



Gwanwyn Festival 2017 Community Grants Information Pack

Gwanwyn is a month-long national festival held across Wales in May each year celebrating creativity in older age.

The aim of the festival is to:

- celebrate the opportunity of older age for renewal, growth and creativity, hence the connotations of new life in the name 'Gwanwyn', meaning 'spring' in Welsh
- offer opportunities for greater participation by older people in the arts, such as painting, photography, music, drama, storytelling, literature, dance or film during the month of May
- promote the benefits to health and wellbeing for older people by participating in artistic and creative activity in local communities and Wales as a whole
- challenging preconceived and stereotyped ideas of ageing and older people
- advocate and develop professional artists' working practice to include provision for older people and their communities.
- highlight existing or new opportunities available in local communities across Wales.
- work with partners nationally and internationally to improve the quality and availability of arts for and with older people in a wide variety of diverse settings

Gwanwyn is a collaborative initiative between key national organisations led by Age Cymru and funded by the Arts Council of Wales and the Welsh Government; working closely with a wide range of national and local organisations; ranging from local arts groups, active retirement and community groups, public libraries, museums, theatres, local health boards, schools and care centres.

Gwanwyn operates a community grants scheme to assist organisations that wish to participate in the festival. This information pack is intended to help you:

- a. understand the types of events we can support and
- b. provide the simple forms you need to apply for funds.

We would request that you only apply for the sum of money which is absolutely necessary for your event. Simply put; if you only need £250 please apply for £250 (**Max. £500**). This will enable us to maximise the number of events we can support.

The scheme is a competitive fund. The total fund available for the entire programme is £20,000. Applications to the scheme are oversubscribed so please ensure your application is

completed and explained to the best of your ability in order to demonstrate the impact your project will have on older people accessing and participating in arts and creative activity in Wales.

If you are planning an event which requires more support than our community grant scheme can offer, please contact the festival coordinator and we will do our best to help you explore and find support from other sources.

Similarly, if you are planning an event and do not need financial support please let the festival coordinator know as you may benefit from joint publicity and promotion under the Gwanwyn festival banner, as well as being an integral part of a highly regarded national festival.

To be eligible for consideration for one of these community grants you will need to ensure that your funding application form is received at the latest by **Wednesday 7 December 2016**: We accept applications by post or email.

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If after reading the information within this document you would still like to discuss your ideas with the festival coordinator before submitting your funding application, please use the contact details above. It can often take some time to turn a good idea into a successful application so we suggest you begin the process as soon as possible... it is never too early!

We can be contacted by telephoning 029 20 431 555 and ask for the Gwanwyn team if you need help or advice.

Applications will be reviewed in December and successful applicants will be notified from 4th January. Projects will need to be delivered during May 2017.

If your event is larger in scope or budget than that covered by this community grant scheme then please contact us and we will be pleased to try to help you source other funding or possible collaborative ways to work together in the future. Similarly, if your event needs to take place outside the month of May please contact us to discuss.

Information Request

To help us to help you we need you to provide us with some more information about your ideas. Please keep in mind that Gwanwyn exists to **celebrate the creativity** of older people, to **encourage participation** in artistic activity and to **challenge stereotypes of ageing**. A good starting point would be to consider the following basic details before submitting your application;

- description of your event (Is it a performance? Workshop? Exhibition?)
- who will be involved?
- have you decided on a venue for your activity?
- have you decided on a date or series of dates?
- the duration of your event (A week-long exhibition? One day? Two days?)
- how many people might participate or attend?
- what resources do you need? (You may need funds, venue, volunteers etc.)
- who is the best person for us to contact to keep us informed of your progress? (Name, Phone, email, etc.)
- is there any specific area in which you would like our help?
- there is a good deal of information on the website at www.gwanwyn.org.uk which may help you.
- in 2017 we will be focusing our publicity efforts on the Gwanwyn website, social media such as Twitter and Facebook, and a campaign of event specific releases to local and national press and media. In order for us to help you to be a part of this campaign we need details of your proposed event (particularly in regard to dates, times and venues) by the end of March 2017.

Project Criteria

The following lists the set of guidelines for Gwanwyn event organisers. As a minimum, criteria **number one and two must be met**, together with **at least one of the other criteria** in order for an application for support to be considered.

- 1. The event will provide an opportunity for older people (especially those who are socially isolated or living in disadvantaged circumstances) to experience or participate in artistic and/or creative activity (e.g. Art, Music, Dance, Drama, Film, Storytelling etc.).**
- 2. The event will be run by a properly constituted organisation**
3. The event will provide an opportunity to promote artistic or creative activity as an aid to the general health and wellbeing of older people.

4. The event will offer an opportunity to perform, exhibit or display examples of the group's work to members of the general public.
5. The event will be organised primarily for participants or beneficiaries over the age of 50 years.
6. The event will provide an opportunity to challenge negative or stereotypical images of older people within the community.
7. The purpose of the event will be to encourage and attract new members, participants, clients or service users for the host organisation.

Once individual applications have been assessed the panel reserves the right to take a final view across all projects in order to select those that meet our preference for a spread of projects (geographical spread, type of event, mix of risky / less risky, radical / incremental innovations)

We are encouraging applications that are able to demonstrate match funding (i.e. Gwanwyn funds not 100% of total project cost) in order to increase the scheme's impact.

We are also particularly interested in receiving applications that adopt an innovative approach to engaging and encouraging participation of older people in arts and creative activity.

Items that Gwanwyn will not fund

The following items will not be eligible for Gwanwyn funds. Inclusion of such items will disqualify an application for support:

- core running costs i.e. overheads, management, office administration
- capital equipment costs
- funding for regular activity (e.g. adult education classes) normally funded through Welsh Government, Local Authority or by organisations core-funded by Arts Council of Wales
- funding for days out, such as trips to the theatre, museums or other cultural activities
- applications from individuals (*NB. If you are a professional individual and are interested in submitting an idea or application please contact the Festival Coordinator to discuss)