

Gloucestershire Cultural Commissioning Grant Programme

December 2015 – November 2016

Application Guidelines

Deadline February 21st 2016

Thank you for your interest in applying for this grant programme. Please read the entire guidelines carefully. If you would like further advice please contact

GLCCG.CulturalCommissioning@nhs.net

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Background

In 2014 Gloucestershire Clinical Commissioning Group (CCG) applied to be one of two Arts Council England [Cultural Commissioning Programme](#) pilots in partnership with:

- CREATE Gloucestershire (the umbrella organisation for arts and culture in the county)
- Gloucestershire VCS Alliance
- Gloucester City Council
- Tewkesbury Borough Council and
- Forest of Dean District Council

Key aims of the national Cultural Commissioning Programme include:

- Supporting arts and culture organisations to engage with public sector commissioning
- Helping commissioners better understand how arts and culture may deliver social outcomes
- Delivering better outcomes for local communities

Within this wider remit, the Gloucestershire pilot is specifically seeking to understand how commissioning arts and culture may have a positive impact on health & wellbeing outcomes. At a time of increasing pressure in the NHS, Gloucestershire CCG is actively exploring new models of community based healthcare, with a strong focus on what is termed [‘self-management’](#)

“Self-management support can be viewed in two ways: as a portfolio of techniques and tools to help patients choose healthy behaviours; and as a fundamental transformation of the patient-caregiver relationship into a collaborative partnership”

(de Silva, 2011)

In order to further develop our collective learning, the CCG would like to invite arts and culture organisations from the voluntary, community and social enterprise (VCSE) sector to apply for grant funded projects based on the theme of self-management, and to be delivered within the three locations of:

- Gloucester City
- Tewkesbury
- Forest of Dean

It is recognised that following significant cuts and reduced funding for the arts and culture sector, there is a need for sustainable commissioning and not more short-term small grant based work. However, the field of arts and culture for health and wellbeing in the UK is a newly

emerging specialism, and as such requires investment and testing of approaches and models. The learning from this grant programme will contribute directly to discussions about potential models of arts and culture for health and wellbeing, and we very much look forward to working in partnership with you

The themes for the projects you can apply for have been identified through consultation with commissioners, clinicians and patient representatives (Fig.1). They include a range of opportunities based on exploring how arts and culture may either help

- a) raise awareness of certain health conditions or
- b) help people to develop strategies to manage specific aspects of their health conditions

The grant programme will be delivered using principles of what in the NHS is called **co-production**. These principles are based on the recognition that public services are best developed through equal partnership of the people who use, develop, buy and deliver those services. In practical terms this means that all grant applications will be assessed by a bespoke working group assigned to each project (Fig.1). Working groups will be made up of:

- commissioners
- clinicians
- patient representatives
- arts & culture specialists

These groups will then work with the successful applicant organisations, and collectively agree on the project design, delivery plan, and how the impact of the project is best measured.

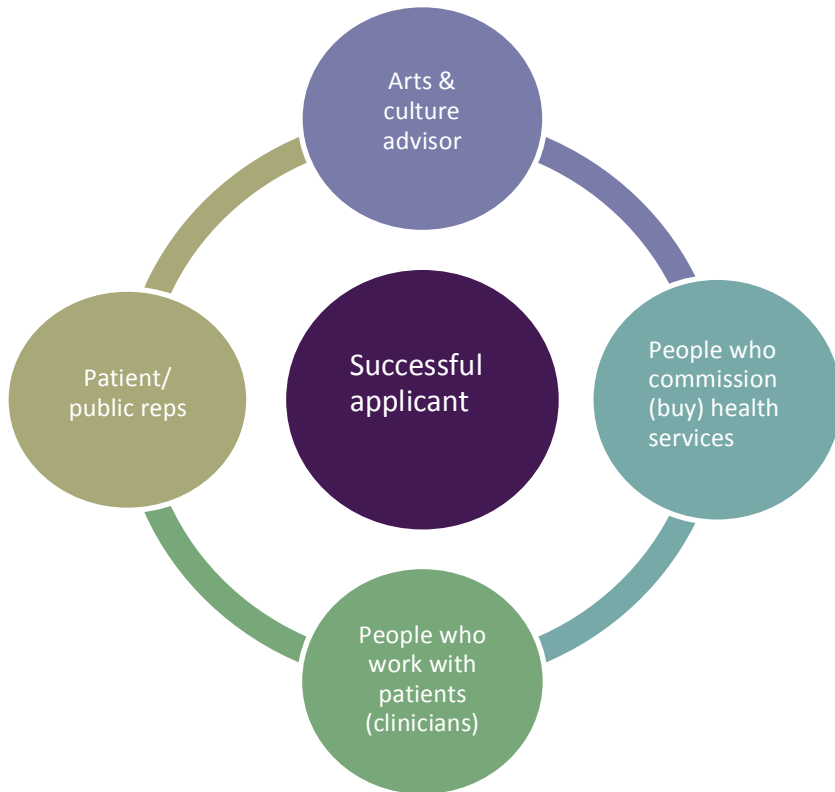


Fig. 1 Grant Programme co-production model

In the NHS the process of partners working together to design services is called **‘co-production’**

Each successful applicant organisation will be at the centre of a bespoke working group, made up of representatives of people who have a relevant interest in each specific project focus

This is to ensure that different perspectives are built into every stage of the project design, implementation and evaluation to maximise impact

It will also enable a unique exchange of knowledge and skills between professionals working in two very different sectors

Section 1 – What is the Cultural Commissioning Grant Programme?

- 1.1 The Cultural Commissioning Grant Programme is designed to explore and test understanding of how arts & culture can contribute to health and wellbeing needs for people living in Gloucestershire. Small grants of under £15,000 will be made to arts & culture voluntary, community & social enterprise (VCSE) organisations that successfully bid to deliver projects designed to meet specific health and wellbeing aims. It is likely that most grants awarded will be between £5,000 and £10,000
- 1.2 The grant programme is designed to capture learning in the following areas:

- How arts & culture might support people to self-manage a range of physical and mental health conditions
- How arts and culture might help raise awareness of specific health conditions
- The opportunities and barriers for collaborative working with arts and culture partners from the VCSE sector
- The requirements for training and support of arts and culture professionals who work in a health and social care context
- The opportunities and barriers for encompassing non-standard interventions into community based health and wellbeing delivery models

Section 2 - What is the process for applying for the grant programme?

- 2.1 The first step is to read the guidance and ensure that your project meets the criteria and priorities for the Gloucestershire Cultural Commissioning Grant Programme.
- 2.2 You are then encouraged to register an expression of interest as soon as you think you might like to apply. This is so that we can offer any appropriate support to help you develop a strong application, and to facilitate opportunities for collaboration with other applicants through our partnership with CREATE Gloucestershire and Gloucestershire VCS Alliance. To register an expression of interest please email GLCCG.CulturalCommissioning@nhs.net
- 2.3 Once you have finalised your project proposal, complete the application form and send it to GLCCG.CulturalCommissioning@nhs.net no later than midnight on 21st February 2016
- 2.4 Grant applications will be reviewed by working groups representing clinicians, commissioners and patient representatives identified through the CCG clinical programme groups. The groups will also be supported by arts and culture specialists. Recommendations for selection by these groups will then be put forward to the Cultural Commissioning Programme Board prioritisation group
- 2.5 Final authorisation will be made at senior management level within the CCG

- 2.6 Successful applicants can normally expect to be contacted about their application within 21 days of the closing date for applications.

Section 3 - Who can apply?

- 3.1 Not for profit arts and culture organisations with a constitution or set of rules, which lay out the aims of the organisation and how it operates

For example:

- Community or voluntary groups
- Registered Charities
- Community Interest Companies
- Other forms of social enterprise whose constitution/ rules can demonstrate that they have both:
 - a social purpose and
 - profit is re-invested back into their organisations for their social purpose

- 3.2 Arts and culture organisations/groups in the following categories:

- Arts
- Libraries
- Archives
- Museums

- 3.3 Applications cannot be accepted from the following:

- Private sector 'for profit' organisations
- Organisations whose core business is not arts or culture, regardless of legal structure
- Individuals

Section 4 – What you can apply for

- 4.1 The following projects represent a range of opportunities to explore how health and wellbeing needs may be supported through arts and culture. They represent opportunities along a continuum, from raising awareness about specific health conditions or situations, through to the development of strategies that could be used to support people to self-manage their health conditions
- 4.2 The project descriptions have deliberately been left as open as possible, in order to encourage diverse proposals. Once applications have been assessed and grants awarded, the detail of each project will be developed collaboratively through the co-production phase, by a working group of specialist commissioners, clinicians, arts & culture advisors and patient representatives. Each project will vary in its design and delivery, according to the health aims and the artistic or cultural format chosen. The working groups will also identify the target groups of patients/ service users who will be invited to participate in the project activity

Please note: Support for all applicants is available on request to further explain the terms in the project descriptions from GLCCG.CulturalCommissioning@nhs.net

Project 1: Exploring arts & culture to promote confidence and reduce social isolation in adults and/or families effected by significant overweight issues

Project Description

People who are very overweight can find it hard to engage with programmes where content is focused directly around physical activity and healthy eating. Referrals to the Gloucestershire Weight Management Service reflect this, and also indicate that people with significant weight issues often experience high levels of social isolation and stigma

This project aims to explore whether arts and culture based interventions may be helpful in addressing aspects which can act as barriers to people being able to engage with the more standard health interventions aimed at weight loss and increasing physical activity. These include aspects such as shame, stigma, social anxiety, social isolation and loneliness. Proposals for arts and culture interventions should therefore have a focus on creating experiences where people can feel accepted and not judged, and be designed to reduce social anxiety and boost confidence rather than to focus on education or awareness raising

People who may benefit from this project may include:

- Parents who may feel overwhelmed by losing weight in the face of daily life and who worry about being a bad example to their children
- Families with parents experiencing multiple health concerns, where weight and health limits physical activity
- People who struggle to adopt a healthy lifestyle due to depression or stress
- Families experiencing financial difficulties which impact on choices and lifestyle

We invite arts and culture organisations to develop a proposal that offers engaging creative interventions for participants. Proposals may be focused on adults or on families but not solely on children. Participants will be identified by the Gloucestershire Weight Management Service specialists and/or GPs

Applications are open to any single or multiple art form(s) that offer a way of meeting the outcomes of the project. We are looking for proposals that show a clear awareness and understanding of the experiences of people who are significantly overweight and their families, and who can design a bespoke arts or cultural intervention specifically for these participants

Additional information from weight management specialists:

- Feelings of shame are amplified if parents feel that their children are learning their unhelpful habits, or if their children are being bullied at school because of their parent's weight
- People often feel ground down or powerless to change after years of failed attempts to manage their weight or change their behaviours
- Making choices that might appear to perpetuate the situation such as easy or convenient food choices, and driving to school instead of walking, are often common coping strategies to avoid social embarrassment
- 'Fat shaming' is a growing issue in the press and on social media, with both adults and children reporting unpleasant experiences of fat shaming in Gloucestershire

<ul style="list-style-type: none"> Physical movement & activity in public can trigger significant anxiety in very overweight people 	
Project Aims	
<ul style="list-style-type: none"> To improve self-confidence To reduce social isolation To develop an arts/ culture based approach that is fun, inclusive and non-stigmatising 	
Participant Group	
Children, young people, parents/carers, siblings, grandparents and other extended family members identified by the Gloucestershire NHS Weight Management Service or GPs	
Location	
Forest of Dean and/ or Gloucester	
Likely key people involved to support the project	
Patient representatives Gloucestershire Weight Management Service clinical specialists Public Health Specialists	CCG Locality commissioners CCG commissioners (obesity) Cultural Commissioning Manager Arts & culture specialist
Additional Information	
This may involve adults of a working age and children of school age so may require delivery in the evenings or at the weekend	

Project 2 - Exploring arts & culture opportunities to promote confidence, peer support and self-fulfilment for people recently diagnosed with cancer

Project description

The 'one size fits all' model of cancer care is changing; it doesn't fully support the growing numbers of people living with, and beyond cancer, and it is recognised that social, physical and emotional factors all impact on a cancer patient's ability to recover. Recent research suggests that self-fulfilment of hopes, dreams and goals is key to developing the emotional confidence and resilience needed to manage challenging health conditions such as cancer

Research suggests that people react differently to support interventions according to gender. Men with health conditions are often deemed as 'hard to reach' as they do not often participate in group sessions where they are being 'talked at' and information is prescriptive, whereas women on the other hand often appreciate opportunities where activities encourage the sharing of experiences through talking. Research has also demonstrated that men indicate a preference for 'self-discovery' such as learning new skills and experiences, which result in improved confidence levels and well-being

Cancer has a wide range of type and presentation, and some types are associated with a sense of social stigma and social isolation not associated with other types. This project will focus on people living with these more stigmatised cancers, and explore how arts or culture may offer opportunities for people to experience:

Participants have the opportunity to:

- share experiences with people experiencing similar challenges
- develop new arts or culture based skills
- explore how arts and culture based activities can increase self-fulfilment

We would like to invite arts and culture organisations to run a series of stand - alone workshops for separate groups of men and women. The workshops would ideally be 2 – 3 hours duration and would need to be delivered by male and female arts practitioners according to participant gender. Applicants are invited to propose any arts and culture formats for the project, bearing in mind individual participants will have varying levels of energy and mobility during or after cancer treatments.

We are keen that the workshops are arts interventions rather than clinical interventions, and so would like to explore a model where the workshops are led artistically by arts or culture practitioners, and supported from the health perspective by health trainers rather than cancer clinicians. The health trainers will be recruited by the NHS clinicians in conjunction with the arts practitioners, as part of the co-production design process once an initial proposal has been selected

Project Aims	
<p>Through the workshops participants will have an increased sense of</p> <ul style="list-style-type: none"> • Self – fulfilment • Confidence • Peer support 	
Participant Group	
Men and women recently diagnosed with cancer who are referred by clinicians	
Location	
Gloucester	
Likely key people involved to support the project	
Arts/ culture practitioners Commissioners of cancer services Cancer clinical specialists	Patient representatives Health trainers Arts & culture specialist Cultural commissioner
Additional Information	
Members of the cancer patient reference group have requested that this project be available at evenings and/or weekends as well as during weekdays	

Section 5 - What are the funding criteria?

- 5.1 Funding will be available for the period March 2016 to November 2016 inclusive. Please note: Participant related activity should be completed by 30th September 2016, with the remaining period 1st October to 30th November allocated for data collation, analysis and evaluation activity in collaboration with the CCG and partners
- 5.2 Funding cannot create an ongoing funding commitment from Gloucestershire Clinical Commissioning Group
- 5.3 There is no limit to the number of projects that one organisation can apply for
- 5.4 A separate application form is required for each project
- 5.5 Organisations must have a bank account in the name of the applying organization, and at least two unrelated signatories for the account
- OR
- Have the support of a constituted organisation who has agreed to be the banker of your project
- 5.6 Applications will not be accepted for the funding of vehicles e.g. minibuses
- 5.7 Match funding is not required for this grant programme. However, if additional funding is required to enable the project to go ahead this must be raised or secured before the grant will be released.
- 5.8 The fund cannot be used to:
- Support the mainstream activities of an organisation e.g. on-going yearly spending commitments incurred through premises
 - Fund civic events, donations, or profit making organisations excluding social enterprises
 - Support projects by organisations that already hold substantial reserves proportionate to the size of their organisation. Further clarification regarding definition of proportionate reserves is available on request from GLCCG.CulturalCommissioning@nhs.net

Section 6 – How will applications be assessed?

6.1 Arts and health is an emerging area for commissioning in Gloucestershire. The framework for assessing applications is currently being developed, but for information and guidance will be based within the following areas:

Strategic fit

- How your proposal fits with the national, regional and county plans to improve health & wellbeing. A list of relevant plans and documents can be found in the FAQ section

Addressing health inequalities

- How your proposal considers people in Gloucestershire who may not have the same health status as others due to health & wider social inequalities

Quality and Outcomes

- What the impact of your proposal is likely to be for the target group of people to/for whom you will deliver the project
- Whether your proposal is similar to anything that has been delivered before in the UK and has had proven benefits for the target group. Whilst the grant programme is looking for pioneering ideas, if there is evidence of a similar idea already being tested elsewhere in the country we will look at your proposal in light of existing evidence available
- Whether your proposed project activity can be tracked and measured easily by the programme evaluators, in order to assess its impact and benefit

Deliverability

- Whether your organisation has enough people, with the right skill and experience, to deliver the project and for the duration of the proposed timescale e.g. arts or culture practitioners; admin staff etc.

Cost effectiveness

- Whether your proposal offers good value for money compared to its effectiveness. Factors will be relative to the type of project activity you propose to deliver, but may

consider aspects such as the numbers of people the project reaches, or the likelihood of people using less health services as a result of the benefits from your project

Fig 3. Gloucestershire NHS draft prioritisation matrix for non-standard projects

Factor	Detail	Scale		
		Low	Mid	High
Strategic Fit	Supports delivery of *Joining Up Your Care, national imperative, managing access and reducing variation, reputational imperative	Does not address the objectives of Joining Up Your Care or meet national/local imperative	Partially addresses one or more of the objectives set out in *Joining Up Your Care or national/local imperative	Fully supports one or more of the objectives set out in *Joining Up Your Care or national/local imperative
Addressing Health Inequalities	Reduces identified health inequalities, proportionate universalism	Little contribution towards reducing health inequalities or needs identified in *JSNA / Health Inequalities delivery plan	Some contribution towards reducing health inequalities or needs identified in *JSNA / Health Inequalities delivery plan	Significant contribution towards reducing health inequalities or needs identified in *JSNA / Health Inequalities delivery plan
Quality and Outcomes	Clinical evidence base, patient experience, measurable impact on health and wellbeing outcomes, negative impact on care if not delivered	Limited benefit to patients is demonstrated	Some Benefits demonstrated	Significant and measurable benefits to patients
Deliverability	Do-ability and sufficient resourcing, do the workforce exist and is the proposal sustainable	Significant questions of deliverability, resourcing or sustainability	Some questions of deliverability, resourcing or sustainability	Clear evidence of deliverability, resourcing or sustainability
Cost Effectiveness	*Return on Investment expected (supporting schedule - can be quantified or qualitative assessment), investment vs benefits delivered, use of resources and Value for Money	Limited evidence of *return on investment, investment vs benefits and significant questions about value for money	Some evidence of *return on investment, investment vs benefits, some questions about value for money	Clear evidence of *return on investment, investment vs benefits and clear value for money

*Please see separate **Frequently Asked Questions & Jargon Buster** document for further description of terms

Section 7 - Promoting the cultural commissioning projects

- 7.1 If your application is successful you are welcome to proactively promote your activity and the CCG's funding support. Successful applicants will be expected to work with the CCG in developing written and/or media communication

Section 8 - What are the conditions for grant?

- 8.1 The grant is non-transferable and non-recurring
- 8.2 The grant can only be used for the purposes described in your application form
- 8.3 The grantee will ensure that their organisation is properly and appropriately insured at all times for employers' liability and public liability, and that Gloucestershire Clinical Commissioning Group is indemnified against any liability arising from any acts, defaults, negligence, financial mismanagement or the closure of the project or organisation in connection with the services carried out with the support of this grant
- 8.4 The grantee will ensure that all project staff can show evidence of an up to date Disclosure & Barring Service check where project specifications require this
- 8.5 The grantee will inform Gloucestershire Clinical Commissioning Group if any member of the management committee, staff or volunteers has any personal or financial interests which may be affected by the grant
- 8.6 The grantee will not knowingly break the law or encourage anyone else to do so
- 8.7 Retrospective funding or expenses that have already been incurred will not be reimbursed.
- 8.8 The grant is made on the basis that the project delivery is completed by September 30th 2016 at the latest and contribution to the evaluation of the project is completed by November 30th 2016 at the latest. The grantee will inform Gloucestershire Clinical Commissioning Group if they are unable to carry out the project, as described in the application form, within the agreed timescales.
- 8.9 If it is established that the project will cost less than the grant awarded the grantee will immediately refund the difference to Gloucestershire Commissioning Group.
- 8.10 No part of the grant shall be used for the publication or promotion of any material which in whole or in part appears to be designed to affect public support for any political party or group.

- 8.11 The grantee shall not sell or dispose of any equipment or goods purchased with the grant without first receiving the CCG's written consent. But this shall not apply to any equipment or goods which have reached the end of their economic life.
- 8.12 The grantee shall submit to the CCG relevant evaluation information to be collaboratively identified and agreed, within 2 months of completion of project delivery or by 30th November 2016 whichever is the soonest
- 8.13 The Clinical Commissioning Group is accountable for the expenditure of public money and grants are made on the basis that confirmation of the expenditure will be sent. The CCG may request that you submit original copies of your supporting documentation (quotations, comparative prices, copies of invoices/receipts etc) for the expenditure incurred. The records should demonstrate that the value for money has been achieved in the procurement of goods and services and that the expenditure has been spent in line with the grant application/funding criteria, including any publicity gained for you project.
- 8.14 Payments from the fund will only be made into a bank account held and operated by the applying entity where there is a minimum of two signatories. All applicants must either be a community group or have a recognised legal and constitutional status; be financially viable; and have clear financial controls and produce annual accounts submission of which may be requested on application
- 8.15 The grantee shall keep all receipts and documentation relating to the project for at least six years after the receipt of the grant. At any time during this period, officers, or an authorised member of staff will also reserve the right to undertake compliancy visits to projects to ensure that funding has been used appropriately. All records need to be maintained in a format suitable for inspection
- 8.16 During the operation of the project the grantee shall adopt and maintain equal opportunity and anti-discriminatory practices and have any appropriate safeguarding polices in place. Gloucestershire Clinical Commissioning Group will ask for evidence of this as part of the application process.
- 8.17 Your organisation name and the amount you have been allocated may be published on the Gloucestershire Clinical Commissioning Group website

Section 9 - Privacy Notice – How we use your data

- 9.1 Gloucestershire Clinical Commissioning Group are a public authority and are subject to the Freedom of Information Act. Please note any information provided could be released under this act.
- 9.2 We will process any personal information that you provide in accordance with the Data Protection Act 1998 and ensure that your privacy is protected.
- 9.3 All information, including financial, that is provided on the grant application form, grant acceptance form and supplied in support of this process will be held for a minimum of seven years.
- 9.4 Any information supplied will not be used for any other purpose without your consent.

Section 10 –Timescales

Application phase of the grant programme opens	Application of the grant programme closes	Applications Reviewed	Applicants informed of decision	Project delivery completion date	Project Evaluation completion date
14 th December 2015	21 st February 2016	22nd December – 2016	Week of 7 th March 2016	30 th September 2016	30 th November 2016

For further information or clarification of terms used in this document, please refer to the companion document '**Cultural Commissioning Grant Programme Frequently Asked Questions and Jargon Buster**'

For any further information please contact us on GLCCG.CulturalCommissioning@nhs.net

