

Community Chest Application Summary 2017/2018

AMENDED VERSION TO THAT ORIGINALLY PUBLISHED TO RECTIFY REFERENCES TO FOREST HEATH DISTRICT COUNCIL

Local Authority	St Edmundsbury Borough Council
Organisation	Creative Arts East (Our Day Out)
Amount Requested	<i>Yr1 - £16,830; Yr2 - £16,830</i>
Total Project Cost	£35,860
Match Funding	£2,200
Partnerships	Various organisations: Suffolk Family Carers, Norfolk and Suffolk Dementia Alliance, Abbeygate Picturehouse and many more.
West Suffolk Bid?	No

Key Points

- Our Day Out (ODO) is a unique programme for rurally isolated elders, with a particular focus on those living with early to mid stage dementia.
- The project is aimed at improving wellbeing by reinvigorating beneficiaries' engagement with quality arts and evaluating the impact of regular creative engagement within this group. The programme provides opportunities for elderly beneficiaries to engage with creativity through participatory monthly creative sessions delivered by skilled and professional artists from across the country in sessions of 2-3 hours each.
- Project start: **April 2017**
- Project end: **March 2019**

**St Edmundsbury Borough Council
Community Chest Grant Application Form
Part A**

Community Chest funding supports voluntary and community groups who make a contribution to improving the quality of life for people in West Suffolk. The information you provide will help us consider your application. If you have any questions, please give us a call on 01638 719763. Before completing this form, we ask you to please read the guidelines, which are available on:
<http://www.westsuffolk.gov.uk/community/community-grants.cfm>

Please return your completed, signed form and supplementary documents to:
richard.baldwin@westsuffolk.gov.uk

1. Name of your organisation(s):

Creative Arts East

2. Organisation address details

Address Ln1 19 Griffin Court
Address Ln2 Market Street
Address Ln3
City/Town Wymondham Postcode NR18 0GU
Main phone 01953713390 E-mail enquiries@creativeartseast.co.uk
Website www.creativeartseast.co.uk

Main Contact Person	Second Contact Person
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Role Executive Director	Role Project Portfolio Manager
Daytime Tel No. 01953713396	Daytime Tel No. 01953713395
Mobile No.	Mobile No.
Email Natalie@creativeartseast.co.uk	Email elly@creativeartseast.co.uk

About your organisation

3. What local authority area(s) does your organisation work in?

Across all of Norfolk and parts of Suffolk including Forest Heath, St Edmundsbury, Mid Suffolk and Babergh

*Community Chest funding is offered by both Forest Heath and St Edmundsbury councils. As the decision making process is different any projects applying for

funding across West Suffolk, must apply separately.

4. What is the status of your organisation?

Registered charity

Charity number: 1040321

Company limited by guarantee

Company number: 2960157

5. How many people are involved in your organisation?

Management committee 8

Service users 58,000+

Full Time staff / workers 4

Volunteers and helpers (nonmanagement) 500+

Part Time staff / workers 4

6. What is the purpose of your organisation? Please briefly describe why your organisation was set up, its aims and objectives and who primarily benefits from your organisation.

Our Vision: Culturally vibrant, connected and motivated rural communities

Our Mission: To improve community life through the creative use of the arts Creative Arts East focuses on engaging those communities or its members who face geographical, physical or other barriers to participating in the cultural life of their area in high quality, stimulating arts and cultural activities.

We work across Norfolk, Suffolk and the wider eastern region and we achieve our mission through regular activities - Creative Arts East Live!, a rural touring scheme for professional live performance events, and Village Screen, a touring cinema scheme for rural communities, and a wide portfolio of projects that involve people in cultural education, that improve health and well-being and that assist in the development of community volunteers.

7. What was your organisation's total income for last financial year?

£440,931

8. What was your organisation's total expenditure for last financial year? £440,664

9. Does your organisation have more than six months running costs? No

10. What are your organisation's current unrestricted reserves or savings? £30,134

11. West Suffolk prioritises building resilient families and communities that are healthy and active. Please indicate which of the following areas your project contributes towards:

- Improved wellbeing, physical and mental health

About your project – why are you applying for this funding?

12. What do you want the funding for? Please be specific. Please note that 'project' is meant to describe the project for which you are seeking funding, and not your organisation.

Our Day Out (ODO) is a unique programme for rurally isolated elders, with a particular focus on those living with early to mid stage dementia.

The project is aimed at improving wellbeing by reinvigorating beneficiaries' engagement with quality arts and evaluating the impact of regular creative engagement within this group. The programme provides opportunities for elderly beneficiaries to engage with creativity through participatory monthly creative sessions delivered by skilled and professional artists from across the country in sessions of 2-3 hours each.

Results from an original pilot scheme initiated for and run across Breckland in 2015-16 demonstrated that the wellbeing of participants increased by 44% as a result of their participation against the Warwick Edinburgh Mental Wellbeing Scale (WEBWMS).

In consultation with Family & Community Officers at West Suffolk Council and the Dementia Action Alliance Group, we are applying to pilot 2 years of a similar programme for 2 groups in St Edmundsbury.

The activity programme will evolve in line with beneficiary evaluation, however activity is likely to include digital music-making, African drumming, choral work, classic and contemporary dance, museum visits, archive film and event cinema screenings.

We will work with a number of high quality local artists alongside nationally and internationally renowned companies, who have emerging or long-standing track records in working with this client group, and we will support their development through dedicated training and CPD.

We will closely monitor participants' enjoyment of the sessions and also their wellbeing as a result of participation. Based on consultation with existing programme participants our approach to evaluation, monitoring and progression mapping will be simple and clear, conducted via a range of structured 1:1 conversations, formal feedback forms and photographic documentation, allowing all beneficiaries, whatever their abilities, to recognise and articulate what they have gained from taking part.

13. How has the project been developed out of the community's desire to improve the lives of local people? What evidence do you have that there is a need for this project? Please include sources of evidence, including any public/user/community consultation.

'More than 800,000 people in the UK are living with dementia, with numbers expected to rise to 1 million by 2025. The cost in the UK to the NHS, local authorities and families is set to rise to £27 billion by 2018.' Alzheimer's

“There is increasing evidence that participation in arts projects can help to maintain quality of life for sufferers and carers alike.” Journal of Dementia Care Vol. 21

This scheme will support the notion of ‘dementia-friendly’ that West Suffolk Family and Community Officers, with whom we have consulted, are trying to progress in west Suffolk.

Similarly, the original ODO pilot was established from Breckland Council’s concern to address the increasing dementia diagnosis rates and transitions into social services care within their area. Consequently, the model for the programme, its referral approach and resulting group structures, are based on guidance from AgeUK, Admiral Nurses and local authority partners. These partners believe that ODO is an innovative scheme which complements existing dementia-provision by providing referral routes to those for whom existing services are not the right arena and/or who are not presently accessing any external, social experiences.

During the pilot we supported 407 creative engagements for vulnerable older people, at an average of 27 people per month over 3 groups. Quotes from participants include:

“[I am] accepted with having dementia”
“[I am] learning to mix with others in similar circumstances”
“[It] helps to fill your life experiences and takes away worries”
“These sessions are essential to our wellbeing”

Based on our experiences at several dementia-led conferences we find that there is nothing else like this provision within the community. Moreover, our intentions link directly into Priority 2 of West Suffolk Council’s Strategic Plan to build “resilient families and communities that are healthy and active.”

14. How will the project help local people to support one another?

An important element of the ODO programme is the increased social connectedness that participants experience as a result of their participation. Previous participants have told us that these sessions enable them to make new friends and build connections outside of the programme which supports them to feel more confident to attend different events and social occasions.

94% of previous participants said this activity supported them to feel less isolated or maintain their connectedness. 66.7% are more connected to their immediate community than before these sessions.

The peer to peer support that is created as a result of the programme is a valuable element. Although this is not a programme of respite for the carer, it does enable carers to meet others in similar situations and share learning and concerns. However, there is also a strong emphasis on reigniting the connection between carer and cared for and we achieve this by ensuring that the activities are accessible for every person in attendance, in turn enabling

loved ones to work together, find new topics of conversation and areas of shared interest. Participants have told us that this means that they have things to talk about at home and with their wider family, which was not always the case before.

The longer-term strategy for sustaining this programme with continued investment would be to build in a volunteering element for the management of sessions and this is something that we will begin to do with our existing ODO groups in Norfolk, having now established regular and socially connected groups in this area after 18 months – 2 years. This element will further support the social connections of our participants, enabling them to access a wider network of support within their community and we would like to mirror this approach for our work in St Edmundsbury.

15. Are you working with any other organisations on this project? Yes

If yes, please state the names of these groups and the nature of the relationship.

Existing programme consultation and referral partners:

- Norfolk and Suffolk Dementia Alliance
- Age UK
- Arts 4 Dementia
- West Suffolk Council

Anticipated programme consultation and/or referral partners:

- Suffolk Family Carers
- Gatehouse
- Dementia UK
- Synergy cafes in West Suffolk
- Public Health (SCC)
- Alzheimers Society
- CCG
- Day Care Centres
- Admiral Nurses
- Aging with Optimism

Arts deliverers are likely to include:

- Rojo Arts
- Green Candle Dance Company
- Dance East
- Milk Maid Folk Club
- East Anglian Music Trust
- West Suffolk College Conservatoire
- Suffolk Museum Service
- Suffolk Cinema Network
- East Anglian Film Archive
- Abbeygate Picturehouse

16. When will the project start? April 2017

17. When will the project finish, or is the project ongoing? March 2019

If this is an ongoing project, how will it be funded and continue going when the funding ends?

We are applying for a two year pilot project, which we hope will lead onto a longer-term initiative for the area. During this pilot period we will evolve the programme and seek ways to source new investment and/or reduce costs by:

Enabling local volunteers to support the programme

Applying for additional, long term investment from stakeholders including:

- Suffolk Community Foundation
- CCG
- Public Health (SCC)
- Participant Payment
- West Suffolk Community Chest

18. Which years funding are you applying for? 2017-18 & 2018-19

19. How many people do you expect to benefit directly from the project on either a weekly, monthly or annual basis?

We would aim to work with up to 16 participants per group per month, however based on our previous experience, recruitment will fluctuate, beginning with small numbers and experiencing multiple drop out numbers throughout the programme lifetime. On this basis we estimate attendance to be:

96 individual engagements in year 1

176 individual engagements in year 2

Totalling: 272 individual engagements by 30-40 different people

20. What results (including targets/numbers) do you expect to see as a result of the funding and how do these relate to the Community Chest funding criteria? If your project is health related how does it improve health outcomes for residents within community networks and beyond?

We will place a strong focus on rigorous data collection and monitoring to ensure that our work is outcomes focused and we will utilise a range of qualitative and quantitative methods to gather data including 1:1 conversations, feedback questionnaires and delivery staff observations.

All beneficiaries will be monitored through self-assessment to understand the impact of the programme on their wellbeing and skills development. We will place a priority on the ONS4 questions around wellbeing, an established framework for measuring wellbeing, alongside a selection of additional indicators set by each participant which relates to their own assessment of positive and negative wellbeing outcomes. These will be established at a benchmarking stage in the first two months of participation.

These generic and bespoke questions will be monitored quarterly and upon completion of the programme by each individual.

As a result of the work, participants will have an increased sense of self- and artistic- confidence and this is likely to translate into an interest in and ability to

access other community-based provision and services (arts activities, day centre facilities, other health and social care services which would enable them to live better for longer within their communities). They will experience a decrease in feelings of isolation through an opportunity to build stronger, wider social networks which can act as robust support mechanisms within their local community.

Specifically, as a result:

We will support at least 270 individual engagements in the programme;

30% of participants will demonstrate an increase in their wellbeing

30% of participants are more likely to seek out other arts and cultural experiences

70% will feel less isolated or maintained their connectedness to their local community

80% of participants will have enjoyed the sessions

21. What is the total cost of the project? £35,860

Please provide a full breakdown of the total cost of this project, including VAT if applicable along with any in-kind contributions such as volunteer hours.

Item or activity

Creative programme and practitioner costs @ £300 per session x 24 months x 2 groups: **14400**

Venue hire @ £40 per session x 24 months x 2 groups: **1920**

Session refreshments @ £5 per session x 24 months x 2 groups: **240**

Skills development and CPD costs @ £600 per group x 2 groups * : **1200**

Project Management @ £200 per day x 20 days: **4000**

Session Delivery Officer @ £150 per half day x 48 half days: **7200**

Project Assistance @ £75 per half day x 48 half days: **3600**

Senior Management Support @ £250 per day x 4 days * : **1000**

Contribution to overheads @ 13% of delivery costs: **2300**

Total cost of items listed above: 35,860

22. How much funding are you applying to us for? £33,660

23. What funds have you raised so far for this project?

Source

Skills development and CPD costs @ £600 per group x 2 groups will be supported through secured funds from Spirit of 2012: **1200**

Senior Management Support @ £250 per day x 4 days will be supported through secured Arts Council NPO funds: **1000**

Total fundraising: 2200

24. What other funders have you applied to for further funding for the project?

We aim to approach the Dementia Friendly Communities Fund issued by Suffolk Community Foundation in the next month (deadline 28th October). If we are successful to this fund this will reduce the amount required from St Edmundsbury for this programme: **3000**

Total: £3000 January 2017 (TBC)

25. What other grants and contracts has your organisation received over the past year from either Forest Heath District Council or St Edmundsbury Borough Council?

Forest Heath Community Chest: £3000 Rural Touring costs