Voice and Power for Homeless and Vulnerable People through New and Emerging Technologies

A. About the Awards

Lemos & Crane working with Thames Reach and the Lankelly Chase Foundation presents the Lankelly Chase Digital Empowerment Awards. A total of £2,500 prize money is offered for projects which utilize the growing potential of digital technologies such as the internet, social media, apps and SMS for the improvement of the lives of homeless and vulnerable people, enhancing their voice, building and expressing their capabilities, facilitating peer-to-peer support and making the services they receive more personalised and enabling.

There will be 5 award categories with a winner and runner-up for each category.

The 5 award categories are:

- **VOICE** – homeless and vulnerable people have new opportunities to express themselves and their experience ‘as citizens’ to reach a public audience and to challenge cultural stereotypes

- **DIALOGUE** – homeless and vulnerable people have new ways to communicate ‘as consumers’ with service providers, redressing the power imbalance between them, and providing feedback to inform and shape service development

- **SUPPORT NEEDS** – providing live information feeds, ‘nudging’ take up, and reminding homeless and vulnerable people of appointments for housing, health, employment and welfare services

- **CAPABILITIES** - improving skills in numeracy and literacy for employment and enterprise, offering volunteering opportunities, and providing information on mainstream / high-street services that make day-to-day life easier, cheaper and safer

- **SOCIAL NETWORKS** – homeless and vulnerable people have new opportunities for contact with family members, peer networking and support, and for friendships through shared-interests and social activities for happiness, well-being and life-enrichment.

Entries are invited from non-profit organisations such as:

- Homeless agencies
- Supported housing agencies
- Charities
- Third sector organisations
- Housing organisations
- Local authorities
- Other public bodies
B. Timetable

- Deadline for entries – Friday 7th February, 2014
- Shortlist announced – End of February
- Winners announced – April

C. Rules and procedures

1. Entries must be completed using this entry form and submitted electronically here
2. Receipt of all entries submitted online will be automatically acknowledged.
3. Entrants may be asked to provide further information.
4. The judges' decision is final. Awards will be made at the judges' discretion and no correspondence will be entered into concerning any decision. Not all the awards advertised may be awarded if the judges consider the criteria have not been met. Additional commendations may be made at the judges' discretion.
5. The content of any entry may be used for informing other practitioners and also for publicity purposes unless the entrant withholds their consent to this in writing.
6. Entrants are deemed to have accepted these rules and procedures and to have agreed to be bound by them when entering this competition.

D. Your Entry

Please do not exceed 1500 words in total.

1. Your contact details

<table>
<thead>
<tr>
<th>Full name</th>
<th>Michelle Baharier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title</td>
<td>CEO</td>
</tr>
<tr>
<td>Organisation</td>
<td>CoolTan Arts (CA)</td>
</tr>
<tr>
<td>Telephone number</td>
<td>0207 701-2969</td>
</tr>
<tr>
<td>Email address</td>
<td><a href="mailto:michelle@cooltanarts.org.uk">michelle@cooltanarts.org.uk</a></td>
</tr>
</tbody>
</table>
2. **Name of the project you are entering for The LankellyChase Digital Empowerment Awards**

   CoolFruit

3. **Award category you are entering**

   Voice

4. **Name and contact details of an independent referee to support this application**

   Rosie Dalton-Lucas  
   Health Improvement Partnership Manager  
   TEL: 020 7525 0271

   Work pattern: M, Tu, W, F (NOT IN OFFICE ON THURSDAYS)

   **DELIVERY ADDRESS**  
   Lambeth & Southwark Public Health Department  
   1st Floor, 160 Tooley Street  
   London SE1 2QH

   **POSTAL ADDRESS**  
   Public Health Department  
   PO Box 64529  
   London SE1P 5LX
5. Describe your project in one sentence

CoolFruit is an inspirational, stigma busting digital magazine project developed by vulnerable people with complex needs, facilitating a peer lead opportunity for people to express themselves, have a voice and share their experience ‘as citizens’ whilst challenging cultural stereotypes developed by media and myth.

6. Specify the setting(s) where your project is delivered (eg homeless agency, housing organisation etc)?

CA is a Creative Arts and Wellbeing Centre, run by and for people with disabilities, 224-236 Walworth Rd London SE17 1JE. CA was set up in 1990 and registered as a company by guarantee and a charity in 1997.

7. What are the project’s objectives?

CA believes that mental wellbeing is enhanced by the power of creativity. CoolFruit provides a real opportunity to demonstrate this to a wider mainstream public, encouraging more people to support us, get involved and spread the word.

We will:

Tackle both the stigma/self-stigma attached to mental ill-health, and build community resilience for individuals whose lives have been severely affected by this.

Give people an opportunity to have their ‘voice heard’ and to express themselves in their own words through self-directed content.

Support people to with deal with stigma and discrimination and share their positive contribution to society and the wider community, whilst challenging cultural stereotypes developed by media and myth, though direct stigma busting.

CoolFruit will enable CA to have sustainable impact on CA participant’s long term wellbeing and increased social inclusion and have national and international reach and sustainable impact through the following outcomes:

- **Provide a voice for isolated adults** and building an independent social community.
- **Enable people to stay well, build resilience and move back into the wider community.**
- **To attend college or return to work, through receipt of training and up-skilling.**
- Provide a place to learn, a voice for isolated adults and building an independent social community (from all backgrounds and with diverse experience).
- Breakdown barriers & stigma around mental health and through audience impact.
- Share experiences, information and wellbeing strategies to support each other - giving people hope, knowledge and a sense of belonging.
- Promote all we do - from enabling adults through Self - Advocacy to links between physical and mental wellbeing through our Cooking Club and wellbeing public walks.
- Provide significant opportunities for people to train, up-skill and develop – enabling adults with mental distress life opportunities and the means to move on – by being taught new skills, and become a valued part of society.
- Sharing experiences and wellbeing strategies to support each other (giving people hope, strength and a sense of belonging).
- Giving artists a space to share and promote work, in an equal, professional and supported environment (showcasing excellence in: journalism, creative-writing, poetry, photography and painting).
- Allowing us to develop meaningful and productive partnerships with other organisations (helping build capacity, skills, profile and strengthening all we do).
- Providing a space for guest contributors (adding credibility and widening the pool of talent creating content for this diverse publication).

8. What are the project’s activities?

CoolFruit is a quarterly publication with wide reach and scope, building on peer led work that CoolTan does around de-stigmatisation. This project gives a voice to vulnerable adults with lived experience of mental distress.

CA’s CoolFruit is an innovative digital magazine-run by and for people with complex needs, enabling self-directed creative expression and learning by, citizen journalism, creative writing, social media, learning opportunities in: IT, digital-design, Photoshop, writing, editing, life skills, improved employability, skills, team-building.

A self-directed content-driven publication, responding to changing agendas across sectors, affecting the lives of vulnerable people with complex needs.

- Providing a weekly group workshop and a place to learn, how to use digital media and build networks, share experiences, information and wellbeing strategies to support each other - giving people hope, knowledge and a sense of belonging.
- Weekly training workshops to up-skill and develop – providing adults with complex needs, life opportunities and the means to move on – by being taught new skills, and become a valued part of society.
- Giving a voice to isolated adults and building an independent social community (from all backgrounds and with diverse experience).
- Breaking down barriers & stigma around mental health and through audience impact.
- Giving artists’ a space to share and promote work, in an equal, professional and supported environment (showcasing excellence in: journalism, creative-writing, poetry, photography and painting).
- Promoting all we do - from enab ling adults through Self - Advocacy to links between physical and mental wellbeing through our Cooking Club and wellbeing public walks

9. What has been the impact / achievement of the project?

Endorsing the work we do to a wider and more diverse mainstream audience, whilst helping to break down barriers and reach those who currently feel isolated due to their own vulnerabilities. CoolTan Arts participants said in a survey in March 2013 that 37% of them had experience of sleeping rough, 79% had experienced sexual assault, 36% have a criminal record, many have dual diagnoses. In 2012/2013 we have an audience reach of 277,000 and a one to one reach of 1700 people.

It would give our participants, volunteers and staff a reason to feel very proud of themselves and the challenging work they do. Developing CoolFruit would put CoolTan “in the picture”, build our connections and help to create a wider ripple effect for the positive work we do - helping us leverage funding to continue contributing to social welfare and the country’s arts-in-health agenda, across communities, for many years to come.

As less and less people are eligible for social care and secondary support, there is an increased need to develop our income streams - this project can support that development into CA becoming a social enterprise, so we can ensure sustainability.

We are very conscious of the negative effects that the media is having on CA participants and volunteers. In the last year we have had to deal with people whose “voices” tell them they are benefit scroungers, or who have needed to move and can’t move due to the bedroom tax. People need to have the opportunity to take control and put their own voice across, creating a dialogue at the same time. CoolFruit will provide this opportunity, in addition to doing something positive and improving personal capabilities, employability and life skills; they will also be deepening their emotional resilience and build social networks of support.

This project fits all 5 award categories: VOICE – DIALOGUE – CAPABILITIES – SOCIAL NETWORKS – providing new opportunities to make friends, build support networks, improve contact with family members, and develop peer networking and support. The project creates new opportunities for
friendships through shared-interests and social activities for happiness, wellbeing and life-enrichment.

10. How is your project evaluated?

We will robustly collect qualitative and quantitative data, from audiences, participants and volunteers and venue/event participants.

We will establish our baseline against which to measure future development, including audience, participants and volunteer feedback.

The project team will conduct evaluation, measuring against set objectives, using several research methods such as questionnaires (online and hard copy), one-to-one interviews and collation of captured data (hits).

Evaluation will provide CA with information about project strengths and weaknesses, assessing future viability.

Evaluation forms and questionnaires will inform on activity success and on achieving quality standards. Project Team will create evaluation/documentation of articles/images/contributions from project partners/key individuals. Evaluation will assess; media coverage and profile/new audience development/professional contacts development/exhibitions development/new collaborations/attendance figures/scope for future partnership projects and sustainability.

A summary evaluation document will be published and made available on request. Full evaluation documentation and statistics will be stored on CA's database.

11. How would you spend the prize money to develop the project?

CA would use this award to buy iPads to enable wider access for a number of people to use emerging digital technology enabling use of Wi-Fi in our wider projects. For example: using maps on our walk projects; art related and drawing apps; digital animation and film making; music
technology and sound editing. Sharing creative output digitally would enhance the magazine bringing stories to life. The voice recognition feature (Siri) iPads make use of enables people with a range of disabilities and levels of literacy access the technology, allowing further reach.

Any remaining funds would be used to bring in a developer to improve our digital skills, widening our reach; this may be by creating apps and re-building our web site so that we have a wider reaching presence. It would also incorporate our ability to improve our tracking so we can harness the support we could gain from such a project.

E. Submitting your entry

Please return this entry form by Friday 7th February 2014 by uploading it on this page.

If you have problems uploading your entry or would like to add documents, photos, videos or other media that are relevant to your entry, please email them to awards@lemosandcrane.co.uk quoting ‘LankellyChase Digital Empowerment Awards entry’ and your organisation name in the subject heading.

Thank you for entry.