

Health and Wellbeing projects and activities FUNDING APPLICATION

1. Applicant:

Name	Jon Berridge
Organisation	Carer Support Wiltshire
Address	The Independent Living Centre, St. George's Road, Semington, BA14 6JQ
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2. Amount of funding required from the Area Board:

£0 - £1000	
£1001 - £5000	£ 2,980
Over £5000 (please note – our grants will not normally exceed £5000)	

3. Are you applying on behalf of a Parish Council?

Yes	
No	x

4. If yes, please state why this project cannot be funded from the Parish Precept?

5. Project title?

6. Project summary: (100 words maximum)

Loneliness and isolation are a huge problem amongst the elderly in general, but elderly carers are twice as likely to feel lonely as their peers. Of the estimated 2800 unpaid carers in Melksham, over 2,200 feel lonely sometimes, and around 700 feel lonely all the time.

We'd like to reach Melksham residents who may be lonely and connect them with local organisations and groups which can support them or offer social inclusion. We will work with other organisations such as Age UK and Alzheimer's Society to ensure respondents are referred to the most appropriate organisation or group.

7. Which Area Board are you applying to?

Melksham

8. What is the Post Code of the place where your project is taking place?

SN12
BA14 (Keevil, Semington, Steeple Ashton)
SN10 (Bulkington and Poulshot)

9. Please tell us which themes best describe your project:

<input type="checkbox"/> Intergenerational projects	<input type="checkbox"/> Heritage, history and architecture
x Older People Support/Activities	<input type="checkbox"/> Inclusion, diversity and community spirit
x Carers Support/Activities	<input type="checkbox"/> Environment, recycling and green initiatives
<input type="checkbox"/> Promoting physical and mental wellbeing	<input type="checkbox"/> Sport, play and recreation
x Combating social isolation	<input type="checkbox"/> Transport
<input type="checkbox"/> Promoting cohesive/resilient communities	<input type="checkbox"/> Technology & Digital literacy
<input type="checkbox"/> Arts, crafts and culture	<input type="checkbox"/> Other
<input type="checkbox"/> Safer communities	

If Other (please specify)

10. About your project

Please tell us about your project (a strong application will address all of the following):

How does your project support local needs and priorities?

According to the latest Age Concern and Help the Aged survey results, 7 per cent of people 65+ in England say they always or often feel lonely. Including those who say they are sometimes lonely, the figure rises to 33 per cent. (Age UK "Loneliness and Isolation Review")

Amongst carers over 65, the statistics on loneliness are alarming, with 25% saying they always or frequently feel lonely. Including those who say they are sometimes lonely, the figure rises to 62%.

Isolation among older carers can be caused by a number of factors:

- The need for the carer to stay with the cared-for person, leaving them both house-bound in many cases
- The increased financial pressure which forces many to give up social and leisure activities
- A lack of suitable transport – this is more difficult for older carers who are less able to help the cared-for person in and out of a car, or where public transport is limited

- This isolation is compounded by the fact that older people are less likely to use the internet, which is how most local events are promoted. As a result many elderly carers are not aware of events happening locally. Lack of IT skills also makes it more difficult to stay in touch with friends and family.

We'd like to address this as follow:

- Create a poster and postcard addressing the issue of loneliness and isolation.
- Place posters in local GP surgeries, supermarkets, libraries etc.
- Deliver postcards to 14,000 Melksham residents
- The print approach is key as it ensures we reach elderly people who do not use social media or the internet. The campaign will also be supported on social media to increase reach and frequency.
- Provide a phone answering service to signpost all elderly Melksham residents (not just carers) who respond to the postcard, to local activities and groups. Carers will be supported by CSW.
- Run a monthly group for isolated carers, and provide assistance with respite care, and transport to ensure the group is accessible to those who need it
- Signpost to other organisations already running groups in Melksham.

We are confident this approach will enable us to engage with difficult to reach elderly people who are lonely or isolated. We will support carers, and refer non-carers to the appropriate group or organisation in their community.

How many older people/carers do you expect to benefit from your project?

350 elderly Melksham residents.

With a comprehensive mailing to 14,000 Melksham homes, we hope to reach the majority of lonely elderly people – including carers.

With an average response rate of 4.4% we would expect to engage with around 100 lonely carers. (4.4% of the 2,200 carers in Melksham who feel lonely or isolated)

The retirement age population of Melksham is estimated at 5820. Again, with a 4.4% response rate we would expect to engage with over 250 elderly people.

Carer Support Wiltshire will handle all enquiries generated by the campaign, offering support to carers and signposting non-carers to relevant local organisations, groups and activities.

How will you encourage volunteering and community involvement?

The campaign messaging will include a call to action for volunteering. Respondents interested in volunteering will be directed to the most relevant local organisations and groups based on their interests and experience.

How will you ensure your project is accessible to everyone (for example: people living with a disability or on low incomes, or vulnerable, or socially isolated etc.)?

Part of Carer support Wiltshire's commitment to this project is to provide respite care and assistance with transport for those carers who would otherwise be unable to attend local group activities.

Carer Support Wiltshire group events are free of charge, as are many other local groups. The blanket mail approach ensures all Melksham residents are reached – including elderly non-internet users.

How will you work with other community partners?

We have contacted Age UK and Alzheimer's Society and both are keen to work with us to handle enquiries and refer people.

We will contact all local groups and organisations which have events of social activities in Melksham to discuss referral procedures and offer opportunities to get involved in the project. Community partners will need to provide information on their events and contact details in order to participate in the campaign. They will not need to commit any resources (staff or funding) to the campaign.

11. Safeguarding

Please tell us about how you will protect and safeguard vulnerable people in your project (You must address all of the following):

- Please provide evidence of your commitment to safeguarding and promoting the welfare of older/vulnerable people and their carers.
- How do you make sure staff and volunteers understand their safeguarding responsibilities?
- Who in your organisation is ultimately responsible for safeguarding?

CSW is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults engaged in the breadth of its activities. We have a safeguarding policy which outlines the duty and responsibility of staff, volunteers and trustees working on behalf of CSW in relation to the protection of vulnerable adults from abuse.

All CSW staff undergo mandatory Safeguarding Vulnerable Adults from Abuse Training which is refreshed every three years. Managers undertake the Wiltshire Council Safeguarding Vulnerable Adults from Abuse Training for managers.

The designated Vulnerable Adult Protection Officer for CSW is the Chief Executive. The role of the designated officer is to oversee all instances involving adult protection that arise within CSW. They will respond to all vulnerable adult protection concerns and enquiries. Specialist training is provided for this member of staff.

12. Monitoring your project.

How will you know if your project has been successful? *required field

A unique phone number, postal address and email address will be set up for the campaign, so we will be able to track the exact number of enquiries. CSW will track carer respondents to measure levels of engagement with CSW services. Non-carer respondents will be tracked (anonymously) from initial contact to referral. We will encourage all referral partners to document referrals received from this campaign, and to submit the results to CSW so a comprehensive report can be produced.

13. If your project will continue after the Wiltshire Council funding runs out, how will you continue to fund it?

This is initially a one off mail out to connect with lonely and isolated elderly people who are difficult to reach. If the approach proves successful, we would plan to repeat the campaign in 24 months. With data from the first campaign to demonstrate results, we are confident we can secure corporate funding for future campaigns.

14. If this application forms part of a larger project (eg a community navigation project), please state what this project is and approximately how much the overall project will cost?

15. Finance:

15a. Your Organisation's Finance:

16. Have you or do you intend to apply for a grant for this project from another area board within this financial year? *required field

- Yes
 No

17. Please list which area boards you are intending to apply, including this one (You can apply to a maximum of 3 Area Boards for the same project in a financial year) *required field, if Yes to Q11.

Melksham

18. DECLARATION

Supporting information - Please confirm that the following documents will be available to inspect upon request (You DO NOT need to send these documents to us):

Quotes:

I will make available on request 1 quote for individual project costs over £500 & 2 quotes for project costs over £1000 (Individual project costs are listed in the expenditure section above)

Project/Business Plan:

For projects over £50,000: I will make available on request a **project or business plan** (including estimates) for projects where the **total project cost** (as declared in the financial section above) exceeds £50,000 (tick only when total project cost exceeds £50,000).

Accounts:

I will make available on request the organisation's **latest accounts**

Constitution:

I will make available on request the organisation's Constitution/Terms of Reference etc.

Policies and procedures:

I will make available on request the necessary and relevant policies and procedures such as Child Protection, Safeguarding Adults, Public Liability Insurance, Access audit, Health & Safety and Environmental assessments.

Other supporting information (Tick where appropriate, for some project these will not be applicable):

- I will make available on request evidence of ownership of buildings/land
- I will make available on request the relevant planning permission for the project.
- I will make available on request any other form of licence or approval for this project has been received prior to submission of this grant application.

And finally...

I confirm that the information on this form is correct, any award received will be spent on the activities specified.