



The Power of Music Fund Guidance on the Centre of Excellence

Overview

The Power of Music Fund (POM Fund) will offer one grant of £500k over 3 years to a 'Centre of Excellence' (CE) at place or regional level. The Centre of Excellence will be funded by Arts Council England and The Utley Foundation. This Centre of Excellence is a place where partners come together to pool their expertise, knowledge, resources and ambition to scale and spread music for dementia initiatives. With our financial support, the CE will bring a wide and diverse range of partners and stakeholders together. This must include local health commissioners (the local NHS Integrated Care Board), voluntary and community sector organisations, and music providers. We don't expect these partnerships to have been in place already, and recognise that in some areas, the first months of the project will be about establishing collaborations and building partnerships. The CE will need a lead body to be responsible for the project, accountable for delivery, and hold the funds on behalf of the wider partnership. This lead body can be a registered charity, NHS body, university, or other public sector organisation. You can find out more about Integrated Care Boards (ICBs) here [NHS England » Integrated care in your area](#). Whilst the Centre of Excellence is likely to be geographically co-terminus with the relevant Integrated Care Board, this is not essential.

Though this is a strategic project aiming to establish systematic change, we recognise that music providers and voluntary organisations have often been under-resourced, and to generate evidence of impact on people and the health system, sustainable, full-cost recovery resourcing is needed. Therefore, we expect the

majority of the investment to go towards the organisations directly providing support, incorporating music to people with dementia and their carers. At the very minimum, this would need to be £116k per year. We recognise different places and partnerships will take different approaches based on local need and maturity of current approaches, and so we would like to see rationale as to how our investment will lead to the outcomes we are seeking in your area, and to see a clear articulation of what costs are utilised by the lead strategic partner (ICB or Voluntary, Community, and Social Enterprise lead) and what amount is available for grants to provision. We recognise that the lead body will have costs around partnership development, data collection, programme management, information governance, evaluation, and other developmental costs. We expect partners at place-level to co-produce their proposal, working in partnership to agree the best way to utilise the investment to meet our outcomes. Depending on the lead organisation, the National Academy for Social Prescribing (NASP) will decide if they will disperse the money to the rest of the consortium or if NASP will disperse it on their behalf to ensure there are no delays with getting money to activity providers. The investment at CE level compared to an organisation level, ensures that the focus is on system and regional level, requiring a level of infrastructural maturity for the investment to make real change.

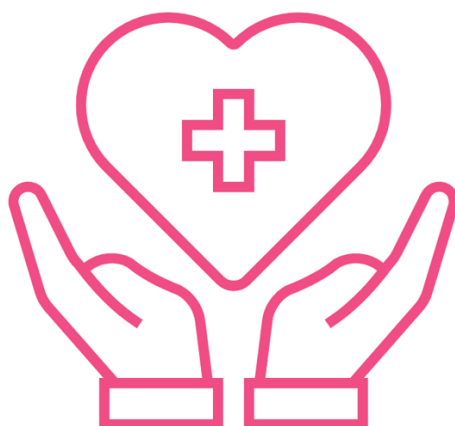
The aim of the Power of Music Centre of Excellence is to make music a normal part of care and support for people living with dementia, especially through better integration of community support with healthcare and increased resourcing of local music for dementia provision. To that end, we are asking that the Centre of Excellence partnership commits to securing match funding (NHS, Public Health or Social Care) to support the programme in Year 2, Year 3, and once the POM funding ends. The proposal needs to be robust and impactful enough to secure the support and credibility of local commissioners. The Lead body will be accountable for securing the committed match funding (£ or in-kind) in order to draw down ongoing grant payments from the POM Fund. Ideally, we would like to see written commitment from match funders at the final stage of the selection process. The Power of Music is a national programme and the learning and development created and nurtured by the Centre of Excellence will be utilised across the UK. We will support the CE to share learning with a wide and diverse range of stakeholders and organisations, especially smaller voluntary and community sector providers. For example, through webinars and communities of practice. This is an ideal opportunity for a lead organisation to scale their approach across the UK and reach a very large new audience.

This is a strategic programme for NASP as part of our mission to make social prescribing and community support an integrated, resourced part of all healthcare services. To achieve this, we need to develop and present evidence which demonstrates both the health benefits and economic value of social prescribing.

Therefore, meaningful engagement with healthcare commissioners is critical to ensure the activities are funded, data collected, and evidence developed meets their expectations and requirements. This is especially important if the activities and support are to be funded by the NHS and other healthcare providers once our funding ends.

Therefore, in Year 1 at the earliest stage, the Centre of Excellence should engage local NHS commissioners, finance directors and business intelligence leads to co-produce the structure and reporting, with our support. It is essential that providers of music for dementia activities are supported to collect and report on appropriate data to enable evaluation of impact on the person and the wider healthcare system. This will require information governance standards, data sharing agreements, and support from local NHS organisations willing to analyse the data. Applicants for the Centre of Excellence that can demonstrate they are able to support voluntary organisations to collect and report on NHS data will be preferred, though this is not essential if it can be achieved in Year 1 with our investment.

Depending on the place awarded the Centre of Excellence grant, there may be digital systems in use already (such as Elemental or Joy) which enable tracking of referrals and data from NHS partners to voluntary and community sector providers. This will be a core consideration for the Centre of Excellence – how digital systems can support their commissioning, delivery, and reporting. We have intentionally designed the application process for our Centre of Excellence to be flexible and to enable a wide and diverse range of partnerships and providers. We are keen to see creativity, innovation, and local learning and knowledge within the application with a focus on achieving our outcomes, especially increased engagement and resourcing of music and dementia provision by the NHS.



Key Information

Who can apply for the Power of Music Fund?

We will accept applications for funding from organisations working as a consortium. One organisation must act as the lead organisation and submit the application. This must be either a registered charity or a public sector body such as an NHS Trust.

All partners within the consortium must show a firm commitment to joint working. Your application must show the benefits and rationale of working as a consortium. If we decide to fund your project, we will enter into a legally binding grant agreement with the lead organisation. This organisation must accept our terms and conditions of grant and will be solely accountable to us for all monitoring information, how all the money is spent, and for the full and successful delivery of the project.

One of our terms and conditions of grant is that the organisation we enter into a grant agreement with cannot subcontract any of the project to other organisations without our prior agreement in writing. So, if we award a grant before the project can start, we must approve a partnership agreement between the lead organisation and the other partners involved in the project.

Depending on the lead organisation, NASP will decide if they will disperse the money to the rest of the consortium or if NASP will disperse it on their behalf to ensure there are no delays with getting money to activity providers.

How much can be applied for per application?

Up to £513,000 across 3 years - tapered across the 3 years to ensure match funding is achieved in Year 2 & Year 3.

Financial Year 1: £243,500
Financial Year 2: £153,500
Financial Year 3: £116,000

When must the activity take place?

Between April 2024 and June 2026

This fund will support activity across 3 financial years. It is recommended that activities should include a planning stage of up to 6 months. This will allow you to establish partnerships and finalise your approach.

Activity and data collection must have begun by 1st October 2024.

The evaluation should be undertaken in June/July/August 2026 with it being complete by 31st August 2026.

From September 2026 to March 2027, we expect the findings to be shared and publicised.

What is the minimum match funding that must be provided from other sources?

In Year 2 and Year 3, match funding from the Integrated Care Board will be required. This can be financial or in-kind contributions.

Year 2 = 20% of programme costs

Year 3 = 20% of programme costs

NASP's funding should continue to cover the grants to delivery providers and the match funding should add value to the strategic project.

Application Stages

Stage 1: Submit an Expression of Interest

If you believe you have a proposal that meets all the criteria, please tell us about it by completing an Expression of Interest form, which will give you the opportunity to describe your outline proposal.

Within your submission you should tell us within the specified word counts;

- Who the key partners are (ensuring it is a VCSE and ICB partnership)
- An outline of the current Social Prescribing / dementia / music maturity in your ICS
- Why strategic funding would add value
- How you would achieve the outcomes for an CE in your area
- The anticipated overall project cost



Stage 2: Receive an Invitation to Apply and Prepare a Full Application

If we think that your proposal could achieve our desired outcomes of the fund, we will inform you of our decision by 23rd January 2024. If you are invited to make an application you will then have 5 WEEKS in which to develop your full application and the mandatory supporting documents required, as detailed in this guidance document. We will also likely invite you to interview to discuss your application further and support you where needed.

The following are required for the full application:

- Secure match funding for Financial Years 2 & 3
- Partnership confirmation, with letters confirming consortia membership including logos and headed paper signed by the lead person from that organisation.
- A detailed budget for the activity showing proposed income and expenditure (as an Excel sheet or similar) including an outline of the financial split of funding between organisations in the bid with rationale for the allocation.
- A cashflow for the project activity
- A work plan for the proposed project, including milestones and key review dates
- Financial statements for your previous financial year, prepared to the relevant legal standard for an organisation of your size and status.
- Governance arrangements
- SMART objectives linked to the evaluation framework
- Details of how you will engage key local NHS decision makers and commissioners including Finance Directors, as well as Business Intelligence Leads to undertake system data analysis.
- An academic partner or alternative
- Equality, Diversity & Inclusion policies
- Ensure that representatives from across the local community are involved, continuing to check in with them during delivery and adapting based on their feedback
- The lead organisation should allow for funding for activities other than time spent directly running activities. This could be paid time for smaller providers to attend meetings, get involved in other partnership activities, collect data, or carry out other unseen activities (including activities such as risk assessments; safeguarding training; and supervision and data collection, analysis, and review) which contribute to the delivery of a good quality service.

- Where needed, mandate new operating procedures and changes to systems and processes. Clarify changes in guidance and revised operating procedures.
- Provide a ‘theory of change’ to show what changes the partnership is aiming for, across people, the system, and the environment. This should help to clearly show what the group is working towards together and can help to maintain focus.
- Plans to ensure that information about local needs, demand and commissioning intentions are available to music providers and that it is easy to find and understand.

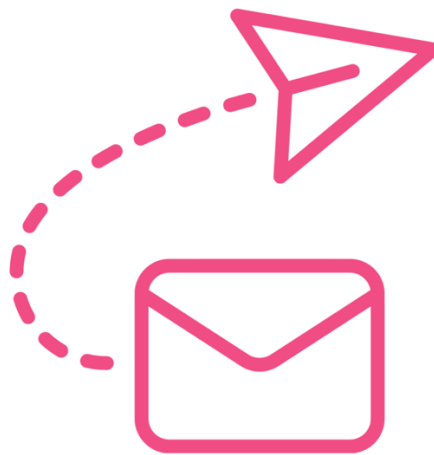


Stage 3: Submit a Full Application

After you submit your application, you will receive an acknowledgement email confirming that we have received your application. This will be sent to the email address from which you applied.

Application Assistance

We are committed to being open and accessible and want to make the application process accessible to everyone. If you experience any barriers within the application process or require help to make an application, our team can be contacted by email at powerofmusic@nasp.info



KEY DATES	
Deadline for Expressions of Interest	5pm on 29 th December 2023
Deadline for Full Applications	5pm on 23 rd February 2024
Notification of Applicants	We aim to notify applicants of our decision on 18 th March 2024.

Fund Aims & Outcomes

Strategic outcomes of the fund

- Robust, transferable, and scalable business case with economic analysis to enable local health systems to invest in new models of community support for dementia utilising music and maximising local community assets.
- A step change in the approach taken by the new NHS Integrated Care Partnerships in their approach to dementia:
- A transferable, scalable model to embed music as a fundamental element in key care pathways including community provision and support at primary care.
- Clarity on the risks, challenges, critical success factors, and opportunities, especially cost savings.
- A refined, tested model for the concept of a Shared Investment Fund as a mechanism to address health inequalities, maximise cross sectoral financial investment and jointly tackle health challenges, building on the value of local community assets.
- Effective collaboration at local system/place-level between community assets supporting people with dementia, NHS dementia and primary care, and Integrated Care Partnerships (which include universities, social care, and other relevant partners) to drive improvements in care and support for people with dementia building on The Power of Music.
- As NASP holds a unique position around system change and being able to directly influence and inform change from within the health and social care system, NASP will manage and facilitate the Power of Music Fund; the key funding mechanism as recommended by the Power of Music report.
- The fund will aim to address areas and communities of high need and low opportunity where funding will directly improve and benefit peoples' lives who are living with dementia including carers.

Outcomes for participating systems

- Reduction in health inequalities for people with dementia in their area through targeted, integrated additional provision to improve wellbeing and reduce isolation.
- Potential reductions in pharmaceutical prescribing, A&E attendance, and unplanned admissions (subject to the type of activity funded under Power of Music) as well as use of primary care.

- Improved pathways for clinicians and health professionals to access targeted, evidence-based provision for patients; utilising social prescribing Link Workers to support people most in need to access Power of Music activities.
- Increased investment into local community assets contributing to enhanced health and wellbeing and social inclusion in local place.

Benefits to grantees

- Resources and financial sustainability – connecting organisations and providers to other funders including their local Community Foundation (for philanthropy and grants), NHS Charity and national funding streams for local community provision including Lloyds Foundation and National Lottery ‘Awards for All’
- Integration – linking provision with health and social care, at local level this includes Primary Care Networks and local authorities, and regional level this is Integrated Care Partnerships and constituent members. This will enable provision to be valued locally and access future development opportunities and place shaping. This work will be supported by our new Social Prescribing Senior Advisors.
- Training – ensuring access to high quality training and support through linking with partners and driving up the quality of provision.
- Peer support – developing national, thematic, and geographic communities of practice to enable sharing of knowledge, skills, tools, and resources with other provision and wider stakeholders (building on the value of the recent co-design sessions) with a focus on equity and inclusion supporting provision to widen access. This includes access to NASP’s Innovation Network.
- Developmental Support – ensuring provision is linked to our partners, the National Association for Voluntary and Community Action (NAVCA, for connection to local VCSE infrastructure organisations offering development and training) and the National Centre for Creative Health (for connection to the Creative Health Associates). For organisations with a wider remit than music and creativity, links to our partners in physical activity, natural environment, and heritage (Historic England local offers, Sport England etc).
- Social prescribing support – to encourage access and utilisation of NASPs’ wider offer and resources, e.g., access our newsletter, webinars, and evidence hub, including our new guide for VCSE organisations to measure the impact of social prescribing on their work.

Centre of Excellence Criteria

Essential criteria

Applications to this fund level must be led by either an Integrated Care Board OR a registered charity in England with written support from their Integrated Care Board.

The partnership must be based in England. It should;

- Seek to build on established digital systems which track referrals and data from NHS partners to VCSE providers.
- Include a partnership approach VCSE providers of dementia services and arts and culture organisations.
- Partnership with high quality and proven music & dementia providers, including provision that focuses on those living with dementia and their carers.
- Evidence of match funding to ensure joint investment across local, culture and health & social care systems.
- Commitment from the relevant Community Foundation or other philanthropic leaders within the area to engage and support the project
- Commitment to achieving - with NASP and CE Academic Partner - a robust, transferable and scalable business case with economic analysis to enable local health systems to invest in new models of community support for dementia utilising music and maximising local community assets.
- Plan for findings, evaluation and frameworks are transferrable, have the ability to scale up and spread.
- Commit to engagement from ICB/ NHSE Business Intelligence and Finance teams to support ICS system impact evaluation and economic return on investment, ideally demonstrating experience of having evaluated social prescribing programmes for wider system value.
- Demonstrate that the project will directly address existing health inequalities and disparities and 'level up' access to support in an area.
- Evidence of a clear and robust equality, diversity and inclusion strategy/framework, demonstrating a commitment to access and measuring impact on communities.
- Some level of involvement of people living with dementia or lived experience in the planning of the projects you will fund. This can be formal co-design or informal feedback depending on the scale of the org.

Desirable criteria

- Demonstrate integration with social care, especially regards shared data
- Have an existing strategic commitment to improving dementia care (e.g. within the Integrated Care Strategy) including pre-diagnosis referral and care pathways.
- Have a demonstrable commitment to strategic development of social prescribing (e.g. an ICS Social Prescribing Strategy or evidence of embedding the NHSE Social Prescribing Maturity Framework)
- Evident academic partnership to deliver rigorous evaluation.
- Links to Academic Health Science Networks
- Active and effective patient/ public engagement networks
- To lead a community of practice where you connect with organisations at small grants level to share learning and support them to grow. To also engage with NASP Innovation network
- Commitment to articulate the value of arts & culture to health commissioners, providers, policy makers and clinicians and embed a system level understanding of the benefits of Music to dementia.



Centre of Excellence Evaluation

An evaluation and measurement framework will be proposed by applicants/awardees based on the criteria required as outlined in the Power of Music Grant Model spreadsheet required.

We expect evaluation and evidence-gathering to be a significant workstream for the successful Centre of Excellence. Applicants will be encouraged to develop full proposals in discussion with NASP's Evidence and Evaluation team, with some suggested areas including:

- Measuring/modelling to estimate the economic impact of interventions and economic return on investment. Collaboration with an academic partner is strongly encouraged. (This could include assessing different methods to measure economic impact.)
- Measuring the impact of interventions, including consideration of the ethics of working with people living with dementia.
- Explore existing digital systems which collect and track data, with NHS partners. (This is likely to include a scoping stage to identify requirements for data sharing.)
- Trialling approaches to explore how more complex outcomes can be measured more widely by non-experts (e.g., based on data that can either be collected digitally or via link workers/VCFSE organisations)

Academic partner and cross sector collaboration should ideally be established to support evaluation and evidence gathering. NASP E&E team can facilitate introductions to researchers if required.