

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

|   |  |
|---|--|
| Name of your organisation:<br><b>AESOP Arts and Society Limited</b>                   |  |
| If your organisation is part of a larger organisation, what is its name?<br><b>No</b> |  |
| In which London Borough is your organisation based?<br><b>Outside London</b>          |  |
| Contact person:<br><b>Mr. Tim Joss</b>  | Position:<br><b>Chair</b>  |
| Website: <b>http://www.ae-sop.org</b>   |  |
| Legal status of organisation:<br><b>Registered Charity</b>                            | Charity, Charitable Incorporated Company or company number: <b>1134572</b> |
| When was your organisation established? <b>21/08/2010</b>                             |  |

### Grant Request

|   |
|---|
| Under which of City Bridge Trust's programmes are you applying?<br><b>Older Londoners</b>   |
| Which of the programme outcome(s) does your application aim to achieve?<br><b>Older Londoners aged 75 years and over living more active and healthier lives<br/>Fewer older Londoners aged over 75 years with depression and more reporting improved well-being</b> |
| Please describe the purpose of your funding request in one sentence.<br><b>Pilot and evaluate a new dance-based model for preventing falls amongst older Londoners aged 75 years+ which addresses current programmes's problems and is more cost-effective.</b>     |
| When will the funding be required? <b>15/01/2015</b>  |
| How much funding are you requesting?<br>Year 1: <b>£45,887</b> Year 2: <b>£0</b> Year 3: <b>£0</b><br><br><b>Total: £45,887</b>   |

**Aims of your organisation:****Aims**

AESOP's core activities are AESOP Incubate and AESOP Connect.

- We are incubating a pipeline of arts enterprises which deliver artistic and social impact. Successful ones will be grown and taken to scale.
- AESOP Connect links us with major institutions pursuing measurable social change. They are partnering AESOP to use the arts to address specific needs.

We are focusing on three promising areas: community development, health and social care, and international development. Incubate and Connect are supported by:

- AESOP Research: developing research methodology, evidence and policy.
- AESOP Share: for engaging the public, sharing knowledge through training, consultancies and publications, and advocating changes in practice and policy.

**Main activities of your organisation:****Achievements**

- Aesop 1 -- a rigorous, highly praised framework for developing and researching arts in health programmes (see [www.artsinhealth-framework.org](http://www.artsinhealth-framework.org)).
- Arts Enterprises in Health & Social Care Group -- an action learning set for vanguard arts organisations already being commissioned.
- The first programme to link arts activity and health economics -- a LSE partnership with DCMS funding.

**Plans to September 2015**

- AESOP Incubate: Dance to Health (this application).
- AESOP Connect:
  1. Local Trust/Big Local NE Hastings -- use the arts to help address challenges identified by disadvantaged communities.
  2. British Council -- create a roster of UK artists/arts producers capable of contributing to international development.
  3. Care Quality Commission -- involve the arts in CQC's challenge to get more organisations it regulates to improve from 'good' to 'outstanding'.
  4. NHS Clinical Commissioners -- programme to develop sustainable, cost-effective arts contributions to clinical commissioning.
- Aesop 2 framework (AESOP Research): to link artistic quality with social impact.

**Number of staff**

| Full-time: | Part-time: | Management committee members: | Active volunteers: |
|------------|------------|-------------------------------|--------------------|
| <b>1</b>   | <b>0</b>   | <b>4</b>                      | <b>0</b>           |

**Property occupied by your organisation**

|  |  |
|--|--|
| Is the main property owned, leased or rented by your organisation? | If leased/rented, how long is the outstanding agreement? |
| <b>Rented</b>  | <b>Open-ended (a home office)</b>                        |

## Summary of grant request

### FALLS: THE NEED FOR A NEW APPROACH

A fall for someone over 75 is extremely traumatic for them and very costly for the NHS. Audits of falls prevention programmes have consistently shown: patchy provision; low take-up and high drop-outs; only 38% of services using evidence-based programmes; they are widely regarded as boring.

Yet, the two evidence-based programmes ("FaME/PSI" and "Otago") reduce falls and falls-related injuries by at least 35%. They therefore require presenting in a new way. Dance provides artistic and social qualities more likely to engage older people, encouraging them to stick with the programme and follow-up activities. Any form of dance can be used.

### HOW THE WORK WILL BE DELIVERED

Dance to Health is for older people who are relatively inactive and in danger of a major fall. Groups of up to 20 will use the FaME/PSI programme as recommended by Age UK: at least 50 hours, two times a week, over six months and each session lasting 30 minutes (standing up). Sessions will be offered in an AmicusHorizon sheltered housing scheme in Lambeth and Jewish Care's Redbridge Jewish Community Centre. The two groups will be encouraged to become regular dance groups.

Choreographer Natasha Gilmore will lead on creating dances with FaME/PSI embedded in them. She will collaborate with researchers and practitioners in physiology, mental health and geriatric care to optimise the dances' outcomes.

A 'Peer Motivator' model will be used to encourage take-up and adherence: members of dance partner East London Dance's older people's dance groups will help create the dances, enabling the choreographer to explore the capabilities of older bodies. Having learnt the dances, the Peer Motivators will then teach them supported by a Dance Leader.

Events will be organised to celebrate achievements and improve self-esteem.

### WHAT THE PROGRAMME WILL ACHIEVE

See the 'Differences' section below.

### WHY AESOP IS THE RIGHT ORGANISATION TO DELIVER THE WORK

Tim Joss is an experienced social and cultural entrepreneur. AESOP has expert partners: East London Dance, Arts Council England-funded leader in older people's dance; two organisations expert in working with older people; Professor Dawn Skelton (designer of FaME/PSI and trainer); experts in evaluating arts and health, health economics and social enterprise.

### 'OLDER LONDONERS' PROGRAMME OUTCOMES

Meeting 'older Londoners aged over 75 years living more active and healthier lives'

- Dance to Health will focus on reducing older people's falls, improving strength and balance, and creating sustainable older people's dance groups.

Meeting 'fewer older Londoners aged over 75 years with depression and more reporting improved well-being':

- Dance to Health's social outcomes will be reduced isolation and regained independence. Evidence shows these contribute to improved mental health and wellbeing.

### MEETING THE TRUST'S 'PRINCIPLES OF GOOD PRACTICE'

'Involve older people in the management and running of the service':

- The Peer Motivators will help create dances and run dance sessions. Participants will be involved in the dance groups taking on a life of their own.

'Welcome people from all backgrounds and value diversity':

- While Jewish Care caters for Jewish people, both it and AmicusHorizon welcome people from all backgrounds. East London Dance is highly experienced in working with diverse groups, learning about participants' cultural interests, and using many different dance styles.

Meeting 'value and support volunteers':

- The Peer Motivators will be trained and supported in delivering sessions. Participants will be supported in developing the sustainable dance groups. Both roles are vital for Dance to Health's success.

Meeting 'are taking steps to reduce your carbon footprint':

- AESOP is at an early stage and is taking its first steps to reduce its carbon footprint.

Do you have a Vulnerable Adults policy? **No**

What Quality Marks does your organisation currently hold?

**None**

### **Outputs and outcomes**

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

**The overall activity is two six month dance-for-falls-prevention pilot programmes for older people aged 75 and over - one at Redbridge Jewish Community Centre and one in sheltered housing operated by AmicusHorizon housing association in Lambeth.**

**Three taster sessions per pilot will provide an opportunity to introduce the Dance to Health approach and explore participants' cultural interests. Each pilot programmes will run twice weekly for 6 months (52 sessions). Each session will be 1.5 hours long, with 30 minutes extra for tea/coffee, socialising and meeting evaluators.**

**A set of dances created by choreographer Natasha Gilmore (expert in working with older people) which have the evidence-based falls prevention exercise programme, FaME/PSI, embedded in them.**

**East London Dance will plan and deliver an end-of-project sharing and celebratory event for each pilot. AESOP will organise a national end-of-project celebratory event involving all partners in pilot programmes. The audiences will consist of other older people, family members, partner organisations, funders, potential partners and funders, and the media.**

**An evaluation report including the Dance to Health process, outcomes for participating older people, health economics assessment (cost comparison with established falls prevention programmes and cost benefit to the NHS and social care) and pathways to older people's dance groups which are viable as small organisations and financially sustainable.**

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

**A workable dance-for-falls-prevention intervention which will generate health and social welfare savings and is sustainable and scaleable. This will include options for operating the participating older people's dance groups in a financially sustainable way and the approach codified into a quality framework, handbooks and training programmes for the different contributors.**

**As well as reduced falls in line with the evidence, social outcomes for the participating older people (reduced isolation and regained independence) and artistic outcomes for them too (interest in dance and development of dancing ability).**

**Business outcomes for dance agencies: (1) improved expertise in working with older people and (2) capacity to work with non-arts agencies.**

**Outcomes for contributing choreographer and dance artists: (1) refinement of artistic practice to better engage a new or existing audiences and (2) emotional connection to an issue that influences the content of, or approach to their practice.**

**A successful programme would then: (1) continue to create older people's dance groups where there is interest; (2) identify new areas within Greater London which could host the first phase of scaling up; (3) continue to refine and improve the intervention.**

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

**Yes. Sustainability will be pursued through mixing public sector commissioning, use of personal budgets, members' regular subscriptions to the dance group and fundraising efforts. An appropriate social enterprise business model will be researched by the evaluation team. For scaling, a social franchise model will be tested with advice from the International Centre for Social Franchising.**

## Who will benefit?

### About your beneficiaries

How many people will benefit directly from the grant per year?

**1,620**

In which Greater London borough(s) or areas of London will your beneficiaries live?

**Lambeth (50%)**

**Redbridge (50%)**

What age group(s) will benefit?

**All ages**

**75 and over**

What gender will beneficiaries be?

**All**

What will the ethnic grouping(s) of the beneficiaries be?

**A range of ethnic groups**

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

**21-30%**

## Funding required for the project

**What is the total cost of the proposed activity/project?**

| Expenditure heading                               | Year 1        | Year 2   | Year 3   | Total         |
|---|---------------|----------|----------|---------------|
| AESOP preparation and management                  | 25,331        | 0        | 0        | 25,331        |
| Choreographic commission for falls prevention     | 7,500         | 0        | 0        | 7,500         |
| East London Dance: training and planning delivery | 5,980         | 0        | 0        | 5,980         |
| East London Dance: delivery                       | 29,800        | 0        | 0        | 29,800        |
| Performance and celebration event                 | 6,000         | 0        | 0        | 6,000         |
| Communications                                    | 6,000         | 0        | 0        | 6,000         |
| Evaluation  | 11,376        | 0        | 0        | 11,376        |
| Business modelling                                | 2,000         | 0        | 0        | 2,000         |
| Codification of practice and quality assurance    | 5,000         | 0        | 0        | 5,000         |
| <b>TOTAL:</b>                                     | <b>98,987</b> | <b>0</b> | <b>0</b> | <b>98,987</b> |

**What income has already been raised?**

| Source                            | Year 1        | Year 2   | Year 3   | Total         |
|-----------------------------------|---------------|----------|----------|---------------|
| Jewish Care                       | 35,000        | 0        | 0        | 35,000        |
| AmicusHorizon housing association | 15,000        | 0        | 0        | 15,000        |
| Rayne Trust                       | 3,100         | 0        | 0        | 3,100         |
|                                   | 0             | 0        | 0        | 0             |
| <b>TOTAL:</b>                     | <b>53,100</b> | <b>0</b> | <b>0</b> | <b>53,100</b> |

**What other funders are currently considering the proposal?**

| Source   | Year 1        | Year 2   | Year 3   | Total         |
|--|---------------|----------|----------|---------------|
| AmicusHorizon housing association - additional support | 15,000        | 0        | 0        | 15,000        |
|  | 0             | 0        | 0        | 0             |
|  | 0             | 0        | 0        | 0             |
|  | 0             | 0        | 0        | 0             |
| <b>TOTAL:</b>  | <b>15,000</b> | <b>0</b> | <b>0</b> | <b>15,000</b> |

**How much is requested from the Trust?**

| Expenditure heading                           | Year 1        | Year 2   | Year 3   | Total         |
|---|---------------|----------|----------|---------------|
| Choreographic commission for falls prevention | 6,294         | 0        | 0        | 6,294         |
| East London Dance: delivery                   | 25,010        | 0        | 0        | 25,010        |
| Performance and celebration event             | 5,036         | 0        | 0        | 5,036         |
| Evaluation                                    | 9,547         | 0        | 0        | 9,547         |
|   | 0             | 0        | 0        | 0             |
|   | 0             | 0        | 0        | 0             |
|   | 0             | 0        | 0        | 0             |
|   | 0             | 0        | 0        | 0             |
| <b>TOTAL:</b>                                 | <b>45,887</b> | <b>0</b> | <b>0</b> | <b>45,887</b> |

## Finance details

Please complete using your most recent audited or independently examined accounts.

|                       |                        |                      |
|-----------------------|------------------------|----------------------|
| Financial year ended: | Month:<br><b>March</b> | Year:<br><b>2014</b> |
|-----------------------|------------------------|----------------------|

| Income received from:             | £             |
|-----------------------------------|---------------|
| Voluntary income                  | 18,585        |
| Activities for generating funds   | 0             |
| Investment income                 | 0             |
| Income from charitable activities | 0             |
| Other sources                     | 125           |
| <b>Total Income:</b>              | <b>18,710</b> |

| Expenditure:                            | £             |
|---|---------------|
| Charitable activities                   | 16,950        |
| Governance costs                        | 900           |
| Cost of generating funds                | 0             |
| Other                                   | 0             |
| <b>Total Expenditure:</b>               | <b>17,850</b> |
| <b>Net (deficit)/surplus:</b>           | <b>860</b>    |
| <b>Other Recognised Gains/(Losses):</b> | <b>0</b>      |
| <b>Net Movement in Funds:</b>           | <b>0</b>      |

| Asset position at year end | £             |
|----------------------------|---------------|
| Fixed assets               | 0             |
| Investments                | 0             |
| Net current assets         | 34,485        |
| Long-term liabilities      | 0             |
| <b>*Total Assets (A):</b>  | <b>34,485</b> |

| Reserves at year end        | £             |
|-----------------------------|---------------|
| Restricted funds            | 24,349        |
| Endowment Funds             | 0             |
| Unrestricted funds          | 10,136        |
| <b>*Total Reserves (B):</b> | <b>34,485</b> |

\* Please note that total Assets (A) and Total Reserves (B) should be the same.

### Statutory funding

For your most recent financial year, what % of your income was from statutory sources?  
0%

### Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

The organisation adopted a new strategic plan based on two principle objectives: incubating arts enterprises which deliver social impact; partnering major non-arts institutions to use the arts to address specific needs. Priority areas are community



### Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

|   | 2012<br>£ | 2013<br>£ | 2014<br>£ |
|---|-----------|-----------|-----------|
| City of London (except City Bridge Trust) | 0         | 0         | 0         |
| London Local Authorities                  | 0         | 0         | 0         |
| London Councils                           | 0         | 0         | 0         |
| Health Authorities                        | 0         | 0         | 0         |
| Central Government departments            | 0         | 0         | 0         |
| Other statutory bodies                    | 0         | 0         | 0         |

### Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

| Name of Funder           | 2012<br>£ | 2013<br>£ | 2014<br>£ |
|--------------------------|-----------|-----------|-----------|
| LankellyChase Foundation | 0         | 25,000    | 13,000    |
| Wellcome Trust           | 0         | 0         | 5,585     |
|                          | 0         | 0         | 0         |
|                          | 0         | 0         | 0         |
|                          | 0         | 0         | 0         |

### Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes      Full Name: **Tim Joss**

Role within                      **Chief Executive**  
Organisation: