



Breckland Community Funding Application Form

Section 1 - About the organisation applying

Organisation name and address details

Name of the organisation applying

Creative Arts East

Address of your organisation

Street

19 Griffin Court

Town/City

Wymondham

County

Norfolk

Postcode

NR10 3DX

Website

www.creativeartseast.co.uk

Telephone

09153713390

Email address

natalie@creativeartseast.co.uk

Main Contact Person

These are the details that will be used for correspondence purposes.

Title

Ms

Surname

Jode

Forename(s)

Natalie Elizabeth

Position in organisation

Executive Director

Daytime Phone

01953 713396

Home Phone

Mobile Phone

07712672957

Email

natalie@creativeartseast.co.uk

Use organisation's address for correspondence

Organisation Start Date

Please estimate if exact date is not known - please select earliest date if your organisation predates the options given.

Month

08

Year

1994

What type of organisation are you?

Please select as many as appropriate. For companies, CICs and Social Enterprises, please note your constitution/ articles should show a clear social purpose, and information about how you distribute profit to fulfil these aims.

A registered charity 1040321

Company limited by guarantees 2960157

Unincorporated club or association

Community interest company

Other

Purpose of organisation

Please briefly describe the overall aims and objectives of your organisation and the activities or services your organisation provides

Creative Arts East (CAE) is an arts and community development charity, based in Norfolk, which focuses on engaging those communities, or their members, who face geographical, physical or other barriers to participating in the cultural life of their area. We do this by facilitating and leading high quality, stimulating arts and cultural activities.

Our Vision: Culturally vibrant, connected and motivated rural communities
Our Mission: To improve community life through the creative use of the arts

In achieving this vision we work across Norfolk, Suffolk and the wider eastern region, in partnership with a range of stakeholders, to deliver an ambitious and high quality service in response to identified needs, predominantly in rural locations. Our primary activity is the rural and community touring of live performance and cinema alongside a wide portfolio of time-limited, funding-specific participatory projects supporting cultural education, health and wellbeing and volunteer development.

Staffing and volunteers

How many of each of the following are involved in the organisation?

Full time staff / workers	4	Part time staff / workers	4
Volunteers (excluding management committee)	400		

Management committee

8

Members (excluding management committee)

80

Income of your organisation

Total income in the most recent accounting year

440931

What are your organisation's current unrestricted reserves?

30134

Banking details

Please provide details of the organisation's bank account

Bank account name

Barclays Bank

Bank account number

13882667

Bank sort code

20-99-08

How many signatures are required to authorise payments from the organisation's account?

2

Names of signatories, and their roles in the organisation

Sheila Pym - Finance Manager

Natalie Jode - Executive Director

Elly Wilson - Deputy Director & Project Portfolio Manager

Julie Hewitt - Office Manager

Second contact

Please provide details for a second contact who is willing to be contacted regarding this application if the main contact cannot be reached.

Title

Miss

Forename/s

Eleanor

Surname

Wilson

Position in organisation

Deputy Director & Project Portfolio Manager

Daytime phone

01953 713395

Email

elly@creativeartseast.co.uk

Section 2 - About the project

Which Fund are you applying to?

Tell us which Breckland Fund you are applying to (Match Funding Large grant, Match Funding Small grant or Pride Funding) - please make sure you have read the guidance for the Fund you have chosen.

Match funding large grant

Ownership and permissions

Please complete this section if you are applying for funds to carry out building or ground works, including repairs and improvements, or installing permanent fixtures such as play equipment.

Does your organisation own the building/ land in question?

Yes

If NO, please tell us who owns the site, and how your organisation has responsibility for it - for example if you hold a lease please tell us how long is remaining on the agreement

Does your project need any permissions to proceed? For example planning or change of use permissions, a faculty or similar - if YES please provide details below and send evidence that this is in place along with your completed application.

Project Details

Project name

Our Day Out - Music and Movement

Project / funding start date Project / funding end date

01/12/2016

30/11/2017

What area will your project benefit?

Breckland

Which area (estate, town, village, borough) do most of the people who benefit come from?

Watton, Dereham, Attleborough, Thetford

Please provide a postcode which best represents the geographical area you will benefit.

NR18 0GU

What is the grant required for? Please describe your planned project/ activity.

Our Day Out – Music and Movement is a unique programme for rurally isolated elders, with a particular focus on those living with dementia. 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 participatory fortnightly music and dance sessions delivered by skilled and professional artists from across the country in sessions of 2-3 hours each.

Resulting from an original pilot scheme in 2015-16 and with newly secured long-term funding till 2019 from October 2016 we will continue to support 3 Our Day Out groups in Attleborough, Watton and Dereham. We are applying to Breckland match-funding in support of a new fourth group within the district and presently we anticipate that this will be in Thetford. Between October-November 2016 we will pilot a potential group in this location with a view to delivering regular group activities from December 2016 – November 2017 should this application be success.

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. We will work with a number of high quality local artists alongside nationally and internationally renowned companies including Matthew Bourne's New Adventures, Aldeburgh Music and DanceEast. Every year we will commission one of these artistic partners to deliver a residency programme with each of the groups, culminating in a programme-wide celebration event. In October 2017 we will work with Rambert Dance Company.

Breckland match-funding will also support us to commission an academic research partner to assess the impact of the work and to share the learning widely across the county, region and country in order to help inform the strategic direction of arts for dementia services. Resulting from consultation with existing 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.

We will build sustainability and development into the programme at every opportunity, primarily through the creation of a dedicated volunteering programme from April 2017 and a rolling programme of CPD for arts practitioners, in partnership with AgeUK and Arts4Dementia.

Who will benefit from this project and how?

Sessions will be tailored for the needs of those with early stage dementia, long-term illness and/or caring duties for a loved one; those for whom regular cultural engagement, and indeed a sense of community connection, confidence and wellbeing has diminished due to decreased access and vulnerability. In order to ensure open access, we will also invite participation from other rural residents aged 70+ who are experiencing social isolation and thereby enable opportunities for new friendships and support networks to grow in a safe, friendly and expert environment.

The newly developed programme will offer approximately 96 opportunities for over 80 older, vulnerable residents to engage across Breckland.

Participants will benefit from a maintained or increased sense of wellbeing, enhanced self and creative confidence and a growing artistic appreciation. Their direct participation will enable them to explore new or previous cultural interests and develop their skills as a result, however more importantly this programme will support a greater connection between neighbours and strangers, raise the awareness and perception of disability within older age, and enhance the social wellbeing of beneficiaries to continue to live an independent and vibrant life in their local community.

CAE has previously conducted consultation on arts engagement for elders in care or living with dementia in the community across rural Norfolk which demonstrated that health, transport and confidence are the major barriers to their participation. This new project is based on a pilot scheme aimed at helping to address these challenges and during its original pilot period the wellbeing of participants was monitored against WEBWMS indicating that the wellbeing of 44% of participants had been maintained or increased as a result.

As a result of our research and consultation in the planning of this programme we can state that the impact on beneficiaries will include:

- Increased social and personal wellbeing
- Improved social connectedness
- Improved perceptions of disability in and by older people
- Increased skills and confidence

How do you know this project is needed, and that people want it?

According to the Norfolk Observatory, Breckland has one of the highest populations of older people in the county and the forecast for this is set to grow. 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 delivery locations for this programme, its referral approach and resulting group structures, have been chosen based on advice and guidance from Breckland Council, Age UK and the Admiral Nurses and Norfolk County Council. These partners believe the ODO project is an innovative scheme which will complement their work by providing referral routes to those for whom existing services not the right arena and/or who are not presently accessing any external, social experiences.

During the pilot phase of the programme development we supported over 407 creative engagements for vulnerable older people, at an average of 27 people per month and 9 participants per group. In developing the new programme we have of course consulted potential participants on activity preferences, session structure, what a positive and negative impact would look like for them and how we should approach the monitoring of this and their feedback has been paramount to the decision-making process. Quotes from pilot 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, including CDAN, we find that presently there is nothing else like this provision within the community – much of the arts-led dementia-focused work takes place in care home and acute ward/hospital settings. Moreover, our intentions link directly into the Norfolk Health and Wellbeing Strategy, for which the vision is 'everyone in Norfolk living healthy, happier lives for longer' and in which 'making Norfolk a better place for people with dementia and their carers' is one of the top 3 priorities. This work will ensure that Breckland continues to be a leading light in community-based dementia provision.

If this is a large match funding application (over £5,000) please describe how your project will be financially and environmentally sustainable and maintained in the future

We have secured long-term funding to maintain this programme for the next three years and Breckland's Year 1 investment will enable us to initiate 1 new and maintain 3 existing Breckland-based activity groups in 2017, with a guarantee of continued activity for participants in 2018 and 2019.

The development of volunteers' skills and knowledge to sustain this work will enable it to live long after this period of funding has finished. Moreover, community volunteers will have increased social and work-based skills to carry them into new life opportunities and they will become advocates for new community volunteers, supporting this and more cohorts of isolated and vulnerable older people.

Participants 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. They 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).

Training in disability confidence and dementia awareness will underpin the sector's ability to deliver high quality creative interventions for disabled and non-disabled older people and ensure that skills are readily available and affordable for smaller-scale programmes of this kind within the county and region, bolstering the new 'applied skills' market for arts in health.

The advanced monitoring and evaluation framework for this programme will support a greater understanding of arts for health with older people and ensure that learning is applied to new work undertaken thereafter. It will provide critical evidence to lever continued support from arts and health stakeholders for future work like this in the district and county.

We will share the learning of our beneficiaries to celebrate their achievements and improve the perception of disabled people, we will also make it a priority to disseminate any learning about the impact of arts on wellbeing, the role of arts organisations and/or artists in creating community connections and the impact of volunteering on wellbeing and skills.

Links with local authorities and potential sustained support from Spirit of 2012 post 2019 will support the continuation of the programme, particularly through connections with and advocacy to the local CCG's and the Norfolk Health and Wellbeing Board.

What, if any safety issues are related to your project or activity? If your project is working with children, young people under the age of 18 or vulnerable adult, how will they be kept safe?

This proposal has grown from our 18 month experience with programming and supporting monthly Our Day Out sessions. Equal access is at the heart of the provision and participant safety is paramount.

Recruitment of participants through a detailed registration/referral form will enable us to assess the care and access requirements of every individual engaged on the programme and we will signpost those with additional needs which are unable to be met by the Our Day Out sessions to other appropriate agencies and activities.

We will recruit artists with a proven track record in working with older people and those living with dementia and create a welcoming, friendly environment where people are sensitive to the needs and challenges of each other and are supported to work together. Group sizes will be restricted to a maximum of 16 to enable an appropriate staff:participant ratio and ensure that session leaders are aware of each participant's needs and progress. Activities will be suitable for all and flexible enough for people to undertake only that with which they are comfortable.

Artist, volunteer and manager training in disability confidence and dementia awareness will be provided as standard, alongside arts and dementia specific training opportunities.

Creative Arts East will operate Our Day Out against a comprehensive, long-standing and regularly reviewed safeguarding policy and procedure. Our delivery team have enhanced DBS disclosures, sessions are risk assessed in advance and every session will have a designated safeguarding officer in attendance.

Alignment with Breckland Council Objectives

Please explain how the project contributes towards the Council objectives you have identified

Work with partners on supporting older people to remain active, participate and live independently within the community.

Our Day Out will encourage the social inclusion of rurally isolated, older disabled people through regular, high quality and integrated fortnightly sessions. The programme will promote greater understanding, and meet the needs, of older people with disabilities through tailored programming, shared learning, social opportunities and celebratory events which in turn will build confidence in all the beneficiaries. Disabled and non-disabled older people will create and socialise together, sharing knowledge, learning and life experiences.

"Dad and I have found the sessions a great help good fun and something to look forward to. Thank you." Peter.

Peggy has "been given a new life" and feels "less irritable" when she is out of the house.

We will work in partnership with agencies such as Norfolk Carers' Agency, Community Action Norfolk, Norfolk and Suffolk Dementia Alliance and others to promote the offer and learn from their experience of working with this cohort.

Work with current and new partners to deliver council services which improve the opportunities for vulnerable residents and families with complex needs

The programme will promote community development and encourage engagement by vulnerable older people in their communities by empowering them to become participants in, volunteers for and audience members of culture and creativity. New social connections will be made for some of the most isolated residents which will benefit them inside and outside of the sessions, and perceptions of disability in older age will be changed by bringing together disabled and non-disabled older people and by celebrating the creative journeys that all these participants will take.

“Helps to fill your life experiences and takes away worries (if only for a few hours)” anon

‘Brilliant, felt so much better’ after the session. Pat

In recruiting for and delivering the Our Day Out groups, particularly in the proposed new location, we will connect with Thetford and District Dementia Support Group (TADDS) and the newly formed Early Help Hubs in Thetford and Dereham, whose partners include Children's Services, Adult Social Services, Police and Breckland Council, providing them with a new a referral route for the older more vulnerable residents they engage with.

Project Budget

How much money are you applying for?

20000

What is the total cost of the project?

68847

Have you already secured other funding for this project?

Yes

If YES, how much has been raised so far?

48874

Please provide details of this other funding and/or details of applications to other grant schemes yet to be confirmed

Spirit of 2012 - £39574, secured
Norfolk County Council - £2500, secured
CAE and project partners - £6800, in-kind

Staff Costs - people who will be paid to help deliver your project

Requested amount	Breakdown
0	Project Manager - 10,800
Total cost	Project Assistant - 4,800
18666	Communications Assistant - 200
	Travel expenses - 2,333
	Management time (in kind) - 533

Volunteer Costs

For example, volunteer expenses and training

Requested amount	Breakdown
0	Volunteer costs - 200

Total cost
200

Operational/activity costs

For example, hiring a venue or providing transport for participants

Requested amount	Breakdown
17217	CPD - 1,333
Total cost	Artistic commissions costs - 16,667
37480	Freelance artistic costs - 14,400
	Venue hire - 4,000
	Refreshments - 480
	Documentation - 600

Office, overhead, premises costs

For example, paying for utilities or a contribution to administration / management support

Requested amount	Breakdown
0	Contribution to overheads - 6,800 (in-kind)
Total cost	
6800	

Capital costs

Things you will buy, for example materials or equipment, or cost of building works - please note quotes/ estimates should be provided

Requested amount	Breakdown
0	n/a
Total cost	
0	

Publicity costs

Costs of promoting your project, for example printing leaflets or posters

Requested amount	Breakdown
0	Session recruitment - 333
Total cost	Volunteer recruitment - 167
1033	Project advocacy - 533 (333 of which is in-kind)

Other costs

Please specify any costs that have not been included under any of the headings above

Requested amount	Breakdown
2783	Project evaluation - 3,334
Total cost	Delivery staff clinical supervision - 67
4668	Steering committee venue and time (in-kind) - 1,267

Section 3 - Impact: How your project will make a difference

Select a category from the drop down list below that best describes the impact that your project will have (the difference it will make).

Advance people's physical and mental health, wellbeing and safety

Select the primary outcome for your project or activity - you may choose up to 3 if you wish using the boxes below

Improve health (physical / mental / emotional)

Beneficiaries

How many people will benefit from this funding?

112

Please tell us how you have estimated this figure - for example, it may be based on bookings, memberships, audiences or visitors to date

Approximately 24 people engaged for one or more session across 4 regular groups in Breckland = 96.

Approx. 16 volunteers recruited.

Primary Beneficiary - Select a single option to represent the primary beneficiary group for this grant

Older people

Please list any other beneficiary groups who will benefit from your grant

- | | |
|---|---|
| <input type="checkbox"/> Black, Asian and minority ethnic | <input checked="" type="checkbox"/> Carers |
| <input type="checkbox"/> Children and young people | <input type="checkbox"/> Ex-offenders/offenders/At risk of offending |
| <input type="checkbox"/> Families/Parents/Lone parents | <input type="checkbox"/> Homeless people |
| <input type="checkbox"/> Lesbian, gay, bisexual and transgendered groups | <input checked="" type="checkbox"/> Local residents |
| <input type="checkbox"/> Long-term unemployed | <input checked="" type="checkbox"/> Men |
| <input type="checkbox"/> Not in education, employment and training (NEET 16 | <input checked="" type="checkbox"/> People in care or suffering serious illness |
| <input type="checkbox"/> People living in poverty | <input type="checkbox"/> People with alcohol/drug addictions |
| <input type="checkbox"/> People with learning difficulties | <input type="checkbox"/> People with low skill levels |
| <input type="checkbox"/> People with mental health issues | <input checked="" type="checkbox"/> People with multiple disabilities |
| <input checked="" type="checkbox"/> People with physical difficulties | <input type="checkbox"/> Refugees/asylum seekers /immigrants |
| <input type="checkbox"/> Victims of crime/violence/abuse | <input checked="" type="checkbox"/> Women |

Ethnicity

Primary ethnic group - select a single option to represent the primary ethnic group for this grant

White British

Please list any other ethnic groups who will benefit from your grant:

- | | |
|---|---|
| <input type="checkbox"/> African | <input type="checkbox"/> All ethnicities |
| <input type="checkbox"/> Any other | <input type="checkbox"/> Asian and Asian British |
| <input type="checkbox"/> Asian and White | <input type="checkbox"/> Bangladeshi |
| <input type="checkbox"/> Black African and White | <input type="checkbox"/> Black Caribbean and White |
| <input type="checkbox"/> Black and Black British | <input type="checkbox"/> Caribbean |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Chinese or other group |
| <input type="checkbox"/> Indian | <input type="checkbox"/> Mixed |
| <input type="checkbox"/> Other Asian | <input type="checkbox"/> Other Black |
| <input checked="" type="checkbox"/> Other Mixed Ethnicity | <input type="checkbox"/> Other White |
| <input type="checkbox"/> Pakistani | <input type="checkbox"/> White |
| <input type="checkbox"/> White East European | <input type="checkbox"/> White Gypsies and Travellers |
| <input type="checkbox"/> White Irish | |

Issues

Primary issue - select a single option to represent the primary issue that will be addressed by this grant

Health, wellbeing and serious illness

Please list any other issues that will be addressed by this grant

- | | |
|---|--|
| <input type="checkbox"/> Anti-social behaviour | <input checked="" type="checkbox"/> Arts, culture and heritage |
| <input type="checkbox"/> Bullying | <input type="checkbox"/> Caring responsibilities |
| <input type="checkbox"/> Counselling/Advice/Mentoring | <input type="checkbox"/> Crime and safety |
| <input checked="" type="checkbox"/> Disability and access issues | <input type="checkbox"/> Domestic violence |
| <input type="checkbox"/> Economy | <input type="checkbox"/> Education, learning and training |
| <input type="checkbox"/> Emergency/Rescue services | <input type="checkbox"/> Employment and labour |
| <input type="checkbox"/> Environment and improving surroundings | <input type="checkbox"/> Financial exclusion and financial illiteracy |
| <input type="checkbox"/> Gangs | <input type="checkbox"/> Harmful practice |
| <input type="checkbox"/> Homelessness | <input type="checkbox"/> Housing |
| <input type="checkbox"/> IT / Technology | <input type="checkbox"/> Language, culture and racial integration |
| <input type="checkbox"/> Mental health | <input type="checkbox"/> Offending/At risk of offending |
| <input type="checkbox"/> Poverty and disadvantage | <input type="checkbox"/> Refugees/Asylum/Immigration |
| <input type="checkbox"/> Religion | <input type="checkbox"/> Renewable energies and recycling |
| <input checked="" type="checkbox"/> Rural issues | <input type="checkbox"/> Sexual abuse |
| <input checked="" type="checkbox"/> Social inclusion and fairness | <input type="checkbox"/> Sport and recreation |
| <input type="checkbox"/> Stigma/Discrimination | <input checked="" type="checkbox"/> Stronger communities/Community support and devel |
| <input type="checkbox"/> Substance abuse and addiction | <input type="checkbox"/> Supporting family life |
| <input type="checkbox"/> Violence and Exploitation | |

Age Groups

Please indicate the primary age group that will benefit from this grant

Seniors (65+)

Please list any other applicable age groups for your grant.

- | | |
|--|---|
| <input checked="" type="checkbox"/> Adults (26-65) | <input type="checkbox"/> All ages |
| <input type="checkbox"/> Children (5-12) | <input type="checkbox"/> Early years (0-4) |
| <input type="checkbox"/> Young adults (19-25) | <input type="checkbox"/> Young people (13-18) |

Section 4 - Supporting information and Declaration

Supporting Documents

To complete your application, you are required to submit supporting information that provides evidence of how your organisation is set up, and details of your project.

Along with your online application we also require you to submit copies of the following:

A copy of your constitution of governing document

A copy of your most recent annual accounts (or current financial statement if your organisation has been operating for less than 1 year)

A copy of a recent bank statement

Evidence that you have consulted with the community

Evidence of match funding

A copy of relevant safeguarding policies if your project involves work with children or vulnerable adults

Copies of quotes, estimates or other evidence of costs if applying for funds to pay for equipment, building works, services or similar (preferably three for each service/product)

For projects involving building works or installations of e.g. of sports/play equipment - evidence that planning permission/ other relevant permissions are in place or that they are not required

A location map (for projects involving building works or installations of e.g. of sports/play equipment)

A business plan (for projects with a total cost of over £50,000)

A copy of your equal opportunities policy/statement

If you have electronic copies available, these documents can be uploaded by following the 'Add Document' link below which will guide you to the Attachments upload function at the end of this form. Please then upload the documents as prompted.

If you prefer to send some or all of these documents separately by post or email, please check the box below, and ensure that all the information required is submitted to Norfolk Community Foundation clearly stating the name of the organisation and the Fund you are applying for.

If you do not have all of the documents listed above, or are able to provide a link to view some of your evidence online, please provide details in the box below.

If you have provided documents such as the constitution and policies to Norfolk Community Foundation with previous applications and no changes have been made, there is no need to provide further copies - where this is the case please also note in the box below. Please note this only applies to documents that are not updated regularly.

If you have any questions about the supporting information required, please contact the Grants Team on 01603 623958 or email grants@norfolkfoundation.com

Documents to follow in post to Norfolk Community Foundation, St James Mill, Whitefriars, Norwich NR3 1TN or by email to grants@norfolkfoundation.com

Yes

[Add document](#)

You can use this space to provide links to items you wish to purchase with your grant, or to enable us to view documents online. Also tell us if you believe we hold current copies of your organisation's constitution and policies.

NCF already holds copies of our:
Memorandum and Articles
Safeguarding policy and procedure
Equal opportunities policy

Attachments include:
Most recent audited annual accounts 2014-15
Recent bank statement
Evidence of consultation - Our Day Out Consultation Report
Evidence of match funding
Programme 3-year project plan
Breakdown of budget

Emailed supporting evidence includes:
Our Day Out Pilot Report for Breckland Council

Declaration

Please enter your name and position below to confirm that you accept the following conditions:

1. I am authorised to make the application on behalf of the above organisation.
2. I certify that the information in this application is correct.
3. If the information in the application changes in any way I will inform Norfolk Community Foundation immediately.
4. I give permission for Norfolk Community Foundation to record the information in this form electronically and to contact my organisation by phone, mail or email with information about its activities and about funding opportunities.
5. I agree to participate in monitoring, auditing and evaluation related to these funds - you can find out more about how Norfolk Community Foundation monitors grants at www.norfolkfoundation.com/apply/funding-for-non-profits/monitoring/

Norfolk Community Foundation would like to follow up on successful applicants and potentially feature them in our publicity. Please tick this box to confirm that, if your application is successful, you are willing to take part in publicity activities.

Yes

Declaration - Please enter your name
Natalie Jode

Position in organisation
Executive Director