

## Health and Wellbeing projects and activities FUNDING APPLICATION

### 1. Applicant:

Name	Nicky Thomas
Organisation	Alzheimer's Support
Address	Park House 1 Park Road Trowbridge BA14 8AQ
Phone number	01225 776481
Email address	nickyt@alzheimerswiltshire.org.uk

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

£0 - £1000	
£1001 - £5000	X
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?

Mildenhall Memory Cafe

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

Engaging people affected by dementia in activities such as singing and exercise helps promote health and wellbeing and reduce social isolation and loneliness. Our Mildenhall Memory Café opened its doors in January and is now up and running with regular attendees enjoying the free movement and music classes that we offer.

The group takes place in the Village Hall and is free and accessible and we are seeking funding to support the running costs over the next six months (approx. 24 sessions).

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

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

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

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

It is estimated that by 2020, 8,500 people in Wiltshire will be living with dementia. Faced with this growing need, it is essential that there is continued investment in infrastructure, particularly in more rural and isolated parts of the county, and it Alzheimer's Support's strategic aim to provide access to dementia-support within five miles of peoples' homes.

Community groups such as the Mildenhall Memory Café are vital to delivering this goal – it is quite simply a lifeline for people affected by dementia, putting accessible, specialist support and care into the heart of the local community and enabling them to maintain their independence and continue to live in familiar environments with the people they know and love.

The Memory Café also helps make dementia visible; providing specialist advice and information for people concerned about dementia and helping create resilient communities that understand the disease and are able to support neighbours and friends.

**How many people do you expect to benefit from your project?**

The Memory Café meets weekly at Mildenhall Village Hall. It's concept and format are tried and tested and are very simple: a regular social gathering with activities, tea and biscuits...but the impact is huge:

1. Engaging people with dementia, and their carers, in sports or other activities that improve health and wellbeing, is a priority for Alzheimer's Support and the Memory Café offers a *Movement for the Mind* exercise class and *Music for the Mind* singing group (which meet on alternate weeks).

Regular, gentle exercise enhances the wellbeing of people with dementia, stimulating the brain and supporting mobility and co-ordination. Singing and music are proven to stimulate brain function, unlocking parts of the brain when other memories are lost. For carers, the activities relieve stress and anxiety and also create an opportunity for them to reconnect with a loved one for whom they now care.

2. The Memory Café also provides regular social interaction. A key issue for people affected by dementia is loneliness; friends and acquaintances often fall away following a diagnosis and the changes that the disease can bring severely impact confidence. People with dementia and their carers can quickly become isolated, particularly in rural areas. Lasting friendships are made at the Memory Café, with people sharing knowledge and experience and offering mutual support.
3. Alzheimer's Support works to create resilience for the person with dementia, and their family carers, as their life changes. The café is a doorway to accessing specialist support, advice and additional services, from home support, day clubs, counselling and training for carers, to accessing benefits that may be available.

The Mildenhall Memory Café was established in response to an identified gap in the provision of dementia-specific services in East Wiltshire. Although we offer a well-established art club in Pewsey and a *Music for the Mind* group in Lockeridge (with 25 to 30 regular attendees) we recognised that there was scope to offer more activities within the area and Mildenhall was identified as a good geographical location for the Memory Café.

The Memory Café has been running for six months and currently has 10 regular attendees (that is people with dementia and their carers), with numbers gradually increasing and capacity for up to 30 people.

### **How will you encourage volunteering and community involvement?**

Alzheimer's Support has a comprehensive volunteering programme and our community groups attract significant volunteer support, partly due to the enjoyable activities but also because of the caring and supportive environment our groups offer.

Mildenhall is no exception; the Memory Café is co-ordinated by one of our dementia-specialist support staff with 1 – 2 trained volunteers helping each week.

Our volunteers come from all walks of life, but we see a higher number of older people taking up this opportunity; they have often had experience of dementia and cared for a loved one and therefore have a deep understanding of the disease, bringing valuable knowledge to the groups, some are experiencing loneliness and enjoy the regular social interaction and we also have volunteers who want to learn new skills and engage in a meaningful and worthwhile activity within their own community.

**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.)?**

Accessibility is a key feature of our Community Groups because they are vital for reaching out to people affected by dementia and enabling them to access the specialist support and services they require and this can be demonstrated in a number of ways:

- The Mildenhall Memory Café is offered free of charge so that there are no cost-barriers to people joining;
- A diagnosis of dementia is not a prerequisite for people to come along to the Memory Café and for many it is the first step on their journey with dementia, with the informal, social setting creating a space where people feel comfortable to ask questions and seek further support;
- Dementia impacts mobility and co-ordination and the setting and activities are designed to accommodate these needs and provide therapeutic support in terms of gentle physical exercise;
- The Memory Café is in the heart of the community, and the local knowledge and support that it brings enables us to identify and engage people with dementia who may be socially isolated and coping with minimal support;
- Our pool of volunteer drivers also enables us to overcome transport issues.

**How will you work with other community partners?**

First and foremost, we work with community partners to promote our services, enabling us to reach people who are affected by dementia and may need our specialist support. We have a close working relationship with health-providers and referring agencies and our Dementia Advisers are based within GP surgeries so that we are on the ground and visible within villages and neighbourhoods. Our community groups are promoted through these avenues and are often the first step for people who are newly-diagnosed with dementia, seeking further support.

Our community groups are also well received by local communities and we receive a tremendous amount of support through volunteering and fundraising. We are also supported by organisations such as Fareshare (an organisation combating food waste) and local supermarkets that provide us with refreshments for our day clubs and community groups.

Our community groups also raise our profile locally, enabling us to raise awareness of dementia, remove the stigma associated with the disease and help build capacity within local communities to support an ageing population. For example, we work with local organisations, churches, schools and businesses to run Dementia Friends training.

## **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?

As a provider of registered services, we are subject to CQC inspections. In 2017 we were once again graded as GOOD. The responsibility for the health, safety and welfare of our service users lies with the Chief Executive but is observed by all staff and volunteers.

Part of this commitment means that all colleagues are trained to Care Certificate standard. Safeguarding and a profound understanding of person centred care is at the heart of our training and indeed our organisational ethos.

Our training and work practices are underpinned by robust safeguarding policies, informed by national standards and disseminated to all staff via our intranet. All staff, volunteers and consultants are DBS checked.

## 12. Monitoring your project.

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

The Community Activities Coordinator maintains weekly spreadsheets for all groups delivered in a number of locations. This activity is reviewed by the senior management team at six-weekly meetings and in turn by the Board of Trustees and the Finance Sub-committee at their quarterly meetings. Our target is to reach 10 people with dementia often accompanied by their family carer for each group. We regularly exceed this target. In addition we undertake yearly participant surveys where we gather qualitative feedback from carers and people with dementia about their experience and invite suggestions and comments to inform the improvement of our offer. Success for us means a full group delivering a positive experience to attendees week after week and a person centred service tailored to their needs.

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

Our income streams are very diverse and we vigorously fundraise in all areas. Our experience shows that once a group is established and has made connections with the local community we enjoy a lot of support and goodwill - which also translates into financial support and/or sponsorship. Communities recognise the value the activity brings and the benefit it has to participants. So prime-pumping the project with a grant will see it created and the wider

## 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

N/A

## 15. Finance:

### 15a. Your Organisation's Finance:

Your latest accounts:

Month  Year

**Total Income:**

£ 1,162,504

**Total Expenditure:**

1,213,613

**Surplus/Deficit for the year:**

£ 51,106

**Free reserves currently held:**

**(money not committed to other projects/operating costs)**

£ 259,380

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

Our free reserves have only now reached the recommended level at which it could sustain our operations for a 3 month period

We are a small community group and do not have annual accounts or it is our first year:

**15b. Project Finance:**

Total Project cost £ 4515.38

Total required from Area Board £ 3350.18

**Expenditure**      **£**                      **Income**                      **£**                      **Tick if income confirmed**

NB. If your organisation reclaims

VAT you should exclude VAT from the expenditure

(Planned Income [help](#))

(Planned project costs [help](#))

Music Instrutor (12 ses:	540			<input type="checkbox"/>
Exercise instrutor (12 s	540			<input type="checkbox"/>
Memory Cafe Co-ordin	697.68			<input type="checkbox"/>
Staff travel (@ £5.75/d	138			<input type="checkbox"/>
Volunteer hours (@ £1	960	Volunteer hours	960	<input checked="" type="checkbox"/>
Venue hire (@ £15/ses	360			<input type="checkbox"/>
Refreshments (57p /he	205.20	Food donations from F	205.20	<input checked="" type="checkbox"/>
Admin costs (payroll/HF	798.50			<input type="checkbox"/>
Volunteer travel (based	276			<input type="checkbox"/>
				<input type="checkbox"/>
<b>Total</b>	<b>4515.38</b>	<b>Total</b>	<b>1165.20</b>	

**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.

## 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.