



#Creative  
Communities



#AICH2020



Evaluation 2020





# Our key aims for delivery

**Encourage sharing of positive stories about arts in care homes to show how they've used the arts to stay connected during Covid-19.**

**Celebrate the contribution of care staff and residents by sharing examples of creative activities offered in care settings.**

**Champion and raise awareness of arts and creativity in care homes and its contribution to community making.**

**Help connect care homes with arts and community partners to develop activities and new initiatives.**

**Create an opportunity for positive engagement, during a uniquely challenging time in the care sector.**

**Long-term aim: to embed arts into activity programmes in care settings.**



# Key outcomes



Raised awareness of the **National Day of Arts in Care Homes (ND)** and importance of 'Creative Ageing'

**+30%**

Increased participation from care provider and residents



Achieved national media coverage including a **Guardian** photo story, **BBC Radio London** interview and a mention on **BBC Radio 4**

**+50%**

Increased participation with arts organisations including new partnerships with **The South Bank** and the **Culture, Health & Wellbeing Alliance**



Continued to grow national and international engagement; **Canada** held their **first Creative Ageing Day**

**+50%**

Significantly grew engagement on social media and web traffic including ND posts by **Guardian**, **Mayor of London**, **Leeds Council** and **Manchester Museum**



# A few of the events on the National Day 2020



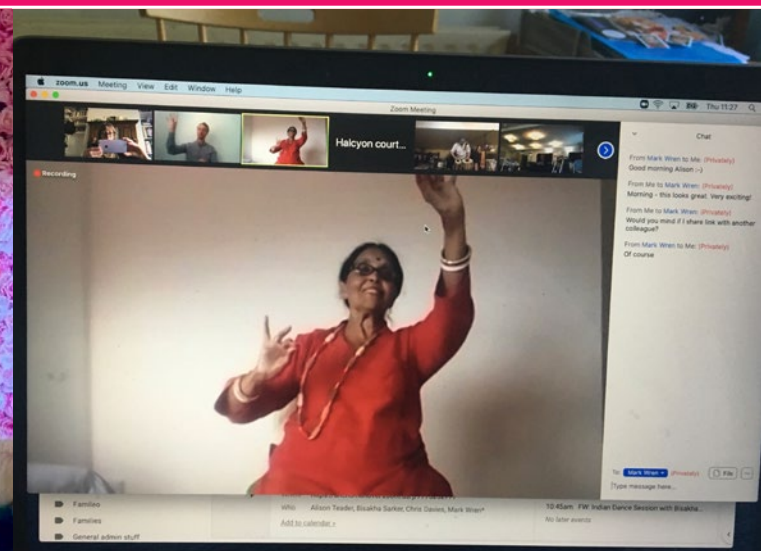
## **Delightful Delivery**

A socially distanced performance about love between young and old by Moving Memory Dance Theatre at the Red House Nursing Home, Canterbury



## **Socially distanced concert by Songhaven at Care UK's Muriel Street.**

Residents who were shielding listened to the performance from their bedroom windows, while others gathered in the lounge to watch the performance through the open doors



## **Bisakha Sarker**

Online seated dance session by Bisakha Sarker for Anchor Hanover Group homes





“

We loved doing crafts for the National Day of arts in care Homes. We created [things] from egg boxes, art doesn't need to cost lots of money! The residents were so proud of their creations.”

Activity co-ordinator,  
Adalah Rest Home,  
Leigh-on-Sea

“

Just catching up on all the amazing sharing for #AICH2020 – really inspiring use of the arts – what a great way to showcase everyone's talents! Thank you for this boost at the end of another long day!

Vic Rayner Executive,  
Director, The National Care  
Forum

“

We are so lucky to do what we do. [It was] such a joyous day and a bucket full of gorgeous connections celebrating our older people & front line workers. Here's to the arts. We so need them.

Moving Memory Dance  
Theatre performer





The theme this year was creative communities and we decided to concentrate on Visions of Hope. We were so pleased that the local community got involved by sending in pictures of hand prints, flowers, and butterflies.

Sarah Harding – Head Of Activities, Marriott House and Lodge



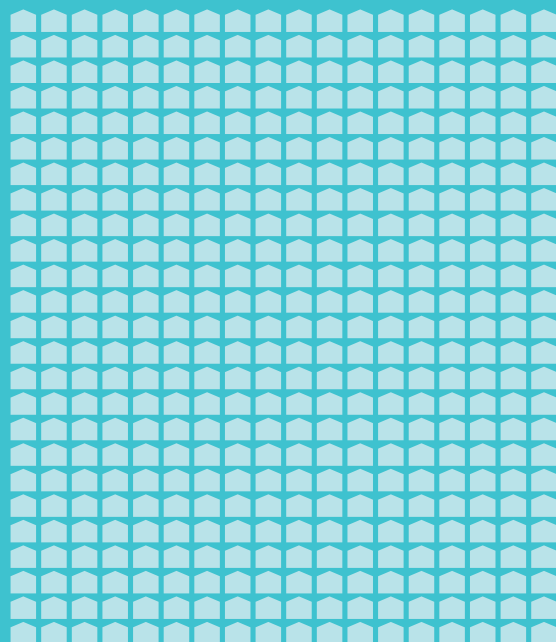


# The National Day: 24.09.20

Minimum number of known CARE  
HOMES taking part\*

450

\*Measured by social media/website posts.  
Further homes may have taken part who  
didn't publish their activities on social media.



Participating  
CARE PROVIDERS

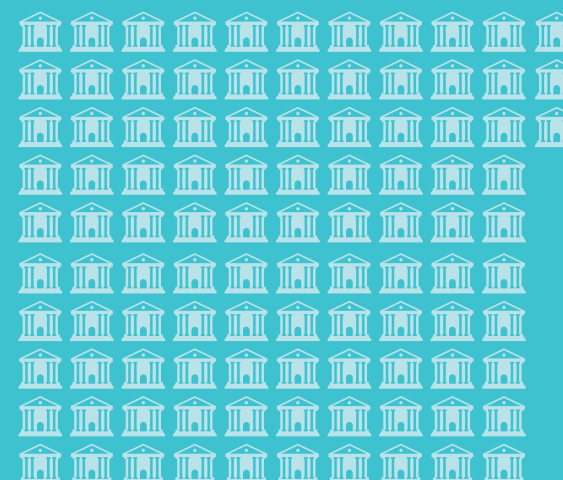
33

Providers, such as Sunrise Seniors,  
organised events in all of their care  
homes.

Participating  
ARTS ORGANISATIONS,  
MUSEUMS and GALLERIES

63

Many organisations worked  
with several care homes.





“

We worked on the theme of a Sunflower project inspired by Van Gogh. The residents really engaged and they did a better job than myself!

Foteini Araka, artist,  
Creative Mojo Norwich  
Waveney and district.





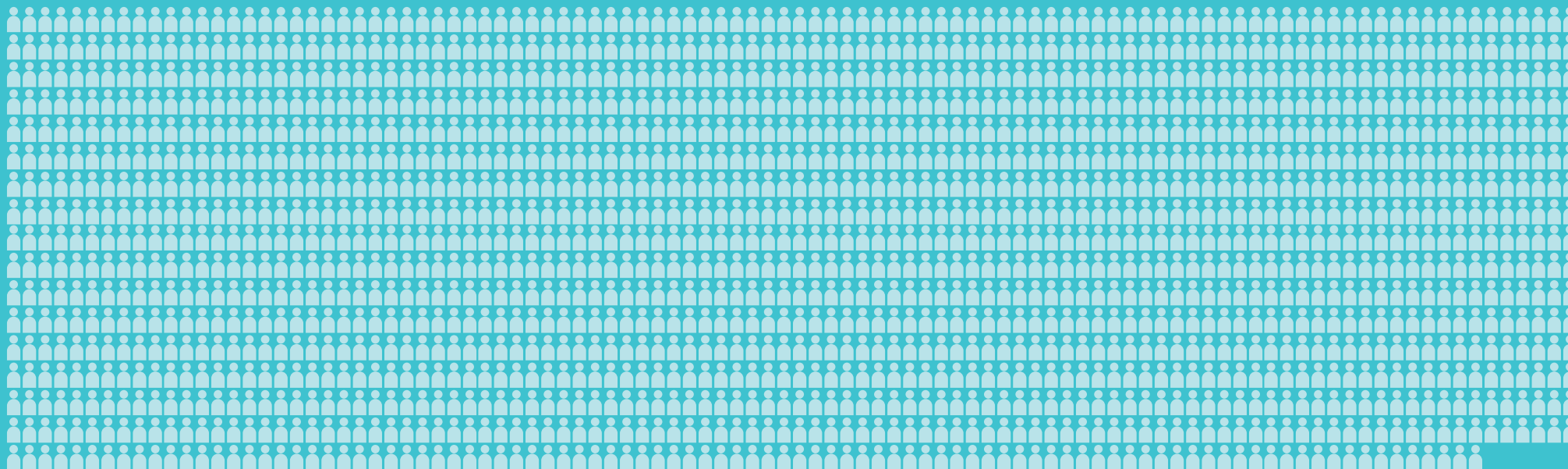


# The National Day: 24.09.20

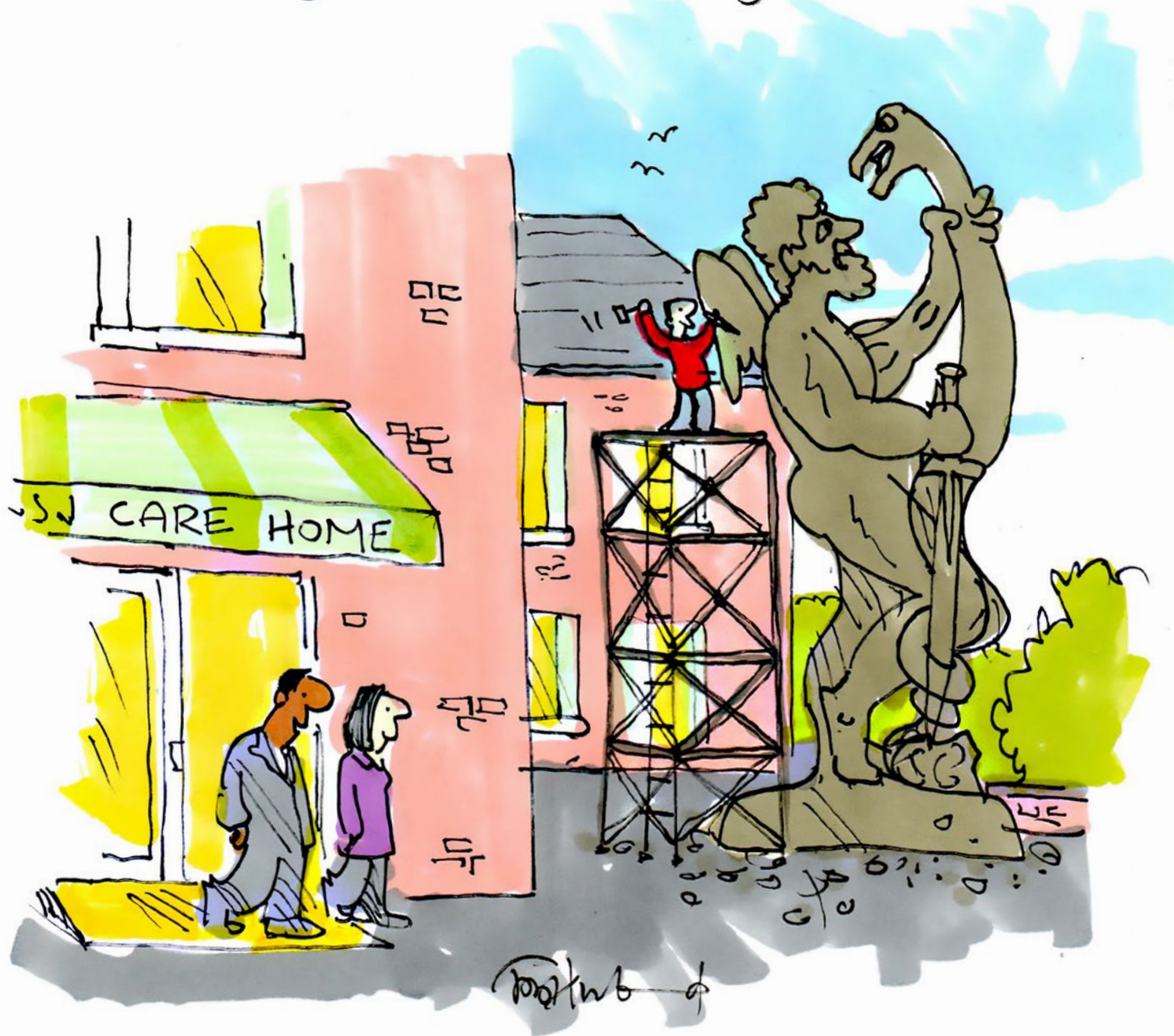
Minimum number of RESIDENTS taking part\*

# 2,250

\*Measured by data collected from care homes, providers and arts organisations. Further residents may have taken part at homes who didn't publish their activities on social media.



Let's go and see what Duncan's  
creating in the courtyard...



Cartoon created for the  
National Day by renowned  
artist Tony Husband.

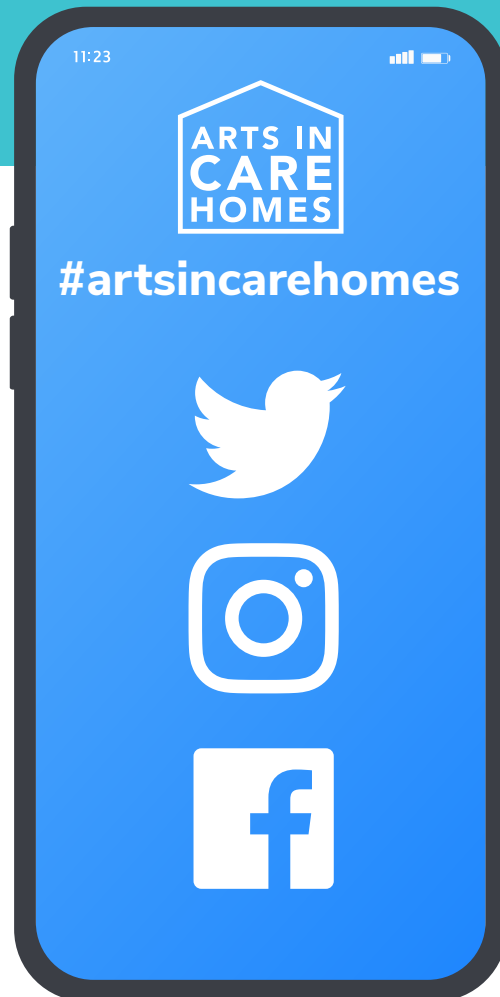
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# Social media on the day

Figures for Twitter, Instagram and Facebook combined.



## 24.09.20

Total posts

# 2,073

Total post impressions

# 15,600,000

Followers

# 3,298



A photograph of three elderly women sitting around a round table covered with a grey cloth, engaged in a painting activity. The woman on the left has short white hair and is wearing a red top. The woman in the middle has short white hair and glasses, wearing a black and white patterned top. The woman on the right has short grey hair and is wearing a floral patterned top. They are all focused on their work. The table is set with various art supplies including paint palettes, brushes, tubes of paint, and small containers of paint. There are also some food items like a glass of orange juice and a bowl of green salad. In the background, there is a window with white blinds and a green storage bin.

**Amidst all the current difficulties it's wonderful to see these examples of artistic creativity from older people living in care homes. Congratulations to all those involved."**

**Helena Herklots, Old Peoples Commissioner for Wales**





# Website



Over  
**7,700**  
unique users

Over  
**21,881**  
page views



## The Southbank/ Nightingale Hammerson Project for #AICH2020

At Nightingale we pride ourselves on the value of creativity within our care for residents and always try to create a diverse and dynamic programme that allows everyone to be expressive in some way. Despite the virus having an impact on day to day life we have still found ways to ensure the residents can continue to do this. And the National Day of Arts



in Care Homes was the perfect way to celebrate our creative community and how we are still able to collaborate in these strange times.

We hosted an exhibition that was displayed in three parts for the residents to follow around the activity room. It began with a series of handmade pottery animals and figurines made by one of our regular potters that will eventually become a garden trail for our nursery children. Accompanied by a riddle the children will have to follow the clues around the garden to find all the hidden sculptures.

Hanging from the ceiling were a series of nature poems inspired by a creative writing activity booklet that the Southbank Centre sent out during lockdown as part of their 'Art by Post' programme. Led by one of our activity coordinators, the residents had regular poem recitals and then created their own poems with accompanying illustrations. It was a very cathartic

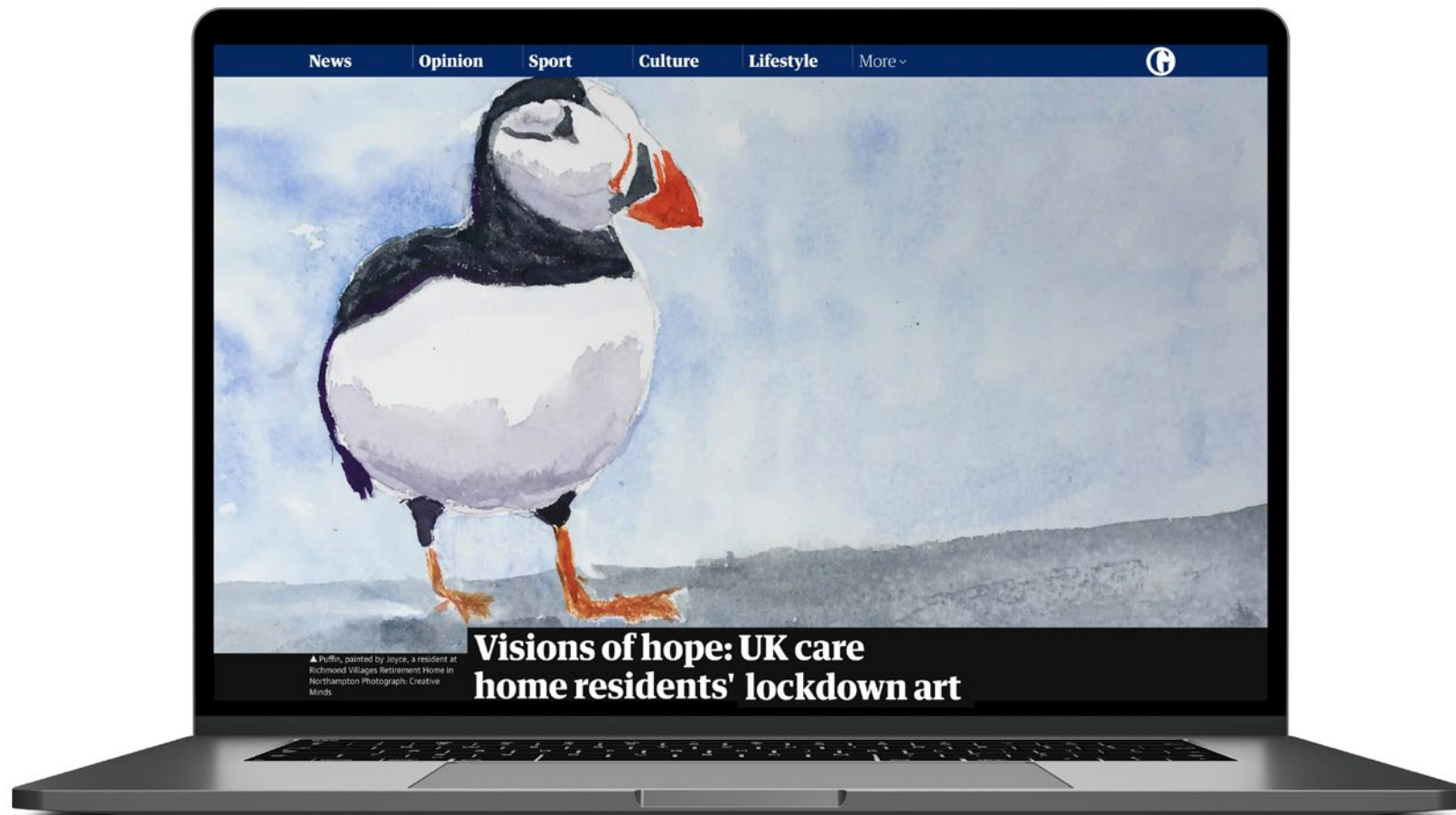


process for the residents to translate their feelings into poetry.

The final installation inspired by a conversation with a resident who said 'Enough is Enough' was a live art piece where residents lined up at the 'Frustration Station' and fired water pistols filled with paint at a large canvas to try and eradicate the virus! I highly recommend it for anyone wanting to let off some steam, it was a very satisfying technique and produced fantastic results!

**Emily Chilvers** Nightingale Hammerson





## Visions of Hope Guardian photo story

This photo story was featured in The Guardian and Guardian Social Care, ahead of The National Day of Arts in Care Homes:

[www.theguardian.com/society/gallery/2020/sep/16/visions-of-hope-uk-care-home-residents-lockdown-art](https://www.theguardian.com/society/gallery/2020/sep/16/visions-of-hope-uk-care-home-residents-lockdown-art)



## #OnlyConnectPenPals

This project, which was launched on the first National Day of Arts in Care Homes 2019, developed significantly in 2020. Developed at the start of lockdown in March into an online sign up, Arts in Care Homes linked up **over 400 care settings** with **over 700 volunteer pen pals**, sharing resources to help them with their creative partnerships. Volunteers, including primary school children and students, exchanged regular letters, postcards, artwork and poetry by email and through the post with their care home partners.

“ Being a pen pal and writing letters has made me feel useful again.  
Resident, Sunrise Seniors Living

“ A warm thanks to the children for making us all smile. We have so much appreciated the lovely art and kind words through this time.  
Care Home Manager, Bromley

“ My children have loved being part of the Only Connect project, designing a differently themed postcard each week to send to residents in care homes. Not only has it given them a focus for their creativity, it has also helped them think about other people and their experiences during lockdown.  
Parent of Only Connect Pen Pal

“ I enjoyed being part of the project. It has made me feel happy because I can make other people feel happy as well.  
Primary school participant Pen Pal



“Life isn't  
about waiting for  
the storm to pass,  
it's about learning  
to dance in the rain”



[www.artsincarehomes.co.uk](http://www.artsincarehomes.co.uk)



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