

# **CREATIVE & CARING MORAY**

A Moray Council / Community Health & Social  
Care Partnership

Community Development

Small Grants Fund

## **Promoting the Arts and Creativity in Health and Social Care**

**Guidance notes for completing the grant application form**

OPEN DATE 24<sup>th</sup> January 2013

**CLOSING DATE – Noon Monday 18<sup>th</sup> February**

**For further information please contact:**

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# Why the arts & creativity in health & social care?

## How do we define arts in health & social care?

In developing this work, we have taken a broad definition of participatory art and creative activity.

*‘The arts, creativity and the imagination are agents of wellness: they help keep the individual resilient, aid recovery and foster a flourishing society.’*

(national alliance for arts, health and wellbeing)

Creative activity has long been known to have tangible effects on health, wellbeing and quality of life. Practitioners in the use of the participatory arts and creativity use diverse and dynamic approaches in a variety of health, social care and community settings for expressive, restorative, educational and therapeutic purposes. Some work preventively, some enhance recovery, others improve the quality of life for people with long-term or terminal conditions. The creative arts help make sense of our human condition, encourage active engagement with the world around us, help people to keep learning, connect with each other and contribute to their communities.

Involvement in arts activities and programmes can achieve positive outcomes for service users, for staff, for the patient/client–staff relationship, for hospitals, in mental health services and in the health of the general population. The arts play a hugely valuable role in engaging excluded or hard-to-reach groups or communities who may not respond to

traditional methods of health promotion and service provision. The arts are also invaluable in finding innovative ways of consulting with these communities and assisting them in identifying and addressing issues which affect their health.

## The potential benefits are substantial

In recent years, research has shown that participation in art and creative activities in health and social care can contribute to a number of key outcomes:

### For Individuals

- Promote the good health and wellbeing of individuals and communities
- Enhance the mental, physical emotional and spiritual health and well-being of health and social care service users
- Provide relaxation and distraction, contributing to improved mental health, wellbeing and decreased stress
- Develop self-confidence, self-esteem and enhanced feelings of worth
- Increase opportunities for socialising and reducing isolation and loneliness, increasing capacity to remain independent
- Improve social and communication skills
- Improve therapeutic and clinical outcomes for those with mental and physical ill health

- Empower individuals by providing a positive channel of self-expression, particularly for people who may struggle with more conventional forms of communication
- Expand horizons leading to wider aspirations and new opportunities
- Rebuild identities associated with increased self-belief and external validation and moving beyond a service user identity
- Help people improve their options and choices for care and support

### **For Communities**

- Promote positive health messages and public health issues
- Reduce demand on health and social services
- Challenge stigma and promote more positive images of excluded and vulnerable groups and their value to society
- Provide opportunities for artists to develop their practice, in particular in collaborative working and health and social care

### **For Health & Care Settings**

- Help health and social care staff, carers and families to communicate more effectively by offering opportunities for social interaction
- Provide opportunities to develop new interactive and participatory skills and approaches for staff and carers

- Positively affect the culture of care settings
- Improve staff and service user relationships and morale
- Enhance the environment of health and social care settings for staff and service users

**These benefits are also our *outcomes* - the differences we want our grant funding to make. Don't forget to highlight what difference your project will make in your application.**

**We will consider how well your project meets our outcomes, aims and priorities during our assessment for funding.**

### **Our Aims & Priorities**

We're interested in all sorts of participatory art-forms including music, dance, design, crafts, visual arts, theatre, film, writing and singing that aim to:

- Promote the health and wellbeing of individuals and communities
- Increase opportunities for socialising and reducing isolation
- Develop new partnerships between arts, health and social care sectors

Different art-forms affect well-being in different ways, so each project should be designed to suit the particular needs, hopes and wishes of the group of people involved.

**We are interested in supporting new discreet participatory arts and creativity initiatives.**

We are also interested in innovative projects that utilise the arts and creativity as tools for consulting with excluded or hard to reach groups and communities and which assist them (and us) in identifying and addressing issues which affect their health and wellbeing.

We are also interested in projects that build the capacity and skills of staff and carers in the use of creative activities and the participatory arts.

We are interested in projects that have a strong focus on building bridges between health, social care and arts sectors, helping to develop partnerships that can result in inspiring and sustainable creative projects.

**Our Priorities**

We also have priorities, which are the people, communities and areas that we particularly want to support.

Whilst we acknowledge the benefits of the arts and creativity for improving the wellbeing of the population at large, as we are a small grants fund we will prioritise projects that:

- brings creativity into the lives of people that use adult health and social care settings
- which engage excluded or hard-to-reach groups or communities (within care and/or community settings)

Engagement with excluded or hard-to-reach groups or communities should,

where possible, promote the social integration and inclusion of vulnerable and excluded adults into mainstream activities and programmes.

Projects could involve excluded or hard to reach groups and also be aimed at the general population as a way of raising community awareness for example.

To achieve our aims, projects should be aware of the practical and psychological barriers that certain individuals and communities can face to actively participating in arts and creative activities and seek ways of overcoming them.

Our aims and outcomes are the differences we want our funding to make. We will consider how well your project meets our aims and outcomes during our assessment for funding.

**Your project should:**

- Have a strong community focus
- Encourage partnership working
- Respond to local needs and issues
- Fit with local health, social care & community planning partnership priorities
- Be evaluated- demonstrate its impact!
- Be sustainable

## **We can help you turn your ideas into projects and funding bids...**

If you need help thinking through things such as sustainability, outcomes, evaluation and how to link with and develop a partnership project we can offer you some guidance.

Please don't hesitate to contact us if you need some help in developing an idea and/or need some help with writing your application. Contact details are contained at the start of this guidance document.

## **Examples of projects from elsewhere...**

**Singing Groups for People with Dementia** and their carers i.e. the **Musical Memories** Singing Project (Aberdeen), **Music Café** (Angus), **Musical Memories** (Clackmannanshire), **Musical Minds** (Dumfries), **Singing for the Brain** (Glasgow)

**Patchwork Memory or Name Quilts** (various locations) involving individuals with dementia in care and community settings stitching panels using memorabilia items like tickets, cards, buttons and photographs. Quilts are usually exhibited to the wider community to help raise awareness of dementia.

**Hearts & Minds the home of the elderflowers (and clown doctors)** using the performing arts to improve the quality of life for elderly people with dementia and their families in hospital care.

**Craft Cafe** (Edinburgh & Glasgow) a creative solution to reducing isolation and loneliness amongst older people. It offers members a safe, social and creative environment where they can learn new skills, renew social networks and reconnect with their communities

**Black Dog** is poignant symbol for anyone who has ever experienced mental ill health. Winston Churchill coined the phrase Black Dog to describe his bouts of depression. This campaign arts project set out to build

a touring black dog 'statue' to raise community awareness of mental health.

**Reachout with Arts in Mind** is a self-help project managed by members, which aims to give people who have experienced mental health problems, a sense of ownership and a creative voice. Adopts a capacity building approach through its arts activities that include: drama, music, poetry, sculpture and exhibitions.

**Polyphony** (Glasgow) aims to take participants interests and musical ability and help them develop as a musician and as an individual as well as adapt to their changing needs. Working across adult and care of the elderly in patient wards at Gartnavel Royal Hospital, with participants from the community referred by the intensive community treatment team, linking with community resource centres and residential homes.

**Connected Teams** programmes and workshops are led by creative practitioners, experienced in social care, who work with staff and residents with the aim of unlocking staff potential and enabling people to connect in fun and enjoyable ways outside of normal care dynamics.

**Open to All** training aims to build the bridges needed between people with mental health problems and museums, galleries, libraries and the wider community. To raise awareness among museum and gallery staff of issues relating to mental health and social inclusion and support museum and gallery staff to promote social inclusion and work more effectively with people with mental health problems.

**Scottish Mental Health Arts & Film Festival (SMHAFF) / Moray Feelgood Festival** is a community arts & film festival with events and creative arts & film projects throughout Scotland to challenge stigma, raise mental health awareness etc. Includes a national mental health film award. The Moray Feelgood Festival 2012 was Morays first contribution to the national festival. Opportunities may exist to showcase/feature funded projects as part of the 2013 festival programme.

# Who Can Apply? / What Can a Grant Pay For?

You can apply to Creative & Caring Moray if you are a:

- ✓ Voluntary and community organisation
- ✓ Company Limited by Guarantee

We will not fund:

- ✗ Individuals
- ✗ Statutory body
- ✗ Non-departmental public bodies

The organisation filling in the form must be the same organisation that will receive the grant and manage the project.

We will only consider one application from your organisation at a time.

## Voluntary and Community Organisations

Voluntary and community organisations are also known as 'third sector' organisations, as they are separate from the public and private sectors.

They are value-led organisations established for social purposes rather than the pursuit of profit and they reinvest surpluses and revenue to help tackle community issues.

They include:

- ✓ Registered and unregistered charities
- ✓ Co-operatives
- ✓ Community Interest Company Social enterprises
- ✓ Friendly societies
- ✓ Industrial and provident societies
- ✓ Companies that are not for profit businesses
- ✓ Unincorporated associations

To apply for Creative & Caring Moray, organisations must have:

- ✓ A written governing document (for example a constitution, set of rules or trust deed)
- ✓ At least three unrelated people on their governing body or management committee
- ✓ An operational bank account in the organisations name- with at least two signatories

In your application you will need to tell us what the grant would be spent on and how this will achieve our aims, outcomes and priorities.

**You can apply for between £200 and £750 to fund all or part of your project.**

**Here are some examples of what a grant can pay for as *part of a new initiative*:**

- ✓ Start up costs
- ✓ Training
- ✓ Salary Costs
- ✓ Events
- ✓ Activity Programmes
- ✓ Materials or equipment for use in your project
- ✓ Venue and equipment hire

We will pay up to 100% of project costs. Match funding is not a requirement but is encouraged where appropriate.

**But we won't pay for:**

- ✗ Activities that happen or start before we confirm our grant
- ✗ Any expenditure incurred or committed before we confirm our grant
- ✗ Day-to-day running costs (e.g. utility bills, council tax, rent and insurance)
- ✗ Items that mainly benefit individuals (for example equipment that is not shared)
- ✗ Projects that cannot be completed by the end of financial year 2013/14

This is not an exhaustive list – if you're not sure what a grant will or won't pay for please contact to discuss.

# How we assess applications?

When we have received a completed application from you we will start our assessment.

We will check that your organisation can apply and your project is something we can support. We will then consider:

- The need for your project
- Who will benefit
- How you will achieve your outcomes
- Whether you meet our priorities
- The total project cost
- The wider community involvement

We may not have enough funds to support all the applications we would like to. When this happens we need to make some difficult decisions.

We give more points to applications that:

- Seek to involve as wide a range of people as possible
- That involve communities in the planning and delivery
- Meet our outcomes more closely
- Meet our priorities
- Are sustainable
- Are evaluated
- Show evidence of need

We aim to assess each application equally and fairly.

## If we offer you a grant?

If we offer you a grant we need you to confirm what you told us in your application before we will pay the grant to you.

This means that our grant offer is conditional on you and a senior contact from your organisation signing and

returning our offer letter and accepting our terms and conditions of grant.

Both signatories must be over eighteen years old and the senior contact must be your chair, secretary, treasurer or chief executive.

You will also need to send us some documents that allow us to check how your organisation is run. We will confirm this in our offer letter if you are successful. You cannot start your project until we have received, checked and approved the signed offer letter and any other documents we have asked for.

### **Confirming our grant**

If everything you send us is satisfactory we will write to you within 5 working days of receiving it, telling you when we will pay the grant. You can then start your project.

### **Withdrawing our offer**

If what you send is unsatisfactory we will contact you if we think you may be able to resolve the problem. If there is a major problem or something that cannot be resolved, we will withdraw our conditional grant offer and write to you telling you the reasons why. You can send us a new application but before you do, you must address the reason why we withdrew our grant offer.

### **Monitoring your grant**

If we fund your project we will need you to complete an end of grant report to confirm how the grant has been spent and what you achieved.

**We will ask you for all original receipts so make sure you keep them**

## **Appendix 1.**

Links to examples of arts and creative projects supporting health and social care.

### **Singing Groups for People with Dementia**

<http://dementiascotland.org/services/singing-groups-for-people-with-dementia-and-their-carers/>

### **Patchwork Memory or Name Quilts**

<http://dementiascotland.org/news/2012/yes-we-can-together-quilting-update/>

### **Hearts & Minds**

[www.heartsminds.org.uk/elderflowers.html](http://www.heartsminds.org.uk/elderflowers.html)

### **Craft Cafe**

[http://www.impactarts.co.uk/content/projects\\_older\\_people/](http://www.impactarts.co.uk/content/projects_older_people/)

### **Black Dog**

[www.sane.org.uk/what\\_we\\_do/virtual\\_black\\_dog/](http://www.sane.org.uk/what_we_do/virtual_black_dog/)

### **Reachout with Arts in Mind**

<http://reachoutwithartsinmind.org.uk/>

### **Polyphony**

<http://www.commonwheel.org.uk/welcome-polyphony>

### **Connected Teams**

<http://www.laddertothemoon.co.uk/Programs/ActivityEnablementProgramme/>

### **Open To All**

<http://www.opentoalltraining.co.uk/>

### **Scottish Mental Health Arts & Film Festival (SMHAFF) / Moray Feelgood Festival**

<http://www.mhfestival.com/>

<http://www.morayfeelgoodfestival.co.uk/>

### **Other Useful Links**

<http://www.artshealthandwellbeing.org.uk/what-is-arts-in-health>

[http://www.artshealthandwellbeing.org.uk/directory/results?keys=&region\\_operate%5B%5D=Scotland](http://www.artshealthandwellbeing.org.uk/directory/results?keys=&region_operate%5B%5D=Scotland)

<http://www.lapidus.org.uk/>

Looking for a creative idea- why not google - 'Arts, Creativity, Health' for other examples of good practice, research, evaluation, reports etc.