

Ageism Action Day: Micro-grants for Age-friendly Communities

Information Document

This document contains all the information you need to apply for a micro-grant to take action on the Ageism Action Day on 20th March 2024. The deadline for applications is **10th January 2024**. Anyone can take part in the Action Day, whether or not they receive a micro-grant.

The application form can be [found on the bottom of this page](#).

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What is ageism?

What is ageism?

Ageism refers to the negative stereotypes (how we think), prejudice (how we feel) and discrimination (how we act) towards others or oneself based on age. Ageism is a societal problem that affects us all. Unlike any other protected characteristic, age is universal. Regardless of race, gender, ability, sexual orientation – we are all ageing. Not one of us can say that it's “not my problem”. Ageism is the most common form of prejudice with 1 in 3 British adults reporting experiencing age-based prejudice or discrimination.

What are the harms of ageism?

Ageism is often dismissed as being harmless, but [the evidence shows](#) that it can cause significant damage to individuals, the economy and society. Ageism affects the way people think about themselves and how they treat other people. It can lead to discrimination in the workplace causing issues for our economy, our productivity, and our future as a country. Negative attitudes to ageing can cause us to limit our lives, activities and aspirations, damaging health and wellbeing and limiting our full participation in our communities. Ultimately, it can affect our confidence, self-esteem and quality of life; research has shown that holding ageist attitudes can reduce life expectancy by 7.5 years.

What can help to tackle ageism?

Tackling ageism is an ongoing effort that requires collective action across society to help create a more inclusive and equal environment for people of all ages. But small actions can make a difference. This might involve education and awareness raising of the issue and harms of ageism; making changes to how we speak, write about, or represent older people; or by bringing different generations together to form or strengthen positive relationships. It can also be done by taking action to make our communities, organisations and workplaces more age-friendly and inclusive of all ages.

Centre for Ageing Better will be providing a range of material and tools on how to tackle ageism when our campaign formally launches in January 2024.

Ageism Action Day

What is the Action Day?

As part of our campaign to highlight the issue of ageism in the UK, Ageing Better is running an Action Day with the aim of prompting people across the country to challenge the way age and ageing is represented. We want everyone to think differently about ageing, to add their voice to that of others who are already taking a stand on the issue. It's a perfect opportunity for those who are ready to do more. It will be an annual day for individuals and communities, workplaces, friends and families to learn, take action and improve lives. A chance for everyone to do something to change the narrative about age and ageism.

What is the theme for the Action Day?

The theme for the day is **see and be seen**, which is all about improving representation of ageing and older people.

We have chosen this theme because too often ageing and older people are depicted using negative stereotypes, if they are visible at all. This form of ageism is widespread, in film, advertising, and TV, as well as other forms of art and culture. By showing a more positive and diverse range of experiences and abilities in later life, we hope to raise awareness of this issue, and begin to break down negative stereotypes currently associated with ageing in our society.

Action Day Micro-grants

Micro-grants are being made available for community groups and local voluntary sector organisations within Age-friendly Communities to take part in the Action Day, as part of a pilot programme.

We would love to receive applications from organisations and community groups big and small. And we've designed the application form to be as easy as possible to fill in – it shouldn't take longer than an hour to complete and return to us so put the kettle on, make a brew and apply.

Why are we offering micro-grants?

We want everyone to be able to take part in the Action Day, but we know it can often be easier for some people than others to find the time and money to be able to do so. We also know that people across the country are experiencing ageism in different ways. They will have different ideas on how we raise awareness of, and tackle, ageism which work for them and their communities. We want to support this creativity across the day.

This **micro-grant programme is a pilot**, through which we hope to learn how we best support communities to take part in the Action Day in the coming years.

How much is available?

Grants of up to £500 are available, with an additional up to £150 to cover anything needed to make the event or activity more accessible. The lower limit for applications is £75.

We encourage groups to find match/in kind funding if they want to host a bigger activity or event.

What do we want to fund?

The grants are available for groups to mark the Action Day. This will likely be to host an activity or event in your community. We encourage all events and activities to respond to the theme **“see and be seen”**, which we want applicants to interpret in their own way.

We would like to see creative, exciting ways of marking the day, that work for your community.

We encourage all applicants to consider **equality and diversity** when developing their plans. This might be about ensuring the activity is accessible and inclusive to a range of ages, abilities and demographics. Or it might be about holding an event targeted for a particular group, especially those whose experiences of ageing are not often “seen”, such as older carers, those ageing without children, or LGBT+ older people.

Below are a couple of ideas for what you could do, only for inspiration. It could be about:

- Showcasing **photos, poetry or art** of, or by, different age groups, like through a competition or exhibition on a related theme such as celebrating ageing.

- Having conversations about **internalised ageism**, and how someone might be limiting their options as they get older without realising it, at a coffee morning or pub quiz for instance.
- Telling people's **stories of ageing**, the experiences someone has gained over the years or the contributions they've made to society. This could look like hosting local awards which recognise older and younger volunteers, or a video showing the work of older activities.
- Physically **bringing different ages groups together** to take action, like at an intergenerational "reclaim the streets" evening walk or a skills-sharing workshop.
- **Targeting an activity** which would not usually include older people or an older age group, like a walking football takeover of a local football stadium, or an over 50s nightclub event.

The sorts of things the funding may cover are (not exhaustive list):

- Facilitators
- Professionals' time, like artists or instructors
- Volunteer expenses
- Room hire
- Equipment (where it is used as part of the event)
- Printing
- Refreshments

You can also apply for additional funding of up to £150 for things which may make your event more accessible. You can also utilise the "up to £500" grant to deliver these things. This might include (not exhaustive list):

- Transport to attend an event or activity or to deliver resources to people's homes
- Accessibility requirements, such as virtual or online events for people with sight and hearing loss
- Contribution towards an interpreter
- Cover the cost of carers being able to attend
- Translation of materials

What will we not cover?

- Activities that organisations normally run, unless there is a clear change in activity or target group
- Commercial or statutory organisations/companies
- Anything with the purpose of promoting a particular religion/faith/ political party

When do the activities need to happen?

As much as possible we would encourage all activities to happen on the Action Day on 20th March 2024, to build the sense of movement across the country. If the activities are launching something that will last longer than a day you may choose to launch it on the day. If it is a one-off event, the event must happen between 16th and 24th March.

Who is eligible for the grant?

The grant is available to community groups and local voluntary sector organisations, big and small, who are based in communities who are members of the [UK Network of Age-friendly Communities](#).

The sort of groups these grants may fund might include, but are not limited to:

- Community groups
- Older peoples' forums
- Theatre groups
- Faith groups
- Art groups
- Residents' associations
- Lunch clubs
- Local voluntary sector organisations
- Community Interest Companies

The grants are available to [small groups and constituted](#) groups, as well as registered charities, CICs etc. If you are a small group who **does not** have a bank account, you will need to apply in partnership with another group i.e. a local voluntary sector organisation who can hold the funds for you.

Groups may already have a specific focus on older people or ageing, or might be using the Action Day as a new opportunity to engage with the issue of ageism, and we encourage applications from both.

The opportunity to apply for these grants is a member benefit for communities who are part of the UK Network of Age-friendly Communities. The local leadership in all these communities have made the commitment to make their areas better places to age. You can find out if your community is an Age-friendly Community (and whether you are eligible to apply) [on this map](#).

Application and selection process

How do you apply?

Groups will need to complete our application form. This form will ask what you plan to do, how it relates to the “*see and be seen*” theme, and what you will spend the grant on. You will also need to provide details on who your group are and where you are based.

Our preference is for application forms to be returned to grants@ageing-better.org.uk email address.

We can send a paper copy of the application form to anyone who needs one. Any paper versions of your application must reach us by the application deadline. They should be sent to: 15 Alfred Place, London WC1E 7EB, clearly indicating on the envelope “action day micro-grant application.”

What is the application deadline?

The deadline for applications is **10th January 2024**, but we reserve the right to close early if we receive high levels of demand so we encourage applications to be submitted as early as possible.

How will we assess your application?

Applications will be assessed by the team at Centre for Ageing Better alongside a small panel of our Experts by Experience group. Only applications from organisations that meet our minimum criteria (see bullet points) will be considered.

- Is the activity happening in an [Age-friendly Community](#) in the UK Network?

- Is there a constituted group involved who can hold funds?
- Does the activity raise awareness of or tackle ageism, or relate to our theme of “see and be seen”?

All applications that meet our minimum criteria will then be assessed on the following criteria:

- Relevance - How well does the application raise awareness of, or tackle ageism or relate to our theme of “see and be seen”?
- Quality - Does the application set out an idea or activity that the panel thinks is good value for money, well planned, innovative or particularly creative?
- Equality and Diversity - How well does the application consider equality, such as diversity, inclusion and access issues?

Applications that align with the three points above are more likely to receive funding. Please note that if we receive a high number of applications then we may close the application process early and/or we may have to make decisions based on our aim to fund a range of different types of activity and geographical locations. We encourage you to get your application in as early as possible!

When will you find out if you have been successful and receive funds?

Results will be shared by **22nd January 2024** latest. All applicants will be informed if they have been successful or not.

All successful applicants must provide a proof of bank account (i.e. a scanned copy of your bank statement or blank cheque) to receive funds. Assuming you provide us with your bank details promptly, you will receive the funds by the beginning of February 2024.

What will we require from successful applicants?

If you are successful in your application for a micro-grant then we will ask you to:

1. Provide a proof of bank account (i.e. a scanned copy of your bank statement or blank cheque)
2. Deliver your activity or event on or around the Action Day on 20th March 2024
3. Promote your event locally and through social media using our Action Day hashtag (if you have social media)
4. Share any pictures of the day on social media (with consent)
5. Complete a short evaluation form after the event which will ask a few questions about the activities you hosted, who you engaged and what you learnt (we'll send this to you)

What if you have any questions?

We anticipate a lot of interest in this micro-grant pilot and, as such, will not be able to respond to telephone enquiries.

We encourage everyone interested in making an application with questions to join an online information session on Friday 8th December, 10-11am or Thursday 14 December, 1-2pm.

Alternatively, you can email grants@ageing-better.org.uk with your specific questions and we will aim to respond.

Please note, you should contact us as soon as possible with any questions or queries to allow enough time for you to complete your application.