



Creativity in Older Age Scheme 2023

Background

Creativity is a set of innate abilities and learned skills, the capacity of individuals and organisations to transcend accepted ideas and norms and, by drawing on imagination, to create new ideas that bring additional value to human activity.

Through performing or visual arts, culture, and heritage-based activities, creativity has been demonstrated to play an important role in promoting positive health and wellbeing because it creates a space for social connection, enhancing self-esteem and resilience. It helps people to de-stress and relax, and supports people to manage their health and wellbeing and enable recovery.

Research by The Irish Longitudinal Study on Ageing (TILDA) at Trinity College Dublin, which was commissioned by the Creative Ireland Programme¹, and by the Institute of Public Health (IPH) examined the implications for health and wellbeing of arts and creativity in later life. Both reports found a positive association between creative engagement and health and wellbeing. The TILDA report found that older adults who participate in creative activities enjoyed a higher quality of life and were less likely to be lonely, depressed and stressed than their contemporaries who did not, while the IPH report found that participation in group arts and creativity interventions helps to support the physical, mental, and social aspects of ageing.

The Creative Ireland Programme developed and implemented the *Creativity in Older Age* scheme in 2020 to support specific creative initiatives to support positive ageing and wellbeing programmes for older people, taking account of public health guidance in the community and for healthcare facilities. This initiative has run yearly since its inception and has been renewed for 2023. Isolation continues to affect older citizens

¹ https://www.creativeireland.gov.ie/app/uploads/2021/11/2021_ResearchBrief_CreativeActivity-1.pdf

particularly in rural areas and this scheme seeks to address this issue by bringing creative engagement to citizens rather than having them seek it out.

Scheme Objectives

In 2023, the *Creativity in Older Age* scheme will continue to

- support positive ageing,
- engage with issues surrounding social isolation, and/or
- develop and establish new forms of creative engagement for older people in the community and for residential healthcare facilities.

As an acknowledgement of the tremendous work undertaken through local authorities collaborating with live music performers and residential healthcare settings during the pandemic, the Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media and the Minister for Health have agreed to co-fund successful proposals for live music in residential healthcare facilities. This will be facilitated through the all-of-government programmes in Creative Ireland and Healthy Ireland.

The *Creativity in Older Age* scheme in 2023 will therefore consist of two separate strands relating to (a) live music performance in residential healthcare settings and (b) other forms of creative engagement in community and/or healthcare settings.

The scheme recognises that there is demographic variance (differences in population size, age, urban/rural, socio-economic profile etc.) between local authority areas and that, therefore, the scale of project required in order to have an impact will differ between authorities.

General Requirements

1. Local authority Culture and Creativity Teams are invited to submit a single cohesive proposal under one or both of the two strands.
2. Successful initiatives must be completed no later than November 2023.
3. Proposals from the Culture and Creativity Team must:
 - (i) demonstrate creative quality, with significant and sustained reach amongst the older community - the scheme is not focusing support toward once off events;

- (ii) provide for final reporting to include an evaluation;
- (iii) clearly indicate that local authority colleagues working to support the Age Friendly and Healthy Ireland Programmes are jointly involved in their submission;
- (iv) include a letter of support from the relevant healthcare facility managers or relevant CHO HSE manager where engagement with those living in residential healthcare facilities is anticipated; and
- (v) be sustainable in light of the evolving nature of any such public health advice and the vulnerability of members of our older community - successful initiatives must be delivered in full compliance with any relevant prevailing public health advice.

Strand Requirements

Strand A – Live Music in Residential Healthcare Facilities (total envelope €350,000 co-funded by Creative Ireland and Healthy Ireland)

1. Proposals must be of a demonstrably high quality of live music performance.
2. The proposal must make some provision for a prior consultation to understand local creative needs.
3. Proposals should provide for 3-4 visits to each facility involved.
4. It is anticipated that funding of up to €15,000 can be available for individual local authority proposals, with the maximum available only where there is evidence that the scale is appropriate.
5. Up to three local authorities can collaborate on a proposal and pool available funding in order to realise any available scales of economy, e.g., a collaborative proposal from two local authorities for up to €30,000 or three local authorities for up to €45,000 may be submitted. In such proposals, the economy of scale must be clearly set out.

Strand B – Creative Engagement with Older People (total envelope €350,000)

1. It is anticipated that funding of varying amounts will be awarded of between €10,000 and €20,000 for individual local authority proposals, with the maximum available only where there is evidence that the scale is appropriate.

2. Proposals must be of a demonstrably high quality of creative engagement in its broadest sense (see Appendix for some previously funded examples) although not including live music performance that is co-funded under Strand A).

Application and Evaluation Process

1. The closing date for receipt of applications on submit.com is **12th April 2023** (close of business).
2. Applications to the following submit.com link <https://submit.link/1DF> should clearly describe:
 - (i) the creative programme of engagement, delivery schedule and expected outcomes;
 - (ii) how the objectives of the Creativity in Older Age 2023 will be met;
 - (iii) experience and expertise of programme partners and management; and
 - (iv) costs, including costs funded elsewhere, and amount of funding requested from this scheme.

3. Applications will be evaluated according to the following criteria:

Criterion	Marks Available
Quality of the proposal in terms of meeting programme objectives	35
Experience and expertise of the team	35
Anticipated value for money	30
Total	100

4. The evaluation process will also consider the requirement for a balanced regional distribution of initiatives across the scheme.
5. If applicants are having issues with due to accessibility reasons, please email creativeireland@tcagsm.gov.ie for assistance before April 12th.
6. In the interests of fairness, the Department will not be in a position to consider multiple submissions by a local authority to a single strand.

Appendix

Range of project types previously supported

What types of projects have been successful?

A range of different types of projects were successfully funded, from projects rooted in specific local tradition, to others at national scale; supporting a wide spectrum of creative engagement. An illustrative selection of the projects supported is detailed below.

Dance

Doorstep Dances – Carlow

Doorstep Dances was a six-week dance and movement programme where participants engaged in a series of 1-2-1 'in person' workshops led by a local dance artist. Each week the Doorstep Dances team visited the participants' homes to dance, chat and even have a cup of tea. Each dance session was designed and tailored to meet each participant's needs, abilities and music choices.

Creative landscaping

Enniscorthy Activity Garden

The Enniscorthy Activity Garden is the name of the resourced outdoor physical activity green space for the Wexford Mental Health Services on the grounds of St. John's Hospital, Enniscorthy. The garden is mainly used by older adults. A lead designer is facilitating a co-design process with staff, service users and the community, re-imagining this green space into an engaging space for all. This creative process is allowing older people input into how they would like to use a green space for fun, creativity and general well-being.

Visual Arts/Crafts

Borris Lace by Post

Borris Lace was introduced to South County Carlow 174 years ago as a way for local people to make an income during famine times. The 'Borris Lace by Post' project mirrored the concept of supporting local communities through troubled times by

addressing positive mental health and physical dexterity, and by promoting an indigenous craft and all the history, links and stories that go with it. Anyone over 65 years old and living in Carlow was welcome to participate.

Others

Video footage of some Creative Ireland supported projects in this area are here:

<https://youtu.be/exANa1sdVrs> Round up of *Creativity in Older Age* projects

<https://youtu.be/16KnaScl41c> Modern Day Mummers in Leitrim

https://youtu.be/C_jzU-TJ5Ng Kildare Notebook project

https://youtu.be/QjLYGIU6C_c COVID Care Concerts

<https://www.youtube.com/watch?v=A8ab67VvWEQ&t=2s> Musicians on Call