

## **EAST AYRSHIRE COUNCIL**

### **COUNCIL MEETING - 23 JUNE 2011**

#### **PROVOST'S CHARITY OF THE YEAR - ALZHEIMER'S SCOTLAND**

##### **Report by the Executive Director of Finance and Corporate Support**

#### **1. PURPOSE OF REPORT**

- 1.1 The purpose of this report is to inform the Council of the support which the Provost's Office has given to Alzheimer's Scotland during 2010/11.

#### **2. BACKGROUND**

- 2.1 The Council, at its meeting on 26 June 2008 received a report which outlined the intention of the Provost to establish a protocol whereby the Provost of the Council would, each year, support a particular Trust/Charity within the area. For 2008/09 the chosen charity was East Ayrshire Carers. For 2009/10 the chosen charity was Combat Stress.
- 2.2 The Council, at its meeting on 24 June 2010 received a report on the outcome of the support which the Provost's Office had given to Combat Stress during 2009/10 and indicated that for 2010/11 the Provost intended to focus on Alzheimer's Scotland.

#### **3. SUPPORT TO ALZHEIMER'S SCOTLAND DURING 2010/11**

- 3.1 The Provost, from the outset, advised that the support this year was not focussed purely on fundraising but would also be increasing awareness of the effects of dementia. In particular, the Provost was keen to support the launch of "Musical Minds" which was a new and innovative initiative to support people with dementia, their carers and the wider community. The Provost also wanted to support a "Football Reminiscences" Project; the establishment of a drop-in centre in Kilmarnock, and a series of Community Cafes throughout East Ayrshire dedicated to helping those with dementia.
- 3.2 The Charity team this year lead by the Provost, consisted of a cross section of officers from various departments of the Council and also Katy Hawker, Dementia Advisor for East Ayrshire.
- 3.3 The charity fundraising this year started off with a £1,200 donation from the Small Project Development Fund from Community Planning Partnership. The Provost began fundraising activities on 4 August when she helped launch the Musical Minds initiative in the North West Area Centre. The initiative was based on an English model "Singing for the Brain", as research had shown that singing and music were very effective means of providing stimulation, relaxation and improving communication for people with dementia. The Musical Minds project is being run in partnership with NHS and Alzheimer's

Scotland and this was the first such group in Scotland, and it was hoped that the project would eventually be rolled out throughout Scotland.

- 3.4** On 24 September, the Provost attended the launch of the Stewarton Friendship club in the Stewarton Area Centre. This lunch club was created for people with dementia and their families and gives people whose lives are affected by dementia the chance to get together to talk about their experiences and receive help and support .
- 3.5** The Provost gave the opening address at the Older Peoples Conference on 26<sup>th</sup> November, which was held at Council Headquarters. As well as a stall being provided by Alzheimer's Scotland, Musical Minds also performed to the delegates on the day.
- 3.6** The "Silver of the Stars" exhibition was hosted at the Dick Institute from September to December. As part of the exhibition event programme, on 3<sup>rd</sup> December, there was a Charity Bauble sale where Scotland's best silversmiths and contemporary jewellers were selected and asked to submit a unique hand crafted tree bauble. The makers agreed to donate 50% of the bauble sale price to the Charity resulting in £330 going towards the charity funds.
- 3.7** A huge boost to the Charity appeal came in December when the Provost put Katy in touch with East Ayrshire North Communities Federation. The Federation, based at Titchfield Street in Kilmarnock, offered Katy a share of their premises free of charge which resulted in Katy being able to provide a twice weekly drop in session within the town centre location.
- 3.8** Hogg hall at Galston Parish Church saw the launch of the new Galston Friendship Club on 16 December 2010. Local entertainers Tom and Sheila Adams and Mary Laidlaw performed free of charge; the ladies of the Church donated a selection of homemade mince pies and shortbread, and sandwich suppliers "Food" of Titchfield street in Kilmarnock donated a clottie dumpling. Not to mention Alyson Holden of Cameron Confection in Fenwick who ensured everyone went home with a tablet filled gift box.
- 3.9** During the Christmas period, the Palace Theatre Pantomime collected at every performance of Dick Whittington which ran from 25 November through till 30<sup>th</sup> December and raised a total of £2,722.06. The collection at the Christmas light switch on at Kilmarnock and at Cumnock raised over £400.
- 3.10** Following a very busy and hugely successful December, was the Provost's Scottish Night on 26<sup>th</sup> February. This year's event took a different format to the previous two years, as the Provost choose to host her 120 guests in the Rosebank Day Care Centre in Kilmarnock. By hosting the event in existing Council facilities the Provost was able to still provide a beautiful setting for the evening but at a reduced rate for the ticket prices. On site catering provided the meal with entertainment from a string quartet, a ceilidh band from East Ayrshire Schools, and John Goodwin and friend. Guest of honour was Kay, Duchess of Hamilton who gave an account of her own experiences caring for

the late Duke during his illness and commended the aims of Alzheimer's Scotland, the dementia nurses and advisers. Henry Simmons, Chief Executive of Alzheimer's Scotland also addressed the guests and praised the efforts of the Provost and the team in helping Katy in financial, practical and awareness raising terms. The total raised on the night was £7,441.

- 3.11** March saw a film crew visit the Galston Friendship Club on 17<sup>th</sup> March to record Musical Minds for a new DVD to be produced for the charity in order to highlight alternative ways of communication and working with people with dementia. On 30<sup>th</sup> March, due to huge demand for the project, Musical Minds moved from the Northwest Area Centre to bigger premises in the Howard Centre.
- 3.12** The Football Reminiscences project was another aim of this year's charity work. The project is aimed at drawing on people's passion for football, teaming them up with volunteer companions who help discuss memories and gather memorabilia and stories. The charity team therefore organised a number of initiatives to raise funds, awareness and set the ball rolling in East Ayrshire.
- 3.13** The football phase of the campaign began with a half time collection at Kilmarnock Football Club during their game against Celtic on 20<sup>th</sup> April. An insert was added to the programme asking supporters to sign up as volunteers for the Football Reminiscences Project. £750 was collected.
- 3.14** East Ayrshire Primary Schools got the chance to enter a Prize Draw with 5 taking up the opportunity. Winners, Galston Primary School, fully embraced this by entering every class in their school into the draw and raising £250 on their own. Their prize was to be treated like a professional footballer for the day including: a Kilmarnock football club stadium tour, team talk, lunch and coaching activities on the park on 24 May.
- 3.15** The charity team, in partnership with the Power league, Kilmarnock, Kilmarnock Football Club and the Scottish Football Association hosted a 5 a side football tournament which was open to local teams of all ages, on Sunday 12 June. Teams could register up to 7 players at a cost of £60 per team. 9 teams participated in the tournament who each received a free pitch voucher from Power league, a free match day ticket for the first (non Old Firm) match of the season from Kilmarnock FC. Winners of The Provost Cup were "Hardly Athletic".
- 3.16** Family fun and reminiscence days were held at Hallhouse Fenwick, Galston Friendship Club, Glennie House, Auchinleck and Howard House Kilmarnock, Stewarton Friendship Club and Burnfoot House Patna. Leisure Development staff facilitated families in coming together to participate in old time games and activities. A Memory box containing memorabilia also gave everyone an opportunity to reminisce over old times.
- 3.17** The culmination of the Provost's Charity for this year was the Grand Finale Concert, which took place on Friday 17 June 2011 at 7pm in the Grand Hall.

Auchinleck Academy Brass Band, KAOS, Kilmarnock Primary String Orchestra, Guest Soloists Martin Aelred and Jackie Irvine along with Musical Minds performed on the evening to a crowd of approximately 260. The night was a huge success and the audience were deeply moved and emotional particularly following the performance by Musical Minds. Ticket sales and raffle alone raised over £1,260.

**3.18** Numerous other activities/donations have taken place throughout the year:-

- Original factory shop in Galston choose the Galston Friendship Club as their chosen charity and raised £1,118
- Concert at the Masonic Hall in Kilmarnock on 4 September 2010 raised £525.
- Klin Group donated £1,000
- A local business donated £1,000
- Christmas cards on sale throughout Council offices raised £995
- An EABay auction for Christmas gifts via the intranet raised £475
- East Ayrshire Schools Spring Spectacular concert on 23 March 2011 at the Grand Hall raised £343
- Staff and students at Kilmarnock College raised £318 over the year

**4. CONCLUSIONS**

**4.1** The monies raised from the Charity this year have helped launch the very successful Musical minds project in the North West Area Centre. The project has gone from strength to strength requiring them to move premises to accommodate demand. The launch of the friendship clubs in Stewarton and Galston will hopefully soon be available in other areas within East Ayrshire. Premises within Kilmarnock Town centre have been secured for Katy to continue to carry out her work within a town centre office based environment. Ground work for the Football Reminiscences project is well underway.

**4.2** This year was never solely about raising money but was also about raising awareness. The Provosts charity this year has not only raised a large sum of money but has gone beyond all expectations of meeting the original aims of this year's Charity. Over £27,000 has been raised and the final total will be announced by the Provost at the Council meeting.

**5. SUPPORT FOR THE PROVOST'S CHARITY 2011/12**

**5.1** During 2011/12 the Provost has indicated that she will not select one charity in particular to support during the year but will give her support to local charities and individual charities for a range of different causes.

**6. FINANCIAL/POLICY/LEGAL IMPLICATIONS - Nil.**

**7. COMMUNITY PLANNING IMPLICATIONS**

**7.1** The support given to Alzheimer's Scotland supports the aims of the Community Plan in terms of Improving Health and Wellbeing.

**8. RECOMMENDATIONS**

**8.1** The Council is asked to:

- (i) acknowledge the efforts of everyone involved and congratulate them for the support given and money raised through the Provost's Office during 2010/2011 for Alzheimer's Scotland; and
- (ii) endorse the approach being taken by the Provost for 2011/12 to support local and individual charity initiatives.

Alex McPhee  
Executive Director of Finance and Corporate Support

JMcG/SC  
2 June 2011

**LIST OF BACKGROUND PAPERS - Nil**

Any person wishing further information on this report should contact Bill Walkinshaw, Head of Democratic Services on Tel No (01563) 576135.

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