

Community Matters Fund - Loneliness and Social Isolation

Eligibility

Your organisation is based in one of the following regions that Western Power Distribution serves: West Midlands, East Midlands, South West England or South Wales. Please note that these regions do not completely match with other standard regional definitions

Yes

Your project provides support to people affected by loneliness and/or social isolation who are struggling with their mental health

Yes

Your project will be completed by 31st December 2022

Yes

Your application covers a standalone piece of work and is not a contribution to wider project costs.

Yes

Please confirm that this application covers a specific part of a larger project

NA

Theme

Your application needs to meet at least one of the following criteria and the impact must be measurable. Your selected funding theme:

- Delivering services to reduce loneliness and/or social isolation
- Delivering services to improve mental health caused by loneliness and/or social isolation
- Innovative approaches to combat loneliness and/or social isolation and its associated impact on mental health.

Project details

What is the name of your project?

Sports & Social Sessions for All

Describe the project that you are requesting funding for. Please be specific on how the project meets the funding theme, how the funding will be spent, and how the project will be delivered.

The project we are looking to implement is a summer launch for twice weekly sessions of walking rugby, walking football and other sports activities that will be aimed mainly at the older community members (45+), but not exclusive - everyone will be welcomed to join in. We feel the funding would help support the scheme by meeting such themes as reducing loneliness by inviting them to socialise and join activities with others, improving their mental health and well being by remaining active, especially for those who remain vigilant as we come out of the pandemic. We feel that the project presents opportunity to both exercise in a safe and non-judgemental environment, while we plan to use local public houses, social clubs and community centre to encourage after-session socialising hubs. We may also look to hold a barbecue event for members. Funding for required equipment & a storage container at the local community park will help kick start the project, allowing focus on promoting it.

How do you know these activities are needed?

We recently promoted football veterans games and walking football sessions via the local club. This has seen a huge participation growth since the outset and we have received feedback that further efforts to continue similar efforts to maintain some social and active sessions through summer (off-season) would be welcomed. We already have a basis to grow what is already established but within a more relaxed environment, with rugby and other sport introducing variety to encourage new participants

What track record do you have of delivering similar projects and supporting community groups or people?

As stated, the LBSA supports all community clubs and educational establishments to encourage health, well-being and recreational schemes. We were granted the responsibility of the procurement & maintenance of the local park playing field by local council & continue to work alongside them to pursue funding for participation projects for all corners of the community, as well as facility regeneration. Helping establish the Football scheme was a success and we now look to branch beyond that.

Do you have the skills within your organisation to deliver this project or will you be working with specialist partners or suppliers? If the latter, please name the partners or suppliers you will or hope to work with:

We have established volunteers who are well connected & enjoy organising such sports sessions. We have a strong social media presence & close relationships with all local sports clubs (Football, Rugby, Cricket, Badminton, Netball, Cycling to name a few) which is a platform to an immediate audience of more than 3000 community members. We maintain links with local PT businesses who would support also with sessions

for their own PR i.e.Yoga. We have vast experience of tender & purchasing process.

If your project does not take place at the registered address for your organisation, please provide us with the postcode where this project takes place.

SA14 8UU

Impact

Please estimate how many people will be supported through this project

100

What impact will the project have on people affected by loneliness and/or social isolation?

We aim to target the correct demographics & provide a platform for free sessions to encourage involvement in a "no-pressure sports environment", which will also be an opportunity for those who choose to come along in a non-activity / spectator role, even just to involve themselves in the fun social aspect. A significant section of the community would benefit from something that isn't currently being presented to them in such a way. Making new friends & integrating with like-minded people.

Please provide three measurable outcomes outlining the impact of your project

Outcome A

100 people will improve their social, cognitive and team skills while also getting exercise they may not otherwise have.

Outcome B

80% of attendees we hope will state their mental health has improved due to the project

Outcome C

60% of attendees will have found a new lease of life and social network to combat feelings of loneliness and isolation

Which of the following age groups will benefit from your project?

- 45-54
- 55-64
- 65-74

Which of the following beneficiary groups will benefit from your project?

- Older people
- People who are experiencing mental health problems
- People who are currently not physically active

Budget

What is the total amount of funding that you are requesting through the Community Matters Fund?

7150.00

Please break down the different costs associated with this project

Item: Steel Storage Container (S2 Door type)

Description: A secure 30ft container to store all sports equipment at the venue

Cost: £5500.00

Item: Portable Foldable Football Goals

Description: Fold away goals: sets of 16' x 7' 12' x 6' for smaller sided games

Cost: £1000.00

Item: Balls, Cones and essential equipment

Description: 20 footballs £200, 20 Rugby balls £200, "Quick" Cricket Set £100, 50 cones £20, Bibs £80, 3 x First Aid Kits £50,

Cost: £650.00

Other

Is your organisation a registered charity that can receive Charity Aid Foundation donations?

Not Applicable

If you have received any funding from Western Power Distribution in the last five years please let us know when you received this support.

NA