

The **GOLDEN-OLDIES**

Agenda No 4b

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www.golden-oldies.org.uk

Charity

Unit 7, Fourth Avenue, Westfield Industrial Estate, Radstock, BA3 4XE



**PATRON: SIR CLIFF RICHARD**

**"Making a difference to people's lives"**

Wednesday, December 18, 2013

Ms Joy Norris  
Town Clerk  
Ilminster Town Council  
Council Offices  
North Street  
Ilminster  
Somerset TA19 0DG



Dear Joy,

I refer to your letter to Rosie Atkins here at Golden-Oldies dated 8<sup>th</sup> December and telephone conversations that you have had with her.

I would be most grateful if you could explain to your committee that the singing activities arranged at Muchelney House are organised by the Alzheimer's Singing for the Brain organisation. These are wonderful sessions but they are specifically for people with Alzheimer's.

In your letter you also mention sessions at Vaughan Lee House but Rosie tells me that these do not now take place.

'Goldies' daytime singing and activity sessions are for everyone. With over seventy sessions now across the South West and South Wales we welcome hundreds of elderly people, many who are socially isolated as well as those suffering from dementia as well as people with learning difficulties.

We would like to start a new open access session at the Open Arts Centre in Ilminster where there is wheelchair access and it really would be an excellent venue for us. They charge £15 per hour, we also pay our session leader (plus their travel costs) and there are small additional costs for music, insurance etc – the total cost per session is approximately £85 which allows for one and a half hours hall hire.

We would run twelve sessions during the year and we will also be organising in 2014 a BIG SING, which would bring together elderly people across South Somerset, including those who attend Ilminster.

Pauline Burr is Arts Development Officer for South Somerset District Council, she writes;

*"I've been fortunate enough to see Goldies in action on many occasions - it really brightens the day for the people who take part. It gets them out of the house and away from the same four walls – which is particularly important for those who don't have friends and relatives nearby.*

*"I have also seen people rekindle old friendships and make new friends. The health benefits are self-evident; singing is proven to be good for the heart and whether people get up and dance or just stand and wave their hands in the air, their physical well-being is improved by taking part.*

2/ continued...

m/f...

The results of this evaluation have clearly indicated how participation in the Golden-Oldies enhances a participant's health and well-being, strengthens and stimulates communities and can potentially be a cost-saving programme to society by reducing social isolation and improving overall health.

Source: University of Bath – Social & Policy Sciences Department / 2011

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*" The best thing about Goldies, however, is that people really have fun! For the length of the session they forget their problems and their aches and pains and just have a jolly good time!*

Pauline has kindly arranged for funding for new sessions across South Somerset and I would therefore be asking for a grant of 50% of the cost shown above.

Please contact me if you need any further information. Our website includes academic research on our charity, pictures and many supportive quotes.

Please convey the best wishes of the Golden-Oldies Trustees to your committee.

With kind regards,



Grenville Jones DLitt  
Founder & Chief Officer



**ILMINSTER TOWN COUNCIL  
REVENUE SUBSIDY GRANT  
APPLICATION FORM 2013/14**

**Please Note: Prior to completion of this form please read The Town Council's Grant Policy and Guidelines**

1. Name / Title of Organisation Golden-Oldies Charity

2. Name of person submitting the application Grenville Jones

Position held in organisation Founder and Chief Officer of Golden-Oldies

Address: Golden-Oldies, Unit 7, Fourth Avenue, Westfield Trading Estate, Radstock, BA3 4XE

Tel. No: 01761 470006

Email: [glj@golden-oldies.org.uk](mailto:glj@golden-oldies.org.uk)

3. Please give an overview of the services provided by your organization *with an emphasis on how it will benefit the citizens and / or businesses of Ilminster*

The aim of the project will be to set up and run monthly singing and activity sessions for older people in Ilminster. Golden-Oldies singing sessions does not only provide an activity for older people to attend, it also builds friendships within the community. Please see all evidence provided of how the Golden-Oldies charity can improve and change lives, including quotes from existing Goldies members, endorsements and those all important pictures. Please also take a look at our website [www.golden-oldies.org.uk](http://www.golden-oldies.org.uk)

4. Total anticipated annual running costs

£1,020

(Please enclose supporting estimates)

5. Amount of grant sought from Town Council and % of total project cost £510.00

50%

6. Please give details of applications made to other grant making bodies in respect of this organisation

(eg South Somerset District Council/Lottery. etc)

Date	Organisation	Amount Sought	Granted (yes / no)
09/10/13	South Somerset Council	£510.00	Yes

7. Please provide details of how your organisation will be raising money to meet running costs e.g. charges for services fundraising events.

We ask people attending to make a voluntary donation of £1.00 per session this could bring in approximately £120.00 into the charity funds. We also do various fundraising events such as; charity golf days, charity concerts and carol singing at Christmas time.

8. Please provide details of how your organisation will seek to reduce the level of revenue subsidy grant required in future years

As a charity we are always looking at how we can raise money ourselves with different charity events. We have recently dropped our weekly sessions to monthly, which has reduced the annual running cost of each session dramatically.

9. Has your organisation received any type of grant funding from Ilminster Town Council within the last 3 years? NO

If YES, please provide details.

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.....  
.....

Please use additional sheets if necessary

Don't forget to include:

- Constitution / rules
- Financial information – accounts

Please return the completed form to  
Ilminster Town Council  
Council Offices  
North Street  
Ilminster

# What Goldies means to me

**81 year old Vera from Wiltshire attends many sessions. She speaks for the hundreds to whom being a "Goldie" means so much. 'I'm addicted to Goldies, I just love it. I've met so many lovely people and made so many new friends. I'm sad when I can't get to a Goldies sessions.'**

**B... from Whiteaway, Bath has suffered from a deep depression for many years. Since joining Goldies, she has come off her anti-depressant medication. She puts it down to one thing...Goldies!** 'I have been attending Goldies at Blagdon Park since the start in 2008. I am partially sighted and cannot read the words in the song books but I still sing along to all the songs. Tom my husband suffers from Parkinsons and I take care of him full time. He is not well enough to attend the Goldies sessions, but is always thankful that they've made such a difference to my life. He likes to say "it's a tonic for the wife". Tom loves to attend concerts and events that Goldies put on when he is well.'

**80 year old Winn from our Kingswood group in South Gloucestershire.** 'I feel years younger after singing. It's wonderful. I see so many friends dancing and singing. The dancing is good for the figure and the singing is good for the lungs! I certainly don't feel my age and hope we can keep singing forever!'

**Joan attends our Chippenham session.** 'I wouldn't miss Goldies for the world. I fell down earlier today and all I could think about was 'I've just got to get to Goldies. I wasn't worried about my knee, just getting to Goldies.'

**George from David Stoddard Gardens in Swindon.** 'It's helped to get my voice back. We sing the good old songs we know. It's such good fun, we have a laugh and a joke, if only the time didn't go so quickly. The people that come here thoroughly enjoy it and they sing their hearts out. It makes the week for us. It sure beats being stuck in all the time just watching TV.'

**65 year old Edwina from a group in Bath.** After losing my husband 3 years ago, it took Goldies to get me out of my depression. It makes so much difference to me. I get to meet people, chat, laugh and sing and it's so enjoyable.

**June never misses her Clevedon session in North Somerset.** 'My husband suffers from Alzheimers and I was able to bring him to Golden Oldies. It was uplifting to hear him sing along word perfect when he couldn't put a sentence together. Thank you so much for keeping him in the 'real world'. I still come along although sadly he can't. Golden Oldies are a real life-saver.'

**Pat from our Witherwood group in Bristol.** 'Goldies is the one hour of my week I look forward to. I wish we could have it every day. We might be Golden-Oldies but we feel more gold than old.'

**Heather from a North Somerset session.** 'It's so enjoyable to sing old songs, which are not heard often today, it's also lovely to meet new friends and the atmosphere is happy.'

**67 year old Annette from Weston Super Mare.** 'I love singing and I love seeing other people, singing is good for you and it cheers you up. I love my Goldies session they mean a lot to me, I love coming to Goldies and singing with other people.'

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**Joan from our Kingswood group who said on a scale of 1-10 felt a 3 before the session and a 10 after the session. 'she said she loves to sing and enjoys the friendly company.'**

**Cath from our St Nicholas Court session in Bathampton chooses 'Dancing cheek to cheek' every week as it reminds her of when her and her husband used to dance together. 'It breaks the day up and I enjoy seeing the local people. I like singing and to hear the songs. My Husband and I used to go dancing.'**

**Vera from our Filton session in Bristol said 'What I like most about my Goldies session is meeting my friends and singing and having fun with them. I enjoy everything including have a cup of tea and a biscuit. I love to sing and clap my hands and wave to all my friends, this is the only time I see them. We all enjoy being together.'**

**Roy from our Goldies session in Kingswood gets on a public transport bus for 20 minutes, brings his guitar every week wearing his Elvis T-shirt, and strums along to Wonder of you. 'I love meeting with people each week, and I love singing and performing on my guitar.'**

**Val from our Midsomer Norton session said 'I love going to Goldies because I can sing even though I think I'm not good enough for a choir'**

**Carol went to a session in Kingswood. 'I was visiting my Aunt in Kingswood (Bristol) The session leader was very confident and had a good rapport with the group members. It was so apparent that they valued the service you are providing. I was talking to a lady called Jean, I got chatting to her and she said she walks 20mins to attend the session- whatever the weather! She must have been well in her 80's. Also the other lady sitting near us was Queenie and she also walked 15mins. There was a chap called Roy he produced a guitar and was given an Elvis song to which he strummed along- His guitar hasn't been tuned for years, but that didn't matter, he sang his heart out, and his smile was so large, it brought tears to my eyes, he so absorbed the round of applause he received when he'd finished.'**

**The niece of one of our Keynsham Goldies wrote and told us 'My Uncle C... and Auntie B.. Were joined together 'at the hip' and when she died suddenly, without warning, a few years ago, we were all very concerned of how he would cope. He joined the Golden-Oldies. His life now is singing, he loves it, when I see him now that's all he can talk about. He has made many friends and it has given him a well deserved new lease of life and it is lovely to see. Without Golden-Oldies his life would be very different.'**

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## The research that supports our work

We consult with the elderly people who attend our Goldies singing and activity sessions across the West of England on a regular basis through the Session Leaders. Between May and June 2013 a survey of 200 people took place, 129 were female and 71 male, between the ages of 64 and 92. We asked - How they felt **before** and **after** the session on a 1-10 scale.

50% scored **BELOW 5** at the **start** of the session

**ONE hour later, 90% ticked either 9 or 10**

Research carried out over the last few decades has consistently shown that 10% of older people feel always or very lonely. Recent estimates place the number of people aged over 65 who are often or always lonely at over 1 million.

**The percentage of the** population who feel isolated and are therefore, at risk of loneliness is significantly larger:

- 12% of older people feel trapped in their own home
- 6% of older people leave their house once a week or less
- Nearly 200,000 older people in the UK don't get help to get out of their house or flat
- 17% of older people are in contact with family, friends and neighbours less than once a week and 11% are in contact less than once a month
- Over half (51%) of all people aged 75 and over live alone
- 36% of people aged 65 and over in the UK feel out of touch with the pace of modern life and 9% say they feel cut off from society
- Half of all older people (about 5 million) say the television is their main company
- **These statistics on loneliness and social isolation were taken from a report produced by the Campaign to End Loneliness.**

Songs with personal meaning make it possible to acknowledge the person's emotions, breaking the social isolation, and meeting the music therapy participant's psychosocial needs. **Taylor and Frances**

**Source Age UK** - The power of music, especially singing, to unlock memories and kickstart the grey matter is an increasingly key feature of dementia care. It seems to reach parts of the damaged brain in ways other forms of communication cannot. Age UK source

People who continue to maintain close friendships and find other ways to interact socially live longer than those who become isolated. Relationships and social interactions even help protect against illness by boosting your immune system. **Yale Medical Centre**

Promoting and maintaining the health and well-being of older people has become one of the most pressing priorities of our time.

There is increasing recognition that having a sense of purpose through leisure and cultural activities contributes to older people's well-being.

(Department for **Work and Pensions (DWP)** 2009)

In evaluative terms, respondents reported benefits of participation in singing in a number of ways. These included enjoyment, mental wellbeing, being with others and socializing, physical improvement (such as breathing), improvement in memory and concentration. These findings support previous research and therefore serve to build up the evidence base in this area. **De Haan Canterbury**

*Singing, particularly in a social group, seems to benefit the elderly particularly well. As part of a three-year study examining how singing affects the health of those 55 and older, a Senior Singers Chorale was formed by the Levine School of Music in Washington, D.C. The seniors involved in the chorale (as well as seniors involved in two separate arts groups involving writing and painting) showed significant health improvements compared to those in the control groups. Specifically, they reported - fewer doctor visits, less incidence of depression, less need for medication and fewer falls and other injuries.*

With the number of older people set to increase dramatically in coming years, nobody can be complacent. Without action, the prospects for older people look grim. This is not just important for the current generations of older people, but also for those now in their forties and fifties who will reach older age shortly. **Age Alliance**

Currently the **Welsh Assembly Government** has signed up to the wellbeing definition developed by the UK Government's Department for Environment Food and Rural Affairs (DEFRA) 9 ...

*"... a positive physical, social and mental state; it is not just the absence of pain, discomfort and incapacity. It requires that basic needs are met, that elderly individuals have a sense of purpose, that they feel able to achieve important personal goals and participate in society.*

*It is enhanced by conditions that include supportive personal relationships, strong and inclusive communities, good health, financial and personal security, rewarding employment, and a healthy and attractive environment."*



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**What IS a BIG SING?**  
It is when we bring together "Goldies" from different sessions in one area to sing, laugh and have a great time together – as these pictures show.



**We try to organise community transport for people who attend**



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