



Gwanwyn Festival 2020 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 and creative activity 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 **Friday 6 December 2019**:

Email: gwanwyn@agecymru.org.uk

Tel: 029 2043 1555

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 2043 1555 and ask for the Gwanwyn team if you need help or advice.

Applications will be reviewed in December and successful applicants will be notified in early January. Projects will need to be delivered during May 2020.

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.

2020

Gwanwyn exists to **celebrate the creativity** of older people, to **encourage participation** in artistic activity and to **challenge stereotypes of ageing**. We are particularly interested in receiving applications that adopt an **innovative** approach to engaging and encouraging older people to take part in arts and creative activity.

We welcome applications that are working in new ways and are able to offer something a little different to the norm. Please take a look at www.gwanwyn.org.uk for examples of the kind of projects we've supported in the past.

We would encourage applicants to think about ways they can offer something more unusual or challenging to their traditional offer and we would look more favourably on these applications that can demonstrate its potential to try something new.

As its name suggests, Gwanwyn is about growth, renewal and opportunity; we want to support activity that celebrates the here and now, and also looks towards the future. Whilst we recognise

the value of reminiscence activity, the 2020 grant scheme will prioritise applications that try new approaches and can demonstrate activity that supports the themes of growth, renewal and opportunity.

Project Criteria

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

- 1. The project 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**
- 2. The project will provide an opportunity to challenge negative or stereotypical images of older people within the community.**
- 3. The project will be run by a properly constituted organisation**
4. The project will provide an opportunity to promote artistic or creative activity as an aid to the general health and wellbeing of older people.
5. The project will offer an opportunity to perform, exhibit or display examples of the group's work to members of the general public.
6. The project will be organised primarily for participants or beneficiaries over the age of 50 years. The project can include intergenerational work
7. The purpose of the project 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 encourage applications that are able to demonstrate match funding (i.e. Gwanwyn funds are not 100% of total project cost) in order to increase the scheme's impact.

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)



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