



## Centre of Excellence for Training in Music & Dementia

### Overview

This new Centre will focus on enhancing the health and social care workforce's ability to integrate music into dementia care. It is part of the Power of Music Fund (POM Fund), a groundbreaking initiative providing more than £2.6 million investment into activities to transform care and support for people with dementia. It will operate alongside the first Power of Music Centre of Excellence for Music and Dementia announced in May 2024, led by Manchester Camerata, sharing learning and helping generate a national step-change in how healthcare utilises music for people with dementia. This Centre of Excellence (CE) is funded by The Rayne Foundation with additional support from The Utley Foundation and the wider POM Fund.

The Centre of Excellence is a place where partners come together within a region 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, and must include local health commissioners (the local NHS Integrated Care Board). We do not expect these partnerships to have been in place already, and we 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 must be an Integrated Care Board, registered charity, social enterprise, CIC or other public sector organisation. The partnership should include a diverse

range of partners which can include private sectors organisations. Whilst the Centre of Excellence is likely to be geographically co-terminus with the relevant Integrated Care Board, this is not essential.

Whilst we recognise that the music and dementia workforce is made up of the voluntary and community organisations who provide community activities, care staff, frontline health and care professionals who are referring (nurses, AHP's), social prescribing link workers and ICP commissioners – all of whom are critical to the future of this work – we are focusing this Centre of Excellence on the workforce in care settings. Whether it's training frontline health and care staff, a focus on curriculum and qualifications, embedding music and creative health into care pathways or embedding it as a communication tool in care homes; we know this is a vital aspect of ensuring more people living with dementia have access to the health and wellbeing benefits of music. We are particularly keen to see engagement with the social care workforce.

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 and what amount is available to other partners. 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. 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.

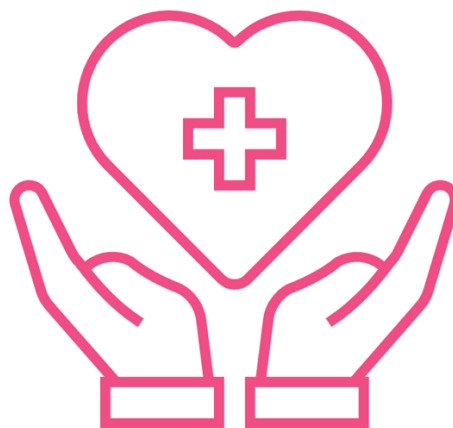
We require the Centre of Excellence partnership to commit to securing match funding (for example NHS, Public Health or Social Care) to support the programme in both years of the fund, and once the POM funding ends. The proposal needs to be robust and impactful enough to secure the support and credibility of local commissioners. The lead body will be accountable for securing the committed match funding (£ and in-kind) in order to draw down ongoing grant payments from the POM Fund. We will require 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. 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 these new commissioning models and sustainability, we need to develop and present evidence which demonstrates the value to employers, the workforce and to service providers. Meaningful engagement with healthcare commissioners is critical to ensure the training is funded, data collected, and evidence developed meets their expectations and requirements. This is especially important if this training and support are to be funded by the NHS and other health and care providers once our funding ends.

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 in 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.



## Strategic aims for the whole fund

- **Create a robust and transferable 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 at a place-based level.
- See a step change in the approach taken by the new NHS Integrated Care Partnerships in their approach to dementia; **a scalable model to embed music as a fundamental element in key care pathways** including community provision and support at primary care. To achieve clarity on the risks, challenges, critical success factors and opportunities, especially cost savings.
- **Foster effective collaboration at local system and/or 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.

## Outcomes for this Centre of Excellence

- More people with dementia accessing the health and wellbeing benefits of music as a result of encouragement and support from health and care staff
- Health & Care staff working with PLWD have easy access to high quality training and resources to increase knowledge and confidence, and to enable them to utilise music as part of their practice
- The Integrated Care System recognising the value of music as part of a holistic approach to care for and support people living with dementia, and commissioners and providers resourcing the training, development and systems required to embed it across their workforce
- Robust evidence demonstrating the impact and value of training for the health and care workforce, encouraging adoption by training and quality improvement, providers and/or leaders and other ICSs; and inclusion in national policy, enabling more people with dementia across the UK to access the benefits of music

## Criteria

Applications to this fund level must be led by either an Integrated Care Board, registered charity, social enterprise, CIC or other public sector organisation. The partnership should include a diverse range of partners which can include private sector organisations. To fulfil the criteria, the partnership must:

### Who

- Be a place-based partnership in England.
- Include local health commissioners (the local NHS Integrated Care Board), training and/or workforce development organisations, voluntary and community sector organisations, and/or music providers.
- Be able to develop strong links with training providers.
- Have strong links to health and social care workforce enabling co-design of the model and implementation.

### What

- Offer experiential and innovative training to health and care staff on the health and wellbeing benefits of music for people living with dementia.
- Seek to build on established digital systems.
- Have evidence of match funding to ensure joint investment across local health & social care systems.
- Be able to evidence system wide benefits of integrating a music-based approach for people with dementia (e.g., impact on the person, the workforce, and the wider health and care system such as health service usage).
- Demonstrate an integrated approach with the wider social prescribing system including Link Workers, voluntary organisations, and the health and care system.
- Demonstrate the capability and capacity to provide high-quality and effective training, education, learning, and development materials and resources.
- Plan for findings, evaluation, and frameworks that are transferrable; and must have the ability to scale up and spread.

### How

- Provide evidence of a clear and robust equality, diversity and inclusion strategy and/or framework, demonstrating a commitment to access and measuring impact on communities.
- Ensure that representatives from across the workforce and local community are involved in planning, continuing to check in with them during delivery and adapting based on their feedback.

- Include lived experience of PLWD and carers to include some level of co-production of the model and delivery.
- Have an existing strategic commitment to improving dementia care (e.g., within the Integrated Care Strategy) including pre-diagnosis referral and care pathways.
- Commit to strategic development of social prescribing (e.g., an ICS Social Prescribing Strategy or evidence of embedding the NHSE Social Prescribing Maturity Framework)
- Commit 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 and/or awardees based on the outcomes and aims. 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 if needed, with some suggested areas including:

- Measuring the impact of learning and development interventions on the health and care workforce
- Measuring the impact of interventions, including consideration of the ethics of working with people living with dementia
- Measuring and/or modelling to estimate the economic impact of interventions and economic return on investment. Collaboration with an academic partner is encouraged. (This could include assessing different methods to measure economic impact.)
- Exploring 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, care sector, etc.)

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

## Key Information

### Who can apply for the 2<sup>nd</sup> Centre of Excellence?

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 lead body must be an Integrated Care Board, registered charity, social enterprise, CIC or other public sector organisation. The partnership should include a diverse range of partners which can include private sectors organisations (i.e. care homes).

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 partners.



### How much can be applied for per application?

£300,000 in total:

- March 2025 – £150,000
- March 2026 – £100,000
- March 2027 – £40,000
- September 2027 – £10,000 (upon completion of evaluation)

### When must the activity take place?

We have built in a mobilisation phase from April through June 2025 so that the CE is up and running from June 2025 through to June 2027. The evaluation should then be complete by October 2027.

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

Match funding is required in each year of the fund. This can be financial or in-kind contributions, however financial will be scored higher. We would expect to see a minimum of 50% match funding; however based on the 1<sup>st</sup> Centre of Excellence, we do expect this to be highly competitive.

# Application Process

## 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
- Outline the current developments and maturity in your area/ partnership with regards to training and workforce development in music and dementia
- Why strategic funding would add value
- How you would achieve the outcomes for an CE in your area
- The anticipated overall project cost
- Your sources of match funding
- Describe the changes and impact you will deliver – What are your key objectives and why? (This could include a Theory of Change to clearly show what the group is working towards and help to maintain focus.)
- How you will ensure the quality and effectiveness of any training, education or learning resources developed or provided



## Stage 2: Submit a Full Application

If we think that your proposal could achieve our desired outcomes of the fund, we will inform you of our decision on 22<sup>nd</sup> November 2024. If you are invited to make a full application you will then have 1 month in which to develop your full application and the mandatory supporting documents required, as detailed in this guidance document. The following are required for the full application:

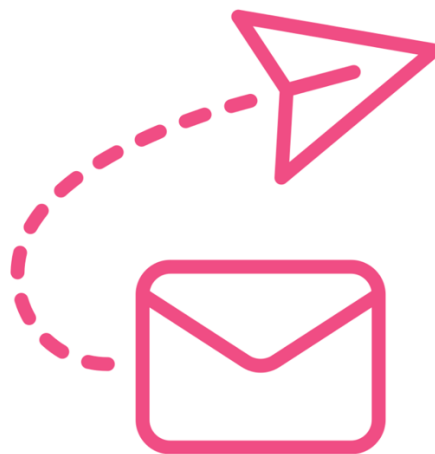
- Secure match funding
- Partnership confirmation, with letters confirming consortia membership including logos and headed paper signed by the lead person from that organisation. In particular, we require a signature from the ICS CEO of their involvement.
- A detailed budget for the activity showing 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 the workforce and training and development system to develop, test and embed your approach
- An academic partner, training provider or alternative
- Equality, Diversity & Inclusion policies



## Stage 3: Interview

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.

After reviewing the full applications, we will invite a selection of applicants to interview to discuss your application further. These will be in January 2025.



## 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](mailto:powerofmusic@nasp.info)

KEY DATES	
Deadline for Expressions of Interest	5pm 31 October 2024
Deadline for Full Applications	5pm 10 January 2025
Interviews	27 & 28 January 2025
Appointment of CE	March 2025