**Age Friendly Investments Opportunity**

**Arts and Culture**

**Project proposal form**

**February 2019**

**Introduction**

Conversations have been taking place across Salford about what makes an Age Friendly City. Weaste and Seedley, Broughton and Langworthy have been the starting point for these conversations as these neighbourhoods were also selected for the Big Lottery Ambition for Ageing programme. Based on the feed-back from these neighbourhoods we now wish to start developing project proposals which meet the priorities set out by the older people living in these neighbourhoods

**Background**

**Age-friendly communities (AFC)** are cities and communities which take steps to create a social and built environment that promotes healthy and active ageing, where people in later life can continue to participate and contribute for as long as possible, even when abilities decline.

**Salford** is a city which celebrates the role of older people. It provides support when needed to enable older people to live healthy, independent lives for as long as possible, and ensures that quality care and support is available when needed:

* The neighbourhoods of Weaste and Seedley, Broughton and Langworthy have an older population of around 1000 older people aged 65-74 years living in each of the neighbourhoods
* Between 800 and 1,100 older people aged over 75 years.
* The average life expectancy for a man living in these neighbourhoods is 75.5 years and for a woman is just over 80.1 years.
* These life expectancies are both below the Salford and England average; Long-term conditions, such as cardiovascular disease remain higher in all three neighbourhoods compared to the England average which is one of the reasons why on average people have lower life expectancy.

**Ambition for Ageing (AFA)** is a £10 million programme of work which will develop a Greater Manchester approach to building age friendly communities. The programme presents an approach to social isolation that places older people at its centre, ensuring their contribution to civic, cultural and economic life is maximised and fully recognised across Greater Manchester. The programme is delivered by a cross-sector partnership, led by GMCVO alongside local authorities, voluntary sector organisations and academics and funded by the Big Lottery Fund (BLF). Ambition for ageing in Salford is delivered through a partnership of Age UK Salford (lead partner), Inspiring Communities Together and Salford CVS. The programme uses a neighbourhood targeted approach.

**Engagement of older people** - During 2014-16 the community asset work stream project group a sub group of the Salford Together Integrated Care Programme worked with older people across Salford neighbourhoods to develop their vision for what an Age Friendly Salford might look like. Using the WHO domains a set of four visions have been created and these have formed the start of the conversation with older residents in the 3 AFA wards.

**The visions**

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| ***The Vision: Older people are able to feel safe and travel to places which help keep them healthy and engaged:*** |
| **WHO Domains** | Physical environment and outdoor space | Transport | buildings, and housing |
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| ***The vision: Older people are able to access information and services to keep them healthy and engaged in activity*:** |
| **WHO Domains** | Communication | Access to health and community services |
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| ***The vision: Older people feel respected and included in neighbourhood activity :*** |
| **WHO Domains** | Taking part in social activity, learning and culture | Ensuring the views of older people are listened to and valued |
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| ***The vision: Older people are able to access opportunities for paid and unpaid work as well as ensure their voice is heard:*** |
| **WHO Domains** | Participating in neighbourhood life |
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**Arts and Culture Programme Proposal**

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| **Project requirements** | Based on feed-back collected from these neighbourhoods we now wish to work with a partner who will develop an arts and culture offer.The partner will use the data collected from the current small scale investments which have taken place across the three AfA neighbourhoods and support the development of an arts and culture offer for older people. We recognise that arts and culture is hard to define. For this project we are interested in learning how older people engage in arts and culture activity as: makers, artists, performers, audiences or volunteers and the barriers to engagement. We are looking for a partner who can work supportively with people over 50 to:* Develop skills to enable people over 50 to take on lead roles in developing and sustaining arts and culture activity within their own neighbourhoods.
* Develop and support ways in which people over 50 can communicate how they feel about growing old in Salford

 through arts and culture activities * Capture learning from and with people over 50 to understand what a great arts and culture project looks like so learning can be shared
* Reach out to: older men, widows, people from different backgrounds and ethnicities and LGBT and those facing an increased risk of social isolation to ensure ***everyone*** has an opportunity to interact, connect and share experiences particularly those who currently find it hard to do so
* Develop intergenerational activities to build relationships in those neighbourhoods for mutual benefit
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| **Project size and duration** | The period of work will be from March 2019 – March 2020The project value is £25,000 over 12 months inclusive of VAT |
| **Payment schedule** | Project payments will be made quarterly and in advance. Payment one will be made at the start of the project and the remaining payments will be made each quarter on receipt of a quarterly monitoring report. |
| **Anticipated Outputs** | * One learning report produced demonstrating the impact of health and wellbeing of people over 50 and the barriers to participation in in arts and culture. This report should identify some key recommendations
* At least one arts and culture piece of work showing how people feel about growing old in Salford (this should involve older people from across the 3 neighbourhoods funded through Ambition for Ageing although could also include older adults from other parts of Salford)
* Engage both young and old in recognising the value of intergenerational activity to enrich lives and increase levels of engagement in neighbourhood activity
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| **Anticipated Outcomes** | * Ensure that those engaged are less socially isolated or at lower risk of social isolation
* Improve social connections both across older people within neighbourhoods and the wider community including young people
* Empower older adults to take responsibility for their own creativity by improving the visibility of opportunities and removing identified barriers to engagement
* Create opportunities for older adults to reflect on their place in Salford and use arts and culture to promote social and community cohesion
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| **Monitoring and evaluation** | All project proposals will need to complete the required monitoring and evaluation paperwork to enable funding to be drawn down:* At the start of the project we will provide you with Ambition for Ageing C1&2 baseline forms to be complete by all older volunteers and D1&2 baseline forms to be completed by all participants. When completing these forms all volunteers and participants should have sight of and retain the information sheet re consenting to take part in research. At both 6 and 12 months into the project all volunteers should complete a C2 follow up form and participants a D1 follow up form.
* Complete at least one case study per month – a template will be provided for this
* Complete a quarterly report for which a template will be provided
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| **Deadline** | **Activity** |
| 7th February 2019 | Project proposal goes live |
| 12.00pm Friday 22nd February 2019 | Deadline to completed application forms to be returned |
| 25th February 2019 | Panel meets to consider applications |
| 1st March 2019 | Projects notified of outcome |
| 11th March 2019 | Funding allocated, project commences |
| To be confirmed | Presentation of outcomes to older person AfA network and Community Asset Working Group |

**Application questions and criteria**

Tips for completing your application proposal

* Please answer all questions
* Type your response in plain English using font Arial size 12 in a word document.
* Keep to the word count
* Make sure you provide examples of how you feel you meet the criteria
* Head your document **Arts and Culture proposal** and provide your contact details including:
	+ Organisation name
	+ Contact person
	+ Telephone number and e mail address

**Questions**

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| 1 | Outline the approach you will use to delivery this project (max 500 words) |
| 2 | What are the barriers faced by people over 50 that create risks factors for social isolation and how can they be overcome in relations to this work? (max 200 words) |
| 3 | Greater Manchester Cultural Strategy has identified that based on the active live styles survey around 60% of residents in GM take part in regular arts and culture activity however this number is lower with some groups and neighbourhoods. How will you ensure this project encourages and supports those older people not already engaged in arts and culture activity? (max 200 words) |
| 4 | Please tell us about any previous arts and culture work you have delivered in partnership with others and what you learnt from this work? (max 300 words) |
| 5 | This project is based on a “test and learn” approach and so we wish to understand what did not work so well. Please tell us what risks you feel there will be in delivering this project and how you will manage these? (max 200 words) |
| 6 | The partner will be responsible for recruiting or deploying staff to work on this project. Please provide a diagram or description detailing who will work on the project, what skills they have/or you are looking for and how staff will be line managed? (max 300 words) |
| 7 | The project will involve gathering data from participants. Tell us how you will make data collection part of the project delivery and how you will ensure it is carried out in a sensitive and supportive way? (max 300 words) |
| 8 | Please submit a project budget plan inclusive of VAT |

Assessment criteria

We will not be scoring individual questions but awarding points based on the following criteria. We will assess all the information provided across your application and look for evidence that:

Criteria score

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | unacceptable | 1 | Poor | 2 | Falls short | 3 | Adequate | 4 | Good | 5 | Excellent |

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|  | Assessment Criteria |
| 1 | The proposal sets out a clear model for delivery of this project which meets the specification |
| 2 | The project partner has a strong understanding of what life is like for people at risk of social isolation, especially those from marginalised communities and tailors their approach accordingly. |
| 3 | The project partner demonstrates that they have a good understanding of the three AfA areas and how to reach and engage with people from these neighbourhoods |
| 4 | The project partner demonstrates their knowledge and experience of partnership working |
| 5 | The project partner can manage problems with delivery and uses their experience to identify solutions to improve future working |
| 6 | The project partner has identified possible risk to delivery and can demonstrate how they will manage these risks |
| 7 | The project partner clearly demonstrates that data collection and evaluation is intrinsic to project delivery |
| 8 | The project partner has set a realistic budget |

Project proposals should be returned by e mail to: office@inspiringcommunitiestogether.co.uk,

**Please add Arts and Culture Project proposal in the content heading**