

**ASSESSMENT CATEGORY - Older Londoners****Arts 4 Dementia****Adv: Geraldine Page****Base: Camden****Amount requested: £75,000****Benefit: Hackney****Amount recommended: £75,000****The Charity**

Arts 4 Dementia (A4D) was founded in 2011 by Veronica Franklin Gould MBE to help fill a gap in dementia care; to develop and co-ordinate artistic opportunities to re-energise and inspire people in the early stages of dementia; and to provide quality time for them, their families and carers. After seeing the positive reaction of her mother (who had been diagnosed with Alzheimer's disease) to being played music she started to research artistic stimulation that bypasses dementia symptoms. Today A4D helps to develop activities for people in the early stages of dementia and their carers. It liaises with art organisations, education departments, memory services care teams and other agencies to help set up, facilitate and create projects at arts venues for people living with dementia. Art organisation partners have included The Wallace Collection, Leighton House Museum, the Dulwich picture gallery, Cadogan Hall, Tricycle Theatre (Kilburn), and Putney Library.

**The Application**

A4D is requesting a contribution towards the core costs of its London Operations over the next 3 years, which in accordance with your policy on funding core costs constitutes the majority of the Charity's work. A4D services include:

- Workshops to simulate and inspire people with dementia to help override stressful symptoms and isolation through artistic engagement, helping them to live longer and better at home;
- Training for arts organisations to develop and deliver innovative arts programmes for people with early stage dementia, typically comprising eight weekly workshops;
- A website that carries the only national listing of arts events for people with dementia (your grant will only contribute to the London portion of the site);
- Early dementia awareness training for arts facilitators.

A4D works with Alzheimer's society, memory services and the NHS to encourage patients towards arts upon diagnosis.

**The Recommendation**

In the short period of time since it was launched, A4D has forged impressive connections across arts and health sectors. A grant from your Committee would come at a critical time as A4D expands its London operations, and fits well with your priorities for this programme. A4D is a small organisation which punches above its weight and it has been very influential with Arts organisations bringing to their attention solid evidence about the benefits of arts activities for those with early stage Dementia. A4D will need to raise additional funds from elsewhere but a grant as advised would provide some leverage.

***£75,000 over 3 years (£25,000, £25,000, £25,000) towards core costs of A4D's London Arts Programme (LAP) delivering arts workshops to those living with early stage dementia and their Carers.***

## Background and detail of proposal

Every four seconds, someone is diagnosed with dementia. 850,000 people in the UK and about 72,000 in London are living with dementia. A quarter of these are coping with its early stages. (Ref. World Health Organisation / Alzheimer's Society).

Memory loss leads to anxiety, confusion, increasing stress, and isolation – however it is known that people's artistic and imaginative responses can remain strong for years after the onset of dementia. A4D work with arts organisations to facilitate high-quality, re-energising, arts workshops that bypass the stresses of dementia, inspire the interests of families with dementia, restore self-esteem and sense of purpose.

A4D's Evaluation in 2012 of 17 Arts 4 Dementia projects covering a range of art forms (including music, photography, drama, painting, poetry and dance) was used to assess the impact of each arts activity on cognitive function and wellbeing for both the person with dementia (PWD) and their carer. It presents good evidence of the effects to participants, such as:

- All PWD now feel less isolated, have groups of friends, are restored to active creative sociable life, keen to return for more workshops;
- 97% of PWD see that engaging in arts activity overrides memory worries and that their creative skills are vibrant;
- 99% of PWD see that continuing arts activity will enrich their lives;
- 94% remained energised, happy and stress-free overnight and 60% for a week or more.

## Financial Information

In the 6 years A4D has been running it has successfully raised funds from grant making trusts and other fundraising to meet its expenditure. Trustees have an ambitious reserves target of 12 months operating expenditure. During 2017/2018 income and expenditure is unusually high due to the 9 month Dorset Programme, a discrete and standalone project funded by the Utley Foundation. A4D is currently looking at how it allocates funding against restricted expenditure with a view to changing its accounting policy. It has also engaged a professional fundraising consultant to help raise match funding going forward.

Year end as at 31 March	2016	2017	2018
	Examined Accounts	Draft Accounts	Forecast
	£	£	£
<b>Income &amp; expenditure:</b>			
Income	89,675	113,070	201,116
- % of Income confirmed as at <b>27/06/2017</b>	n/a	n/a	24%
Expenditure	(83,332)	(109,200)	(197,742)
Total surplus/(deficit)	<b>6,343</b>	<b>3,870</b>	<b>3,374</b>
Split between:			
- Restricted surplus/(deficit)	22,240	6,109	(5,000)
- Unrestricted surplus/(deficit)	(15,897)	(2,239)	8,374
	<b>6,343</b>	<b>3,870</b>	<b>3,374</b>
Cost of Raising Funds	16,269	16,024	31,431
- % of income	18.1%	14.2%	15.6%
Operating expenditure (unrestricted funds)	69,982	67,579	62,961
<b>Free unrestricted reserves:</b>			
Free unrestricted reserves held at year end	18,312	24,910	33,284
No of months of operating expenditure	3.1	4.4	6.3
Reserves policy target	89,675	113,070	117,000
No of months of operating expenditure	15.4	20.1	22.3
Free reserves over/(under) target	(71,363)	(88,160)	(83,716)