



Call for Proposals

Regional Creative Initiatives for Older People



Clár Éire Ildánach
Creative Ireland
Programme
2017–2022



7th March 2022

Call for Proposals

Age Friendly Ireland invites proposals from creative organisations (national and local) and individual creative practitioners who are interested in collaborating with us on the delivery of regional creative initiatives for older people.

Context



Age Friendly Ireland, a shared service of local government that manages the national Age Friendly Programme, and Creative Ireland in the Department of Tourism, Culture, Arts, Sport Gaeltacht and Media have developed a partnership to deliver creative initiatives for older people in 2022. This work is being rolled out in the context of creativity supporting health and wellbeing in older age.

Six regional initiatives will be delivered with Creative Ireland funding in the Age Friendly regions this year.

These initiatives will be co-designed with Older People's Councils, which are established as consultative groups under the local Age Friendly Programme in each local authority area representing the authentic voice of older people. There is a strong social inclusion dimension, with a focus on participation, in the proposed work and a desire to include harder to reach older people in the community.

We are seeking proposals from a range of creative practitioners, and especially from groups or organisations with experience of working with older people and on Age Friendly creative initiatives.

The key objectives of this programme are to:

-  support the participation of older people, and the wider community, in creative engagement both in terms of audience participation and producers of the creative outputs, while simultaneously offering opportunities to improve **health and wellbeing, reduce loneliness and isolation and increase social connections** in their communities
-  to enable Older People's Councils to **co-design creative programmes** and **support the implementation**
-  to develop a programme that is **tailored to the needs** identified in the region and build on existing capacity in the region
-  to implement creative programmes that can be **sustained beyond 2022**
-  to support the uptake and participation of groups more at **risk of social disadvantage**
-  to ensure the **diversity of communities** is reflected in the participation and outputs of the programme, especially welcoming participation from those who have not previously engaged

Proposed Regional Initiatives

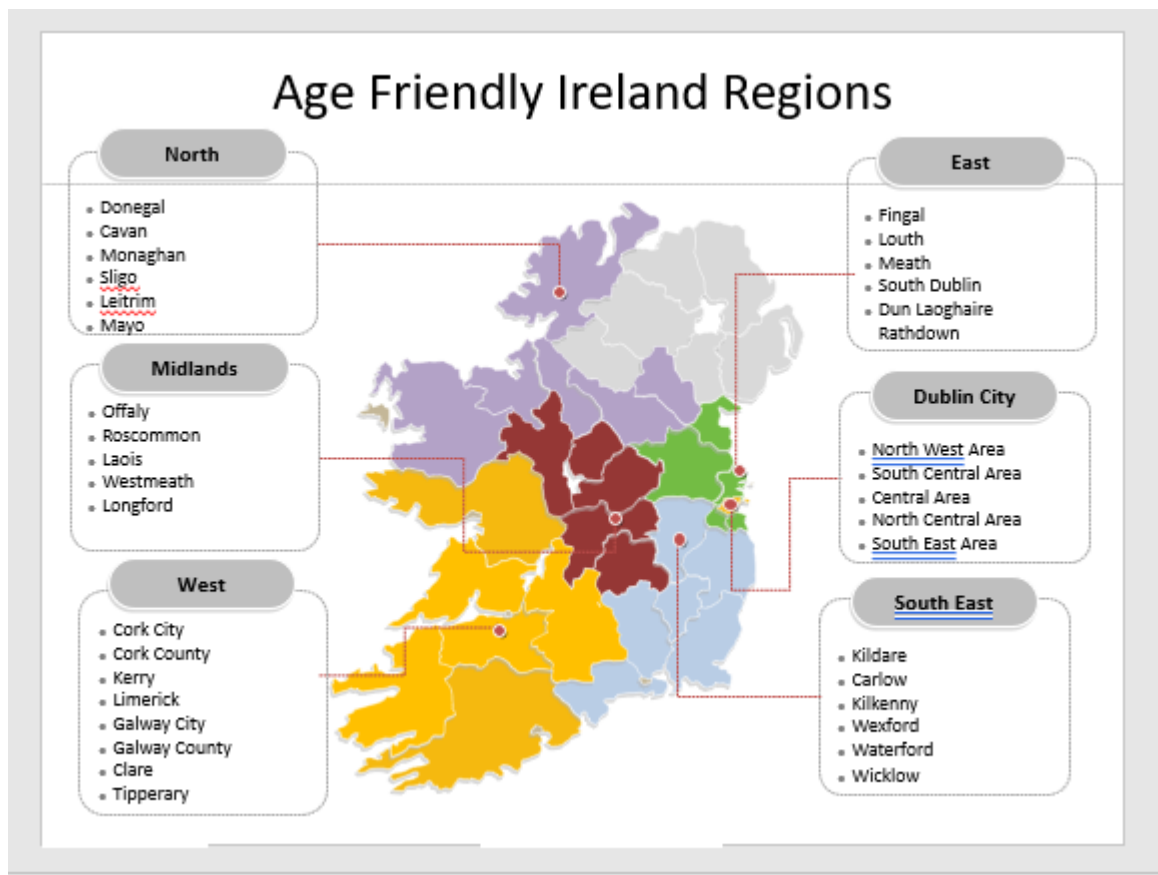
These initiatives are being developed through co-design sessions with Older People’s Councils members across Ireland. Age Friendly consulted with Older People’s Councils in each region during January and February 2022. The proposed design of each regional initiatives responds to local information on needs, interests, gaps in service, and capacity in the region (or lack thereof). A central theme that emerged from the consultations is that the social aspect of the creative initiative will drive older people’s engagement. Proposals with a strong social element are therefore preferred.

The broad thematic suggested during consultations for each region are as follows:

Region	Regional initiative	Counties Covered
South East Region	Creative Communication Masterclass centred on the idea of an ‘American Tea Party’ with live radio broadcast, live music, poetry, recordings, and talent competition (Potential to work with DEIS schools)	Carlow Kildare Kilkenny Waterford Wexford Wicklow
West Region	Taster sessions of creative activities for older people delivered through a ‘travelling roadshow’ style event. Taster sessions could include a range of creative activities such as quilting, music lessons, short story writing and others.	Clare Cork City Cork County Galway City Galway County Kerry Limerick Tipperary
North Region	Development of a festival to mark St Brigid’s Day in February, recording the history and heritage of St Brigid from older people. This spring festival may be complemented with creative activities to mark the International Day of Older People in October. This will have an element of knowledge transfer, incorporating intangible cultural heritage (practices and stories)	Cavan Donegal Leitrim Mayo Monaghan Sligo
East Region	A summer programme of outdoor based creative activities delivered in public parks (particularly those of heritage value) in the Eastern region of the country. Activities may include music, film, local history, walking routes.	Fingal Dun Laoghaire Rathdown South Dublin Louth Meath
Dublin City Region	To be progressed	Dublin North West Dublin South Central Dublin Central

Region	Regional initiative	Counties Covered
		Dublin North Central Dublin South East
Midlands Region	Development of an intergenerational regional choir that is inclusive of all older people (people with dementia, carers, urban and rural) and with potential to include an intergenerational elements specifically children coming from areas with higher deprivation scores	Laois Longford Offaly Roscommon Westmeath

The development of these regional initiatives responds to the findings of a recent TILDA report on the impact of creative activity on the lives of older people. This research identified that older people who participate in creative activities enjoy a higher quality of life and are less likely to be lonely, depressed and stressed than older people who do not. The report, *Creative Activity in the Ageing Population*, offers strong evidence for the value of creative initiatives as a mechanism to support this government’s vision of an Age Friendly Ireland (*Programme for Government 2020*). In the report, over half of the sample surveyed were involved in creative activities or hobbies on a weekly basis, and people with the highest levels of involvement in creative activities reported the highest quality of life.



Application Procedure

Proposals are now invited from potential partners who can support delivery in each region.

Please submit the following information if you wish to be assessed for inclusion on the panel:

1. Name of contact person
2. Name of organisation (if applicable)
3. Description of organisation and specific programmes
4. Experience of supporting creative engagement with older people (500 words or less)
5. Specify region/s you are available to work in (or indicate all regions if national organisation)
6. Description of proposal including how it meets the objectives of the initiative (1,500 words or less)
7. Costs and outline budget

Successful organisations and individuals must be GDPR compliant and must produce a statement on adult safeguard on request. A statement on child protection will also be required in cases where intergenerational work is planned.

Selection Process

Dependent on the operational roll out of these six regional initiatives, Age Friendly Ireland in partnership with the local authority led Age Friendly Programmes will invite organisations/individuals who submit suitable proposals to partner in delivering one or more regional initiatives.

Anticipated Timeline (Subject to revision)

Deadline for submission of proposals 31st March 2022

Project delivery end April to August 2022

Completion of project work September 2022

Reporting October 2022

Background Information | Age Friendly Ireland

The Age Friendly Ireland shared service hosted by Meath County Council delivers the national Age Friendly Programme through a team-based framework that involves 31 local authority hosted multisectoral programmes.



The Irish programme is affiliated to the World Health Organization's Global Age Friendly Programme. It is delivered in the context of a rapidly ageing population and the need to plan for the delivery of services to better accommodate older adults, whose needs change across the lifecourse.









There are eight domains in the WHO's global programme. Of pertinence to this proposal are the domains of:

- Health Services and Community Supports
- Social Participation
- Respect and Social Inclusion, and
- Civic Participation and Employment

This proposal is particularly geared towards the WHO domains on 'Health Services and Community Supports' recognising the value of the arts in supporting health and wellbeing of older adults and 'Civic Participation' harnessing the valuable contribution of our ageing population across areas such as volunteering, caring, programme delivery and interactive engagement at multi-generational level.

With reference to the WHO Global Age Friendly checklist, the proposal will also emphasise:

-  Making cultural events accessible to older people
-  Transportation considerations to support participation

-  Volunteering opportunities for older adults in arts contexts, with training, recognition and guidance for volunteers
-  Choosing accessible venues for events and activities
-  Activities and events that can be attended alone or with a companion.
-  Affordability of activities and events
-  Provision of clear information about activities and events
-  A wide variety of activities on offer to appeal to a diverse population of older people.
-  Consistent outreach to include people at risk of social isolation.
-  Consultation with older people in relation to the delivery of initiatives

To discuss the proposed regional initiatives:

Please contact the Regional Age Friendly Programme Manager for your area through the Age Friendly Shared Service. Email reavy@meathcoco.ie Tel (046 909 7413)

For further information on the submission process:

Please contact Dr Emer Coveney, National Programme Manager

Age Friendly Ireland Shared Service

Buvinda House, Navan, County Meath

Email ecoveney@meathcoco.ie Tel 085 874 5680

Please submit completed proposals by 31st March 2022 (subject heading 'Age Friendly Creativity') to agefriendlyireland@meathcoco.ie
Proposals must be submitted via email by close of business on 31st March.