



Executive Summary
Washington Area Committee SIB applications

1. Applications for Washington Health and Heritage

Project Brief

Introduction and background

Public Health (SCC) proposed a project to determine links between specific aspects of health and well-being and heritage and culture, with the intention of a formal academic evaluation using the the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) both before and after the study. This is an instrument that seeks to capture the status of individuals who rate aspects of wellbeing such as optimism, relaxation, usefulness, etc. In order to elicit the worth that participants attach to cultural objects and practices, a tool usually used in economics and options appraisal - Multi-Criteria Decision Making Analysis - could be used. This is a process of establishing judgement criteria (e.g., ethical, economic, historic) that people or organisations use to make decisions (e.g., to volunteer in the community or safeguard a cultural artefact). It is anticipated this pilot and the evaluation will then be utilised to influence policy change. Sunderland City Council Public Health is financially supporting this project

Project Brief

This project will look to determine possible links between health and wellbeing and heritage and culture by asking the local community to identify places and physical assets valued by them. Lead organisation to invite groups/local residents to

- engage in cultural activities and identify physical assets & places
- identify those cultural assets they felt were valuable
- identify the worth the participants attach to cultural objects and practices

The project will be required to identify what is 'cultural value' and how engagement in cultural activities can be associated with

- wellbeing
- empathy/appreciation of diversity
- increasing engagement and citizenship
- confidence, motivation and communication skills,
- cognitive ability
- economic benefit

In addition the project will identify the collective assets or resources of the local community that support and strengthen groups. These might include

- practical skills, capacity and knowledge (of local residents)
- passions and interests of local residents that give them energy for change
- networks and connections ('social capital'), including friendships and neighbourliness
- the effectiveness of a local community and voluntary associations
- the resources of local organisations available to help the community
- the physical and economic resources of a place that enhance well-being

SIB Application

Name of Project	Washington Health and Heritage
Lead Organisation	Sunderland Culture

Total cost of Project	Total Match Funding	Total SIB requested
£52,000	£27,000	£25,000
Project Duration	Start Date	End Date
1 year 9 months	June 2018	March 2020

The Project

This project proposes utilising Sunderland Culture as an umbrella organisation to deliver 3 separate work streams in partnership with local VCS and communities. The submission is divided into 3 individual work streams, each with their own aims and outcomes set within the context of health and well-being development.

Challenges the project will address:

- The need to improve young people's skills, confidence and opportunities.
- Sunderland's citizens face significant health and wellbeing problems
- The city has both significantly lower than average cultural participation rates and higher than average experiences of mental ill health and social isolation.

Sunderland Culture believes in great art and culture for everyone, meaning that all should be able to engage with the arts and be surrounded by creative opportunities in our lifetime- irrelevant of age, ability or location. There is good scientific evidence for the positive effects of the arts, culture and heritage on all aspects of health and wellbeing. Helping people to live well - being part of the community and being able to live an independent and culturally rich life, are important factors that help people to live well. Whether it be young people with disabilities, people with dementia or socially isolated older people, each person deserves the right to be involved in the cultural and artistic life of their community. Improving accessibility for the whole community - including some of our most isolated members of society means that others can benefit too including friends and family. Reducing social isolation for people who live alone or who are unable to access the same opportunities is vital. With loneliness and social isolation as harmful to our health as smoking 15 cigarettes a day (Holt-Lunstad, 2015) arts, artists and cultural venues have an important role to help raise awareness and increase understanding and develop opportunities for increased participation.

Project 1: Breaking Barriers; Increasing Inclusivity

Lead by: Great Place Producers, Sunderland Culture

Children and young people with disabilities; using arts and culture and heritage to explore communication and confidence benefits for individual children/young people and their carers and to develop the cultural visitor experience at Washington Heritage venues.

Expanding work that is already underway in Washington Schools this project will work with a group of young people from Columbia Grange Primary School and young people identified through the Autism Outreach Team. We will work closely with teachers and parents, schools, Sunderland Carers Centre and Washington Mind, CCG and Occupational Health to provide high quality artistic opportunities for those children and young people.

- A group of students from Columbia Grange Primary School will partner with Washington Old Hall. From consultation, children and young people with disabilities face barriers when

accessing local heritage and arts venues. Working with the school, pupils and parents to determine what these barriers are, the project will consider how to improve inclusivity. By partnering the school with Washington Old Hall, across the two years, we can build a strong, open dialogue and collaborative partnership. The group will be able to access the rich and historic heritage site whilst providing a learning tool for National Trust and Sunderland Culture which can be implemented across Washington and beyond.

- Building on these relationships we will work with a group of young people with profound and multiple learning disabilities (PMLD) and/or Autistic Spectrum Condition (ASC) to commission a ground-breaking theatre piece which will be co-created with the group through a series of workshops. We will be looking at the barriers these children- and their families/carers face when engaging in arts and culture to produce a piece of immersive theatre created by and for young people. The project will work with the group to write the commissioning brief to shortlist and select the theatre company we will work with on this project. We would also share the brief with leading SEND theatre makers such as Oily Cart. We would then look to share the learning with others taking the theatre production to venues in Washington and Sunderland, in particular, Washington Old Hall. This is an opportunity to create an impactful and high quality piece of theatre where young people can be involved in an enriching experience where they will learn new artistic skills whilst developing social skills and boosting their confidence.
- Recognising the importance of heritage within Washington as well as devising the theatre piece, the project will work with highly acclaimed theatre practitioners who are specifically trained to work with young people with PMLD/ASD. Each sensory experience can be tailored to each individual's reaction and to the young person with whom they are working. Students will have the opportunity to create their own, bespoke production that is vivid, multisensory and interactive, using taste, touch, smell, sight and sound and space. There will be a CPD opportunity for teachers to work with a theatre director to learn classroom skills which can be embedded across the curriculum in the future. The young people's theatre performance will be shared within school to an audience of peers, parents, staff and carers and will tour to local Washington venues such as Arts Centre Washington.

Working with the families and schools the project aims to map the outcomes and changes in the participants throughout the project. The learning and outcomes and legacy from the project will be shared with all Sunderland Culture venues to inform our future offer to children/young people with disabilities and their families.

This proposal will deliver a range of positive outcomes:

- Make a positive difference to the wellbeing of young people and their families who are often excluded from cultural activities because of the barriers they face.
- Provide a shared social experience where families can participate together
- Respond to significant demand for special school and family audiences where there is a gap in cultural provision.
- Increase confidence and self-esteem by placing young people at the heart of the work.
- Improve communication skills through different modalities of art.
- Potential reduction in challenging behaviours due to communication improvements
- Improve motor skills and hand-eye coordination and muscle development through theatre, dance, drawing and movement.
- Positive mental health benefit through increased self-esteem and empowerment.
- Reduced anxiety of carers and staff through network and interaction and learned skills/techniques
- CPD opportunity for teaching staff and Washington Carers

Key Milestones and objectives for the Project

Recruitment – schools and partners	June – July 2018
Planning meetings school and Washington Old Hall	Jul – August 2018
Baseline evaluation set	Sept - Oct 2018
Creative Day artist sessions commence	September 2018
Consultation with school, pupils and parents/carers commences	Sept – Oct 2018
Visits to Washington Old Hall	Oct – Nov 2018
Evaluation Phase 1	November 2018
Theatre work commences	June – July 2019
Public performance	July 2019
Evaluation Phase 2	September 2019
Roll out of best practice	Oct – Dec 2019
Final Evaluation and Report	Jan – March 2020

Project 2: Creative Days

Lead by: Art Centre Washington

Dementia; using arts and culture and heritage to explore health benefits for individuals and their carers.

Arts, culture and heritage can have a powerful impact on the lives of people with dementia and there is work taking place within Washington and Sunderland that demonstrates those benefits. Arts Centre Washington has been undertaking some fantastic work supporting people living with dementia and their carers. Creative Age is a project run by Arts Centre, Washington, to develop dementia-friendly creative activities for older adults. Whilst some provisions traditionally centre on reminiscence and memory-based activities, these sessions focus on what individuals can do now, in a particular moment and encourages creativity through story-making, touch, doing and making, allowing all to be involved, no matter what their ability, in a safe environment and alongside their carers. There are two Creative Age groups that meet at Arts Centre Washington on a Thursday and Friday afternoon, the sessions are designed for people living with the early stages of dementia and their carers. The pioneering scheme was devised by Gateshead charity Equal Arts and funded by Comic Relief and Arts Council England, the Arts Centre Washington group is one of a few of similar groups in the region. The group works with high quality artists in a range of different mediums such as drawing, felting, glasswork, portraiture, cyanotype printing and animation. The group have been on an amazing journey from the start of this project and have even exhibited their work at Arts Centre Washington.

This new work will build on the current initiative with Equal Arts, Washington Mind and the Essence Service identifying new participants and groups to work with. The ideas for the projects will come from the service users themselves though a flavour of the work could involve:

- Working over the first 18 months with high quality artists to explore creative medium such as music, written word, film, crafts. The group will devise their own art work based on the local heritage of Washington and will develop their skills in the art of heritage crafts. To compliment this work, the group will develop a partnership with a local heritage specialist (for example, from Washington Heritage Society) to learn about Coats of Arms and family crests and in turn create art work designed by the symbolism of these.
- Participants will either visit or be visited by a venue/organisation that specialise in contemporary art in heritage settings showing the participants the way that artists engage in heritage sites.
- Making and Selling – group members learn how to make heritage and other craft items to

be sold in the arts centre shop and craft fair as well as in other Sunderland Culture venues with all profits going back to the group to help sustainability.

- Slow Museum Visit - The groups, accompanied by artist facilitators and volunteers, will attend a Slow Museum session at the Shipley Art Gallery, which are designed for those living with cognitive impairment. They will have an opportunity to be shown artworks and craft items by the Shipley's learning team. The artist facilitators will lead a discussion, inviting the participants for their responses to the artworks and will collaborate on a project brief for themselves for the coming sessions
- Developing Arts Advocates; members of the group proactively involved in the advocacy of the benefits of the arts on health. This could be through members going to meet and talk to other organisations, making a film about the importance of the arts on their condition, inviting guest groups along to the arts centre and holding open events.
- Leaving a Legacy – Some of the work produced will have a lasting legacy within the space that it produced and beyond. This could be producing a banner or flag for permanent display or/and a creative writing project that is then recorded and uploaded and shared online.

This proposal will deliver a range of positive outcomes:

- Improved social skills- forming connections and friendships, respecting differences,
- Improved communication through alternative creative means
- Using creativity to learn new skills
- Improved recall of previous skills
- Self reports of enhanced cognitive capacities
- Improvements to mental health, confidence and wellbeing
- Improved mood
- Peer to peer support
- Developing business/enterprise opportunities
- Carer support; reduction in anxiety, network opportunities
- Developing Dementia Arts Advocates

Key Milestones and objectives for the Project

Recruitment –participants for Creative Age	June – July 2018
Training (Dementia) for artists, staff and volunteers	Jul – August 2018
Benchmark for evaluation	Jul – August 2018
Creative Day artist sessions commence	September 2018
Arts Advocacy begins	October 2018
Weekly Artist led sessions	Feb – June 2019
Open Day, further recruitment	July 2019
Heritage Crafts sessions	June – July 2019
Weekly Artist led sessions	June – Dec 2019
Exhibition	January 2020
Final Evaluation and Report	March 2020

Project 3: One Day (You'll be old too)

Lead by: Sunderland Museum and Winter Gardens

Social isolation in the elderly: using heritage and arts to explore health benefits for socially isolated individuals.

At times, most of us will have felt lonely or isolated in our lives. For many that situation is only

temporary – but for some it can be a lasting situation, one for which it seems like there's no way out. This proposal will look to use creative arts projects and heritage to overcome loneliness and isolation for older people in residential homes and care settings in Washington.

There is a growing understanding that creativity is intact long after other cognitive functions decline.

Recent guidelines from the National Institute of Clinical Excellence (NICE) recommend group-based activities focusing on creativity as a way to improve the mental wellbeing and independence of people aged 65 and older. With our population ageing and the increasing need for our communities to be accessible for people living in isolation, cultural venues now more than ever are positioned to help redress this balance.

Artist Andrew Tift will be commissioned by Sunderland Culture to create a series of drawn portraits of older people living in 3 different care home settings in Washington. Andrew will talk to residents and capture their memories, experience, stories, wisdom, opinions, thoughts and knowledge through photography and digital audio recordings. Andrew will ask each participant a series of questions about where they have worked, lived, loved, danced and played. He will work on their portraits in his studio and in situ at the Washington care homes to continue these conversations and build positive relationships with the sitters and other residents. Alongside this project a photographer will be commissioned to run a series of digital photography sessions with a group of residents and care workers at each care home to develop their photography skills and build the confidence to take photographic portraits of each other. These photographs will be displayed in each care home and at the Museum as a digital exhibition. Residents and their families will be invited to a celebration event at each care home where they can share their photographic portraits alongside the drawn portraits by Andrew Tift and celebrate their achievements with other residents, staff, their families and invited guests. This will encourage wider participation in the project within each home but also recognition by the wider community.

Following the celebrations in the care homes there will be a joint celebration at Sunderland Museum & Winter Gardens, to which residents from each care home will be invited. The Andrew Tift portraits will be shown in the Art Gallery and residents digital portraits shown on screens around the Museum. The event will encourage residents from different care homes to meet and share their experiences and also include an opportunity for guided tours of the Leonardo 500 exhibition, showing 14 drawings from the Royal Collection Trust. The exhibition themes include anatomical drawings and portraits which can inspire further photography projects in the care homes and potentially future project work with Museum staff. The Andrew Tift drawings would be accessioned into the Museum collections and digital versions and prints would be kept by each care home. This rich resource could then be used by the Museum's Public Engagement and Participation team, Sunderland Culture and other cultural organisations in the city as a stimulus for future projects in care homes across the city.

This proposal will deliver a range of positive outcomes:

- Combat feelings of social isolation and build social networks for residents in each care home.
- CPD for care workers who will be given the opportunity to develop their skills and in turn, develop further photography sessions with residents in the future.
- Increased self-worth, confidence and resilience
- Increased feelings of happiness and optimism
- Increased confidence and self esteem
- Forged friendships and reduction in feelings of loneliness
- Networking with artists and visiting cultural venues.
- Increased feelings of pride

Key Milestones and objectives for the Project

Recruitment – artists and volunteers	June – July 2018
Research and consultation with Care homes & museum staff	June - July 2018
Benchmark for evaluation	Jul – August 2018
Project commences	August 2018
Commissioning and Participatory planning	October 2018
Event planning	Dec - Jan 2019
Celebration events and exhibitions	Jan –March 2019
Evaluation	March 2019
Box Production and use	Mar – April 2019
Final Evaluation and Report	March 2020

Partnership

Project 1 Breaking Barriers - Columbia Grange Primary School, young people identified through the Autism Outreach Team, teachers and parents, schools, Sunderland Carers Centre and Washington Mind, CCG and Occupational Health.

Project 2 Essence Service, Alzheimer's society, Washington MIND, Equal Arts, Washington History Society.

Project 3 Care home Co-ordinators, Sunderland Museum & winter gardens, families and carers. Will also work with the VCS Network to ensure this proposal builds on the work of other organisations, Washington Library, Sunderland Empire Creative Team, Age UK,

Funding

Item	Total Cost	SIB
Breaking Barriers: Programme of activity with Old Hall	£1,500	£1,500
Professional Theatre Performance 3 day residency	£3,500	£3,500
Training days (Staff0	£ 900	£ 900
Travel and costs	£ 150	£ 150
Theatre Practitioner residency in School	£5,000	£5,000
2 x Development Days	£2,000	£2,000
Student touring performance including venue, travel and materials	£3,000	£3,000
Creative Learning	£1,000	£1,00
Sub total Project 1	£17,000	£17,000
Creative Age: Artist sessions (weekly)	£12,000	£12,000
Exhibition	£ 3,000	£ 3,000
Visits	£ 600	£ 600
Arts advocacy	£ 100	£ 100
Training	£ 500	£ 500
Evaluation	£ 300	£ 300
Sub total Project 2	£16,500	£16,500
One Day: Artist travel and accommodation	£2,000	£2,000
Artist fees and commissioning including materials, work shops and audio recordings	£8,500	£8,500
Framing of works/exhibition	£1,500	£1,500
Participatory artist sessions x 24	£3,500	£3,500

Celebration events/exhibitions and work in Care homes	£1,000	£1,000
Art and wellness boxes – Esme Fairburn	£2,000	
Sub total Project 3	£18,500	£16,500
Project total	£52,000	£50,000

Outputs of the Project

The project will indirectly deliver a number of cross cutting outputs such as volunteering, events and programmes sessions helping young people, support for businesses, tackling health inequalities and people engaged in health programmes. The key outputs to be utilised for monitoring these proposals are detailed in the table below:

Description	Number
No. of programmes/activities tackling health inequalities (H1)	17
No. of people engaged in health programmes (H2)	240
No. sessions working with young people (L7)	46
No. community events (A6)	56

Meeting the Public Health Brief

Project 1: Breaking Barriers (Children and young people with disabilities)

Assessment and Public Health Outcomes: People with autism may have coexisting physical health conditions and/or mental health problems that, if not addressed, could further impair the person's psychological functioning and could place additional pressure on families and carers. Through alternative and creative communication for such young people, we could see a **reduction in inpatient care** - a key priority in the governments Think Autism Progress Report, 2016. The Department of Health's review Transforming Care; A National Response to Winterbourne View Hospital, highlighted a widespread failure to design, commission and provide services and give the right support needed at home and within an education setting. Think Autism also highlights the importance of **staff training** on autism and ASD across all public services and in particular, **improving the understanding of autism amongst GP's**. As the touring theatre piece will be delivered and devised by young people, there will be a training and awareness opportunity for GP's, local authorities, NHS Trusts and NHS Foundations Trusts. Through partnership working with Occupational Health and Washington Mind, the project will forge relationships with school, pupils and parents and health professionals and in turn, help families to develop relationships and tools to **further access CAMHS service** so that they understand the pathways that their child is likely to go through, and are in turn more aware of decision points in their treatment and care. Through the project we will evaluate the outcomes of the project using Performance Indicators for Valued Assessment and Targeted Learning (PIVATS) to track baseline social and emotional development and changes across the course of the project using detailed assessment process, videos and student learning journals.

Project 2: Creative Days (Dementia)

Assessment and Public Health Outcomes:

There is a movement in dementia care to focus less on memory and more on improving the quality of life for people with dementia. The All-Party Parliamentary Group on Arts, Health and Wellbeing Inquiry presents successful examples of practice and research in this area across eight different art forms.

The design of the evaluation will seek to be inclusive of people who are unable to consent to taking part and therefore a separate consent process involving a consultee (such as a carer) will be set up. The evaluation will make provision for loss of mental capacity in a participant through repeated interviews. Mutually trusting relationship will be developed through a sustained period of engagement, with collaborative approach, allowing a mutual process. There will be detailed attention to reliable data recording, using observational recordings as well as tape recordings.

Measuring tools such as the ONS Measuring National Wellbeing Scale and the World Health Organisation Wellbeing Index will be adopted. There will be an opportunity to develop a bespoke evaluation tool in partnership with Equal Arts, which can then be rolled out strategically across Public Health.

Project 3: One Day You'll Be Old Too (Socially isolated older people)

Assessment and Public Health Outcome

The project will fit strategically in to the NHS England's Five Year Forward View (2014) which calls for a new emphasis on prevention and the development of community based, non-medical responses to a range of physical and mental health and wellbeing needs. Next Steps on the Five Year Forward View (2017) brings sharper focus on the need to enhance primary and mental health care and encourage healthy ageing for older people. In February 2017, Age UK published an analysis of data gathered from more than 15,000 older people which showed that engagement in creative and cultural activities makes the highest contribution to overall wellbeing.

These outcomes would be measured using questionnaires based on the Warwick Edinburgh Mental Well-being Scale (WEMWBS), carried out before the project to collect baseline data, then during and after the project (immediately after and a follow up) to measure individuals' progress. The survey methodology would need to be carefully planned to ensure the questionnaires are accessible for residents, avoid survey bias and produce viable data. Care workers will be interviewed over the project duration to reflect on changes they observe in individuals within their care.

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and the Panel score is [110 out of 120](#)

This application:

1. Evidences a good track record of successful delivery and experience

- This application evidences previous experience of similar projects, the organisation/projects will be based in the area and all beneficiaries will be from Washington.
- Project Management and monitoring systems robust and clearly explained with examples given. Work monitored against planning, electronic financial systems, regular updates and reporting mechanisms identified. Experience of managing and monitoring other SIB projects.
- Milestones are realistic. Time lines and actions very clear and relevant
- Citywide organisation – Delivers currently in Washington as part of Great Places. This project is Washington specific delivering in local venues.
- Some risks identified. No mention of non-engagement of individuals or difficulties with communication etc. However, there would appear to have been sufficient preparation work carried out during development of the project proposal

2. Evidences it meets at least one of the key priorities of the Washington and co-ordinates with a range of activities and projects:

- This proposal meets 4 of the Area Committee priorities - health and well-being, heritage and culture, adult social care and VCS collaborative working
- This project provides a wide range of activities and has a broad reach across a number of groups traditionally difficult to engage.

3. This proposal has evidenced good partnership working and is committed to further developing local inclusion and collaboration.

- A number of partners and partnerships are proposed for each of the project proposal.
- The proposal includes a comprehensive list of partners, both within the project description and in the partnership working section. Clear evidence of understanding of current activity, therefore duplication is unlikely. Communication and liaison with the Washington VCS Network will ensure any additional opportunities are identified.
- Throughout the bidding process the lead has already established new links and collaboration across health, culture and arts, schools and the local community.

4. This proposal meets the project outcomes as detailed in the published Project Brief:-

- The project proposal has identified links between health and heritage and will expand on this during project delivery.
- The lead organisation has identified project managers for each of the three strands and identified local groups/organisations to work with
- Evaluation will take place using a variety of relevant evaluation tools and methodology
- The proposal identifies evidenced benefits to the community groups/residents involved
- The proposal outlines how engagement in cultural activities can benefit health and how this will be evaluated
- This project will look to determine possible links between health and wellbeing and heritage and culture:
- Lead organisation(s) identifies local groups/organisations they will work with
- The proposal makes mention of legacy for some elements of the project
- The project adds value to existing organisations and programmes in Washington. It aims to identify and work with a number of clients not currently engaged and will draw on wider networks to do this.

OFFICER RECOMMENDATION: Approve subject to the following condition:

- **The Lead Agent is required to meet with Public Health prior to work commencing, to discuss the anticipated Public Health outcomes.**

2. Application for Washington Individual Support Project **Project Brief**

Introduction and background

In November ShARP were chosen as lead for delivery of an innovative pilot the Washington Individual Support Project (WISP) to deliver advice services to engage and support people presenting to other agencies in acute crisis. ShARP have staffed the 6 month project with a qualified, experienced Advice Worker as a dedicated resource able to work across the Washington area into whichever venue the person presents. WISP acts as a single point of contact for Active Partners and Providers in Washington who have contact with people presenting in acute crisis, and offers a “one stop shop” so that person centred support is available immediately in their own neighbourhood without the need for signposting, travel to other services or venues. The pilot has tested a number of approaches and been able to offer practical solutions to issues. Referrals are made initially by direct contact via telephone to ShARP and followed up with consent by using a standard referral form. WISP Staff then assess need and immediate actions required, carry out Benefit Checks if required, co-ordinate response of others e.g. and bring relevant services around the person and act as bridge to those other providers ensuring that the person centred approach is maintained throughout. The pilot has proven successful and in this short time has worked with 19 people requiring a range of support and experiencing complex needs.

WISP2 Outcomes and Objectives

Proposals for this second phase need to address the following:

1. WISP2 needs to include a model which helps identify the underlying more complex reasons for people presenting ‘in crisis’ and not be immediately reactive e.g. a number of people rely regularly on food banks to provide them with food parcels and also funds for gas and electric. These people typically have multiple problems and complex need – they often have long standing issues due to drug/alcohol dependency. Life is chaotic and the choices made are often driven by need with immediate solutions sought. People live day to day and find it difficult to attend appointments, plan for the future and there is often a long standing history of poor or non-engagement with services and inability to make lasting improvements to daily living which in the long term leads to feelings of hopelessness and impacts on mental health.
2. There needs to be more of a focus on what comes next for those people that it is appropriate for WISP to support – WISP initial support and approach needs to try and find out what will sustain these individuals, what are their aspirations rather than just meet the immediate crisis need. Building on the ethos of the WISP pilot, Phase 2 now needs to try and understand the underlying issues rather than what’s being presented.
3. WISP2 to identify pathways and a referral system which ensures a more co-ordinated approach with the strategic SCC teams and support.
4. The lead to have local knowledge of community driven activities, clubs and projects in Washington.
5. WISP2 requires clarity with regards to the most appropriate Washington partners/organisations that are Active Partners in this project.

SIB Application

Name of Project	Washington Individual Support Project
Lead Organisation	ShARP

Total cost of Project	Total Match Funding	Total SIB requested
£39360	£9360	£30,000
Project Duration	Start Date	End Date
2 years	July 2018	July 2020

The Project

This proposal is for a 2 year intervention building on the experiences of the WISP1 pilot delivered by ShARP for 6 months. The following issues remain:

1. A number of people regularly rely on food banks to provide them with food parcels and also funds for gas and electric. These people typically have multiple problems and complex needs.
2. Some people have had stable lives with a job and a home but may be tipped into crisis by significant issues with health – this may be a new diagnosis for example Cancer, Multiple Sclerosis, Stroke or a worsening of pre-existing condition compounded by changes to benefit entitlement/payments. People feel hopeless with then is impacting on mental health.
3. The current government's Welfare Reform is ongoing and we expect that the situation for some people will become even more difficult over coming months as they transition to Universal Credit (UC). In our FTWR service we have already seen the impact of UC where people have had no means at all to support themselves for several weeks until the UC is in place. Without the means or ability to save and plan for change people are faced with escalating levels of debt and hardship.
4. In some areas there are limited local community resources and we have found that people often cannot travel to central locations for assistance. People may not have the money for bus fare, ill health and certain physical conditions may make it difficult to travel, problems with mobility mean it is difficult to use public transport and even where help with crisis is available it is often difficult to access this assistance
5. We know that when people become used to living chaotic lifestyles difficulties become entrenched and they are then often unable to trust and engage with services. They may engage with services periodically but then disengage once needs are met.

The approach used by WISP1 has been to provide a bespoke service, offering the immediate support needed then unpicking the presenting issues with each person. Once underlying issues are identified working with other specialist services to support access to specialist help e.g. addictions services, mental health services etc. WISP1 has not signposted – services are brought around the person so that they have an opportunity to engage with other specialist/supports whilst receiving assistance from their WISP Advice Worker – using a casework approach so that people are not having to repeatedly explain their circumstances to several different agencies.

ShARP is commissioned by Sunderland City Council to deliver First Tier Welfare Rights, Benefits and Debt Advice (FTWR) and we would therefore have expected to reach people requiring assistance through this service which is available to everyone to the Washington area. However, the pilot project has successfully engaged and supported people who we know would not have approached ShARP through the FTWR pathway as they typically find it difficult to access and work positively with services. As a provider of FTWR for SCC ShARP can ensure that there is no duplication of resources and that people are directed appropriately through the referral pathway to WISP or the ShARP FTWR provision. We have a good relationship with the SCC Welfare Rights

Service and Adult Services and use this to inform our practice, seek advice and guidance and also to escalate concerns we have about the wellbeing of particular people.

Partnership

WISP is not a self-referral project. Due to the high level of need people referred to the WISP pilot project have we have identified “key” referral partners and in the next phase of the project we would further strengthen the referral pathway. The pathway includes referrals in to WISP and out to other agencies e.g. Sunderland City Council Crisis Support, Welfare Rights Services, Washington MIND, WEAR Recovery and Wearside Women in Need, Adult Services and Children’s Services.

Partnership and referral pathways with the local Foodbanks are essential and these are working well. The WISP team now attend St Michaels Foodbank every Monday meaning that they are immediately available at the point of crisis but also so that those who are reluctant to engage can become familiar with the workers before accepting help – we know this can take several weeks. ShARP are working proactively to identify additional resources and expertise to drawn upon including the possibility of joint work/training/funding bids e.g. Addictions UK. ShARP strive to make best use of limited resources and avoid waste through duplication of services. We know that at the moment WISP is a unique project, however in order to maximise impact we will seek out other partners or providers who we can work with to strengthen outcomes from the project including

- Oasis/Aquila
- DWP – expertise –short cut/specialist knowledge
- Gentoo – links exist with the Money Matters team and Housing Officers
- WRS – specialist referral on for advice/appeals
- DWP – links exist locally to specialist knowledge and also to challenge/explain issues
- Wearside Women in Need
- WEAR Recovery
- CAB for work on complex debt

An example of potential cost savings is evidenced from the independent evaluation of the ShARP Advice on Prescription Project in the Coalfields area (funded by Comic Relief) which shows that provision of Welfare Rights, Benefit and Debt Advice in GP surgeries for those patients with mental health problems is a valuable resource which reduces the time Health Practitioners have to spend with patients who have specific money/debt worries. (Barefoot Research and Evaluation 2017).

As a community based charity ShARP is committed to working effectively in partnership with local people and local services to strengthen service delivery into our communities. We will work within Washington Area Committee arrangements to establish a forum for future development of the work and to share WISP developments, draw in additional expertise and resources which might include representatives from SCC Welfare Rights, Community Police, GP representatives and core referrers. This will also ensure that the WISP referral criteria and eligibility for support is fully understood but also that the project remains able to respond with flexibility to changing local need and emerging priorities.

Outputs of the Project

WISP works with people who have multiple complex needs – the numbers will not be high (although levels of need are rising) and in general it is often difficult to calculate the true costs of work of this nature. If WISP is funded for the next 2 years based on numbers in Q3 and Q4 of WISP1, it is expected to work with 160 people over the 2 year period. Based on the experience of

the pilot as well as strengthening delivery based on learning and identifying best practice via a stronger case work model, it is expected each intervention to cost in the region of £180 depending on individual circumstances and level of complexity. As the work progresses we start to see cost reductions in the pull on specialist provision e.g. Housing/ NOSP/Debt/ Crisis Support Mental Health as immediate need is addressed and the individual is supported to engage with services. Ultimately we will expect to see a reduction in costs generally to other agencies as repeat episodes of acute crisis become fewer.

Description	Number
No. people engaged and receiving information advice and guidance	160

Project outcomes

The key outcomes for WISP are:

- People referred to WISP in acute crisis will have improved access to Advice and other services to prevent further escalation of crisis
- Everyone engaged with WISP will have a Benefit Check to ensure that where possible income is maximised
- People will be supported to engage with specialist support services to improve their wellbeing and gain a better understanding of help available to them so they can better manage their immediate issues/debt etc
- People will have a better understanding of how to help themselves in the future and experience fewer episodes of acute crisis
- WISP will regularly attend Washington foodbanks and other trusted venues where people in crisis seek help as agreed with referrers
- WISP will promote the project and provide regular updates to members of the Washington VCS Network
- WISP will provide monthly monitoring reports and provide detailed progress reports as required

Funding:

This project is a 2 year project. SIB will contribute £15,000 per year. The lead has identified a match of £9,360 over the two years but that could increase as potential funders are approached with regards to sustaining activity. The lead has also identified they will utilise other initiatives they have to bring in additional match but that is dependent on specific client needs so cannot be quantified at this time. The lead has already started to investigate potential funders for longer term sustainability of the WISP project. These include:

- The Coalfield Regeneration Trust
- Big Lottery
- Comic Relief

ShARP will also identify funding from our other applications to Trusts which can be aligned to support WISP work and provide match funding e.g. Fuel Poverty and Energy Advice. Applications for small grants are regularly made and provide additional resources for ShARP Advice services. As part of the plan for longer term sustainability we will also apply to trust funders with an interest in innovation and learning e.g. Lankelly, Millfield House and Esme Fairbairn so that we can fund evaluation of WISP which in turn could influence policy and future commissioning.

As a future model re sustainability and as a provider of advice services in both the Washington and Coalfields areas, ShARP would be keen to explore the feasibility for a potential partnership

approach between the two Area Committees which could streamline provision and avoid duplication of effort and cost.

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and the Panel score is [111 out of 130](#)

This application:

1. Evidences a good track record of successful delivery and experience

- This application evidences previous experience of similar projects, the organisation is delivering in the area and all beneficiaries will be from Washington.
- Project Management and monitoring systems robust and clearly explained with examples given. Work monitored against planning, electronic financial systems, regular updates and reporting mechanisms identified. Experience of managing and monitoring other SIB projects.
- This project presents good value working with potentially over 120 clients over a **2 year period for less than £19,000 per year.**
- Milestones are realistic based on the experience of WISP1. Staff and partnerships already in place so delivery can commence immediately.
- Requires some flexibility to be able to respond to demand as the project is developed.
- Plans for sustainability include identifying joint working opportunities and applying to external funders for additional funds.

2. Evidences it meets at least one of the key priorities of the Washington and co-ordinates with a range of activities and projects:

- The proposal meets 2 Area Committee priorities, social care and community inclusion
- The proposed provision and longer term support with regards to aspirations of clients requires the project to co-ordinate with local delivery, partners and projects to access the services and support identified, e.g. opportunities to volunteer, leisure activities and programmes, well-being projects and programmes.

3. This proposal has evidenced good partnership working and is committed to further developing local inclusion and collaboration.

- Application identifies a number of key partners and referral organisations who will refer and support the project. Due to ShARP's presence and trusted service regarding first tier welfare advice they will be able to promote their services to clients directly. The service will be delivered in local venues familiar to residents, and home visits are available if necessary.
- This phase of the project will work much more closely with Sunderland City Council WRT and other services in the area. It will add value to what is already available and provide a co-ordinated approach with the client at the centre.
- The application is aware of existing provision and explains how it will work with other organisations. ShARP is already working in the area and is aware of local groups and services which can support the project. A wider reach may be required in terms of targeting the correct clients.

4. This proposal meets the project outcomes as detailed in the published Project Brief:-

- How it will deliver advice services to engage and support people presenting to other agencies in acute crisis. [Range of partners identified. Relationship with SCC WRT to be strengthened.](#)

- Base any new activity on lessons learned from WISP1. Project appears to have been designed based on discussions with officers and partners following assessment of what has worked in WISP1 and what else is required for WISP2.
- Provide a single point of contact for active partners and providers in Washington who have contact with people presenting in acute crisis, and offer a “one stop shop” so that person centred support is available immediately in their own neighbourhood without the need for signposting, travel to other services or venues. Project is the key point of contact for identified partners. Service delivered in community venues. Need to strengthen relationships with Key partners who refer to the project and ensure WISP2 is aware of range of other support available.
- Provides a mechanism to identify the underlying and complex reasons for people presenting ‘in crisis’ and not be immediately reactive (e.g. a number of people rely regularly on food banks to provide them with food parcels and also funds for gas and electric. These people typically have multiple problems and complex need – they often have long standing issues and chaotic lifestyle). The introduction of a key worker, along with client assessment form, is a valuable element of the project. The key worker should familiarise themselves with all community activity and services available in the area to ensure a wider reach and onward referral for clients to build confidence.
- WISP2 to identify pathways and a referral system which ensures a more coordinated approach with the strategic SCC teams and support. The flow chart provided and the plans to meet with JR and members of the SCC WRT to finalise arrangements would ensure more coordinated approach and reduction of duplicate working.
- A referral system to identify what comes next for those people that it is appropriate for WISP to support – WISP model needs to show how it will find out what will sustain these individuals, what are their aspirations rather than just meet the immediate crisis need. The referral chart identifies a system that the project will use. Because each client will have a different long term need and aspiration it is difficult to have a simple system for each, and such it will be adapted depending on the client. Educational and health needs may be barriers to coping with financial issues and would need to be identified as part of the assessment. A personal development plan may help to focus individuals.
- To evidence local knowledge of community driven activities, clubs and projects in Washington and how it will engage clients in the wider community. A range of activities and clubs have been identified in the application. The project will need to ensure that it can keep abreast of the large number of support services and social activities available to clients in order to meet specific needs and interests of each person. A wider knowledge base is required including statutory services, health provision, church activities, befriending services, social clubs, Together for Children services and support for older people e.g. Age UK.
- Identifies the most appropriate Washington partners/organisations that are ‘Active’ Partners in this project. Based on lessons learned, the project has identified a different set of active partners which are more appropriate for WISP2. Relationships to be strengthened. As the project develops it should be reviewed, evidence shows that a number of people presenting to health and social services with health issues are experiencing debt and financial issues.

OFFICER RECOMMENDATION: Approve subject to the following terms and conditions:

- **Confirmation of menu of services, support and referral pathway via SCC Team**
- **Confirmation of wider knowledge of community programmes and provision available in Washington (statutory services, health provision, church activities, befriending services, social clubs, Together for Children services and support for older people e.g. Age UK).**

Application No.3 (Internal): Washington Ward Improvement Project
(Lead: SCC Member Support and Community Partnerships Service)

Total cost of Project	Total Match Funding	Total SIB requested
£50,000	Nil	£50,000
Project Duration	Start Date	End Date
12 months	September 2018	September 2019

The Project

The aim of this proposal is to build on the first phase of the successful Washington Ward Improvement Project (WWIP) which supports local Ward Councillors to find solutions to environmental issues at a local level.

Methodology

- Elected members (per ward) will identify issues and projects to address local concerns.
- Where SCC services are involved in the solution, the Ward member will request options for delivery and a quote re costs
- Ward Councillors will also identify any relevant partners that might be able to bring added value and the Community Partnerships Service will provide relevant support to facilitate discussions. Community Partnerships Service will also assist with regards to identifying delivery and/or funding from an identified core service or partner agency. Where funding cannot be met in full or part, it will then be considered for delivery and funding through the WWIP budget in line with SIB processes and through the Boards.
- The three elected members per ward will identify and agree each programme of work or activity for their Ward.
- All programmes and activities will be reported to each Place Board and Area Committee.

Milestones and Outcomes

- Deliver a minimum of 5 schemes per Ward
- Influence service delivery at a local level
- Encourage partner involvement and engagement in service delivery at a local level
- Promote local Ward Councillor's community leadership role through reaffirming the difficult decisions we have faced as a council due to the severe financial constraints placed upon us.

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| 1. Funding and approach approved | June 2018 |
| 2. Evaluation of Phase 1 | July 2018 |
| 3. Report to Place Board | July 2018 |
| 4. Report to Area Committee | November 2018 |
| 5. Evaluation | July 2019 |

OFFICER RECOMMENDATION: Approve