

## **HULL UK CITY OF CULTURE 2017**

### **PROPOSAL TO THE BARING FOUNDATION**

#### **INTRODUCTION**

Hull UK City of Culture 2017 (Hull 2017) was set up in 2014 as an independent company and charitable trust after Hull was awarded the title of UK City of Culture in 2013. The team are now working hard to deliver 365 days of transformative cultural activity in 2017 and are planning for legacy from 2018.

The programme for the year celebrates the unique character of the city, its people, history and geography through a huge range of arts, cultural, health, volunteering and other projects. Hull 2017 would like to work with the Baring Foundation to extend the reach of our older peoples' activity to enable engagement with residents of older peoples' homes to be tested prior to submitting funding applications to organisations including Arts Council England as part of our legacy programme.

#### **HULL 2017 FOCUS ON HEALTH & WELLBEING**

The aim of the Hull 2017's activity is to reduce health inequalities supporting Hull's Health & Wellbeing Strategy and the Hull 2020 programme (Hull's public sector health organisations working together) as part of a long term strategy to enhance health and wellbeing of some of most deprived and hard to reach communities in England. We are aiming to raise aspirations, change perceptions and inspire communities to participate in UK City of Culture (as outlined in our Strategic Business Plan published in June 2015). Our approach has been developed in partnership with health and wellbeing professionals in the city including the Chief Executive of NHS Hull Clinical Commissioning and Hull City Council's Director of Public Health.

The key themes that health partners prioritised are:

- Addressing the emotional health of individuals by tackling loneliness and isolation
- Boredom stimulates health inequalities, the aim is tackle it and break the cycle
- Many residents feel they lack a voice, a way to express themselves, both young and old
- Many residents have limited mobility, people often feel trapped and stuck in the neighbourhood they live in. Hull 2017 will seek to enable residents to look again at their community, but also support them to explore a wider horizon and travel locally
- An age-friendly city that supports inclusive activities

Hull 2017 have been engaging and working with the Older People's Partnership Group (OPPG) since 2015 which brings together service providers from across the city to coordinate services and approaches.

Groups that are represented include (amongst many others):-

- Age UK Hull
- Pickering and Ferens Homes
- HealthWatch
- NHS Hull Clinical Commissioning Group
- Hull Public Health
- Ings Plus
- Hull Stroke Clubs United
- Hull City Council Day Services
- Royal British Legion
- Dove House Hospice

## OUR APPROACH TO PROGRAMMING ARTS IN HEALTH

There are four key types of project which are being delivered as part of Hull 2017

1. Citywide Community Interventions (e.g. The Land of Green Ginger)
2. High Engagement Physical Programme (e.g. dance and circus projects)
3. Volunteer Programme
4. Key arts in health projects - focused on target groups e.g. Older People

## SPECIFIC FOCUS ON OLDER PEOPLE

Hull 2017 is delivering a range of pilot projects which focus on engaging with older people. These have been designed as programme to reach older people and we are keen to learn and build from these projects

These include:-

- The Butterfly effect: Workshops, performances and exhibitions (in community venues across Hull) using music, photography, sculpture and performance art, the project positively explores the lives of people living with dementia while challenging preconceptions
- Storybox: A groundbreaking collaborative story making project designed for people with Alzheimer's and Dementia. This is delivered by Small Things CIC in sheltered housing and day care centres in the city.
- We Made Ourselves Over: 2097. Sci-fi inspired arts installations by Blast Theory exploring what life what would be like in 80 years' time. This has been developed in a services of workshops aimed at 60+ year olds from Hull (and young people)
- Wellcome & Hull 2017 projects: 10 pilot research projects bringing together artists, scientist and community groups to examine health issues in Hull. Projects investigate issues including dementia, exploring aging & breathing disorders.

In addition, Hull 2017 have been working with organisations to engage service users through both artistic and learning initiatives. This includes through Challenge Hull which aims to highlight the creativity of everyone in the city through weekly creative challenges and where appropriate community ticket allocations for elements of the artistic programme.

These pilot projects will allow Hull 2017 to explore a range of delivery models with older people with a long term aim to create a blueprint for artistic engagement with older people. Plans for Hull 2017's legacy are in development, but we anticipate submitting a funding application to Arts Council England's Celebrating Age Fund, Wellcome and developing projects with the support of corporate partners.

## THE PROJECT

### CIRCUS PROGRAMME FOR OLDER PEOPLE IN CARE

Hull 2017 wish to work in partnership with Upswing to deliver a 3-week programme of circus designed specifically for older people in up to 6 care homes across the city of Hull. The project's goal is to test models for circus engagement in care homes which can be further explored and delivered as a legacy of Hull 2017 both locally and elsewhere.

The project aims to challenge stereotypes surrounding older people, their abilities and connection to the rest of society. This work has proven that arts experiences have wellbeing impacts beyond their intrinsic cultural value, supporting physical and cognitive skills development while improving emotional wellbeing.

The project would conclude with an Older People's Celebration Event, part of an Older People's Week in the city which this year leads up to the national Older People's Day on Sunday 1 October, is an annual event that is led by an OPPG planning committee supported by attendees of the OPPG. It is an opportunity for service providers and users of those services to celebrate and highlight the positive impact creativity can have on the lives of older people.

Falling at the end of our *Freedom* season and touching on the opening weekend of our *Tell the World* season, this would be an amazing opportunity to highlight what older people are able to do to a wider audience.

The project aims to deliver:

1. A touring programme across 6 care homes in Hull (provisionally listed below)
  - a. 2 x Pickering and Ferens Homes setting
  - b. 1 x HICA Group setting
  - c. Endike Community Care
  - d. 1 x HCC setting (via Barbara Wright)
  - e. Age UK - Hull
2. Circus performances for staff, family and residents
3. Circus workshops for staff and family carers to enable longer-term use of circus skills in their work with older people in care
4. Deliver across 3 weeks leading up to International Older Peoples' Day, 1<sup>st</sup> October 2017
5. Deliver a legacy handbook so the participating and other care homes can learn from the project and have the confidence to programme unique creative activities in their spaces

## **PROJECT OBJECTIVES**

To offer not only a fun, physically and mentally stimulating activity but to leave staff and residents with new skills and competencies offering care homes the ability to thrive as creative communities.

To evaluate the impact of the project on the wellbeing of older people at each care home across three areas:

- Psychological wellbeing (including mood, cognitive ability, learning and concentration)
- Social wellbeing (including community spirit and group participation)
- Physical wellbeing (including motor skills, mobility and physical strength)

## **DELIVERY PLAN**

### **Planning**

In advance of arrival, Upswing would send a project video to each home and a pack including activity plans, risk assessments and images and testimonials from past projects.

### **Advance visit**

Each care home would receive an initial site visit wherein a 90-minute induction session delivered to key staff (including activity manager). The induction involves an introduction to Upswing and the project as well as a chance to try some of the activities which are planned presented on the tour.

### **Week 1**

Rehearsals with Upswing team of artist and educators to create a 20-minute circus performance for care homes. The show consists of:

- A solo performance by each artist
- An ensemble performance to frame each visit
- Training of artists to deliver workshops for older people and dementia sufferers

### **Weeks 2 and 3**

Touring of performance to 6 care homes (3 per week)

Each visit would include:

- decoration of each care home performance space
- a circus workshop for older people in care
- a group performance with involves participation by older people in care

## **BUDGET**

| <b>Budget Line</b>                        | <b>Cost</b>    |
|-------------------------------------------|----------------|
| Upswing Administration                    | £2,700         |
| Upswing Producer                          | £2,000         |
| Advance Site Visits                       | £840           |
| <b>Week 1</b>                             |                |
| Rehearsals and Artists Fees               | £3,000         |
| Designer and Related Costs                | £1,000         |
| Costumes                                  | £1,000         |
| Transport and Travel                      | £1,200         |
| <b>Week 2 and 3 Tour</b>                  |                |
| Associate Creative Director               | £1,200         |
| Artist Fees                               | £4,000         |
| Stage Manager                             | £1,800         |
| Transport                                 | £1,200         |
| Touring allowance (per diems for artists) | £2,262         |
| Equipment and Health & Safety             | £1,150         |
| Monitoring and Evaluation                 | £1,000         |
| <b>Sub-Total</b>                          | <b>£24,352</b> |
| <b>Contingency</b>                        | <b>£1,217</b>  |
| <b>TOTAL</b>                              | <b>£25,569</b> |

## INCOME

| <b>Sources of Income</b> | <b>Committed</b> | <b>Requested</b> |
|--------------------------|------------------|------------------|
| Hull 2017                | £5,569           |                  |
| Baring Foundation        |                  | £20,000          |
| <b>Total Income</b>      | <b>£25,569</b>   |                  |

## FURTHER INFORMATION

If you require any further information, please do not hesitate to contact us

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