



Prioritising Wellbeing

Arts in Care Homes

Evaluation 2021





Key aims for delivery of our five-year programme:

**To establish
the National Day
of Arts in Care
Homes (ND AICH)
as an annual event**

**To encourage
participation from
care settings,
arts and cultural
partners.**

**To develop the
website as an
inspiring and
user-friendly
resource.**

**To champion,
encourage and
increase arts
provision in care
homes**

**To develop
related
initiatives**

**To work towards
embedding arts
and cultural
participation into
care provision**



Key outcomes in 2021



Held the **third annual event** with good take-up and participation from care homes and partners and new digital element



Developed relationships and **increased participation** from arts and cultural organisations



Grew website audience and introduced new elements, including 'featured resources'



Championed arts engagement in care settings as a partner for the **Southbank Centre Art by Post** project



Only Connect Pen Pal project was nominated as a **finalist** in the **International Arts Against Covid Awards**



Delivered the **Arts and Culture in Every Care Home consultation** with the care sector



AICH KEY AIM 1

Establish ND AICH as an annual event

SOCIAL MEDIA

In addition to targeted press releases, a key focus for our communications campaign each year is to promote the National Day through social media channels, primarily Twitter and Facebook and to encourage sharing images and stories of events held on the day. Our presence is increasing significantly each year, with growing numbers of people engaging with our work as a result:

 **4,000 FOLLOWERS**
135% increase from 2019
73% increase from 2020

 **738 FOLLOWERS**
382% increase from 2019
122% increase since 2020

 **1,215 FOLLOWERS**
193% increase from 2019
69% increase since 2020

This year's hashtag #AICH2021 was re-tweeted 637 times in September, with a reach of 1.1million.

MINI 'INFLUENCERS' CAMPAIGN

This year we created a mini 'influencers' campaign on Twitter in the week of the National Day, inviting colleagues working in the sector to share their thoughts on the importance of creative health. The aim was to encourage conversation as well as highlighting different voices in the sector. Participants in the campaign included:

"Today's the day! Look forward to hearing of creativity in care homes up and down the country."

Des Kelly OBE, Chair for Policy on Ageing

"Every care home should have access to high quality, stimulating art and cultural activities."
Victoria Tischler, Principal Investigator, Culture Box

"Art, whether it's painting, dancing, music etc, really helps show people's personalities, spread joy, smiles and bring people together."
Mark Topps, Social Care Leader and campaigner

PRESS COVERAGE

We achieved support in promoting the day from the Care Sector press e.g. The Journal of Dementia Care and Care Home Professional, and an article in Arts Professional 'Care Homes Celebrate Culture' helped to spread the word about the National Day and our work to their readership and followers on social media:

www.artspromotional.co.uk/magazine/article/care-homes-celebrate-culture





AICH KEY AIM 2

Encourage participation from care settings and arts and cultural partners

“Arts in Care Homes Day is an event [our residents] look forward to all year and have worked so hard to create items throughout the year to showcase their artistic talents. They are very proud of their work and so excited for the day itself. “

Care UK care home

NAPA Leaders Network of care providers, who manage over 1,000 care homes across the UK, is now fully supporting the National Day, by encouraging all their homes to take part.

We are also continuing to develop relationships and new partnerships, increasing participation in the national day from cultural organisations and local authorities, with valued support this year from Manchester Museum, Leeds Arts Health and Wellbeing Network, Culture Liverpool and Barnet Council.

- Manchester Museum worked with staff and residents at a local care home to create a ‘Museum of Life’ inspired by the Museum collections.
- Leeds Arts Health & Wellbeing Network used the day as a focus to recognise existing practice and partnerships while also presenting a challenge to explore support for every care home in Leeds and providing opportunities to engage in arts and culture.
- In partnership with Culture Liverpool, the National Museums Liverpool brought their mobile House of Memories to the Pier Head to create memorable experiences for vulnerable and socially isolated people living with dementia.
- Barnet Council held an Art Competition ‘The Joy of Nature’ and had over 140 entries from 24 care settings across the borough.

We saw a significant increase in people registering their events for ND AICH 2021:

**144 EVENTS WERE REGISTERED
THIS YEAR**

336% increase from 2019

128% increase from 2020

63 event were registered in 2020

33 events were registered in 2019

* It is difficult to gauge accurate levels of participation as not everyone registers their event or shares post on social media. Registration statistics indicate that support for the event is growing and that participation is increasing from care settings and arts and cultural partners.



AICH KEY AIM 3

To develop the website as an inspiring and user-friendly resource



www.artsincarehomes.org.uk

This year, the AICH website has had

28,000 users

visiting for **37,000 sessions** –

an **833% increase** since the first year.

2019 – 3k visitors, 4,400 sessions

2020 – 12k visitors, 16,000 sessions

2021 – 28k visitors, 37,000 sessions

We had 11,000 visitors in November 2021 alone, indicating an increasing reach and awareness of this programme.

Resources added to the site this year include:

[Baring Treasury of art Activities for Older People Volume 2](#)

[National Day of Arts in Care Homes Get Involved pack](#)



AICH KEY AIM 4

Champion, encourage and increase arts provision in care homes

Southbank Centre Art by Post image
Photographer: Eoin Carey



Developing partnerships with arts and cultural organisations is one of the ways we have helped to raise awareness of arts provision in care homes. A key partnership has been with the South Bank for their award-winning **Art by Post project** which provided free cultural activities to 4,500 people across the UK aged 18 to 103 at risk of social isolation, loneliness and digital exclusion. Participants, including NAPA member care settings received monthly booklets packed full of creative ideas developed by different artists and attended Zoom 'Meet the Artist' sessions to share ideas and participate in creative activities together.

The Art by Post touring exhibition opened at The **Royal Festival Hall** in London on 23 September and is travelling to arts venues around the country.

See an online version of the exhibition here:

www.southbankcentre.co.uk/creative-learning/arts-wellbeing/artbypost/online-gallery

This short film about the project is also available: www.youtube.com/watch?v=NnkSNyLvGSI

An Art by Post booklet for care settings will be available in January 2022. We will also be launching #EveryCorner, a monthly online group for care staff and anyone interested in developing arts and creativity in care settings, in partnership with the Southbank Centre, Nightingale Hammerson and Nenagh Watson.



AICH KEY AIM 5

Develop related initiatives



We continued to run our **Only Connect Pen Pals** during 2021, signing up 230 volunteers and connecting them to 97 settings and we were delighted to be short-listed as a finalist in the #ArtsAgainstCovid awards, held virtually in April in Barcelona.

www.artsagainstcovid.org

In total, since March 2019, we have **linked up 500+ care settings with 1000+ volunteers.**

“We have loved receiving messages from our Only Connect pen pal this year”

NAPA member participant

#OnlyConnectPenPals



Awards
#ArtsAgainstCovid





AICH KEY AIM 6

Work towards embedding arts and cultural participation into care provision



NAPA Arts in Care Homes carried out a consultation Arts and Culture in every Care Home, funded by the Baring Foundation with the care sector on the need and feasibility for a daily arts and cultural offer for all residents in every care home in England, resulting in:

- ▶ 114 survey responses
- ▶ 67 participating care homes
- ▶ 18 case studies of current related best practice

“I would like to do more colouring, stamp art, collages, origami, pastel, different kinds of painting, woodwork, making boxes...”

Resident survey response

The report can be found here:

www.artsincarehomes.org.uk/creativity-and-culture-in-every-care-home

Read a blog, summarising some of the main finding here:

www.baringfoundation.org.uk/blog-post/arts-and-culture-in-every-care-setting-what-staff-residents-and-relatives-told-us



Highlights from ND AICH 2021

Nightingale Hammerson
ND AICH 2021 event



Wonderful events took place on the day, including the following:

- Sherwood Grange in London created an entire Nautical Garden display, building a boat inspired arch over large planters complete with oars and shelves which were painted and planted by residents with seaside themed plants and painted ceramic fish.
- Haddon Hall Care Home in Derbyshire hosted a 'Story of You' exhibition featuring residents' stories, photographs and memorabilia and a special 'Music of Me' play list was played on the day. They also created a memory tree and friendship collage and held a Macmillan Coffee morning.
- Traceworks Dance celebrated the day by bringing their outdoor pop-up show JACK DEFROST to three care homes garden as part of a wider tour of community settings across Lewisham & Greenwich in London.
- The Wallace Collection led outreach workshops in five different care homes across London. Three artists, all responding to the theme of portraiture and the Wallace Collection's latest exhibition on the Dutch seventeenth century painter, Frans Hals led creative workshops and visited five care homes over the course of the day.
- Elizabeth House in Essex had a fun filled day, the schedule for which was chosen by residents including one group who had a choir and dance routine, one group making collages and one group doing still life and observational drawing.
- Nightingale Hammerson in London had an action-packed day which included a Zumba session, planting ceramic flowers, a poetry reading, unveiling a mosaic and cocktails.



Going Digital for ND AICH 2021

In response to Covid-19 restriction and feedback from care settings, NAPA introduced an online element to this year's ND AICH

During November we delivered five free online participatory events for ND AICH 2021, which had:

- **625 participants, of which 588 were residents**
- **60 participating care homes**

Online events included: a panel discussion, NAPA Tea Tuesday chat, inclusive participatory dance sessions with The Blair Academy and Dance Network and a Live Music Now concert performance.

"Over the past year our residents have used technology more than ever before. Video calls with loved ones, Zoom meetings with medical professionals, checking our Facebook page, sending emails and playing Candy Crush, are all regular daily activities now. We hold a weekly photography club where residents use Instax cameras and we are into our third year working with Dancing Mind and their virtual reality headsets which were a huge part of maintaining engagement during periods of lockdown and isolation. We have learned age is no barrier in using technology."

Fieona Connolly, Muriel Street Care Home

"Just wanted to say how brilliant your webinars were in the build up to Arts in Care Homes Day and the concert in the afternoon was lovely and uplifting."

Talia Lief, Quality in Care Advisor, Adults and Health Directorate, LB of Barnet





CASE STUDY 1 Muriel Street event for ND AICH 2021

The Muriel Street Care Home, Islington run by Care UK, shared four creative projects they had been working on over the last year demonstrating just what can be achieved when creative health is integrated into a care setting. These were a pioneering partnership with creative technology company Playtronica which is a first in dementia sensory care, the Muriel Street Museum where the ground floor of the home was transformed into a museum, housing artwork produced by residents and the Muriel Street Family Sensory Book. Muriel street also worked with Songhaven UK, producing an original song written by residents, their chosen theme being 'love'. The first performance of the final song took place on the National Day, to an audience including the Mayor of Islington.

Muriel Street Museum

"The pieces represent what means most to our residents. They have inspired everyone around them, their families, friends, our staff here at Muriel Street and the wider community with their positive attitudes and sense of fun, through one of the hardest periods of time for them."

Muriel Street Family Sensory Book - The book was the centrepiece of the celebration.

"Our residents enjoyed our project for last year's AICH Day and were really excited to begin planning for this year. They have poured their hearts into the making of this book and we are very proud of the finished product. The things that are important to them: their shared hobbies and interests, their love of music, art, travel, nature and technology, their cultures and faith are all reflected within its pages."

Pages from multi sensory book



Songhaven UK Original Song Project. – performed at ND AICH

"This song means a great deal to our residents and their loved ones, as well as everyone here at Muriel Street, as music plays such an important role in our residents' lives."

Playtronica – digital music technology using touch: <https://youtu.be/IXe4WExMyeM>



CASE STUDY 2

Manchester Museum & Anchor Hanover event for ND AICH 2021

Manchester Museum Collections in Care Homes completed a series of creative activities in which residents from Wellington Lodge, Anchor Hanover enjoyed sharing numerous stories using the museum's collections.

Everyone is looking forward to designing and creating their own 'This is My Life, Museum of Life' display and interpretation using residents' own personal objects.





www.artsincarehomes.co.uk



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