sentence. Make the Poetry Cafe and performance space fully useable for all visitors and performers, particularly disabled and older people.
When will the funding be required? 01/07/2016
How much funding are you requesting? Year 1: £100,000 Year 2: £0 Year 3: £0 Total: £100,000

Aims of your organisation:

The Poetry Society is the UK's leading poetry organisation. We exist to connect people to the transformative power of poetry and to promote the use, study and enjoyment of the artform. We are a charity (Charity # 303334) and have been bringing poetry to diverse audiences since 1909. We run educational programmes that engage with 20,000 participants every year. We reach participants in every postcode area in the country. We have a dedicated core audience of nearly 4,000 members many of whom act as poetry activists in their communities.

In addition to our work throughout the country, we run the Poetry Place in Covent Garden which is open to the public six days a week and has poetry related events six nights a week. The Poetry Place provides a focal point for the London poetry scene and offers a warm and welcoming environment for people to learn more about poetry and share their interest with other people in the community.

Main activities of your organisation:

We work on projects of all scales, from creating new poems annually for the lighting up of the Christmas Tree in Trafalgar Square, which are seen by 3 million people; to working 1-on-1 with vulnerable teenagers on traveller sites and pupil referral units. Our writing competitions reach 20K people per year which get people of all ages writing for the first time, producing new work and creating ongoing talent development activities. We publish the UK's leading poetry magazine, The Poetry Review, as well as a membership publication, Poetry News, both of which are produced as an audio version of for the visually impaired.

The Poetry Place is visited by up to 36K people a year and has an events audience of 8,644. As well as Poetry Society events, it is open to the general public and offers a subsidised, democratic space for poetry enthusiasts and arts / social change organisations to promote poetry and engage with diverse audiences.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
10	4	11	5

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	

Summary of grant request

This development is part of a larger scheme of refurbishment which will make the entire building fit for purpose. City Bridge Trust funding would allow the Poetry Society to transform the access to its venue, The Poetry Place, in Covent Garden. The Poetry Place is London's only dedicated poetry venue and is the home of the UK poetry scene. With up to 36,000 visitors and over 8.5k audience members it offers a unique, prestigious central London location for the artform but is in critical need of investment to ensure it remains accessible to all.

We have undertaken a thorough process of preliminary investigation, reviewing our event feedback, surveying staff and audiences, speaking directly to disabled users, commissioning an independent access audit and consulting with other arts venues and construction specialists.

We will install a new lift, replacing the noisy malfunctioning lift following the recommendation of the access audit. A large portion of the community that we serve is elderly, infirm or disabled and the lift will make users confident about coming into the space. Many wheelchair users and mobility-challenged users (both poets and audience members) have expressed concern at the current accessibility of venue and have said that they have been put off from attendance because of it.

The new stairs and lift will be installed at the front of the building which will rationalise the space, allowing for improved circulation which has been identified by users and the access audit as a priority for improving access. This will improve sight-lines and create a larger venue space, increasing seated capacity from 41 to 53 making the venue instantly accessible to more Londoners. Current visitor levels to events are forecast to increase in line with this, meaning over 2,500 more people will attend events annually.

By acoustically sealing the ground floor café from the basement venue the single biggest complaint from event feedback forms will be addressed. It will hugely reduce noise interference for our visitors and performers, which is particularly necessary for those with hearing impairment. In addition to the improvements to noise interference which will be addressed through acoustic separation an up-to-date hearing loop introduced & staff trained in its use.

Separating the ground floor and basement will also make the events space private, allowing a safe space for disclosure for mental health groups that use the space. In addition to evening events this will also make the basement suitable for workshops and meetings during the daytime, providing a space for us to meet with disabled artists and partners to plan activities for both on and off-site programmes (not currently possible given the access to the offices).

Finally this project meets City Bridge Trust's principles of good practice. The Poetry Society is committed to diversity and our programming consistently demonstrates the creative value of diversity. The Poetry Place is a space that welcomes all, with the Café area open to the public and the venue space run for the wider poetry community. The majority of our events are run by external promoters from a variety of backgrounds and groups (eg. mental health charities, Sufi poetry, women's support groups, writers in exile). The Poetry Society has a strong background in developing and engaging with volunteers, offering office and events-based opportunities. We monitor our energy consumption via Julie's Bicycle IG Tools and perform well against the sector benchmarks, part of the wider remit of refurbishment will create long-term improvements in our carbon footprint (eg. double glazing, new energy efficient heating & lighting). We maintain an environmental policy and action plan where progress is tracked annually by senior management and the board.

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? **No**

What Quality Marks does your organisation currently hold?

N/a

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.

The circulation (stairs and lift) between ground floor café and basement venue will be brought to the front of the building. This will mean installing new stairs that meet current accessibility guidelines and installing an accessible lift which will replace the current malfunctioning lift.

Acoustic separation between basement venue and Café ground floor will be created by sealing the stairs and lift with door closures and soundproofing insulation between floors and ceiling.

Space on both ground floor and basement is rationalised to increase circulation space, this will be achieved by bringing the circulation to the front of the building, improving the sight-lines for the venue and passageways to bar and toilets.

An up-to-date fully integrated hearing loop will be installed and Poetry Place staff will be trained in its use.

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.

Increase the Poetry Society's engagement with disabled performers and audiences. Disabled visitors feel: More confident to read and try out performing; more comfortable to come to the space as audience members; reduced stigma and isolation as the circulation method does not interrupt performances; enhanced ability to hear all performances.

Acoustic separation improves venue for performers and audience. People with hearing difficulties are able to enjoy all events without interference from ground floor noise. Basement venue utilised for workshop groups. Groups with high proportions of people with mental health conditions have a safe environment for performance and disclosure.

Introduction of hearing induction loop enables improved accessibility. Hearing aids users have more seamlessly inclusive experience on performance nights. Staff trained in suitable hearing induction loop use.

Venue and café are made safer and more accessible, making the building compliant with current fire, health and safety and accessibility regulation.

Increased space and rationalised use of space allows more people of all ages, backgrounds and levels of mobility to attend events, increasing seated capacity at events is increased from 41 to 53.

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?

The planned work will be completed within the first year.

Who will benefit?

About your beneficiaries

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

10,805

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

London-wide (100%)

What age group(s) will benefit?

All ages

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?

11-20%

Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Demolitions and alterations; substructure; frame & upper floors; roof; stairs, balustrades and lifts	13,320	0	0	13,320
External walls; windows & external doors; internal walls & partitions; internal doors; wall finishes	60,930	0	0	60,930
Floor finishes; ceiling finishes	22,022	0	0	22,022
Fittings & furnishings; sanitary appliances; disposal installations; hot & cold water installations	20,294	0	0	20,294
Space heating & ventilation	23,048	0	0	23,048
Electrical installations; special installations; BWIC with services; external works / landscaping; external servicing	43,373	0	0	43,373
Preliminaries (13%); phasing of work (6%)	34,768	0	0	34,768
Professional Fees (15%); project management	47,648	0	0	47,648
Inflation risks; building risks; design development risks; construction phase building & design risks	36,597	0	0	36,597
TOTAL:	302,000	0	0	302,000

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Poetry Society designated buildings fund	20,000	0	0	20,000
TOTAL:	20,000	0	0	20,000

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Arts Council England	182,000	0	0	182,000
SITA Trust	50,000	0	0	50,000
The Sainsbury's Charitable Trusts	50,000	0	0	50,000
	0	0	0	0
TOTAL:	282,000	0	0	282,000

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Demolitions and alterations; substructure; frame & upper floors; roof; stairs, balustrades and lifts	42,110	0	0	42,110
External walls; windows & external doors;	4,110	0	0	4,110

internal walls & partitions; internal doors; wall finishes				
Floor finishes; ceiling finishes	13,465	0	0	13,465
Space heating & ventilation	5,250	0	0	5,250
Preliminaries (13%); phasing of work (6%)	12,338	0	0	12,338
Professional Fees (15%); project management	9,740	0	0	9,740
Inflation risks; building risks; design development risks; construction phase building & design risks	12,987	0	0	12,987
	0	0	0	0
	0	0	0	0
TOTAL:	100,000	0	0	100,000

Finance details

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

Financial year ended:	Month: March	Year: 2015
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Income received from:	£
Voluntary income	19,438
Activities for generating funds	57,601
Investment income	276
Income from charitable activities	782,216
Other sources	64,502
Total Income:	924,033

Expenditure:	£
Charitable activities	838,511
Governance costs	13,425
Cost of generating funds	52,564
Other	0
Total Expenditure:	904,500
Net (deficit)/surplus:	19,533
Other Recognised Gains/(Losses):	202
Net Movement in Funds:	19,735

Asset position at year end	£
Fixed assets	356,221
Investments	9,440
Net current assets	130,824
Long-term liabilities	0
*Total Assets (A):	496,485

Reserves at year end	£
Restricted funds	13,374
Endowment Funds	0
Unrestricted funds	483,111
*Total Reserves (B):	496,485

*** 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?
1-10%

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	7,000	8,000	7,000
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	17,388	15,912	17,885
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 £
Arts Council England	261,664	341,056	362,665
The Foyle Foundation	75,000	75,000	80,000
Paul Hamlyn	54,200	0	0
Booktrust	20,000	0	20,000
Esmée Fairbairn	29,650	0	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: **Judith Palmer**

Role within **Director**
Organisation: