

ASSESSMENT CATEGORY - Older Londoners

The Wallace Collection

Amount requested: £73,086

Amount recommended: £66,220

Adv: Jemma Grieve Combes

Base: Westminster

Benefit: Westminster

The Charity

The Wallace Collection is a national museum specialising in Old Master paintings, miniatures, sculpture, French furniture, porcelain and goldsmiths' work, arms and armour, and medieval and Renaissance works of art. Based in a historic town house, the museum has an intimate feel, welcoming around 420,000 visitors a year. Like other national museums, entrance is free. A core aim of the museum is to be accessible and to reach a diverse audience. To help it achieve this it runs both a school and community programme. The schools programme comprises a programme of workshops for primary and secondary schools including armour handling, printmaking and creative writing, which reaches around 11,500 school children a year. Examples of its programme include an art project with the Muslim Cultural Heritage Centre's women's group; a Refugee tour guide project; and the Out of the Frame project working with older people, which is the subject of this application.

The Application

The Wallace Collection has found that whilst the museum is enjoyed by older people, for some it is difficult to access. The Out of the Frame project aims to overcome this by taking the collection out to older people in the community and running specialist events at the museum. The programme started in 2001 and has grown substantially in popularity and scope. You are asked to fund the programme over the next 3 years.

The Recommendation

Out of the Frame is a popular programme that aims to improve the social and mental wellbeing of older people by introducing them to artwork they would not otherwise be able to access. Your funding would give the project stability to run and further develop. In the interim of waiting for news on its application to the Trust, the Wallace Collection was able to secure 50% of the project costs until end of March 2017 from Prudential. The year 1 recommendation has been accordingly reduced. The funded Alive! Sessions and a proportion of the Loan Box scheme costs have also been removed as this was for work outside of London and so not eligible for your funding.

£66,220 over 3 years (£18,990; £23,570; £23,660) towards the salary of the Community and Access Officer (2 days/wk), freelance costs and on-costs of the Out of the Frame project in London working with older people aged 75+ and people living with dementia. Release of the grant is conditional on a satisfactory revised monitoring framework being received.

Funding History

None

Background and detail of proposal

The Out of the Frame project takes the Wallace Collection out into the community by delivering 6 sessions a month in 35 care settings including day centres, sheltered

housing, community housing and synagogues. Each session is led by two staff and uses reproductions of artworks and handling items to stimulate discussion and reminiscence. Popular topics have included a ceramic handling session and a painting of ballet dancer 'Madame de Camargo' – the first dancer to publically show her ankles! Staff use a mix of 121 and group work depending on needs. Whilst some care settings will have an annual visit, others have a more regular visit depending on demand and availability. To help reach more care settings, a Loan Box scheme has been established, where Wallace Collection staff train care staff to run sessions using specially designed museum loan boxes.

Where possible the Wallace Collection is keen for older people to visit the museum directly. All participants at the care home sessions are invited to the museum for a 'tea and tour' and around 12 tours are held annually. The museum also runs 8 specially tailored tours a year for people living with dementia which it developed with Westminster Memory Service and Westminster Arts. All staff have received dementia training and the Community and Access Officer is a Dementia Champion.

Financial Information

Forecast income in the current year is £ 5,643,000 of which £4,279,000 (76%) is confirmed as at 31st August 2016.

In 2015/16 the organisation launched an endowment fund to provide future financial sustainability in a difficult financial environment. It aims to raise £20m over 5 years and was on target in 2015/16, securing £4.3m represented by the Endowment Fund surplus below. The focus on building up the Endowment Fund is also the reason for the £99k unrestricted planned deficit in 2016/17.

The cost of generating funds appears high because this includes £958k of trading (including an on-site shop) and £301k of publicity and design costs for the museum.

Year-end at 31 March	2014/15 Audited	2015/16 Audited	2016/17 Current Year Forecast
	£	£	£
Income and Expenditure			
Income	6,221,000	10,081,000	5,643,000
Expenditure	6,412,000	6,158,000	5,862,000
Unrestricted Funds Surplus / (Deficit)	409,000	115,000	(99,000)
Restricted Funds Surplus / (Deficit)	(600,000)	(527,000)	(120,000)
Endowment Funds Surplus / (Deficit)	0	4,335,000	To be included at year end
Total Surplus / (Deficit)	(191,000)	3,923,000	(219,000)
Net/gains losses on investments	0	32,000	To be calculated at year end
Net income/expenditure	(191,000)*	3,955,000*	To be included at year end
Surplus / (Deficit) as a % of turnover	(3%)	39%	(4%)
Cost of Generating funds (% of income)	24%	15%	To be calculated at year end
Free unrestricted reserves			
Unrestricted free reserves held at Year End	1,329,000	1,555,000	1,456,000
~ how many months' worth of expenditure	2.49	3.0	2.98
Reserves Policy target	1,953,000	1,539,500	1,465,500
~ how many months' worth of expenditure	3 months exp plus £350k	3	3
Free reserves over target / (under target)	(624,000)	15,500	(9,500)

*Excludes gains on revaluation of fixed assets of £771,000 in 2015/16 and £4,574,000 in 2014/15.