

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation: <b>Arts 4 Dementia</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Camden</b>	
Contact person: <b>Mr Nigel Franklin</b>	Position: <b>Chief Executive</b>
Website: <a href="http://www.arts4dementia.org.uk">http://www.arts4dementia.org.uk</a>	
Legal status of organisation: <b>Registered Charity</b>	Charity, Charitable Incorporated Company or company number: <b>1140842</b>
When was your organisation established? <b>31/01/2011</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>People living with Alzheimer's and other forms of dementia having a better quality of life</b> <b>Older Londoners aged 75 years and over living more active and healthier lives</b>
Please describe the purpose of your funding request in one sentence. <b>We request core funds to deliver arts workshops and train workshop leaders to inspire and empower those living with early stage dementia and their carers.</b>
When will the funding be required? <b>01/08/2017</b>
How much funding are you requesting? Year 1: <b>£25,000</b> Year 2: <b>£25,000</b> Year 3: <b>£25,000</b> <b>Total: £75,000</b>

**Aims of your organisation:**

**Objects:** 1) To advance public understanding of dementia; 2) To relieve those living with dementia and those who support or care for them, in particular through access to the arts and the provision of therapeutic Intervention related to the arts.

**Mission statement:** To work in partnership with arts organisations to develop workshops to re-energise and inspire people living with dementia (PWD) in the community, to bring fulfilment to their lives and provide opportunities for quality time with carers and loved ones through engagement with their chosen art form.

**Arts 4 Dementia (A4D)** was founded to bridge a provision gap for people coping at home with early symptoms of dementia, including confusion, distress and feelings of stigma.

**Our objectives** are 1) for those diagnosed with dementia to be encouraged towards arts activities; 2) for arts opportunities to be available locally to all living with dementia in the community; and 3) for those seeking such opportunities to be able to find them.

**Main activities of your organisation:**

The creative impulse can remain vibrant long after diagnosis and PWD can revive and learn new creative skills. A4D offers workshops to stimulate and inspire PWD, helping to override stressful symptoms and isolation, bring fulfilment and provide opportunities for quality time with carers and loved ones through artistic engagement, helping them to live longer and better at home.

A4D focuses on what people can achieve. We work with arts organisations to develop innovative arts programmes for early stage PWD, each typically comprising eight weekly workshops for PWD and their carers.

Our website carries the only national listing of arts events for PWD, serving families often desperate for artistic stimulation, providers and clinicians.

Working with expert trainers and arts organisation hosts, including major London arts venues, we provide early stage dementia awareness training for arts facilitators (378 to date) to enable many more to benefit.

We work with Alzheimer's Society, memory services and NHS to encourage patients towards arts on diagnosis.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
3	0	0	3

**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?
Rented	one month notice

## Summary of grant request

Currently at a critical stage of our development, we require increased resources to deliver our life-transforming arts workshops to a more diverse audience and training for workshop leaders, through developing partnerships with a wider range of organisations across London and working towards social prescribing to encourage PWD towards stimulating arts opportunities on diagnosis.

### THE NEED

Creative skills can remain vibrant long after dementia onset. It is no longer controversial that artistic activity is a highly effective means to improve wellbeing.

â€¢ 70,000 Londoners live with dementia, most at home including those with Early-Stage Dementia (ESD). Most dementia/memory-loss organisations' work is aimed at those at later-stage. Most charitable and statutory funds are spent here too.

â€¢ People receiving a diagnosis not only have to cope with the shock but are often poorly served.

â€¢ Arts activities for people living in the community are offered sporadically; they are hard to find and often less fulfilling for people with ESD.

â€¢ Many facilitators lack appropriate training for ESD.

### DELIVERY

**Arts workshops:** We partner with arts organisations, training learning teams in ESD awareness, and delivering challenging, high quality pilot arts programmes for ESD, with the intention that they deliver further programmes without direct A4D involvement. We look increasingly to work with partners across diverse London boroughs e.g. William Morris Gallery, Waltham Forest and Arcola Theatre, Hackney, as well as major venues such as the Natural History Museum (NHM).

**Training:** We partner with expert trainers Dementia Pathfinders and arts organisations such as The Geffrye Museum, Arcola and NHM to deliver ESD awareness trainings for arts facilitators. Each session includes the host team and about 15 facilitators from other organisations. We have now trained over 400, including 180 from London. Participant feedback is outstanding.

We have demonstrated our programmes' effectiveness (see "RtM" in accompanying email)

### PROJECT AIMS AND OBJECTIVES

To encourage arts organisations and practitioners across London to provide high quality, challenging, person-centred, re-energising weekly workshops for people with ESD and their carers. We will do this by engaging with London arts organisations and running at least five pilot workshop series in London and five ESD training seminars for arts facilitators at London arts venues annually. We will also improve and promote the A4D website, the only national listing of arts opportunities for people affected by dementia.

### WHY A4D

We are acknowledged in the sector as a leader in the field for best practice. A4D has for six years championed challenging, person-centred arts programmes for ESD, we offer the only ESD training in the UK specifically for arts facilitators, our publications are widely read and we strive with others to include direction towards arts on diagnosis in national policy. Good value:- Our London operations cost around Â£80,000 a year, each employee directly supporting outcomes for PWD.

### OUTCOMES

- 1) Arts programmes: More sustainable workshop programmes provided by a range of organisations, across diverse London communities and a variety of art-forms; each providing joyful shared experiences, promoting wellbeing, restoring confidence, mitigating isolation. A4D programmes being funded are run as pilot programmes with arts organisations who may then continue their own programmes without A4D.
- 2) Trainings: 80-130 workshop leaders trained annually, reaching and stimulating thousands more PWD.
- 3) Website: increase listings (and usability), enable more PWD to find arts stimulation.

#### GOOD PRACTICE

We vigorously pursue our Diversity and Equality policy by

- 1) Planning workshops in boroughs with diverse and deprived communities
- 2) Emphasising the importance of diversity to all involved in participant recruitment
- 3) Monitoring diversity in every programme.

We value and support volunteers, whom we train and engage in arts programmes.  
We have a Vulnerable Adults policy.

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?

**We have won the following awards:**

â€¢ **NIACE Adult Learners Week 2015 -- Highly commended for Outstanding Learning Achievements**

â€¢ **National Positive Breakthrough in Mental Health Dementia Award 2013.**

â€¢ **London 2012 Inspire Mark.**

#### 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.

**Arts workshop programmes for people with early stage dementia (ESD) - 5-6 London programmes per year, each generally of 8 workshops.**

**Early stage dementia awareness training for arts facilitators, in partnership with arts organisations, to enable them to give effective, person-centred arts workshops to benefit many more. We trained 82 facilitators in London this year and aim to increase this number each year.**

**New, much improved, mobile responsive website with listings of arts opportunities for PWD to enable those seeking opportunities to find those on offer - increase current listings (156 venues posting in 2016) by at least 25% pa.**

**Dementia Arts Development: Develop wider recognition of the impact of artistic engagement on PWD; Provide guidance on arts engagement to PWD; Support for arts organisations in delivering person-centred arts events through helpline, publications and biennial best practice seminars.**

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.

**Through A4D arts workshops and supporting facilitators in their own workshops, enabling PWD in the community to feel fulfilled, often learning new skills, and provide a shared joyful experience for PWD and carers for whom life is especially challenging; so that PWD can live better for longer at home**

**Train 90 arts facilitators p.a. in ESD awareness, enabling them to deliver challenging, person-centred programmes. The differences are 1) understanding dementias so as to communicate effectively; 2) Person-centred approach, having the facilitator see and respect the person, rather than the illness, recognising their abilities and past careers, never patronising.**

**Enhance sense of purpose, self confidence, quality of life to others we cannot reach directly. Enable those often desperate for stimulation to find arts opportunities - and give such opportunities (where recruitment is often difficult) the best possible chance of being filled**

**Complementing other activities, raising the profile of arts engagement for PWD and supporting arts facilitators in creating more, better arts opportunities to enhance quality of life for those affected by dementia.**

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 have recently replaced our half-time Administrator role with a full-time role including a fundraising brief (50% of her time) to broaden the range of trusts and foundations supporting our work and to create campaigns around major donors and legacies.**

## Who will benefit?

### About your beneficiaries

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

**184**

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

**Hackney (10%)**

**London-wide (90%)**

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?

**31-40%**

## Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Arts workshops	28,317	32,749	33,425	94,491
Training for Arts Facilitators	23,567	27,049	29,425	80,041
Website/signposting (component for London)	8,700	2,273	2,296	13,269
Dementia Arts Development	9,659	10,974	16,313	35,946
	0	0	0	0
SEE PROPOSAL for allocation of Indirect Costs.	0	0	0	0
Budget in Proposal includes £3k pa of contingency	0	0	0	0
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>70,243</b>	<b>73,045</b>	<b>80,459</b>	<b>223,747</b>
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**What income has already been raised?**

Source	Year 1	Year 2	Year 3	Total
Garfield Weston Foundation (50%)	10,000	0	0	10,000
Headley Trust (50%, Y1&2)	7,500	7,500	0	15,000
Childwick Trust (50%)	4,000	0	0	4,000
Mercers Co, Worshipful Co of Grocers & other reserves b/f	22,500	10,000	10,000	42,500

<b>TOTAL:</b>	<b>44,000</b>	<b>17,500</b>	<b>10,000</b>	<b>71,500</b>
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**What other funders are currently considering the proposal?**

Source	Year 1	Year 2	Year 3	Total
Chiswick Decorative and Fine Arts Society	3,000	0	0	3,000
Harold Hyam Wingate Foundation	1,500	0	0	1,500
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>4,500</b>	<b>0</b>	<b>0</b>	<b>4,500</b>
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**How much is requested from the Trust?**

Expenditure heading	Year 1	Year 2	Year 3	Total
Core costs to support the A4D London Arts Programme	25,000	25,000	25,000	75,000
	0	0	0	0
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>25,000</b>	<b>25,000</b>	<b>25,000</b>	<b>75,000</b>
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## Finance details

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

Financial year ended:	Month: <b>March</b>	Year: <b>2016</b>
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Income received from:	£
Voluntary Income	67,870
Activities for generating funds	10,437
Investment Income	0
Income from charitable activities	10,897
Other sources	471
<b>Total Income:</b>	<b>89,675</b>

Expenditure:	£
Charitable activities	54,630
Governance costs	12,433
Cost of generating funds	16,269
Other	0
<b>Total Expenditure:</b>	<b>83,332</b>
<b>Net (deficit)/surplus:</b>	<b>6,343</b>
<b>Other Recognised Gains/(Losses):</b>	<b>0</b>
<b>Net Movement in Funds:</b>	<b>6,343</b>

Asset position at year end	£
Fixed assets	0
Investments	0
Net current assets	50,058
Long-term liabilities	0
<b>*Total Assets (A):</b>	<b>50,058</b>

Reserves at year end	£
Restricted funds	31,746
Endowment Funds	0
Unrestricted funds	18,312
<b>*Total Reserves (B):</b>	<b>50,058</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?  
1-10%

### Organisational changes

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

We have embarked on a project in Dorset running from January to September 2017: "REAWAKENING - Living Well with Dementia in Dorset 2017" with a budget of approx Â£100,000 of which Â£77,000 has been raised to date. This is run by our President, from a separate office. The financial position is strengthened since last year end.



### Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	<b>Year 3 £</b>	<b>Year 2 £</b>	<b>Most recent £</b>
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	1,000
London Councils	0	0	0
Health Authorities	0	0	0
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.

<b>Name of Funder</b>	<b>Year 3 £</b>	<b>Year 2 £</b>	<b>Most recent £</b>
Headley Trust (3x £15k)	0	0	45,000
Utleby Foundation	0	0	38,000
Esmee Fairbairn Foundation	15,000	15,000	0
Mercers Co (3x £10k)	0	0	30,000
Garfield Weston Foundation	0	0	20,000

### 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: **Nigel David Franklin**

Role within                      **Chief Executive**  
Organisation: