

Celebrating Age- background bid papers

Wiltshire Celebrating Age Cultural Partnership involves partners from the major cultural organisations in the county supported by Arts Council England including Wiltshire Music Centre, Ageas Salisbury International Arts Festival, Salisbury Playhouse, Salisbury Arts Centre and Pound Arts together with Age UK, Wiltshire Council library service and community engagement services, and the Building Better Opportunities programme led by Community First in Wiltshire. Many of these cultural organisations in the very rural county of Wiltshire have an active audience of older people. Evidence from attendances at these cultural organisations suggest that many audience members find it increasingly difficult to engage with the cultural activities they love as they get older due to the difficulties of independent travel to venues in a county with limited public transport. This project aims to bring arts and cultural activity and engagement closer to the older audience by delivering work in local community spaces such as libraries.

The arts and cultural partners are specifically aware of the issues facing older people through their own volunteer groups. Each partner organisation has up to 150 volunteers each, of which 75% are age 60 plus. Many of these volunteers have come to the cultural organisation as a means of social engagement, sometimes following bereavement.

Wiltshire Community Foundation undertook an extensive report about conditions in Wiltshire in 2014. *'Wiltshire Uncovered Report 2014'* identified that we have a large and ageing older population. Our population of 65+ and 80+ year-olds is expected to double by 2035. 31% of Wiltshire's population will be over 65 by 2035, 11% of those will be over 80 years old.

The report also found that transport networks don't work for those without private transport. In rural Wiltshire, 10,900 people do not have access to a car or van, 6,810 of these are pensioners.

Older people make up a quarter of the population of Wiltshire. There is a slightly higher percentage of 65+ and 75+ people in Wiltshire than in the rest of England.

We have used these statistics to focus on 6 local areas for inclusion in this project which reflect both high levels of older people in the community and suitable partner space at libraries/community centres in which to deliver more local work.

The report also indicates that day centres and lunch clubs are still the mainstay of social contact for many older people. Many of these clubs are run by elderly people who don't consider themselves elderly. However, as the new generation of older people go through the system, the likelihood that this type of social provision would be appropriate is low. This suggests maintaining the activities older people are already engaged in through arts and cultural experiences, but making it easier to access these in a more local setting. The project will focus on developing high quality activity that will have impact across people defined within protected characteristics of age, disability, dementia and life-limiting illness.

Our proposal is to make a significant difference to well-being for this group by supporting more outreach work with arts and cultural activity being delivered in the places where older people live and in local locations that they already use like libraries and community spaces

so that they will find it easier to engage. Based on feedback from other activity with this age group, the programme will probably focus on engagement and participation activities more than pure performance in order to tackle, in particular, issues of rural and social isolation to maximise well-being in this community.

We will focus on activity in libraries and social/community centre settings and other outdoor space eg public parks. Depending on the communities, it might also involve residential care settings. The 6 communities have also been chosen because they are already within or near an area that is involved in the Rural Touring Network. This means that there are existing connections with local people involved in helping to organise and promote artistic performance in each location.

Wiltshire Celebrating Age Cultural Partnership will achieve an increase in older people engaging with cultural activity for longer and will specifically target people who have not engaged before through groups run by the community and charity partners. It will involve the development of activity with the community to reflect their own preferences and will use artists across the age ranges including top quality young artists to develop benefits from intergenerational interaction.

Activities will be planned and delivered with cultural partners on a regular basis, eg up to monthly in order to establish an ongoing relationship with the group and they will also be offered the opportunity to visit partner venues to enjoy shows, concert and exhibitions, depending on their interests. The cultural partners will use their existing expertise in organising cultural activity to develop and train a 'front-of-house' volunteer group from the participants in each location to manage all the activities.

The breadth of the partnership, including a much more extensive relationship for arts organisations with Age UK and the development of more activity with existing delivery partners such as the Alzheimer's Society, will ensure that more local community groups (through the local volunteer groups of the charity partners and library/community centre partners) access more cultural provision. It will also focus the attention of cultural organisations focus specifically on tackling issues of rural and social isolation.

The involvement of the library service in the partnership enables us to learn from the Wiltshire Creative Libraries project undertaken over the last 2 years which sought to put more artistic work into libraries. The learning from this was that staff and volunteers at the libraries were very keen to get involved in work saw it as an extension of the library offer. It was seen as a great way of drawing new people both into libraries and more cultural activity. Practical lessons were also learnt about managing the mix of activity in the libraries so that book readers and participation activity could co-inhabit the space. The need for a creative producer was identified as a key for success and the Project Development Worker role has been designed to reflect this. The use of outdoor spaces in the local communities was regarded as an added bonus and the opportunity to use the work created by the community groups ie songs and poems in performance opportunities, was important as was working with local people to make performances about things that are important to them eg local history. All these elements will be taken on board in designing the Celebrating Age activity delivery.

Wiltshire Celebrating Age Cultural Partnership will appoint a Project Development Worker to develop a variety of monthly arts and cultural activities with each of up to 6 local communities with activity being based in the local library/community centre as appropriate with the potential to also use outside space and provide work in care homes if appropriate.

The activity will focus initially on the 6 communities listed where there are library/community centre facilities suitable for arts/cultural activity.

- Calne
- Royal Wootton Bassett
- Corsham
- Amesbury
- Salisbury
- Trowbridge

The Project Development Worker will work with the local representatives of the partner charity, Age UK and will develop relationships with other charities working with older people such as the Alzheimer's Society, to identify existing local groups who might be interested in additional cultural activity. The cultural organisations will also communicate with their existing audiences in these areas to identify interest.

The Project Development Worker will meet with local groups and participants as well as libraries and cultural delivery organisations to understand what provision there is already and to identify the sort of additional cultural activity that would be welcome in the local setting. The involvement of potential participants will be critical in making decisions about the activity to be undertaken.

Experience of projects doing outreach work with older people suggests that work offering a combination of performance and participation works best. Artists and providers will be identified who have a focus on being specialists in engagement with older groups and within several theme areas such as a focus on words (because of the library setting) involving story-telling, book readings, debates, creative writing and poetry groups, drama and theatre skills groups. Another theme area might be memory with storytelling and music activities and another theme area might relate to music and dance with recitals, dance classes, tea dances, singing groups and song writing with young singer/songwriters.

Work currently being undertaken by partners in venues which might be suitable for taking out to the community might include:

- artists involved with the Elevate programme working with older people at Salisbury District Hospital;
- Dance Six-O which provides dance classes for older people at Salisbury Playhouse ;
- Dancing Through Time offers movement/dance classes for people aged 55+.
- Singing for the Brain offers musical activities for Alzheimers sufferers and their carers
- Golden Oldies offers fun singing for older people and a current Corsham group already attracts over 30 participants each week.
- Arts Together seeks to improve the health, well-being and quality of life of older people through the provision of a range of participatory arts projects

Using a model that was successfully used on another community arts project with young people, arts and cultural partners will propose a range of cultural engagement activities using local and regional artists of the highest quality who they have been working with in venues around the county over some time. The local community groups will then be encouraged to form a panel to choose the activities they would prefer to have. Delivering work in an outreach setting will also develop the skills and experience of artists who may not have delivered in such spaces before. Creation of the panel will also be important in liaising on fundraising activity which will be undertaken at a local level to raise a modest amount of support each year.

The artists working in the communities will also aim to celebrate the art created by older people during the activities, for example if there is a body of words-related activity, it might be possible to draw this together into a collection of writing celebrating age. There will be sharing opportunities during the project to showcase some of the work undertaken.

The Project Development Worker will also be looking for opportunities to link local amateur arts and cultural activity such as choirs and amateur dramatic groups with the professionally led activity for older people in order to seek better opportunities for sustainability post-project.

Activity will be chosen that can take place regularly over the period of the project, which will deliver activity for 2.5 years, in order to maximise sustainability post-project. The aim will be to create a model of community cultural engagement that can be extended out to other communities.

One of the partners, Community First is also leading a Postcode Lottery Dream Fund bid aimed at engaging people of all ages with arts, culture and heritage including developing an 'arts on prescription' programme. The arts and culture organisations involved in this Celebrating Age bid are also partners in the Dream Fund bid which will complement and extend the impact of the Celebrating Age work both because it extends across the whole county, and also because it involves development into active health and well-being 'social prescribing' which will be able to be targeted on the Celebrating Age participants.

Community First will also use a **Community Organising** approach, similar to the model in Celebrating Age, to target local groups and door knock to identify those who are isolated to take part in the local arts programmes to inspire and engage. This approach will identify volunteers as well as participants to ensure locally based activity is sustained. The volunteers will also be trained by the cultural partners to act as 'front-of-house' help to run activities as well as looking after artists delivering activity.

The Project Development Worker will also liaise with arts and cultural partners to arrange for groups of participants in the community to attend professional performances at Salisbury Festival, Wiltshire Music Centre, Salisbury Playhouse, Salisbury Arts Centre and Pound Arts and other partners and facilitate an opportunity for them to meet after the event to discuss what they've seen. This will further embed a relationship with cultural partners and community members. If transport is identified as a block to such activity, a solution will be sought using existing community transport services.

The Project Development Worker will undertake evaluation in each location with participants, artists and partners in order to identify a model of best practice for rural areas in local cultural delivery and partnering between community focussed organisations and arts and cultural organisations. This will be shared widely with partners and other interested parties.

Management of the activity

Governance and Partnership Management

Wiltshire Music Centre (WMC) will act as the lead organisation for the bid and will administer the grant. WMC is an Arts Council supported NPO and has received regular funding since 2006. The partnership includes all the NPOs in the county together with the Wiltshire County library service and Community First, the rural Community Council for the county. The project will be overseen by a **steering group** made up of the partners who will meet twice a year to review progress, assess the success of the different activities undertaken and review the evaluation. The consortium has been put together to include arts and cultural organisations who want to engage with older people more effectively and for longer; the library service which has local facilities that older people already use for group activities and Community First which has wide experience of community organising on the ground in these communities as well as co-ordinating the network of Wiltshire's 165 village halls which may also be used as venues for activity.

The partners in the project will enter into a **Partnership Agreement** which will detail the aims and objectives of the project together with the workplan and individual member obligations in terms of delivery of the work. It will also detail the governance arrangements and reporting and evaluation mechanisms for the project such that any delivery issues can be quickly identified and rectified. There are a set of initial partners included in the bid who have committed to develop and propose activity for delivery in these communities. However other delivery partners will be sought throughout the life of the project eg Salisbury Cathedral and the Royal Voluntary Service.

The Head of Creative Learning at WMC will line manage the Project Development Worker (PDW) as part of the Creative Learning team which consists of 1.5 other roles. As such the PDW will have strong and ongoing professional support to deliver the agreed work plan as part of a high performing team which undertakes over 20 outreach projects each year in the community, mainly in schools.

Other arts and cultural partners such as Salisbury Playhouse, Ageas Salisbury International Arts Festival and Pound Arts all have experience of delivering work aimed at older people and have relationships with artists who specialise in such work. They will fully contribute to the development of ideas for delivery in the community and will support the Project Development Worker in identifying and sourcing artists and heritage leaders.

The Steering Group will provide the PDW with community contacts through the Wiltshire Council Library Service, Community First, Age UK and the Alzheimer's Society to identify and make contact with community groups in the chosen locations.

Wiltshire Celebrating Age Partnership activity fits well strategically with WMC's Creative Learning work and core programming which aims to increase the opportunities everyone has to experience and take part in great art delivery. WMC delivers around 120 live music events each year as well as a full timetable of creative learning projects. In addition to managing this level of activity, in the last four years WMC has also managed a major capital investment programme with ACE funding support, a Catalyst strategic fund investment programme and a fundraising investment programme. Other arts and cultural partners (most of whom are NPOs) involved in the bid all share the strategic priority of engaging with older members of the community and contributing to the ongoing well-being of this group and their continued engagement with the arts.

Work Plan

The workplan has been developed based on our experience of managing many outreach projects in communities across Wiltshire together with experience of partners such as Ageas Salisbury International Arts Festival in delivering arts participation projects in local communities. The locations have been selected to focus on 2 communities each in the north, south and west of the county where there are suitable libraries and other community locations in which to deliver work.

The workplan covers the 3 year period from 1/4/2017. Prior to this, the partners will enter into a Partnership Agreement and a job description for the PDW will be prepared in consultation with the partners.

Financial viability

WMC is an NPO with a strong and resilient business model which has been in place for more than 18 years and delivers around 120 live events each year as well as over 20 creative learning projects. The organisation has strong and professional financial management including the production and review of monthly management accounts which include projects with restricted funding such as Celebrating Age. The organisation is able to invest in development projects from reserves and has a free reserve of some £100,000.

The other arts, cultural and heritage partners involved in the bid are all major arts organisations in the county, the county library service, the main local museums and a major national charity. All these organisations are longstanding businesses working on a stable financial basis.

The budget has been developed in consultation with partners and based on known costs for project workers and activity delivery. The project will be resourced on a three day per week basis which allows the Project Development Worker to spend the equivalent of one day per week in three parts of the county where the six communities are located. Based on existing experience of community project work such as the Nature of Art and the Virtual Landscapes projects undertaken by Ageas Salisbury International Arts Festival, this is believed to be adequate resourcing. A significant travel budget has been included to reflect the rural nature of the county and the need to travel quite extensively around it. Office space will be

provided both in Salisbury and in Bradford on Avon in order to offer the maximum support possible to the Project Development worker.

WMC will undertake the recruitment of the Project Development Worker and costs for this have been included in the budget. Line Management will be provided by the existing Head of Creative Learning at WMC and the post will sit within an existing team meaning that there is built in support for the project resource. Other costs such as marketing and IT costs are based on known costs for support at WMC.

The direct cost of activity at £350 per session is based on the cost of other outreach delivery work. Clearly the detail of this will depend on exactly what the work is and how it is to be delivered. Payments to artists will be made at no less than the minimum recommended guidance from Arts Council England. Additional budget has also been allowed for arts materials based on experience of previous projects. Activity will be delivered over a two and a half year period, allowing 6 months for set up.

Marketing will be undertaken at the local level and will consist mainly of posters to be displayed in local GP surgeries, libraries and community spaces which the participant community are likely to frequent.

WMC and the other partners will provide the following investment and in-kind support:

- WMC - office space and 200 free tickets pa to events at WMC
- Wiltshire Council Library Service – library locations for delivery activity
- Local Area Boards within Wiltshire – financial contributions
- Pound Arts - 200 free tickets pa to events at Pound Arts
- ASIAF - 200 free tickets pa to events at ASIAF
- Salisbury Playhouse - 200 free tickets pa to events at Salisbury Playhouse
- Salisbury Arts Centre - 200 free tickets pa to events at Salisbury Arts Centre

The budget is based on work being delivered free to participants for two years through achieving funding support from local Area Boards in each location based on the letters of support attached to the bid. This may be supplemented by other local funding from town and parish councils and local charities. The community group will liaise and support the Project Development Worker in achieving the fundraising needed which is regarded as modest given the value of overall activity and is believed to be achievable in each community.

The community group formed to choose the work and liaise on fundraising will also be important for the future sustainability of the work long-term. The aim is that by the end of the third year, the participants will either fundraise for the work or will charge a modest participation fee for the activity (budgeted at £5 a session). The creation of the community group is also designed to create the basis of the continuation of the work using the artists

and providers and contacts with the cultural organisations without needing the support of the Project Development Worker. In this way the project is a catalyst for the long-term continuation of this work in the community on a sustainable basis.