

# Main Grants Programme 2019 - 2022 Assessment Sheet

## Section 1 – Core Information

<b>Name of applicant</b>
Sydenham Arts – CORE

<b>Is the applicant eligible to apply for a main grant</b>	<b>Yes</b>	<input type="checkbox"/>	<b>No</b>	<input type="checkbox"/>
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<b>Reasons for ineligibility or any further comments</b>

<b>Is the application for Core or Project funding</b>	<b>Core</b>	<input type="checkbox"/>	<b>Project</b>	<input type="checkbox"/>
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<b>Which main grant theme is being applied for</b>	
<b>x</b>	<b>Strong and cohesive communities</b>
<b>x</b>	<b>Communities that care</b>
<b>x</b>	<b>Widening access to arts</b>

<b>Annual amount requested</b>
£ 34,353.00

<b>Application Form Question 25.</b>	<b>Details of any funding from Lewisham Council within the last 3 years?</b>
<b>Local Assembly Funding</b>	Bellingham Assembly Fund -15/1/16 & 4/1/17 Sydenham Assembly Fund – 16/3/16/ & 20/2/17 Perry Vale Assembly Fund – 30/4/18
<b>Arts / Festival Fund 2018</b>	
<b>Positive Ageing Small Grants 20/3/2016</b>	
<b>Lewisham Councillor’s Discretionary Fund 16/1/2016 &amp; 7/11/2018</b>	

## Section 2 - Deliverables

<b>Application Form Question 7</b>	<b>Tell us the issue you are seeking to address.</b> <b>Please ensure you are clear why this issue is Lewisham specific and why you feel the need is not met by the existing assets in the community whether they be people, services (both commissioned and non-commissioned) or available funding.</b>
<b>Score</b>	<b>3</b>
<b>Comments</b>	<p>Sydenham Arts draw our attention to the on-going gentrification of the area which they feel poses a risk to existing residents who, via gentrification, might become excluded from local cultural life. Sydenham Arts' remit is to provide opportunities for cultural engagement for all.</p> <p>In their response they refer to many smaller, local cultural organisations, also doing valuable work, but which are dependent on external funding (which Lewisham cannot meet in full). They do not have the time or expertise to fundraise and those that Sydenham Arts have taken 'under their wing' are beginning to access resources they might not otherwise have – e.g. marketing, PR, box office and support for fundraising.</p> <p>Sydenham Art's position at the heart of Sydenham means smaller organisations can share opportunities with the organisation's broad local networks thereby helping to avoid duplication of effort while building upon and championing creativity.</p>
<b>Word count (400)</b>	<b>393</b>

<b>Application Form Question 8</b>	<b>Tell us the assets you will be seeking to engage and mobilise to assist you.</b> <b>These assets could include individuals, groups, buildings or any other specific strengths that already exist within your community including the lived experiences of those within it.</b> <b>Tell us the other organisations working in this area and how you will avoid duplication and add value.</b>
<b>Score</b>	<b>4</b>
<b>Comments</b>	<p>Sydenham Arts are plugged in to all the relevant networks operating across the borough. Their long experience means they know who their main partners and complementary organisations are and they collaborate with them wherever possible ensuring that back office/support costs can be maintained or even reduced. They list an impressive array of organisations which they currently have a relationship with or with whom they have worked with previously. All listed are open to future collaboration.</p> <p>They understand the dynamics of the area in which they work and their response demonstrates an in-depth knowledge regarding all assets available to them. They are clearly linked with borough-wide infrastructure including several Assemblies and understand, as per their response to Q. 7, how their service offer, working in partnership with others, will add value to the local area and the borough as a whole.</p> <p>They are tenants in the Sydenham Centre much of Sydenham Art's programme happens there along with other art groups where choice of venue is critical in engaging hard to reach audiences.</p> <p>Trustee's contribution in terms of professional value should also be considered.</p>
<b>Word count (400)</b>	<b>396</b>

<b>Application Form Question 9</b>	<p><b>Please tell us what you will seek to achieve over the next three years both with and without the funding you are applying for.</b></p> <p><b>Please include details of how many extra people you would expect to work with, the outputs you will deliver and the outcomes you will seek to achieve.</b></p> <p><b>Please tell us how your service differs from those that are already delivered or commissioned by the council.</b></p> <p><b>You should state the level of funding that you would anticipate attracting during this period both with and without Lewisham's core support.</b></p> <p><b>If you are applying for Core Funding this section should set out your ambitions as an organisation and what Lewisham's funding will help you achieve rather than simply what 'we are paying for.'</b></p> <p><b>NB – this details in this section will form the basis of the monitoring of your organisation although the exact details will be agreement with once the grant has been awarded.</b></p>
<b>Without core funding from Lewisham:</b>	
<b>Comments</b>	<p>Sydenham Arts have what appears to be a strong track record of fundraising and in their best year secured over £110k. In the final quarter of 2018 they secured £15,948 of programme funding with the outcome of further bids pending.</p> <p>Without core funding Sydenham Arts would have to significantly scale back their programme of activity as compared to the one they are poised to deliver. The biggest loss would be the outreach programme which has allowed Sydenham Arts to deliver above average audiences, particularly amongst harder to reach communities.</p> <p>Without core funding the limited staff the organisation has would have to spend a disproportionate amount of time on day to day admin (premises, staffing, finance, contracts, etc.). Time would be limited for further project development and fundraising. Any successes in project funding would bring about additional costs which would impact on the organisation's core resources.</p> <p>In addition, Sydenham Art's ability to market a reduced programme through social and traditional media channels would be affected by lack of investment. This would mean minimal work with local groups, local talent and a more commercial offering with less local engagement, less local support and the inevitable impact of a reduced arts programme on local community cohesion. Practically, this would mean caretaking the Film Club and Chamber concerts, and no outreach for the #Sixty and Platform series – both vital to a thriving and cohesive offer.</p>
<b>Word count (500)</b>	<b>472</b>
<b>With core funding from Lewisham:</b>	
<b>Score</b>	<b>3</b>
<b>Comments</b>	<p>With core funding Sydenham Art's plan to move away from the festival model and focus time, resources and assets to year-round programming which would include the delivery of a more consistent monthly offer reaching new target audiences (protected characteristics and others). The application gives examples of how Sydenham Arts would build on their core programme working with other organisations and using the Sydenham Centre as a base. The application mentions the fact that core funding would support them to apply for additional external funding but gives no specifics.</p>
<b>Word count (500)</b>	<b>512</b>
<b>Access to Advice applicants only – please describe how your service fits with the overall Advice Lewisham partnership and builds on the current infrastructure and service offer</b>	
<b>Score</b>	<b>0</b>
<b>Comments</b>	<b>N/A</b>
<b>Word count</b>	<b>N/A</b>

(400)	
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<b>Application Form Question 9, 9b &amp; 17b</b>	<b>For Project Funding Only</b>
<b>Are the proposed outputs and outcomes reasonable and do they offer value for money:</b>	
<b>Score</b>	<b>0</b>
<b>Comments</b>	<b>N/A</b>
<b>Word count (500)</b>	<b>0</b>

<b>Application Form Question 10.</b>	<b>Please state how far your service offer is scalable. Please indicate below what percentage of your requested amount would still be feasible in terms of service delivery. Please tick all that apply</b>
75%	<input checked="" type="checkbox"/>
50%	<input type="checkbox"/>
Other	<input type="checkbox"/>
<b>Comments on value for money of revised offers</b>	Nil

**User profile. The Council must adhere to the Equality Act 2010 in its provision of funding. Any organisation that is grant funded by the Council must strive to ensure their services are accessible and available to everyone. The impact that the grants programme has will be assessed across all the protected characteristics in the Equality Act 2010. In order to enable us to make this assessment please tell us more about who your proposed programme will benefit:**

<b>PROTECTED CHARACTERISTIC</b>	<b>PLEASE TICK ✓</b>	<b>FURTHER DETAIL</b>
<b>Age</b>	✓	All ages
<b>Disability</b>	✓	We have an all-inclusive policy
<b>Gender</b>	✓	We have an all-inclusive policy
<b>Gender reassignment</b>	✓	We have an all-inclusive policy
<b>Marriage &amp; civil partnership</b>	✓	We have an all-inclusive policy
<b>Pregnancy &amp; maternity</b>	✓	We have an all-inclusive policy
<b>Race</b>	✓	We have an all-inclusive policy
<b>Religion &amp; belief</b>	✓	We have an all-inclusive policy
<b>Sexual orientation</b>	✓	We have an all-inclusive policy

<b>Application Form Question 11b</b>	<b>If your proposed programme will be aimed exclusively at one specific community please explain the reasons for this.</b>  <b>NB – this could be a community of interest or a geographical area not listed above.</b>
<b>Comments</b>	N/A
<b>Word count (300)</b>	<b>0</b>

<b>Application Form Question 12</b>	<b>Please set out how your proposed programme will engage those who do not traditionally access services.</b>  <b>This engagement should relate to both the protected characteristics but also other groups.</b>
<b>Score</b>	<b>4</b>
<b>Comments</b>	<p>Sydenham Arts offer some analysis on groups other than those with protected characteristics who face barriers to engagement and list how they address and breakdown these subtle and fundamental barriers for example their Speakers in Schools programme.</p> <p>They refer to people on low incomes and their response to those in lower socio-economic groups. Sydenham Arts provide free classical concert tickets ring-fenced for targeted audiences - 50 FREE tickets for the Chamber Concerts for 16-19 year olds from local schools and TNG.</p> <p>They list successes in using programming to reach target communities such as Positive Ageing, Jah Burns, Dance for Parkinson's.; Ayesha Hazarika – politics is for everyone; Deanna Rodger – Do it, don't be afraid! Proud to be black and British.</p> <p>In a previous response they detail their Platform application to the Arts Council which has a specific LGBTQ+, Female, BAME and the aforementioned Speakers in Schools Programme prioritising target audiences where they can make most difference.</p> <p>Their response to this question provides a good breakdown of barriers to access and innovative engagement techniques.</p>
<b>Word count (300)</b>	<b>300</b>

## Section 3 - Track record, finance and governance

<b>Application Form Question 13</b>	<p><b>Collaboration and delivery: your track record of working in partnership and delivering quality services.</b></p> <p><b>Please use this section to outline the partnerships you have developed over the last three years. Please detail who you have worked with and what you have achieved.</b></p> <p><b>Please also details the three service achievements during this period of which you are most proud.</b></p>
<b>Score</b>	<b>4</b>
<b>Comments</b>	<p>Sydenham Arts, over the past 10 years, have worked with a multitude of partners with the same aims. The partnerships are complimentary and are well embedded with many continuing today either by directly working together or via the promotion of each other's activities which draws in new audiences or by joint trading, sharing of infrastructure and networking.</p> <p>Many partners offer venues, workshop and outreach opportunities with one festival event bringing a 96% BAME audience though they don't name the event. This result demonstrates the clear benefits to user and residents achieved via partnership working.</p> <p>The projects they are most proud of are developing new talent with lots of examples listed plus the dedicated programme for 60+ which has seen audience numbers grow significantly. The 60+ programme introduces new audiences to unfamiliar art forms, some audience members being otherwise isolated men. In addition their outreach work has brought in residents from local care homes, which benefits both the residents and carers.</p> <p>In addition, BAME, LGBTQ+ and a strong female presence is at the forefront of Programming. The first fully curated festival 'Summer &amp; Sydenham' saw female (and black/Asian) representation dominate both in terms of artists and audiences.</p>
<b>Word count (500)</b>	<b>495</b>

<b>Application Form Question 14</b>	<p><b>Resources: your track record of attracting resources both financial and human.</b></p> <p><b>Please complete the below tables detailing your track record of the following over the past three years:</b></p> <ul style="list-style-type: none"> <li>• <b>funding applications both successful and unsuccessful</b></li> <li>• <b>other fundraising activities</b></li> <li>• <b>volunteer engagement</b></li> </ul> <p><b>Please add extra rows as required.</b></p> <p><b>Please use the space below the tables to provide further details as required (200 words max).</b></p>
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<b>Total number of funding applications in last 3 years</b>	<b>Level of funding requested</b>	<b>Outcome/level of funding received</b>
Twenty-nine	£134,342	£47,725

<b>Number of fundraising activities undertaken in last 3 years</b>	<b>Level of funding achieved</b>
Seventeen	£77,243

<b>Number of volunteer engagement activity undertaken in last 3 years</b>	<b>Approximate number of volunteer hours delivered</b>

Three	325
<b>Score</b>	<b>4</b>
<b>Comments</b>	<p>This answer represents a strong track record of activity and success across all fronts. Applications made to a range of funders with the organisation securing a total of £124,968 via funding applications and fundraising activities in the past three years.</p> <p>The organisation has significant fundraising abilities including ticket sales, receiving more in fundraising in the last three 3 years (£77,243) compared to funding applications (£47,725).</p> <p>Sydenham Arts volunteer programme is expressed to have a good level of take up and management.</p>
<b>Word count (200)</b>	<b>192</b>

<b>Application Form Question 15</b>	<p><b>Overall financial health: Please complete the below table and answer the following questions.</b></p> <p><b>What is your reserve policy and current reserves status as a percentage of your turnover?</b></p> <p><b>We would expect organisation who are more than three years old to have a minimum of 10% of their annual turnover in reserve.</b></p> <p><b>If you are seeking funding and do not meet this threshold please provide a detailed account of why and what you intend to do to bring your reserves to an adequate level.</b></p> <p><b>Regardless of your reserve position please explain how your organisation is financially viable.</b></p>
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The below table is copied directly from the organisation's application form

Year	Income	Expenditure	Surplus/deficit
2015/16	£96,459	£84,321	£12,138
2016/17	£51,716	£58,915	£(7,199)
2017/18	£46,077	£48,414	£(2,337)
2018/19 (anticipated)	£62,451	£57,821	£4,630

<b>Score</b>	<b>2</b>
<b>Comments</b>	<p>Sydenham Arts has been operating ten years and has been a registered charity for three of the ten. They have run in deficit for two of the last three years. The application states that they have cash in hand of 15% of their turnover. Their latest set of accounts, however, show that they have a cash reserve of £2,602 and their turnover was £48,414 giving them a reserve of approximately 5% of their annual turnover. Their medium-term goal is to have six months turnover in uncommitted cash.</p>
<b>Word count (250)</b>	<b>253</b>

<b>Application Form</b>	<b>Shared values: Please use this section to demonstrate your commitment to these; London Living Wage, equalities, being Dementia Friendly, ending Modern Slavery</b>
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<b>Question 16</b>	<b>and sustainability and your plans to develop these commitments.</b>
<b>Score</b>	<b>3</b>
<b>Comments</b>	<p>All staff are paid at or above LLW. Performers' fees are based on commercial rates set by agents, Equity, London Living Wage or equivalent. Amounts are agreed in advance. Non-professional rates are at or above industry standards in the arts or education sectors. The design and website fees are subsidised, reflecting support in kind, as is their sound and technical costs.</p> <p>Sydenham Arts have supported audience members with Dementia and their most recent 60+ events were advertised as Dementia friendly; room lights were left on low; guests free to walk around, take a break, and sing along to any familiar songs. They list other examples of this kind of thoughtful inclusivity.</p> <p>Throughout their application Sydenham Arts have shown a positive approach to both inclusivity and diversity.</p> <p>In terms of modern slavery, they refer to their own employment practices and standards and their employment and safeguarding policies and procedures.</p> <p>The application gives a general commitment to sustainability without any specifics.</p>
<b>Word count (250)</b>	<b>247</b>

<b>Application Form Question 23</b>	<b>Board Statement: Please include a statement from your Board regarding its overall approach to managing the organisation. This should include the details of the most recent skills audit and how the key posts on the Board are recruited to.</b>
<b>Score</b>	<b>4</b>
<b>Comments</b>	<p>The Board consists of six members drawn from the local community, with a broad a range of skills. These include: Finance, admin, marketing, fundraising, small business management, education and cultural endeavour.</p> <p>Skill mix and diversity (4 female, 2 male) regularly reviewed but currently the organisation lacks strong legal skills but they are seeking to address this. Staff are 75% non-white, but they need more diversity on the Board.</p> <p>Having taken over the Sydenham Film Club, they are adding two of their existing members onto Sydenham Arts Board, giving them additional programming (film) and design skills.</p> <p>The Board met monthly during their first 18 months as a charity, and now meet at least quarterly, according to need. They also have an annual away day to focus on programme and strategy development.</p> <p>At their last board away day (09/2018), they agreed to:</p> <p>Focus on funding (Chamber, ACE, Festival &amp; Assembly Funds) Board skills audit &amp; recruit to fill gaps in our skills base - e.g. legal etc.</p> <p>They also identified their strategy for growth over the next 5 years, the key elements being to;</p> <p>Be a force for good in the borough Be relevant to all sectors of the community Build flexibility over pricing to make more programmes affordable to more people Build relationships, reaching out to those who do not currently engage with the arts Introduce new art forms to new audiences Develop and professionalise artistic practice, by championing new talent Encourage learning and raise young people's aspirations to boost literacy, confidence and</p>



	self-esteem Collaborate wherever possible to build the social and economic capital of Sydenham.
<b>Word count (250)</b>	<b>250</b>

<b>Has the organisation met all other requirements of the application?</b>		
	<b>Yes</b>	<b>No</b>
Does the organisation have a Board of at least 5 with all major posts filled	Yes	
Is the organisation currently compliant with filing requirements?	Yes	
Does the organisation have a reasonable awareness of opportunities and threats?	Yes	
Does the organisation have all the requested documents available?	Yes	
Has the organisation attached their accounts for 2017/18 – or most recent set of management accounts if formed after 2017?	Yes	
Relevant quality assurance systems in place	Yes	
<b>Comments</b>	Nil	

<b>Overall comments/Recommendation</b>
<p><b>TOTAL SCORE = 31</b></p> <p>Sydenham Arts application shows a small organisation with strong governance but weak financial sustainability that has been working well with local partners in the Sydenham area to provide access to arts events for local residents. The application is for a significant uplift in funding which would help the organisation to address some of their identified weaknesses. Unfortunately the unprecedented pressure on the main grants budget and the exceptionally strong competition within the arts theme means that it is not possible to recommend this application for funding.</p> <p><b>Not recommended for funding.</b></p>