

AGENDA MANAGEMENT SHEET

Name of Committee Warwick Area Committee

Date of Committee 13th November 2007

Report Title County Arts Service Area Committee Bid

Summary This report details the County Arts Service Area Committee bid, and asks for support to the Dance 4 Health project.

For further information please contact: Victoria Picken
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Would the recommended decision be contrary to the Budget and Policy Framework? No.

Background papers None.

CONSULTATION ALREADY UNDERTAKEN:- Details to be specified

- Other Committees
- Local Member(s) Councillor C Browne, Councillor Mrs M Haywood, Councillor R Randev
- Other Elected Members Councillor Mrs S Boad
- Cabinet Member Councillor C Hayfield, Councillor R Hobbs, Councillor A Farnell – for information
- Chief Executive
- Legal Alison Hallworth, Adult and Community Team Leader
- Finance Philip Lumley-Holmes, Financial Services Manager
- Other Chief Officers
- District Councils

Health Authority

Police

Other Bodies/Individuals Health and Wellbeing LSP Group
Peter Hunter, Area Manager, Warwick
Carole Edkins, Health Improvement Manager
Simon Robson, Head of Local Provider Services
Deb Saunders, Health Development Manager,
PCT
Sarah Jassal, Sub Regional Dance Development
Officer, Dancescape

FINAL DECISION YES

SUGGESTED NEXT STEPS:

Details to be specified

Further consideration by this Committee

To Council

To Cabinet

To an O & S Committee

To an Area Committee

Further Consultation

Warwick Area Committee – 13th November 2007

County Arts Service Area Committee Bid

Report of the Strategic Director of Adult, Health and Community Services

Recommendation

It is recommended that the Warwick Area Committee support the proposed Dance 4 Health project and commit the £10,000 Arts and Health funding to this project.

This report is split into two areas of information;

- 1) Detailed project proposal. This outlines the project being proposed in this area and the local community and partners who will benefit
- 2) General project information – detailing the county-wide project as a whole, background, aims, methodology, project management and meeting county LAA targets.

1. Project Background

Warwickshire's County Arts Service (CAS) has a history of developing and supporting arts and health projects since 2000. In 2000 the CAS and Social Services (SS) department of Warwickshire County Council (WCC) formed a partnership to develop, support and deliver a range of arts projects and opportunities to clients of SS. This scheme, with a budget of approximately £18,000 pa, enabled at least six client groups per year to work with a professional artist to deliver workshops, performances and activities across a broad range of art forms and meeting a variety of health and social needs.

As a response to growing demand in this area, and a recognised need from the CAS to assess this area of growth in a more strategic way, an independent Arts & Health Mapping Study was commissioned in 2004. '*Sowing the Seeds: Healthy and Creative Communities in Warwickshire*' was completed in May 2005 by Arts & Health consultant Karen Bell. This report highlighted the range of arts & health activity already being delivered across the County and made recommendations for supporting and developing this work in the future. At the same time that this report was being completed WCC was going through a restructuring process, rationalising the number of Directorates. The new Directorate of Adult, Health and Community Services (AHCS) was created – joining Heritage & Culture (including Arts) with Adult Social Care (ASC). This provided the timely opportunity to raise the profile of how the Arts can contribute to the Social Care agenda as well as building on the existing partnerships and successes of the previous seven years.

The CAS decided to move forward this area of work, with a view to developing the key findings from the *Sowing the Seeds* report, namely;

- To take a strategic lead in Arts & Health, acting as broker, facilitator and advocate.
- To raise the level of understanding of what the arts can achieve in the health sector.
- To support professional development – for both artists and health professionals.

A bid for development funding from within WCC was made in 2006 – which was unsuccessful. A revised bid was made in 2007, and a sum of £50,000 was awarded to support Arts & Health projects across the County with a clear expectation that projects would take place in all five boroughs and districts in the county.

A small partnership group of representatives from the CAS and ASC met early in April 2007 to look at the scope for the project. The parameters set by the WCC funding ruled out the possibility of supporting a post. The CAS agreed to lead the work and identify a project that would be;

- Strategic
- High Quality
- Meet the *Sowing the Seeds* key findings
- Build on existing work within the County
- Had the potential for long-term sustainability.

A £50,000 fund was committed by WCC to Arts and Health in the 2007/08 financial settlement. It was agreed that it would be appropriate to explore a county-wide strategic approach to delivering the fund, however, it was expected that there would be area-led initiatives as part of the agreed programme.

The County Arts Service (CAS), working with Area Managers, was asked to explore options for the fund. Following a four-month process of consultation with Area Health and Wellbeing Committees, representatives from the PCT and District/Borough Health improvement Officers, an arts and health project – focusing on dance – was agreed. The project would be county-wide, but with local delivery focused on local health needs identified by Area Health and Wellbeing Committees.

2. The Project

Building on existing good practice and with the support of Dancescape, the project will deliver 5 Dance 4 Health Projects across Warwickshire.

Project Aim - To use dance to promote wellbeing and help people live both independently and as part of their local community through greater health and social engagement.

One key aim for the project is to assess the impact of dance on health and wellbeing and, in particular, whether participation in regular dance activity can have an ongoing, preventative and lasting benefit to good physical and mental health.

Delivery of the project will focus around two key areas:

Core/Strategic development – with an aim of sustainability, profile and long term impact. It is important that the programme tests the ‘added value’ or creative element of dance and provides evidence of this impact to help support the sustainability of the project. The core programme will contain four key elements;

- 1) *Partnership development.* Ensuring that key organisations are part of the project development and delivery, and have a stake in the long-term future of this area of work. Current lead partners at County level include:

Carole Edkins – Health Improvement Manager
(WCC & Warwickshire PCT)

Deb Saunders – Health Development Manager (Warwickshire PCT)

Tim Davies – Director of Public Health (Warwickshire PCT & WCC)

Helen King – Consultant, Public Health (Warwickshire PCT)

Simon Robson – Head of Local Provider Services (AHSC, WCC)

Sarah Jassal – Sub Regional Dance Development Officer, Dancescape

The project will also engage regional/national partners at a more strategic level to ensure that a range of organisations are aware of the project and have an opportunity to shape its progress, in particular:

Foundation for Community Dance

Arts Council England

Sport England

A range of partners have been identified to support work at a local/community level (see detailed project proposal).

- 2) *Evaluation.* Delivery of a comprehensive monitoring and evaluation programme to assess the impact of dance on health and wellbeing – to make the case for long term support for this area of work.

- 3) *Professional Development.* The implementation of a training/mentoring programme for dance practitioners in the area to ensure that there are appropriate skills to continue the ongoing delivery of dance to a broad range of client groups, to be advised and supported by Dancescape.

Advocacy. To ensure that our partners and other organisations are aware of WCC’s work in dance & health, and that our profile is raised within the region and beyond. Alongside regular updates with partners, the project will also deliver the final evaluation publication and evidence through a conference/advocacy event at the end of the project.

Local project delivery – responding to local/neighbourhood health issues and working in partnership with local agencies and organisations.

The CAS has been working with Health and Wellbeing committees (linked to HiWebs the LSPs and LAA delivery & WCC Area Committees) in each of the 5 areas to identify local priorities, working alongside WCC ASC to assess long-term strategic needs in this area. Follow up meetings with key individuals from these groups have

identified specific health priorities, client groups and/or geographic areas within each District/Borough that dance could have a potential impact on.
The priorities identified are:

Older People, particularly those who are isolated, frail or at risk of falls. This group has been identified as a priority in Rugby Borough (Benn & Overslade wards), Warwick District, Nuneaton and Bedworth.

Young People, particularly the 11 – 15 age group where there is a marked drop off in physical activity. DoH Research (2003) has shown this drop off to be particularly marked in young girls. This group has been identified as a priority for North Warwickshire Borough (in particular Atherstone, Mancetter and Dordon) and Stratford District (in particular Alcester, areas of highest deprivation in the District).

Please see the detailed project proposal for detail of the project proposed in this area.

Project Methodology

A total of 5 projects will be delivered across the county, beginning in January 2008. Each project will cover three stages of development and progress:

- 1 Group forming & project scoping. The lead artist will lead and develop this process alongside the CAS and project partners. This will involve identifying the group to come together and put together a programme of work. The length of time involved in this stage of group development will vary depending on the individuals involved.
- 2 Workshops/Classes. A series of regular classes or workshops over a minimum 6 month period, led by the lead artist and supported by the mentored artist.
- 3 Exit strategy. A period of partial subsidy/support for each group to assess the long term sustainability and/or development of the group.

Running alongside this programme will be the monitoring and evaluation programme and a programme of professional development and training.

Project Management

The project will be managed by the County Arts Service who has experience in developing and delivering a portfolio of community based arts projects across the county. Each project will be delivered by a contracted lead artist and supported by a contracted mentored artist. For those groups or individuals needing additional support or care, these will be factored into a detailed proposal and budget for each project – to be signed off by the Head of County Arts, lead artist and lead health partner prior to each project starting.

Meeting LAA targets

In terms of WCC's long term support for Arts & Health work it is anticipated that an evaluation of the project in relation to both WCC's corporate objectives and outcomes from the Local Area Agreement will be made and presented to officers and members alongside the more detailed Dance and Health Research.

The current targets relevant to Arts and Health initiative within the Local Area Agreement (2007 – 2010) are:

- Increased access to local services for children, young people and families (Children, Young People and Families)
- % of people who participate in leisure sports and cultural activities-with focus on under represented groups (Stronger Communities)
- To reduce the within area inequalities measured by all age all cause mortality between Nuneaton and Bedworth and Warwickshire as a whole. (Healthier Communities and Older People)
- Increase percentage of adults undertaking a minimum of 30 mins of moderate intensity physical activity 5 or more times per week (Healthier Communities and Older People)
- % of over 55's population who regularly participate in at least one cultural sporting or informal learning activity and have done so in the past 4 weeks by:
 - Gender
 - Race
 - Disability (Healthier Communities and Older People)

Details of how each local project will meet local plan targets is contained within the detailed project proposal, attached at Appendix A.

GRAEME BETTS
Strategic Director of Adult,
Health and Community
Services

Shire Hall
Warwick

19th October 2007

Warwickshire County Council Well-being Fund 2007/08 (Arts and Health ring fenced Fund of £10,000)

DANCE 4 HEALTH

Project Aim - To use dance to promote wellbeing and help people live both independently and as part of their local community through greater health and social engagement.

Project Proposal: A six month project, beginning with a series of training sessions for volunteers, activity instructors and carers who work with older people with dementia. Utilising this training to developing regular dance workshops older people with dementia and their carers.

Workshops

The group workshops would enable the carers and the cared for to work together, offering physical activity to older people who do not have this opportunity, enhancing their physical and psychological well being and supporting individuals to stay within their independent caring environment as opposed to moving to a residential environment. The workshops will also create an enjoyable and supportive environment for both carers and those who are cared for.

The project will be launched with a series of taster sessions for older people and their carers, volunteers and movement instructors. These sessions will give individuals the opportunity to experience dance and movement sessions first hand before continue their interest through the training sessions.

The group workshops will be developed and led by a 'lead' professional dance artist, supported by a second dance artist working in partnership with the County Arts Service and local health and community professionals.

Running alongside the workshops will be a county-wide evaluation, monitoring and evaluating the evidence that emerges from the workshop programme (similar dance and health workshops will be delivered across the county in each of the five areas, all with a different client group identified through consultation with area health and community professionals) This evidence will be used to assess the physical and social effects of dance activity on individuals potentially 'at risk' of health issues or inequality.

The research from the five projects will contribute to a final published evaluation report, providing evidence to potentially support the long-term sustainability of arts and health projects in the County.

Training

A strong strand of training would enhance the sustainability of this project. The training would be delivered by a specialist dance and health company and be focused on two groups:

1. Volunteers who work within the care setting and who are already delivering movement/activity sessions in respite day centers and within social groups. Specialist dance training would add to their skills and allow many older people to benefit from physical activity on a regular and longer term basis.
2. Carers themselves, this would help develop their skills and be tailored so that the sessions could take place in the individual's home environment and help to maintain physical independence for older people.

Mentored artists who are new to the field of older people would also be offered training to develop skills in working with older people, risk assessment and raising awareness of specific needs and requirements of this group. This training would be delivered in partnership with Age Concern.

Delivery

The project will develop in three phases:

1. Workshop Development. An experienced lead dance artist will work with local health and community professionals to identify the most suitable pre existing provision that can be accessed by older people and their carers. An initial series of taster sessions will develop interest and allow individuals to experiment within dance before the training begins.

Age Concern Warwickshire, South Warwickshire Carers and the Alzheimer's Society South Warwickshire branch all run successful groups for older people with dementia. The artist will work with these partners to identify the most appropriate group to move forward into the dance project.

2. Workshops Delivery. Delivery by the lead dance artist of a regular programme of dance workshops. The project managers (the County Arts Service) will monitor and evaluate the project as it progresses, and make the necessary changes to ensure the projects stay on track and are delivered on time and to budget.

CAS has had initial discussions with Rose Winship, Sports Facilities Manager at Warwick District Council who has offered to support the project in terms of venues and advocacy. Linking in with the Inclusive Fitness Initiative (IFI) there is the potential of further support through Newbold Comyn Leisure Centre, offering participants a further outlet for physical activity as well as additional signposting and support.

3. Exit strategy. A period of partial subsidy/support for each group will allow partners to assess the long-term value, sustainability and development for the group. CAS is working with partners (named below) who have shown initial commitment to the project, both in terms of financial support and in kind contributions, and would be key to the long term sustainability of the group.

The project is to be viewed as a pilot/action learning process in order to assess the potential long term impact of dance & health and the demand for such activity from the older people/participants and carers.

As part of a strategic county wide project, as well as delivering projects at local level and delivering against local LAA and local plan outcomes, the added value of the wider project would be:

- to provide the evidence and motivation for Health partners to understand the benefits that dance can bring to their sector and, in doing so, provide increased opportunities for future commissioning of dance or arts projects. This will be achieved by building a strong network of partners for the project – both locally and at county level – to ensure ongoing ownership and confidence in this area of work.

- to provide evidence of the impact that the arts can have on health agendas to a broad range of partners as part of the project, the aim is to increase the funding and support for arts and health work in the future – providing increased opportunities for people to take part in the arts.

LAA Outcome(s)

In terms of WCC's long term support for Arts & Health work it is anticipated that an evaluation of the project in relation to both WCC's corporate objectives and outcomes from the Local Area Agreement will be made and presented to officers and members alongside the more detailed Dance and Health Research.

The current targets relevant to Arts and Health initiative within the Local Area Agreement (2007 – 2010) are:

- ❑ % of people who participate in leisure sports and cultural activities-with focus on under represented groups (Stronger Communities)
- ❑ Increase percentage of adults undertaking a minimum of 30 mins of moderate intensity physical activity 5 or more times per week (Healthier Communities and Older People)

- % of over 55's population who regularly participate in at least one cultural sporting or informal learning activity and have done so in the past 4 weeks by:
 - Gender
 - Race
 - Disability (Healthier Communities and Older People)

Warwickshire's Strategy on Quality of Life for an Ageing Population

In South Warwickshire (Warwick and Stratford upon Avon districts) population growth is expected in nearly all age groups, with the highest rates of growth expected in the older age groups.

The number of people with dementia across Warwickshire is expected to increase by nearly 2000 over the 10 year period from 2006 to 2016. This is an increase of nearly 27% which is considerably above the expected total population increase of approximately 7%.

Unsurprisingly, the largest increase (1180 people) is forecast within the 80 years and over age group, although the largest percentage increase (35%) is forecast within the 65 to 70 age group.

This project delivers against priorities set out in the **Warwick District Community Plan**

Healthier Communities

H2 To enable everyone to lead a healthy and active life by providing appropriate and accessible information and opportunities to participate in activity

H3 To support older people, carers and those cared for in improving health, independence and quality of life.

Cohesive Communities

C1 Increase the numbers of people involved in sports and community-based activities.

Who will benefit from the project?

The number of direct participants (both those living with dementia their carers) for the workshop programme is likely to be approximately 25

The associated training programme (carers, health professionals, volunteers) is likely to be approximately 20

When will it be delivered?

- External funding to be confirmed for the project December 2007
Lead artist and mentored artist interviewed and selected, visits to Warwick District and initial consultation with communities, continued meetings with Key Partners.

- Spring 2008
Contract lead artists and mentored artists, programme dates confirmed and training dates set

- Spring 2008
Programme of workshops and training sessions to begin.

- Summer 2008
Completion of workshop programme. Review of monitoring data and completion of evaluation report

Expected Outputs

- No of individuals taking part in training sessions: 20 – 30
- No of older people and their carers taking part in weekly group with professional artist: at least 25

- Evaluation report focusing on
 1. Physical Assessment
e.g. Aerobic Capacity, Balance Measures, Flexibility, Muscle Strength, BMI
 2. Social & Well Being Assessment:
e.g. Self-esteem, Motivation to undertake physical activity/dance (*Feelings about physical activity/dance etc*), Attitudes towards health and lifestyle (*how often participants exercise, type etc*), Interaction with other group members, Building confidence.
- High quality publication – focusing on evaluation and outcomes of the project
- Celebration/advocacy event involving project participants, health & community sector
- Photographic record of sessions

Expected Outcomes

- Encouraging regular physical/dance activity in older people and their carers by offering an alternative choice for participation in physical activity
- Enabling volunteers to deliver high quality specialist movement sessions within various day care and respite settings.
- Enabling carers to develop their skills and enhancing opportunities for older people to take part in physical activity in their homes.
- Creating a supportive environment in which carers have the opportunity to have fun and enjoy time with those they care for, hopefully help to maintain a relationship with those they cared for outside the care relationship.
- Providing an experience of physical activity that may appeal to a more 'hard to reach' group
- Providing an opportunity to engage in an arts activity, perhaps for the first time

Long Term Aspirations

- Provide greater opportunity for individuals or communities to access dance activity on a regular basis, particularly in those areas where there is little or no access to arts activity.
- Participation in regular dance activity should, evidenced through the evaluation, have an impact on each individual's physical and mental health.
- The project should also provide the added value of individuals coming together in a group to take part in an arts activity – developing creativity and a means of expression, making new friends and combating isolation, learning new skills and experiencing different ways of social communication.
- The project will allow the CAS to work more actively with partners in the Health sector, which has not been possible on smaller scale projects. This should provide greater options for the long-term sustainability of arts and health projects in the longer term.

Proposed monitoring arrangements/Indicators of success

The project will be managed and monitored by the County Arts Service, which has experience in developing, managing and delivering a portfolio of community based arts projects across the county.

It is likely that each project participant will consent to undergo a physical assessment at the beginning, mid-point and the end of the project in the above areas. An initial assessment will produce a benchmark that can be used as a point of comparison for data collected at the end of the project. The impact of the project can be measured by comparing the three sets of data. We will also aim to follow up participants 6 months after the end of the project to measure adherence.

At the end of the project the evaluation will present findings in both a local report and a full final report for the project including all evaluation data with Two abstracts – one appropriate for healthcare publication, the other for arts.

An executive summary of the full report appropriate for publication as evidence and celebration of the project will also be produced to advocate the project and disseminate the findings (a separate budget for design and print is allowed for)

What is the long term future of the project (If appropriate)

The CAS are working alongside the following partners to support development of the longer term future of the project.

Jayne Longfield, Director of Community Development, Age Concern Warwickshire
 Kim Skipsy, Active Age Coordinator, Age Concern Warwickshire
 Jo Min, Branch Manager, Alzheimer's Society South Warwickshire Branch
 Gill Russell, Adult Carers Manager, South Warwickshire Carers
 Rose Winship, Sports Facilities Manager, Warwick District Council

This project is to be viewed as a pilot/action learning process in order to assess the potential long term impact of dance & health and the demand for such activity from the older people/participants. A similar process of evaluation and assessment with appropriate local health & community partners will take place with all five projects across the county.

Funding

The Area Committee is asked to contribute £10,000 to the project for delivery in Warwick District.

Analysis of costs	
Total Project Cost	£ 15, 652
<p>Lead Artist Fee preparation work, leading workshops, mentoring, supporting evaluation programme, project management etc. 16 sessions @£150 per session, project management fee of £500 per project, mentoring fee of £500 per project, evaluation fee (5 sessions with evaluator @ £150)</p>	£ 3,400
<p>Mentored Artists Fee To include supporting workshops over 12 months, mentoring, supporting evaluation programme etc. 16 sessions @£100 per session, mentoring fee of £200</p>	1,800
<p>Artists Fee Contingency To cover additional forming & scoping time depending on the needs of each group.</p>	360
<p>Training budget Employment of professional artist/ dance company to deliver a series of workshops as outlined above.</p>	3,490
<p>Artist Recruitment costs Lead and mentored artist – 2 days of recruitment, including travel costs plus fee for dance artist on panel</p>	240
<p>Independent Evaluation Fee Evaluators fee plus travel, leading and writing the work – measurements will be lead locally by lead artist.</p>	1680
<p>Workshop costs For example; access/transport costs for participants, additional carer support, venue hire (no cost anticipated)</p>	1,600

Countywide Programme	
Publication Full colour publication to celebrate the project and publish findings from the evaluation	1,100
Photography To take images of project, taster sessions and workshops, for use in final publication and associated reports	760
Celebration/avocation event for partners and participants	552
Contingency	700
Total	£ 15, 652
INCOME	
Contribution from Local Area Committee	£10,000
Arts Council Funding	£5, 652

NB CAS has sourced income in kind for venue hire, training and project development time, it is anticipated that as with other local projects, further in kind support will be generated as the project develops.