

## **PROJECT IDEA: CULTURE CLUBS**

### **DESCRIPTION OF THE PROJECT:**

This project will help those with an interest in a cultural activity to meet up with others with similar interests to attend events and activities together. The activities that bring groups of people together will range from theatre performances, music performances and gigs to cooking, history, heritage and art. There would also be a group of volunteer cultural champions who will encourage people from communities that are less likely to engage in these activities to get involved.



### **WHY IS THE PROJECT NEEDED?**

People over 50 who live alone, don't have a large circle of friends or don't share a common interest with their support network are unlikely to attend activities and events they are interested in if they have to attend on their own. This project will encourage people to make more social connections around an interest, thereby encouraging more people to leave their homes.

### **WHO IS IT TARGETED AT?**

People over 50 who live alone and/or don't have anyone to attend activities with, which relate to a cultural interest they have

People over 50 from particular communities who usually feel uncomfortable attending some cultural activities due to these not being a part of their own culture

People who attend events and activities and would be interested in helping to encourage more people to get involved

### **HOW WOULD WE KNOW IF IT'S BEEN SUCCESSFUL?**

If this was done via existing organisations and venues, then membership and attendance numbers rising (particularly from particular under-represented communities and age groups)

Finding out from people who are involved in the clubs about how the involvement in the project has improved their lives and whether they would continue to be involved even when AfA funding support isn't available

### **WHAT MAKES THIS PROJECT AGE-FRIENDLY?**

It enables people over 50 to experience things that are of interest to them and meet new people, thereby making more social connections and improving their well-being

There are opportunities to volunteer and improve skills taking on the role of Culture Champion

It will encourage targeted work with communities that are under-represented in attending cultural activities and events

### **CAN AMBITION FOR AGEING INVEST IN THIS PROJECT?**

Yes. It meets the AfA project idea selection criteria. In particular: the project has the potential to take place across GM; could potentially be sustained beyond the AfA funding period; could contribute towards making GM more age-friendly; and could help to reduce social isolation for those involved.