

## **Arts Programme**

### **Attracting new male participants into creative mental health programmes**

#### **Application Guidelines February 2024**

#### **Purpose of this call**

- to fund activity to redress the under-representation of male participants in participatory creative activities in the UK for people with mental health problems and to learn what works in this regard.

#### **Background to this call**

The Baring Foundation is an independent funder which promotes human rights and inclusion in all our work.

Since 2020, our arts programme has focused on offering creative opportunities to people living with mental health problems. Since then, it has become our view that it is likely men are less engaged in participatory arts activities. This view is supported by the limited research on this issue and the judgement of many practitioners. Although evidence is not definitive, we have published what we have been able to discover in this area, which can be found in our new publication, [Creatively Minded Men](#). The report also examines the benefits to men taking part and concerns over the mental health of men and their help-seeking behaviour.

Our enquiries have indicated that some arts organisations have run men-only arts projects and others have successfully found ways to increase the proportion of men attending to create a more equitable balance in, say, a workshop or course. Although both options are of interest, we feel it may be more difficult to judge the latter and would advise that this will need to be strongly argued. It is likely, therefore, that many projects that we fund will be men only. Also, the purpose of this round is not to fund the many worthwhile initiatives for creative mental health that are already underway, but to create new and attractive opportunities for men who are not already taking part in these.

We are highly interested in intersectionality – that men are not a homogenous group but differ in a large variety of ways including through age, racial background, sexual orientation, disability status, and class – and the way in which multiple discrimination and disadvantage impacts participation. Some men will define as Trans.

We will prioritise work that encourages men who are least likely otherwise to attend.

The Baring Foundation usually funds arts organisations experienced in participatory work and this will be the case here too. We feel this is complex work and we are looking for experience in working with people with mental health problems.

### **A note on language**

We recognise that language in this area can be contested, and different terms may be used. Here is how we are defining key concepts.

**Participatory artist** is defined in a number of our publications. We use it to mean a creative practitioner (in any art form) who uses their skills to facilitate the creativity of people without that training or experience. We define arts very broadly including a wide range of art forms and to embrace all types of creative activity.

**Arts organisation.** By this we mean an organisation whose main purpose is creative activity. We do not fund arts therapy, although therapists may be involved in your bid, for instance in a support or supervisory role. We recognise that participatory artists may also be arts therapy trained; however, what they deliver must be participatory arts. Applications must be from an arts organisation which will receive our funding but can work in partnership with other organisations.

We have used '**man**' to mean someone self-identifying as male who is over 18 years of age.

We have used the term **mental health problem**, as it is a phrase used by charities such as Mind, as well as by most health service providers. However, we understand that some people will prefer other terms such as mental health issue or distress. While recognising the value of broad wellbeing or preventative mental health activities, that is not the focus of our funding. Instead, it is support for people who have been diagnosed as having a mental health problem or self-identify in this way.

### **Type and size of grant**

Grants will be made to support this work up to £50k. The minimum grant will be for £20k. A grant can fully or partially fund the work. Work should preferably take place over two or more years and at least one year. The work must take place in the UK.

Our resources cannot support work that is already funded. It can though support the extension or expansion of this work. We are particularly looking for improvements and innovation in services, as well as for men who previously have not been accessing a creative service.

## **Purpose of the grants**

Our funding is primarily to support direct provision of participatory activities and it can support two approaches:

- to find ways to achieve equal representation (or a significant increase) of men in mixed gender activities;
- to run men only activities.

Finally, any combination of these approaches is acceptable.

As stated above, the purpose of this round is not to fund the many worthwhile initiatives for creative mental health that are already underway but to create **new and attractive opportunities for men who are not already taking part** in these. Organisations who already have an offer to attract men can apply, but your application should show us how your proposal would improve and extend what you are doing.

**We anticipate that this fund will be highly competitive and oversubscribed.** In previous years we have only been able to fund one in ten applications in some rounds. **Please only apply if this issue is a strong priority for your organisation.** We will have up to £1 million available and may well make 25 or more grants. Our funding in the field of arts and mental health will continue for many years and will evolve as we go along. There will be other, different funding opportunities, as we continue to develop our programme, that might suit you better.

## **Eligibility of applicant**

Applications will only be considered from arts organisations with all the following characteristics:

- an established arts organisation of any kind (including museums), whether a charity or a regulated social enterprise, e.g. a Community Interest Company, operating in the UK. By arts organisation, we mean an organisation whose primary purpose is around the arts and creativity broadly defined. Importantly, some applicants will wish to work in partnership with relevant community groups or other organisations and to share resources which we encourage;

- arts organisations that have delivered creative opportunities to people with mental health problems for at least two years and have had an annual income of over £75,000 for the last two years.

Current grantholders are eligible to apply for this fund. However, overall, we wish to expand and diversify the group of organisations we are funding and may use this as one factor to consider in assessment.

## Application process

We have tried to keep the application process as simple as possible, with a single written Expression of Interest. In order to consider your application, we need you to:

1. Complete a [grant application form, which can be found here](#).
2. Write an Expression of Interest in 2,500 words or less, covering and including:
  - A short description of your organisation, including how it meets our eligibility criteria including by working with people with mental health problems over the last two years.
  - Why is this issue of the participation of men in creative activities important to you? Outside of this grant application, are you doing anything else to encourage male participation?
  - What do you know about rates of participation by men in your existing work?
  - How and when you intend to use the grant, making your plans as clear as possible, including any challenges you foresee. What research have you done or what experience do you have that indicates your approach will work? Who will undertake the work? How will men be involved in the design and delivery of your project? Will any part of this approach be new to you and how will you prepare for it? Where, when and how will the work be undertaken? Paint us a word picture.
  - We need to be convinced that men who are not already involved in creative mental health will be attracted to this new project. If you are already working in this area, how will this grant improve and extend what you are doing?
  - Describe the potential participants in your project. All men are not the same – will you be targeting particular parts of society? How will you attract them? What obstacles do you anticipate and how will you overcome them?
  - Overall, what will have changed at the end of our grant and how will you know? How will your organisation have changed and in what

way? It will be important for us that you identify and document what works and that we can disseminate this in an easily accessible way.

- The Baring Foundation is a Living Wage funder and we expect that everyone undertaking work through our grants should be reasonably paid, including, of course, all artists. We are also concerned as to the mental health and wellbeing of staff working on this project and you are encouraged to consider in the bid how this will be supported. This can be specified in your budget.
- How do you intend to make this work sustainable beyond our one-off grant?

3. Give us a timeline and **budget**.

4. Attach your most up-to-date Safeguarding Policy. We will not be able to make grants to organisations which do not have a Safeguarding Policy.

5. Finally, attach your most recent audited Accounts.

If you have any questions, please put them in writing to [baring.foundation@ing.com](mailto:baring.foundation@ing.com)

Your Expression of Interest, Safeguarding Policy and Accounts should be separate documents. You will be directed to upload these documents in the grant application form. If you encounter any issues using our online form, email us at [baring.foundation@ing.com](mailto:baring.foundation@ing.com) and a member of the team will get back to you as soon as possible.

We may follow up applications with a phone call if we require further information or clarification.

We expect successful applicants to submit a short monitoring report at the end of the grant period sharing their activities, learning, and expenditure. Full details of the conditions of any grant will be provided following its award.

## **Timetable**

- The deadline for applications is **12 noon on Tuesday 23 April 2024**.
- We will have two Zoom meetings to answer any questions about this funding round. Please check our website for dates.
- Final decisions on grants to be awarded will be made by Baring Foundation trustees and you will receive the outcome of your application by late July 2024.

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