

BRECKLAND DISTRICT COUNCIL

Report of: Lynda Turner, Executive Member for Place

To: Cabinet, 3 January 2017

Author: Clive Rayner, Grant Officer, Norfolk Community Foundation

Subject: Match Funding (large) application – Creative Arts East

Purpose: To consider the decision to award funding to Creative Arts East

Recommendation:

- 1) That the Executive Member for Place approves the following grant award:
 - £20,000 (or 6.5% of the total project costs for the entire three year project, whichever is the lower amount) to Creative Arts East for the ‘Our Day Out’ project.

1.0 BACKGROUND – Creative Arts East

- 1.1 Creative Arts East is a Norfolk based registered charity with a mission to improve community life through the creative use of arts.
- 1.2 The grant is requested to support the ‘Our Day Out – Music and Movement’ project which is a programme for rurally isolated elders, with a particular focus on those living with early stage dementia, long-term illness or who are carers. The project is aimed at improving wellbeing by reinvigorating beneficiaries’ engagement with high 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 fortnightly music and dance sessions delivered by professional artists in sessions of 2-3 hours each. The activity programme will evolve in line with users’ views but is likely to include digital music making, African drumming, choral work and classic and contemporary dance. The project will work with a number of high quality local artists alongside nationally and internationally renowned companies and each year one of these artistic partners will be commissioned to deliver a residency programme with each of the groups culminating in a programme-wide celebration event.
- 1.3 The project builds on a pilot originally run directly by Breckland Council but subsequently contracted out to Creative Arts East’s management and funded by Breckland Council during 2015 and 2016. Feedback from users of the pilot programme is largely positive and the application notes that monitoring of participants using a recognised mental well-being scale demonstrated that 44% had maintained or increased their wellbeing as a result of the project. Other results show that 94% of people felt less isolated as a result of the activities and 67% are more connected to their immediate community. Further details are contained in appendix 3.
- 1.4 Swaffham and Thetford were part of the original Breckland Council pilot but at the point that Creative Arts East took over it was agreed that activities would not continue in these locations as participant referrals had been consistently low and in

many cases sessions had no participants and were therefore being cancelled at the last minute resulting in artist cancellation fees. CAE understands that one significant barrier was a lack of referral and support partners within the Swaffham and Thetford areas. This situation was in contrast to clear demand being shown by the increasing number of referrals and attenders at sessions running in Watton, Dereham and Attleborough. Focusing on these three areas ensured the best value for money and the most effective use of staff time and artistic spend.

- 1.5 Creative Arts East have secured three year funding of £231,110 from Spirit of 2012 to continue the project and the requested grant from Breckland Council will be used principally to develop work in Thetford as well as supporting the year one costs of delivering in the existing locations of Dereham, Watton and Attleborough. It is noted that Swaffham is not included in the programme. In designing the continuation project CAE consulted again with Breckland Council and the strategic steer was to focus new activity on Thetford as this had shown more promise than Swaffham during the early set up period. In addition there was new, relevant infrastructure for dementia support in the town which could now be maximised, the local CCG had identified this as an area of particular need and were actively engaged in supporting new health and wellbeing provision for Thetford and as a result of CCG interest there was likely to be more long-term sustainability for an Our Day Out group in this area.
- 1.6 In addition to the Spirit of 2012 grant further funding of £2,500 is secured from Norfolk County Council while Creative Arts East and other project partners will make in-kind contributions with an estimated value of £6,800. The requested £20,000 from Breckland Match funding will be used in the first year of the project allowing a larger percentage of the Spirit of 2012 money to be allocated to years 2 and 3 to ensure continuation in all four locations over the full three years. As total first year costs are £68,847, the grant represents 29% of these costs and 6.5% of the overall three year costs. A full budget plan has been provided which shows total costs of £306,010 over the three years. See appendix 2
- 1.7 The £20,000 grant will contribute £17,217 towards activity costs, specifically artistic commissions and freelance artistic costs. plus project evaluation (£2,783). The evaluation will assess the impact of the work and share the learning widely in order to help inform the strategic direction of arts for dementia services. The evaluation is also viewed as important for future sustainability as it will help to demonstrate the impact of the project to potential funders such as the South Norfolk Clinical Commissioning Group.
- 1.8 The project will build on the pilot project in a number of ways meaning that these are not ineligible 'business as usual costs' which are excluded under the match-funding scheme. A fourth location will be added, the frequency of activities will increase from monthly to fortnightly and, in response to user feedback, the programme will focus more specifically on activities related to music and dance which have been demonstrated to have a powerful effect on dementia.
- 1.9 The application estimates that around 96 mainly older people will benefit directly from the project. A further 16 people volunteering with the project will gain benefits from this role. These volunteers will also be part on the longer term sustainability of the work.
- 1.10 Creative Arts East will connect with a range of local organisations including Thetford and District Dementia Support Group, Adult Social Services, the Police and Breckland Council to promote the project and recruit participants. Venues for

activities include the Meeting Point in Dereham and St Mary's Community Hall in Attleborough (which is the base for Attleborough Day Centre).

- 1.11 Although activities will not take place in Swaffham there is provision within the overall project to assist people from Swaffham to access groups in other locations, where there is a demand for this. Creative Arts East are also happy to work alongside Breckland Council to seek new investment to support a group in the Swaffham area during the lifetime of the project if there is proven demand for this. However at present a grant from Breckland Council combined with the Spirit of 2012 funding will only be sufficient to support one additional Breckland group and Thetford has been demonstrated to be the strongest candidate for this.

2) **OPTIONS**

- 2.1 Fully fund the funding application set out in the report
2.2 Part fund the funding application set out in the report
2.3 Do nothing

3) **REASONS FOR RECOMMENDATION(S)**

- 3.1 The grant application meets the criteria of the scheme.

4) **EXPECTED BENEFITS**

- 4.1 Assist older people to remain independent and improve their health and wellbeing.

5.0 **IMPLICATIONS**

5.1 **Carbon Footprint / Environmental Issues**

- 5.1.1 It is of the opinion of the Report Author that there are no implications.

5.2 **Constitution & Legal**

- 5.2.1 It is of the opinion of the Report Author that there are no implications.

5.3 **Contracts**

- 5.3.1 It is of the opinion of the Report Author that there are no implications.

5.4 **Corporate Priorities**

- 5.4.1 The application aligns with the Breckland Council objectives of "work with partners on supporting older people to remain active, participate and live independently within the community" and "support groups and organisations to provide a range of local facilities within their communities which further improve learning opportunities, community health and community wellbeing."

5.5 **Crime and Disorder**

- 5.5.1 It is of the opinion of the Report Author that there are no implications.

5.6 **Equality and Diversity / Human Rights**

5.6.1 It is of the opinion of the Report Author that there are no implications.

5.7 **Financial**

5.7.1 The grant is for £20,000. There are adequate funds in the Match Funding reserves held by the NCF for 2016/17 to cover this grant expenditure.

5.8 **Health & Wellbeing**

5.8.1 The project will have positive effects on health and wellbeing for people with dementia and their carers.

5.9 **Risk Management**

5.9.1 It is of the opinion of the Report Author that there are no implications.

5.10 **Safeguarding**

5.10.1 It is of the opinion of the Report Author that there are no implications.

5.11 **Staffing**

5.11.1 It is of the opinion of the Report Author that there are no implications.

5.12 **Stakeholders / Consultation / Timescales**

5.12.1 Councillor Lynda Turner has written in support of the project as follows: "as older people's champion for Breckland I wholeheartedly support the match funding application for £20,000. I have witnessed the positive effect the project has had so far and, as a dementia friend as well as a daughter of a Dad with dementia, know and understand the vital importance of such projects."

5.13 **Other**

5.13.1 Any offer letters made should reflect the conditions applied by the grant panel members.

6.0 **WARDS/COMMUNITIES AFFECTED**

6.1 Thetford, Watton, Dereham and Attleborough.

7.0 **ACRONYMS**

7.1 NCF – Norfolk Community Foundation

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Key Decision: No

Exempt Decision: No

This report refers to a Discretionary Service

Appendices attached to this report:

Appendix 1 – Application

Appendix 2 – Project budget

Appendix 3 - Report on pilot programme