

The Silver Dreams Fund

Call for Ideas – Guidance notes

England



The Silver Dreams Fund – Call for Ideas

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Our website	www.biglotteryfund.org.uk
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Accessibility

Please contact us to discuss any particular communications needs you may have.

Our equality principles

Promoting accessibility; valuing cultural diversity; promoting participation; promoting equality of opportunity; promoting inclusive communities; reducing disadvantage and exclusion. Please visit our website for more information.

We care about the environment

The Big Lottery Fund seeks to minimise its negative environmental impact and only uses proper sustainable resources.

Our mission

We are committed to bringing real improvements to communities and the lives of people most in need.

Our values

We have identified three values that underpin our work: being supportive and helpful, making best use of Lottery money and using knowledge and evidence.

You can find out more about us, our values and the funding programmes we run by visiting our website www.biglotteryfund.org.uk

The Big Lottery Fund is committed to valuing diversity and promoting equality of opportunity, both as a grantmaker and employer. The Big Lottery Fund will aim to adopt an inclusive approach to ensure grant applicants and recipients, stakeholders, job applicants and employees are treated fairly.

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The Silver Dreams Fund – Call for Ideas

This guide is for organisations that are interested in the Silver Dreams Fund. Please read it carefully before you submit your idea.

If you have any questions we will be happy to help. You can contact us by:

Phone: 0845 4 10 20 30

Email us at: general.enquiries@biglotteryfund.org.uk

If you have a hearing impairment you can contact us using a text phone on 0845 6 02 1659.

We can supply this guide in another format if required. We will also try to help with other communication needs, such as sign language or a community language, Braille and Welsh. Just let us know how we can help you when you contact us.

About the Big Lottery Fund

The Big Lottery Fund (BIG), currently the largest distributor of National Lottery good cause funding, is responsible for giving out 46 per cent of the money raised for good causes by The National Lottery. Our mission is to bring real improvements to communities and the lives of people most in need. We want to use Lottery money to make big changes for communities, through the fair and open funding of people, projects and programmes, with a particular emphasis on tackling need.

The Silver Dreams Fund is just one of our areas of investment. You can find out about our other areas by visiting www.biglotteryfund.org.uk or you can telephone the Big Advice Line on 0845 4 10 20 30 (text phone for those with a hearing impairment 0845 602 1659).

Other organisations give Lottery grants as well as the Big Lottery Fund. You can find out about these by visiting www.lotteryfunding.org.uk or you can telephone the Lottery Funding hotline on 0845 275 0000 (textphone 0845 275 0022).



The Silver Dreams Fund in association with the Daily Mail

About the Silver Dreams Fund

Why we've set up the Silver Dreams Fund

The Silver Dreams Fund, in association with the Daily Mail, is the first of the Big Lottery Fund's dedicated investments in older people in England.

With an ageing population it is more important than ever to recognise the positive contribution older people make to society. Older people have a wealth of skills, knowledge and experience that can benefit others. We want to pioneer ways of working with older people that will allow them to play a much greater role in their communities. They should be able to influence the local services and facilities that will help them prepare for and manage major life-changes.

Major life-changes that are common to older people include the onset of disability, bereavement, retirement and long-term illness.

Some older people manage these changes better than others. We're particularly interested in helping vulnerable older people to cope better. By 'vulnerable' we mean older people who may live alone, are isolated, or have poor health.

We are also seeking to challenge preconceptions and myths about ageing and older people and recognise and celebrate the many diverse ways that older people are contributing and could contribute to family, community and civic life.

The challenge

The challenge is to come up with a great idea for a project that will **pioneer ways to help vulnerable older people deal more effectively with life-changing events.**

We want to hear about pioneering ideas that could bring about substantial improvements in the quality

of older people's lives. Your idea might be to do something completely new, or to copy something that has been successful elsewhere and try it in a different context or run it in a new way.

Our offer

We will give between £50,000 and £200,000 each to up to 30 ideas that meet our challenge. This money will allow each idea to be tested over 12 to 18 months. We'll also offer you the opportunity to get expert advice on developing your organisation's skills, making the most of your resources and helping you to follow best practice.

Towards the end of the 12 to 18 month period, a panel of experts will judge how well each project has met the challenge. Up to five projects will then be chosen to receive up to £1 million each to carry their ideas forward.

It's all about the learning

We have set this challenge to find out what works, and this is why we want to hear about new or pioneering ideas.

We wouldn't consider an idea to be new if it simply copied an existing scheme from one place to somewhere else. However we might consider a proposal which involved introducing a successful idea into an untried setting. For example, you might want to take an approach that's worked well in an inner-city setting and try it in a rural area, or you'd like to try out something on older men that's worked well for older women.

We'll bring you together with the other successful projects to encourage each other and share ideas, information and experiences. We will expect you to share what you've learnt about what works.

£1 million available for pioneering projects

Our work is all about giving people more power to improve their lives. Do you have an idea that could help older people to cope better with major changes in their lives?

If you do, you could be one of five flagship projects that receive up to £1 million each to carry their ideas forward.

About the Silver Dreams Fund

The Silver Dreams Fund themes

Organisations that apply to the Silver Dreams Fund must be able to demonstrate that their idea reflects all of the following themes:

▶ **Helping older people to help themselves**

Projects must focus on what older people can do rather than what they lack. They must show how older people can find their own solutions and they must be involved in designing, running and managing the proposal.

▶ **Working with others**

You should consider how you can work with other public and private organisations, and local people of all ages, to meet the needs of older people in your communities.

▶ **Managing better**

Projects should run services or activities which help older people to prepare for and cope with life-changing events.

▶ **Volunteering**

Projects should use the skills and experience of active older people to support those who are less active.

▶ **Testing new ways of working**

This could mean setting up a completely new service, or replicating a service that has been successfully delivered elsewhere but in a different context or in a new way.

Who should apply?

Only voluntary and community groups, registered charities, social enterprises and other not-for-profit organisations may apply to the Silver Dreams Fund.

Although we will not fund statutory organisations such as local authorities or profit-making companies, we're keen to encourage voluntary and community groups to work with each other and with organisations from the private and statutory sectors.

If you have received a Big Lottery Fund grant before, we will take into account how you managed it.



Applying to the Silver Dreams Fund

If you have an idea for a project which will deliver the challenge and meets the themes, you should submit it on our website www.biglotteryfund.org.uk/silverdreams by midday on 28 October 2011. At this point you have to be able to tell us what your idea is, and how it will meet the challenge.



How we will review your idea

We will review your idea to see if it is one we would be interested in investing in. We will select what we consider to be the best ideas to meet the challenge and themes. We want the Silver Dreams Fund to test out a range of different ideas, so we will select a spread of ideas which will be delivered in different ways, by different types of organisations working with different kinds of older people in different areas. We are expecting to receive many more good ideas than we will be able to take forward, so please don't be too disappointed if your idea is not picked to apply to the Silver Dreams Fund.

Assessing your application

If we like your idea we will send you an application form. You'll have until 29 February 2012 to complete this. At this point we'll ask you more detailed questions about your project. We plan to invite up to 100 organisations to apply.

We will assess your application and may contact you to discuss your project. An expert advisory panel of people working with older people and older people themselves will take the final decision on which projects we invest in. We will let you know our decision by the end of March 2012.

If we think we are unlikely to invest in your idea, we will explain the main reason why, so you don't waste time filling in an application that we won't fund.

Make your big idea a reality

So you have come up with a good idea...

Submit your idea by midday on
28 October 2011



We will tell you by the end of November 2011 whether we like your idea.
If we do we will send you an application form.



Fill in and send us your completed application form by
29 February 2012



We will assess your application and let you know our decision
by the end of March 2012



If we invest in your idea,
start your project within three months



During the life of your project take up the support
provided and actively participate in learning workshops



What we will do



What you must do