

## Project Brief



The Project Brief is the **first** thing to do. It should be completed before **any** activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.

<b>Project Name</b>	Selby Bingo Group
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<b>Organisation Name</b>	Age UK Selby District

### Benefit

*Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.*

This project would provide a weekly social opportunity for people aged 50 plus, to meet others and create new friendships, within an informal environment to reduce social isolation for people of this age group within the area. The project would be delivered from the Working Men's Club in Micklegate, Selby.

A survey was undertaken in 2018 to understand how to improve social isolation and loneliness throughout the Selby District area. This survey was completed by individuals throughout all the CEF areas, 61% of people undertaking the survey were aged 50 years and above and of these 54% expressed feelings of loneliness ranging in frequency from sometimes to often to always. Age UK Selby District aim to promote the welfare of all older people and have worked in the area for many years providing Home Support Services and the Information & Advice visits. We have organised various other social groups across the District and through the development and delivery of these groups and activities, evidences our experience and support given to address the problem of loneliness experienced in this age group. Our effectiveness is evidenced through repeatedly high attendance figures and receiving positive feedback from our service users.

### Details of the Project

*Please list the details of your project*

We would deliver a three-hour social group each week open to anyone aged over 50, on Monday afternoons and there will be refreshments available. Several games of Bingo will be played – we have been offered the use of the Working Men's Club Bingo equipment and will be covered by their Gaming Licence. As well as playing Bingo, there will be added benefit of social interaction and become a much needed social event on their calendars.

The Club also has disabled access and is in the centre of Town. The group would be assisted by a Staff Member of Age UK Selby District and Volunteers who would facilitate the event through setting up, welcoming users and being on hand to help users with their needs, should there be any.

## **Project Objectives**

*What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?*

Age UK Selby District recently participated in a year long survey of our users. Our findings revealed that a high proportion of referrals came from central Selby, who said they feel lonely and isolated, live on a low income and do not see anyone from one week to another. We are working to decrease Social Isolation and improve Health and well being – an issue being addressed in the Central CEF's recent Annual Report.

Age UK Selby District aim to promote the welfare of all older people and have worked in the area for many years with their Home Support Service and the Information & Advice visits. We have organised many other schemes in the past, from day centres to befriending groups - therefore we have experience in developing events and are well placed to address the problem of loneliness experienced in the 50 plus age group.

## **Benefits**

*Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.*

By giving residents the opportunity to build new friendships/support networks can reduce loneliness and social isolation.

The current population of the Selby District is 87,885 with over 42% being over 50 years old. We have seen a high rise in referrals from people aged 50 plus who have said they feel lonely & isolated, live on a low income, have a lack of public transport and do not see anyone from one week to the next. Through discussions with older people and our volunteers, we have decided to set up befriending events to involve and engage with people, make them feel part of their community and reduce isolation.

We are setting up a range of befriending groups/activities to encourage people to get involved and become engaged with their community, thus reducing social isolation and feelings of loneliness. This Bingo group is an integral part of these initiatives. Our database of referrals has grown year on year and so far in 2019 we have been contacted on more than 6000 occasions by residents asking for assistance.

## **Project Approach / Delivery Options**

*Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.*

We will start to advertise this new event immediately to draw up a list of interested residents. We will work with Selby Working Men's Club to make sure the facilities are easily accessible to all. This project has been planned after consultation of our service users and a specified need to hold more regular groups in the Selby Town area. We will continually monitor the numbers of both the users and the waiting list for this group. This service will enable us to monitor clients wellbeing and needs – and to also be in a position of offering other services, advice and information as required.

Age UK Selby has received over 500 referrals from the Central CEF area in the past 12 months, so are already working closely with residents of Selby.

Users will be charged a nominal amount for attendance which will go towards sustainability for the group, if user numbers remain high the need for other funding in the future will be minimal. The funding would enable us to employ a new Member of Staff or give an existing Member some additional hours.

### **Project Timescales (Milestones)**

*Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.*

We hope to have this group up and running by early Spring 2020.

We will plan to continue supporting this group indefinitely and will access other funding streams. We will employ a member of staff and recruit volunteers to promote/ advertise the service immediately. We will encourage a varied age range of volunteers to take part in these sessions.

### **Project Resources (people and money)**

*These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.*

- **Costs –**

The costs for the first year will be:  
The Hire of facilities will be £25 per week = £1200 (48 weeks)  
Estimated Staff Costs (4 hours per week x 48 weeks) including pension, NI, mileage allowance and on costs = £2660  
Volunteers travel expenses = £384 (based on 2 Volunteers each)  
Advertising = £50  
Resources (cards and pens) = £200  
TOTAL = £4494

- **People –**

One paid Member of Age UK Staff and 2 Volunteers.

### **Funding**

*Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.*

This project would be funded by the CEF for the first 12 months. In terms of sustainability contributions from users will go towards room hire costs and we will seek alternative sources of funding as appropriate.

## **Risks / Issues**

*Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.*

Age UK Selby District have experience in the setting up of various groups around the District and have Policies and Risk Assessments in place for both staff and users of these events. As a Member of Staff will be at the venue for the whole afternoon, they will be experienced with dealing with any problems that should arise.

We understand potential Risks/Issues that may occur:

Staffing – One Member of staff will be responsible for the event, however if they are sick/unable to attend we have other staff from different projects who could step in and cover. Ongoing funding is a risk – however we are mitigating this by charging a nominal amount to take part.

Attendance - as we have already received feedback for the need of more social groups in the Town Centre from many of our users, we know that there is a demand. We will monitor attendance numbers and maintain a waiting list, as we have done with other projects we run.

## **Links and Dependencies**

*Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?*

This project will be in addition to the current services we provide, the need for more groups in the Selby Town area has been highlighted by many of our referrals.

We currently have a pool of over 55 volunteers – and to begin with we will have two available each Monday to assist with this project.

An Age UK Selby District Member of staff would be present to coordinate the afternoon, to ensure the good management of the event and safety of the service users and volunteers.

The member of staff can also add value with their knowledge on other available services and signposting experience should any of the users need more assistance.