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
Phone number	01380 819604
Email address	jonb@carersupportwiltshire.co.uk

2. **Amount of funding required from the Area Board:**

£0 - £1000	
£1001 - £5000	£ 3,541
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?**

Make a Friend, Be a Friend / Community Connections

6. **Project summary: (100 words maximum)**

Loneliness and isolation are a huge problem amongst the elderly. In South Wiltshire, nearly 3,000 people aged 65 or over feel lonely or isolated.

Elderly carers are twice as likely to feel lonely as their peers. Of the estimated 1,279 unpaid carers aged 65 or over in the South Wiltshire area, more than 470 feel lonely sometimes and an additional 320 feel lonely all the time.

We'd like to reach Southern Wiltshire residents who may be lonely, and connect them with local organisations and groups which can offer friendship and social inclusion. We will work with other organisations such as Age UK and Alzheimer's Society to ensure respondents are also referred to appropriate sources of support.

7. **Which Area Board are you applying to?**

> Southern Community Area Board,
> Wiltshire

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

> SP5 1, SP5 2, SP5 3, SP6 3, SP1 1 (pt Laverstock) SP4 6, SP2 8 (pt Britford), SP5 4

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

☐ Intergenerational projects	☐ Heritage, history and architecture
x Older People Support/Activities	☐ Inclusion, diversity and community spirit
x Carers Support/Activities	☐ Environment, recycling and green initiatives
☐ Promoting physical and mental wellbeing	☐ Sport, play and recreation
x Combating social isolation	☐ Transport
☐ Promoting cohesive/resilient communities	☐ Technology & Digital literacy
☐ Arts, crafts and culture	☐ Other
☐ 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 a recent Age Concern and Help the Aged survey, 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")
>
> In 2011, there were around 9,031 people aged 65 and over in South Wiltshire – almost a quarter of the population. Based on the Age Concern survey, there are around 632 elderly South Wiltshire residents who feel lonely all the time, and more than 2,300 who feel lonely sometimes.
>
> Amongst carers over 65, the statistics on loneliness are alarming. 25% of carers say they always feel lonely, and if we include carers who sometimes feel lonely, it rises to a staggering 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 follows:

- Create a poster and postcard addressing the issue of loneliness and isolation;

- Deliver postcards to every home in the Southern Wiltshire area;

- Place posters in local GP surgeries, libraries, and on community notice boards, and at local markets;

- 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 South Wiltshire residents (not just carers) who respond to the postcard, to local activities and groups. Carers will be supported by CSW;

- Introduce a new regular activity group for carers and those they care for, including covering the cost of transport for those who need it;

- Signpost to other organisations already running groups in South Wiltshire.

We are currently trialling this approach in the Melksham, Corsham and Trowbridge community areas. Whilst it is still too early to gauge success, we have already had a number of calls to the service and successfully introduced lonely and isolated older people to local groups.

We are confident that this approach will enable us to engage with elderly people who are lonely or isolated, whom we would otherwise struggle to reach.

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

50 elderly South Wiltshire area residents who are not currently in contact with local charities and community groups.

With a comprehensive mailing to 11,000 South Wiltshire homes, we hope to reach the majority of lonely elderly people – including carers.

With an average response rate of 1.5% we would expect to directly engage with around 50 South Wiltshire residents over 65 who feel lonely or isolated. We would expect about 25% to be carers and 75% to be non-carers*

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.

*1.5% of the 793 carers and 2,558 non-carers aged 65+ in South Wiltshire who feel lonely or isolated

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.

We are currently recruiting a team of volunteers to hand out postcards on popular market days, to help us to further our chances of engaging local people and spreading awareness of the new service. Assuming this approach proves successful, we would repeat this to support a service launch in South Wiltshire.

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 help with paying for replacement care and assistance with transport for those carers who would otherwise be unable to attend local group activities.

By organising a new activity group for carers and the cared-for person, we can give those carers who are unable to leave the person they care for, an opportunity for both to get out of the house, enjoy some new mental stimulation, and make new friends.

Carer Support Wiltshire group events are free of charge, as are many other local groups. Our aim is to engage with as many existing free of charge groups and activities as possible.

The blanket mail approach ensures all South Wiltshire residents are reached – including elderly non-internet users.

How will you work with other community partners?

There has been consistent enthusiasm from the community groups we've contacted in Corsham, Melksham, and Trowbridge. All have welcomed the approach and opportunity to take part.

Several charities are involved (including Age UK, Alzheimer's Support, and Wiltshire Centre for Independent Living), and we have so far engaged 64 local community groups and services – all of whom have committed to contacting anyone referred to them within one week and making that person feel welcome.

We will contact all local groups and organisations which run social activities in South Wiltshire, to offer opportunities to get involved in the project. Community partners will need to provide information on their regular events and contact details in order to participate in the campaign. They will not need to commit any resources in the form of staff or funding.

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 and email address has been set up for the campaign, to enable us 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 encourage all referral partners to document referrals received from this campaign, and all have agreed to provide feedback to us.

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 in South Wiltshire. 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 local 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:

Your latest accounts: March 2018

Total Income: £ 1,246,519

Total Expenditure: £ 1,263,713

Surplus/Deficit for the year: -£ 17,194

Free reserves currently held: £ 15,713
(money not committed to other projects/operating costs)

Why can't you fund this project from your reserves:

> We do not have sufficient funds in our reserves to pay for this project. We provide a county-wide service and are unable to deplete our reserves to fund a project with such a limited local focus.

15b. Project Finance:

Total Project cost **£6,161**
Total required from Area Board **£3,541**

Item	Total	CSW Costs	Southern Community
Postage based on 22,000 addresses	£ 1,483		£ 1,483
Printing	£ 558		£ 558
Postcard and poster design	£ 320	£ 320	
Phone line staffing	£ 300	£ 300	
Programme co-ordinator	£ 300		£ 300
Admin	£ 280	£ 280	
Contingency	£ 120	£ 120	
Transport (carers)	£ 240	£ 240	
Respite (carers)	£ 560	£ 560	
Carer and Cared-for events x6	£ 2,000	£ 800	£ 1,200
TOTALS	£ 6,161	£ 2,620	£ 3,541

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

   ○ **No**

   ◉ **Yes**

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.

South West Wiltshire Community Area

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.