

BRECKLAND DISTRICT COUNCIL

Report of: Paul Claussen, Executive Member Place and Rob Walker, Executive Director Place

To: Cabinet 7 February 2017
Full Council 23 February 2017

(Author: Steve James, Communities Manager)

Subject: Arts Council England funding bid - 'The Silver Social'

Purpose: To seek agreement to receive grant funding of £185,773 from Arts Council England for delivery of 'The Silver Social' project in accordance with the Terms and Conditions of the funder.

Recommendation(s):

- 1) That agreement is given to receive and spend grant funding of £185,773 from Arts Council England for delivery of The Silver Social project in accordance with the Terms and Conditions of the funder

1.0 BACKGROUND

- 1.1 On 21st September 2016 Breckland Council submitted a bid to Arts Council England for £185,773 to part fund delivery of The Silver Social project. In addition to Arts Council England funding, the project will be funded by income from participants, private sector sponsorship and contributions from Breckland Council and Public Health to give an overall project cost of £230,782.
- 1.2 Section 4B – Financial Procedure Rules of the Constitution requires that Full Council agrees any terms or restrictions applied by the funder and to approve the receipt of and spend of grant funding above £100,000.
- 1.3 If approval is given to receive the grant funding, it will be paid to the Council and spent as follows:
 - 19 March 2017 - £74,309
 - 19 March 2018 - £46,443
 - 19 March 2019 - £46,443
 - 26 April 2020 - £18,578
- 1.4 The Terms and Conditions of the grant funding are attached and reflect standard funder requirements (Appendix A).
- 1.5 In September 2016 Officers sought approval from the Executive Management Team and Strategy Board to submit the bid to Arts Council England.

2.0 THE PROJECT

- 2.1 The Council has been successful in a bid to Arts Council England's Strategic Touring Fund. The project will be a three year daytime rural touring and workshop programme for older

isolated people in Breckland entitled '**The Silver Social**'.

Who

- 2.2 The Council will be the lead applicant for the funding application. The Communities Team will manage this programme.

What

- 2.3 Working towards our corporate objective for older people to remain active, participative and live independently, we identified a gap in arts and cultural provision during the daytime.
- 2.4 Breckland Council has been a partner in a previous Arts Council Strategic Touring Programme with Creative Arts East from 2013 – 2015. We also created and devised Our Day Out, a creative programme for people with mild to moderate dementia and their carers.
- 2.5 However, existing rural touring provision does not engage older people during the daytime and is not specifically targeted towards older people who are isolated or at risk of isolation.
- 2.6 Working with arts partners Creative Arts East, Norwich Writers' Centre, Norfolk Museums Service and a range of freelance artists, we will aim to:
- Create a three year programme of high quality arts and rural touring specifically for older people aged 60 plus to remain active, participative and live independently in areas of the highest populated older people in single occupation dwellings.
 - Connect arts and health professionals on aligned priorities for Breckland.
 - Create a volunteer scheme to be embedded into the arts programme, providing skills development and lasting legacy.
 - Improve the social wellbeing of older people through arts and creative activities.
 - Evidence the impact of arts as an intervention to improve health and wellbeing to be shared on a national scale.
- 2.7 We will bring 166 live shows or workshops to residents over the three years, with the aim to engage approximately 4,000 people. Our target groups currently have low engagements in the arts, according to the Audience Agency audience segmentation, which will be seen as preferable by Arts Council England.

Where

- 2.8 Using data from Electoral Services and Anglia Revenues Partnership we have been able to identify where our most highly populated isolated or potentially isolated older people live. This includes all of the towns in Breckland, as well as Necton, Mattishall, Shipdham, Harling and Ashill. We will target these areas in order to focus the programme on those that need it the most.

Why

- 2.9 Breckland has 37,909 residents over 60 years old according to the 2011 census data. This is nearly one third of the district's population (29%). We know that there are at least 17,000 people over the age of 70 that live on their own. This is a large number of people who are potentially at risk of not remaining active, participative and living independently.

- 2.10 Research into arts and wellbeing has become far more prevalent in recent years, being highlighted in the current Culture White Paper, as well as being recognised by Public Health England as a strong intervention for wellbeing.
- 2.11 The Communities team has built up strong working relationships with Creative Arts East, Norfolk Museums Service, Norfolk Library Service and South & West Norfolk Clinical Commissioning Groups.

When

- 2.14 The activities will commence in autumn 2017 and run until spring 2020.

How

- 2.15 The Silver Social will see three touring circuits introduced:

- 1) Library Circuit
- 2) Village Halls Circuit
- 3) Other community venues, including museums, assembly halls

- 2.16 We will bring the very best artistic content on offer in the form of live performances by Matthew Borne, Rambert Dance Company, Aldeburgh Music, internationally recognised authors and live theatre to be programmed by Creative Arts East. We are looking at options to introduce Exhibition on Screen – bringing art exhibitions from around the world to local screenings, as well as increasing our provision of National Theatre performances and international dance.
- 2.17 There will also be a workshop programme, tapping into the interests of our target audience: wildlife, history and heritage, gardening, reading and traditional crafts.
- 2.18 We will look to establish a project team to include arts professionals, health professionals, local authority partners and representation from the Breckland Older People's Forum.
- 2.19 We will work closely with Age UK and other partners to help identify those isolated older people who would benefit the most from engagement with the programme.

3.0 OPTIONS

- 3.1 To agree to receive and spend £185,773 grant funding from Arts Council England in accordance with their Terms and Conditions.
- 3.2 To not agree to receive and spend £185,773 from Arts Council England

4.0 REASONS FOR RECOMMENDATION(S)

- 4.1 As mentioned earlier in the report, Breckland has over 39,000 residents over the age of 60 and 17,000 over the age of 70 and living on their own. The Corporate Plan recognises this and has an objective to: 'Work with partners on supporting older people to remain active, participative and live independently within the community. This project will deliver against this corporate objective.

5.0 **EXPECTED BENEFITS**

- 5.1 The sessions will be delivered in areas where the evidence shows we have greatest need. This will mean an estimated 4,000 people who have low engagement with the arts and also at risk of isolation will participate in the project
- 5.2 The White Paper highlights the importance of promoting Arts in improving the wellbeing of individuals and this will be evaluated through the project leading to valuable research findings that will be widely shared and used to influence future project development.

6.0 **IMPLICATIONS**

6.1 **Carbon Footprint / Environmental Issues**

- 6.1.1 It is the opinion of the Report Author that there are no implications as additional travel across the district will be minimal

6.2 **Constitution & Legal**

- 6.2.1 Section 4B – Financial Procedure Rules of the Constitution requires that Full Council agrees any terms or restrictions applied by the funder and to approve the receipt of and spend of grant funding above £100,000.

6.3 **Contracts**

- 6.3.1 There will be a contract in place with Arts Council England in order for us to receive funding; the Terms & Conditions of this funding are attached.

6.4 **Corporate Priorities**

- 6.4.1 The project aligns to the Corporate Priority: Work with partners on supporting older people to remain active, participative and live independently within the community

6.5 **Crime and Disorder**

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

6.6 **Equality and Diversity / Human Rights**

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

6.7 **Financial**

- 6.7.1 The report requests agreement to receive and spend £185,773 grant funding from Arts Council England in accordance with their Terms and Conditions.
- 6.7.2 Breckland Council will contribute a maximum of £10,000 to the project from existing budgets.

6.8 **Health & Wellbeing**

- 6.8.1 The project is designed to target older isolated people and improve their social and physical wellbeing by engaging them in a 3 year programme of arts in their locality.

6.9 Risk Management

6.9.1 A full Project Risk Analysis has been completed and submitted as part of the funding application.

6.10 Safeguarding

6.10.1 The project will follow the Councils Safeguarding Policy as we will be dealing with potentially vulnerable older people. All relevant checks (e.g. DBS) will be undertaken by any partners or artists dealing directly with participants.

6.11 Staffing

6.11.1 Breckland Council will manage the project and these costs have been calculated and covered within the bid

7.0 WARDS/COMMUNITIES AFFECTED

7.1 Residents from all across the District will be able to attend should they meet the referral criteria.

Background papers:-

Lead Contact Officer

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Key Decision: No

Exempt Decision: No

This report refers to a Discretionary Service