

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation: <b>The Wallace Collection</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Westminster</b>	
Contact person: <b>Miss Eva Cappon</b>	Position: <b>Development Officer</b>
Website: <a href="http://www.wallacecollection.org/">http://www.wallacecollection.org/</a>	
Legal status of organisation: <b>Exempt or excepted charity</b>	Charity, Charitable Incorporated Company or company number: <b>XAJ08TG</b>
When was your organisation established? <b>22/06/1901</b>	

### Grant Request

Under which of City Bridge Trust's programmes are you applying? <b>Older Londoners</b>		
Which of the programme outcome(s) does your application aim to achieve? <b>Older Londoners aged 75 years and over living more active and healthier lives People living with Alzheimer's and other forms of dementia having a better quality of life</b>		
Please describe the purpose of your funding request in one sentence. <b>To fund the highly successful and long-standing Out-of-the-Frame Project for the next three years.</b>		
When will the funding be required? <b>01/06/2016</b>		
How much funding are you requesting?		
Year 1: <b>£23,408</b>	Year 2: <b>£25,189</b>	Year 3: <b>£24,489</b>
<b>Total: £73,086</b>		

**Aims of your organisation:**

The Wallace Collection is a national museum in a historic London town house. It was formed by four generations of Marquesses of Hertford and by Sir Richard Wallace, whose widow, Lady Wallace, bequeathed it to the nation in 1897. The Collection contains Old Master paintings, miniatures, sculpture, French furniture, porcelain and goldsmiths' work, European, African and Asian arms and armour, and medieval and Renaissance works of art. All are of the highest quality and of international importance. Our aims have always been to:

- care for and preserve the objects in the Collection for the nation
- offer free entry to all, and make it possible for everyone (including those with restrictions) to visit or enjoy the Collection at a distance
- promote the understanding and enjoyment of the Collection to the public
- secure that the objects are available to persons seeking to inspect them in connection with study or research

**Main activities of your organisation:**

The conservation, curatorial and collection management departments make sure that the museum is open on a daily basis and take care of the preservation of the 5,637 works of art. They are assisted by the Building Managements Team and Security in opening the Collection from 10am - 5pm on a daily basis receiving an annual 427,000 visitors in 2014/2015. In addition they organise temporary displays, exhibitions, study and learning programmes in cooperation with our library and archive. Furthermore, our public engagement department runs school programmes with an annual number of 550 activities reaching 11,500 school children, 200 community activities reaching 5,500 adults and children. We have supporting departments such as marketing, fundraising and financial departments which are crucial to the daily operation of all the core activities.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
<b>60</b>	<b>40</b>	<b>10</b>	<b>46</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>Owned</b>	

## Summary of grant request

We would like to request a grant to fund our community programme called 'Out of the Frame'. This project is designed for older people, including those living with dementia. We know that the Collection is very much enjoyed by older people, but that this is also the age group that frequently cannot visit the museum due to physical or intellectual barriers. We see it as our responsibility as a national collection to reach out to these members of the public, bringing them the benefits of the enjoyment of the arts. In doing so we hope to positively impact people's physical and mental well-being. The programme aims to provide them with the opportunity to experience the collection, learn, have new discussions, reminisce, meet people and enjoy themselves.

To reach these goals we have been running the ever-growing project since 2001, when it initially started as a series of visits to local care homes. Now we run a much larger programme with a variety of activities in and outside of the Wallace Collection. We work with c. 35 care settings annually, to deliver over 100 sessions. Using reproductions of works of art and handling items, we encourage participants to look and discuss what they see. Sessions are one-to-one or in small groups and are led by the participants -- we try to avoid giving it the feel of an art lecture. As we usually visit people in the communal areas of care homes, the visits are relaxed and informal. This is important as it allows participants to choose to come and go and to get involved as much as they wish.

One of the most successful new sessions has been the 'Ceramic Handling Session', focusing on 16th-century Maolica and comparing it with the 18th-century French Sèvres porcelain. During these sessions we used images of objects with handling items to accompany them, showing the difference between the types of clay, firing and glazing techniques.

Where possible we encourage the groups to come to the Wallace Collection for a 'Tea and Tour', where they are able to see the original artworks we showed them in print. We have found that the domestic atmosphere of Hertford House provides a perfect setting for those unused to museums, as people feel more comfortable in our smaller, more intimate rooms.

In addition to the outreach sessions we have a series of 'Loan Boxes', which we lend to residential care homes. Staff members at the care homes are offered training on how to use the boxes with the residents. They are then lend a box for a period of 1 month.

We continually try to expand into other activities and relate to general cultural agendas. In 2015 we incorporated 'The Big Draw' into the programme and offered special drawing activities for people experiencing dementia. In addition, we put 'Silver Sunday' on the agenda, an annual day of free activities for older people across the UK.

Finally, we hold training days at the museum to support carers, volunteers and activity coordinators who work with older people in care settings to maximise the impact of the sessions and assist in preparations.

The Out-of-the-Frame programme has been overwhelmingly popular with ever more day centres and care homes requesting the service as word spreads. Whilst we are keen to reach as many people as possible, due to rising costs of educators and travel, we are restricted in growing or even maintaining the current programme and are therefore seeking a funder who would be able to support the costs for the next 2-3 years to allow the programme to develop and flourish.

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.

**The basis of the programme exists of outreach Out of the Frame sessions where we visit care homes. Between November 2014 and November 2015 we made 104 visits and we would like to maintain this number.**

**Where possible we invite people to come and visit the Wallace Collection. Last year, we have delivered 12 onsite 'Tea and Tours' and 6 onsite sessions 'Discover the Wallace Collection' for individuals in the early stages of dementia and their carers. We would like to continue and grow this.**

**We want to hold 3 training days at the museum to support carers, volunteers and activity coordinators who work with older people in care settings, with the aim to loan them our Out of the Frame Loan Boxes.**

**We have extended the programme to include the annual Big Draw and Silver Sunday. We would like to continue to include these and potentially find more as well.**

**Within the programme we have cooperated and exchanged experiences with charities such as Open Age, Westminster Arts or Alive! and we are keen to feed into this cooperation.**

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.

**The main aim is to reach older people in the community, enabling access to the Collection and the enjoyment of the arts. We hope to positively impact people's physical and mental well-being. It gives the opportunity to: experience the collection, learn, have new discussions, reminisce, meet people and enjoy themselves.**

**We aim to learn from working with older people and those living with dementia so that we can improve our offer and ensure that we incorporate what we have learnt into our programming and continue to meet the needs of our audience.**

**Similarly we want to spread awareness through the programme and share with others how one can use art with older people. By holding training sessions and delivering workshops we hope to continue to have a dialogue with staff and volunteers who work and support older people sharing best practice.**

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?

**We try to find a new way to fund the programme each year and have received different types of funding from a variety of sources in the past. We would be very keen to cooperate with the City Bridge Trust and secure the programme for another 3 years.**

## Who will benefit?

### About your beneficiaries

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

**1,395**

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

**Westminster (23%)**

**Camden (19%)**

**Brent (16%)**

**Kensington & Chelsea (23%)**

**Merton (19%)**

What age group(s) will benefit?

**0-15**

**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?

**61-70%**

## Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
42 sessions delivered by 2 x freelancers alone at a cost of £163 per session (£81.50 per freelancer per session)	6,846	6,915	6,984	20,745
30x sessions delivered by 1x freelancer +Edwina at cost of £82	2,460	2,485	2,509	7,454
5 funded Alive! sessions in Bristol and Bath @£125	625	631	638	1,894
9 Tea and Tours co taught by 1 freelancer + Edwina at £66 per session	594	600	606	1,800
Discover the Wallace Collection Dementia sessions 8x sessions a year delivered by 1x freelancer @£132	1,056	1,067	1,077	3,200
3x delivered by freelancer @82 for half day and £163 for full day	327	330	334	991
Estimated 40% of Salary for Wallace Community Officer goes to this programme	10,000	10,100	10,201	30,301
Expanding the Loan Box scheme, includes new handling items in y2. Replenish materials y3	0	1,500	500	2,000
Travel Expenses for Freelancers and Refrehsments for Participants	1,500	1,570	1,640	4,710

<b>TOTAL:</b>	<b>23,408</b>	<del>25,198</del>	<b>24,489</b>	<del>730,861</del>
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*25,198 Jbc*

*730,861 Jbc*

### What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

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

Source	Year 1	Year 2	Year 3	Total
<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

### How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
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25,198

73,095 dgc

## Finance details

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

Financial year ended:	Month: March	Year: 2016
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Income received from:	£
Voluntary income	8,374,000
Activities for generating funds	1,568,000
Investment income	58,000
Income from charitable activities	81,000
Other sources	0
<b>Total Income:</b>	<b>10,081,000</b>

Expenditure:	£
Charitable activities	4,591,000
Governance costs	43,000
Cost of generating funds	1,524,000
Other	0
<b>Total Expenditure:</b>	<b>6,158,000</b>
<b>Net (deficit)/surplus:</b>	<b>3,923,000</b>
<b>Other Recognised Gains/(Losses):</b>	<b>803,000</b>
<b>Net Movement in Funds:</b>	<b>4,726,000</b>

Asset position at year end	£
Fixed assets	45,614,000
Investments	4,215,000
Net current assets	1,937,000
Long-term liabilities	87,000
<b>*Total Assets (A):</b>	<b>51,679,000</b>

Reserves at year end	£
Endowment funds	4,367,000
Restricted funds	*41,478,000
Unrestricted funds	*5,834,000
<b>*Total Reserves (B):</b>	<b>51,679,000</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?

### Organisational changes

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

None



### 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	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	2,994,000	2,962,000	2,793,000
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 £
The Monument Trust - Endowment	0	0	2,800,000
The Monument Trust - Capital 2011-13	2,100,000	0	0
The Garfield Weston Foundation - schools programme	50,000	0	50,000
The Lady Estelle and Leonard Wolfson Foundation - Sen and Access programme	0	0	26,000
TEFAF Museum Restoration Fund	25,000	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: **Eva Cappon`**

Role within                      **Fundraising Officer**  
Organisation: