

DEMENTIA FRIENDLY CONCERTS & TRAINING IN BRADFORD ON AVON

We would like to offer local people living with dementia and their carers the opportunity to attend two special events at Wiltshire Music Centre. This is a brand new area of work for the Centre with ties in with the National Dementia Strategy to raise awareness and understanding, and to provide high quality opportunities for people to *live well with dementia* for the rest of their lives. Through the following events we aim to become a more 'dementia aware' venue and provide opportunities for those living with the symptoms. To support Dementia Awareness Week 2017, we would like to offer the following:

- **Training on how to be a 'Dementia Friend', delivered by the Alzheimer's Support team** for Wiltshire Music Centre staff, volunteers and the public. Our aim is to become more dementia aware and to have a better understanding of some of the challenges faced by those living with the illness. We would like to deliver this in March 2017 with a repeat session in the Autumn if successful.
- **A Cake Concert by musicians from the Bournemouth Symphony Orchestra (BSO)** as part of Dementia Awareness Week 2017. The BSO have run this type of concert especially for older people and those living with dementia in many venues over recent years to great success, and it is a tried and tested model. The concert will take place in the Music Centre's informal Bar area, with a live performance by some of the UK's best classical musicians and enjoyable tea and cake. The relaxed nature of performance and audience interaction allows for involvement and enjoyment by those living with dementia. Staffing will be provided by those who have attended the dementia awareness training in March.
- **Tea, Cake, Music and Dancing! A Tea Dance by musicians from the BSO.** We would like to host a lovely opportunity for those living with dementia to hear tangos and waltzes, jive and jazz with live dancing. This again will be delivered by experienced members of the BSO and those attending will have the opportunity to keep fit and have fun in way which is comfortable and appropriate for them. This is planned for Autumn 2017.



BSO project work

The BSO hosts regular Tea Dances which bring together not just couples who enjoy dancing, but also gives those who are isolated the opportunity to make new friends with the bonus of being able to dance with like-minded people. The aim is to reach every person in the room with some familiar songs and encourage them to sing along or do some gentle movement.

"It has been amazing to see the effect that music has on residents – rekindling memories – creating different moods – from upbeat show songs to war songs to opera arias – each home visit/performance has been engaging, fulfilling and at times incredibly moving" Kevin Pritchard, BSO Horn

Our aims:

- To offer those living with dementia, and their carers the opportunity to attend relaxed concert experiences close to home. Attending other seated performances in a dark auditorium can sometimes be challenging, and we believe that live music should be accessible to everyone. In 2012, 6,538 people in Wiltshire were living with dementia. It is estimated that this will increase by 27.8% in 2020.

- To become more 'dementia aware' in the community and to develop a sustainable strand of work that supports those living with the symptoms of dementia, and their carers. 'Living well with dementia' includes establishing dementia friendly communities and therapeutic activities.
- To use the power of music to support wellbeing.
- To develop our partnerships with Bournemouth Symphony Orchestra and Alzheimer's Support to deliver high-quality events and opportunities in Wiltshire going forward.

Research increasingly shows that music helps to unlock memories, suggesting that music can reach areas of the brain that other communication methods cannot, prompting memories even for those who are far on their journey. It provides an important way for them to connect with others and to communicate, especially for those who no longer speak. It can provide a transformational effect, improving moods, reducing anxiety, encourage sleeping, eating and drinking – Age UK

When diagnosed with dementia, people often withdraw from normal social activities and quickly become isolated - this is especially true in rural Wiltshire, and can be caused by a combination of a huge loss of confidence, difficulties communicating, withdrawal of driving license, poor transport links and a lack of funds. To be able to once again engage in meaningful activity together... to explore some of the individual issues through shared activity can indeed restore lost connections and discover long dormant ones. New friendships and support networks are forged – Wiltshire Dementia

Partnerships

We would like to work with the Bournemouth Symphony Orchestra to deliver the concert and tea dance. The BSO has developed a reputation as one of the UK's major orchestras with a remit to serve the South and South West of England. It has worked with many of the world's leading composers, conductors and performers and has a specialist and tried and tested music programme for people living with dementia and their carers.

Alzheimer's Support is a registered charity founded in 1990 in response to a locally identified need for support for people with dementia and their family carers. The charity supports people living at home with mild to moderate dementia, helping them to maintain as much independence and control over their lives as possible. We will take advice on the best way to engage with an audience and promote the events, and also speak to other local groups including Wiltshire Heights and Music for the Brain who are delivering similar work. Continuing our ethos of providing the highest calibre musical experience for all possible audiences, Wiltshire Music Centre is keen to develop this work and these partnerships in order to reach those made vulnerable by the onset of Dementia.



BSO Tea Dance at another venue

We will also be speaking to Wiltshire Heights and our Music for Memory group at WMC to spread the word and grow awareness of the activity.

Funding

The total cost of delivering the programme will be £2,738. Of this we anticipate £500 of ticket income for the events. We are currently seeking support towards our anticipated shortfall of £2,238 and are speaking to local groups including the Freshford and Limpley Stoke Community Association. If we raise £1,100 of this we can ensure that both the awareness training and first Cake concert can go ahead.

Dementia Friendly

Budget

Expenditure	Detail	Cost (£)
Artist fees	<i>£600 Cake Concert, £600 Tea Dance</i>	1,200
Venue hire and staffing	<i>Day rates and Event Managers</i>	682
Marketing of events	<i>Print and postage</i>	200
Irrecoverable VAT		240
Management fee	<i>20% - all project management and administration</i>	416
Total expenditure		2,738
Income	Detail	
Ticket sales	<i>£5 per person per event. Anticipated 50 at each.</i>	500
Total income		500
Shortfall		-2,238