

Application deadline: Midday – Friday 15 January 2021

Voluntary Sector Provider Contribution Fund Scheme Application Form

Details of your Organisation

Name of organisation	Saffron Hall Trust
Address:	Council Offices London Road Saffron Walden Essex
Postcode:	CB11 4ER
Contact Person:	Graham King
Position in Organisation:	Fundraising and Communication Director
Telephone Number:	01799 588 545
E-mail address:	graham.king@saffronhall.com
Website address:	www.saffronhall.com
Charity Registration No:	1153685

Declaration:

1. I am authorised to make the application on behalf of the above organisation.
2. I certify the information contained in this application is correct.
3. If the information in the application changes in any way I will inform Uttlesford District Council.

Signed: *G King*

Date: 13 Jan 2021

Name: Graham King

Position: Fundraising and Communications Director

Details of Application

Description of work undertaken by the organisation

Saffron Hall Trust delivers an inclusive world class arts and concert programme for the people of Saffron Walden, Uttlesford and beyond. Core community outreach includes a pioneering music therapy programme in partnership with Anglia Ruskin University, family music-making events, open rehearsals, side-by-sides and shows for schools.

Typically, each year Saffron Hall reaches over 37,000 people through its concert activities, and more than 10,000 people through its Learning & Participation (L&P) programme.

How many paid employees does your organisation have?

11 full-time equivalent , 45 casual staff

How many volunteers does your organisation have?

83

How many members does your organisation have (if applicable)

Who/what does your organisation support and in what way?

Saffron Hall Trust supports the local community in a number of ways. As well as our public programme – which includes providing a performance venue for many of our local arts organisations including the Saffron Walden Choral Society and Saffron Walden Symphony Orchestra – Saffron Hall Trust delivers a programme of schools and community work including:

- *Together in Sound* – A music therapy project for people living with dementia and their carers.
- *Saffron Sounds* – A programme of online and live events for primary schools.
- Schools performances and events – Including an annual *Sing BIG!* attended by over 500 primary school children each year.
- Projects with local secondary schools addressing issues including inclusivity, diversity, and career pathways.

In 2019 we formed a community group to produce a new piece of music theatre, *The Lost Letters*, working with around 50 participants drawn from across the community and aged from 14 to over 80.

How much money is your organisation requesting?

2021/22

The planned work will cost a total of £30,000 to deliver across the 21/22 year, with each term's block of 10 sessions costing £10,000. We are requesting a contribution of £9,000 from UDC (£3k per term) and have a funding plan in place for the remainder of the cost.

Please give full details of the use that will be made of any financial aid given by Uttlesford District Council. (Please continue on a separate sheet if necessary).

We will provide regular sessions for local residents to make new connections across generations, share ideas and experiences, and tell the stories of what is important to them using music, words, movement and theatre. This will be open to all and we are particularly seeking to reach those experiencing isolation, loneliness, and disconnection from the community. Sessions will run in 10-week blocks per term, delivered by experienced facilitators and guest artists from Saffron Hall's programme, all overseen by our L&P team.

Each term we will work with 45 participants, liaising closely with our community partners to ensure that the provision is targeted at those particularly experiencing isolation and those who do not regularly engage in arts activities/community groups.

We are building on our experience and the success of 2019 project, *The Lost Letters*, which demonstrated the impact that involvement in such projects can have. Over a 3-month period we worked with a cohort of 50 people aged 17 to 95, culminating in a sharing at Saffron Hall.

Participants feedback included:

"I felt valued and as if my voice was heard... and all the while I could feel the total support from the other participants and the creative team. It is something I will never forget"

"I for one feel as if something deep inside me has been rekindled. Something I haven't felt since I was a child. I still have something to offer and a voice to be heard"

Our evaluation of *The Lost Letters* has informed our plans for this proposed work. In particular we wish to provide a sustained and consistent offer, rather than a one-off project; place more focus on the continued enabling of connections and building a supportive creative community with less focus on a one-off final performance; and ensure that we continue to develop our networks across the community to reach more people experiencing isolation and loneliness with whom we have not yet engaged.

Whilst it is hoped that sessions can be delivered face to face at some point in the 21/22 year, we recognise that the Covid-19 crisis may mean this is not possible for some or all of the year. We have designed the work to be deliverable online. Since March 2020, our Learning & Participation team have developed expertise in online delivery, and our *Together in Sound* project has been delivered online throughout the pandemic. We are building on this with a pilot project for the proposed work which we are delivering from January to March 2021. As the Covid crisis continues and deepens we believe the rationale and potential impact of the project is becoming ever more urgent, as more people experience isolation and disconnection, and opportunities for face-to-face engagement continue to decline. We also envisage that our new creative community will have a role to play in

supporting people across the Uttlesford region as they emerge from the pandemic and rebuild connections and confidence, process the extraordinary events we have lived through, and look to the future.

Name up to three things you aim to achieve in the funding period.

- Build a sustainable creative community which fosters new connections across generations and between members of the community, particularly supporting those experiencing isolation or loneliness.
- Provide high quality participatory artistic experiences which enable participants to share and articulate their thoughts, feelings, ideas and experiences.
- Produce high quality outcomes which can be shared locally and beyond, extending the impact and reach of the work

What is the demand for the service and how is this being established? How will your project/service find out what the views of its users are and about the services they (will) receive?

In collaboration with our partners, we recruited a community group of c. 50 participants for our 2019 project *The Lost Letters*. This group comprised of a diverse range of participants including people living with dementia and their carers from the existing *Together in Sound* project, service users of our partners Mind in West Essex, members of groups which use Fairycroft House – including the Young Carers network, students from Saffron Walden County High School, and others who came to the informal drop-in sessions we held prior to the project.

Evaluation and consultation was central to *The Lost Letters* and, as described above, our experience of delivering this project in 2019 has directly informed our plans for the proposed work, building on the strengths of what we have achieved, responding to the feedback we received from participants, and addressing the areas where we have identified things that could be done differently, to increase the impact of the work.

In anticipation of continuing this work in the way described in this proposal, in January-March 2021 we are delivering a 6-week online project. We will work with participants from the 2019 *Lost Letters* project, as well as new participants for whom we are currently recruiting with our partners. At the time of writing, this project is close to capacity and is likely to be oversubscribed – proving a strong demand for work of this nature.

As we recruit participants for the proposed work we will seek to engage with partners who work with people likely to benefit. In this respect we would seek to work with UDC to ensure that this project is meaningfully linked to UDC's own community engagement work, and that of other organisations supported through this fund.

Central to the January-March project will be a programme of consultation, incorporating a participant focus group and evaluation during each of the sessions, regarding the proposed future plans. Through this process we will refine our proposed work to ensure that when we deliver the work from April 2021 it is designed to be as impactful and responsive as possible to the feedback we receive from the participants.

Saffron Hall's Learning & Participation Director is a specialist in evaluation and evidence-based practice and will ensure that an evaluation plan which includes ongoing consultation with the participants is integral to the running of the project, and that the project design and delivery models are flexible to enable the project to continue to evolve and change in line with the feedback received.

From all the information gained from our previous work, the planned project in January-March and the ongoing evaluation, we will ensure that our evaluation plan includes a robust set of objectives, outputs and outcomes against which we will continue to measure the impact of the project.

**Does the Council encourage or support your organisation in any way other than financially?
Please give details.**

Yes, by providing support and connections, such as introducing SHT to other community stakeholders; by providing access to data and projections, to enable robust funding bids to other funders to be made; and by advocating on behalf of Saffron Hall Trust.

A link to the Council's Corporate Plan is below. Please explain how your organisation or the proposed project would contribute to the Council's corporate plans objectives?

<https://www.uttlesford.gov.uk/corporate-plan>

PUTTING RESIDENTS FIRST

This programme is designed to address a need we have identified in the community, and provide positive, accessible, creative means to enable residents to forge links with each other across generations, and backgrounds. Through this we seek to strengthen the local community by playing a part in cultivating cohesion and understanding, and building a community of empathetic people who support each other. At this time, as we continue to endure the Covid-19 pandemic and anticipate our eventual recovery from its impact, nurturing this supportive and collaborative environment feels particularly important.

We are seeking to work with some of the most vulnerable residents of Uttlesford including those experiencing isolation and disconnection.

PLACE-MAKING

Opportunities for creative, social and collaborative interaction are what turn a collection of streets and buildings into a community and, as one of the largest arts organisations in the area, we see enabling these opportunities as being central to our role. The proposed work is designed to do exactly this by, in particular, addressing the needs of those who may not feel fully integrated in or part of the community in which they are living. Finally, with projected ongoing development in the Uttlesford area, the evolution of new communities and the arrival of new residents, we propose that an open, inclusive, creative community, such as the one we seek to build, could play a key role in fostering community cohesion and celebrating change in the future.

Are there any other organisations providing the same service as your organisation in Uttlesford? If yes, please give details.

We work closely with many arts-based organisations across Uttlesford, and we are very lucky that Uttlesford has such a rich offer of opportunities for engagement.

However, despite its high-quality arts groups, including Saffron Walden Choral Society, Saffron Walden Symphony Orchestra, local dramatic societies etc. we are not aware of any other project quite like the one which we are proposing. We have deliberately designed this work with social outcomes in mind – using the arts as the means through which we can address loneliness, isolation and disconnects within the community – rather than this being a group driven by working towards artistic outcomes. We have also designed the project to ensure that there are as few barriers to participation

as possible – no prior experience of any type, artistic skill or training is required to be part of the creative community which we seek to build. We hope that this project will offer opportunities for engagement to people who would not otherwise consider being part of an arts-based group or may have dismissed it as ‘not being for them’.

Of course, there are others working in the area who share this ethos. Many of them are valued partners of Saffron Hall’s already, and we seek to continue working collaboratively with them. Fairycroft House and Creative Walden were both partners on *The Lost Letters* project and remain involved and engaged with our developing plans. In particular, we will seek to connect this work to *The Garden* project for young people which runs at Fairycroft House.

Local jazz vocalist Joanna Eden is also a valued partner, and we will most definitely seek to involve more locally based Practitioners, like Joanna, as guest artists. Our lead facilitator Rachel Yates is a local resident and is well connected with many other initiatives in the area.

We have a strong network of community partners including UDC, Fairycroft House, Creative Walden, Saffron Walden Museum, our own volunteer network, St Mary’s Church, Saffron Walden Almshouses.

Do you work in isolation to these organisations or collaboratively in any way? Please provide details.

As above we work collaboratively with all these relevant organisations and many of them have been partners on the Lost Letters which preceded the proposed work, and we hope they will continue to be partners in the future.

Your project costs

Please give an estimate breakdown of your running costs

Revenue Costs	2021/22
Salaries, NI and Pension costs	
Artistic Director (£150 per session, plus £500 termly admin/planning fee) per term	£2,000
Co Leader (£150 per session plus £250 termly admin/planning fee) per term	£1,750
Guest Artists	£1,250
SHT L&P director (£300 per day Planning and oversight 6 days per term) per term	£1,800
SHT L&P Coordinator (£200 per day, planning and in session x 10 weeks) per term	£2,000

Rent

General running expenses (phone, Post, room hire, insurance etc.)

Technical Support/materials/equipment per term	£700
Venue Hire (£50 per session) per term	£500

Producing information, education and Promotional materials

Flyers/ads/recruitment £500

Training

Travel expenses a) Staff

b) Volunteers

Recruitment costs

Other costs

Additional cost relating to Covid-19

Total revenue costs

per term £10,000

Capital costs

Total capital costs

Total Organisational costs

entire project over April 2021-Mar 2022 (3 terms) £30,000

Income - current year only (for this project)

From grants

Restricted funding for this project only from Orchestras Live TBC £3,600

From other sources

Restricted funding for this project only from private donor CONFIRMED £6,000
SHT unrestricted funding to cover salaries (in kind) CONFIRMED £11,400

Total income

£21,000

Is your organisation financed or supported by other organisations, if yes, give full details, if no, why not?

SHT receives no regular core funding. We rely on donations from individuals and trusts and foundations to support all of our work, alongside ticket sales and other commercial income. Each Learning & Participation project (as part of the larger organisational plan) has its own budget with expenditure and income line and has its own fundraising to cover the costs of the project.

Our organisation is supported on a project-by-project basis by organisations such as Arts Council England, and Trusts and Foundations such as The John Ellerman Foundation and Garfield Weston.

What fund raising activities has your organisation undertaken in the last 3 years and how much money have you raised? Please do not include grants from Uttlesford District Council or other funding bodies.

	2017-2018 (Sept-Aug)	£ 559,781
	2018-2019 (Sept-Aug)	£ 590,260
	2019-2020 (Sept-Aug)	£ 550,670
	Total:	£ 1,700,711

What percentage of your users are Uttlesford Residents?

For this project 100% of users will be Uttlesford Residents
 For Saffron Hall concert's 47% of bookers come from Uttlesford postcodes.

How many people benefit from your service(s) each year?

Saffron Hall reaches 37,000 people a year through performances and 10,000 through our Learning & Participation department. The proposed project is a targeted intervention and we aim to reach 120 users in one year.

What effect would a reduction in the amount you have applied for have on your forward plan/service? Please provide quantifiable information?

We have designed the project to take place in blocks of 10 sessions each term, with three terms a year. Should we not be successful in funding the fully proposed programme, a meaningful (but necessarily less impactful) programme could be designed with fewer sessions a term, or we could elect to deliver just two terms of activity instead of three with, perhaps, an extended hiatus over the summer.

If you are currently in receipt of a grant from Uttlesford District Council, what effect would a reduction in funding have on your organisation? Please provide quantifiable information?

We are currently in receipt of a £1,000 grant from the Voluntary Sector Provider Contribution Fund Scheme, which is contributing to the funding of the current project (ending Mar 21)

A reduction in funding from the council would mean that SHT would have to prioritise how ambitious this particular project can be. The grant would enable SHT to plan its community wide project with confidence and would also encourage other donors and funders to step forward. Without UDC support, this may fundamentally change, and would limit SHT's ambitions for its work in Uttlesford.

Check List

- **Most recent Audited financial accounts**

- **List of extra spending due to Covid-19**

- **Medium/Long term business plan**

- **Copy of the organisation constitution**

I confirm that:

- to the best of my knowledge the information given above is accurate;
- I am authorised to make this application on behalf of the organisation named overleaf;
- Neither I nor the organisation is seeking to obtain any personal or financial benefit from the project/initiative.