

Baring Foundation: Arts Programme

Invitation to Tender

Every Care Home A Creative Home – A National Advocacy Initiative

SUMMARY

The Baring Foundation is making a maximum of £200,000 (including VAT, expenses and fees) available over three years for one or more organisations to run an initiative to encourage policy makers, funders, regulators and other decision makers to set out concrete ways to value creativity in all care homes in England. The deadline for applications is 5pm on 17 December 2025.

PURPOSE OF PROJECT

The Baring Foundation believes that everyone has a right to be creative and this includes older care home residents and staff. We also recognise that creativity has multiple benefits, including for physical and mental health.

The primary purpose of this grant is to persuade policy makers, funders and regulators of older people's residential care of the importance of universal, relevant and good quality creative opportunities in residential care and to taking action, including to invest in this. We see national decision makers as the main focus but there may also be local decision makers who are relevant.

Assembling research showing the beneficial impact of the arts to make the case to those in authority is part of this process but it is not per se a research exercise. We understand that the Arts Council England intends to commission a review of academic research in this area which should be available in Spring 2026.

ABOUT THE BARING FOUNDATION

The Baring Foundation is an independent endowed grant maker with a focus on human rights and inclusion. Two of our programmes (including the Arts programme) cover the UK and a third programme funds in Sub Saharan Africa.

The Foundation has funded the arts since our inception in 1969 and today a third of our funding goes to the arts. This is almost always to participatory arts organisations. Since 2020 the focus of this funding has been creative opportunities for people with mental health problems which will continue until the end of this decade.

Our interest in arts and care homes developed during our creative ageing arts programme from 2010 to 2019. This continues as a 'legacy' programme (but the great majority of our resources goes to our current theme of people with mental health problems). Our work in this area is fully recorded in our publication, [*Every Care Home a Creative Home*](#).

WHY WE ARE COMMISSIONING THIS PROJECT

In short, we believe that there needs to be a move from pockets of outstanding practice to a comprehensive approach where any older resident can expect good and relevant creative opportunities, should they wish to make use of these as part of meaningful activities in a care home. Applicants may find useful our 2022 report mentioned above, *Every Care Home A Creative Home*, which sets out in more detail the case for a systems approach to arts in care.

SCOPE

This project is focused on the expansion of creativity in care homes in England. Care homes for older people in England of all types whether local authority or independent should be in focus. However, any advocacy initiative could take inspiration and draw on models from other countries, including the other nations of the UK, as well as other forms of older people's social care, such as domiciliary care or supported living, and other areas of social care, say adults with learning disabilities.

DEFINITIONS

Arts: we use a broad definition of the arts including many different types of creativity such as, but not limited to, visual arts including crafts, music making and singing, dance and creative movement, storytelling and creative writing, photography and filmmaking. We are especially interested in when professional artists are used in a participatory fashion, but also recognise the role of staff, family members, volunteers, self-directed and digital arts. We are less interested in access to culture such as art and music appreciation but recognise these can also be valuable.

Care homes: we are primarily interested in residential care and nursing homes for older people in England.

BUDGET AND PAYMENT PROCESS

The Baring Foundation will make up to £200,000 available. This is a total amount and must include VAT where relevant, as well as all fees and expenses. Our view is that this work is likely to take a minimum of two years. One third will be paid in advance. A second payment point will be agreed and payment will be made after a report to the Foundation. If necessary (dependent on the approach and timing taken by the successful applicant) a third and final payment point will be agreed once again after a report. There are many different ways of conducting an advocacy project. We view £200,000 as a generous sum. If your project works with less money, ask for less money. Value for money will be one of the criteria by which we select a grant partner.

ELIGIBILITY TO APPLY

This funding is potentially available to a wide variety of organisations with suitable expertise – for instance arts and or health and social care bodies, research and think tanks. Bids by a consortium of organisations are welcomed but there must be a lead body and we need to be clear how this project is additional to work these bodies are already undertaking. The Foundation will not fund individuals without an organisation.

We are looking for an organisation or collaboration which is knowledgeable about creativity in the context of care homes for older people and which is able to convince senior decision makers to make changes to broaden and deepen arts in care homes.

HOW TO APPLY

Tenders should be sent to baring.foundation@ing.com with the subject line 'Creativity in Care Homes tender – name of applicant' by **5pm on 17 December 2025**.

Your proposal should cover the following.

- Who is leading this application?
- How do you have the skills and experience to undertake this work?
- If this is a collaboration, please explain the role of each member.
- Why do you want to undertake this work?
- How would you build the case for this work? What research are you aware of? What further research needs to be undertaken (if any) and how could it be funded?
- Who do you see as stakeholders and how would you engage them?
- What input would you wish from the Baring Foundation?
- How would you address issues of equity and diversity, both among care home residents and staff?
- How do you see lived experience as relevant here and how would you gain this?
- Name the organisations which you feel should be the focus of this advocacy. What are the barriers in persuading them and how would you overcome these?
- Can you suggest one or more models of successful advocacy for a relevant issue? How does this apply here? Were you involved?
- Would you be seeking publicity? Of what nature? With whom?
- What are the biggest challenges in this initiative and how would you mitigate these?
- Would you bring any additional funding to this project or in-kind resources?
- How would we know this initiative had been successful?

And include:

- an indicative, staged project plan, with a timeline;
- a budget including day rates where relevant;
- details for **two referees** with a knowledge of your work in a similar area.

Although we do not have a set word limit for applications, we would anticipate in most cases this will be **under 3,000 words plus appendices**. Applications must be in plain English.

ASSESSMENT PROCESS

You need to address all issues in the section above and will not be shortlisted if you fail to do so. Applications will be considered on their merits against all these areas.

TIMELINE

Zoom session for potential applicants	3-4pm 11 November
Deadline for applications	5pm 17 December
Shortlisted applicants notified if required for interview	20 January 2026
Interviews for shortlisted applicants	5 February 2026
Trustees' decision	24 February 2026
All candidates notified by	27 February 2026

If you have any questions regarding this tender, please email david.cutler@ing.com