



*Prioritising Wellbeing*



Evaluation 2022



## 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 and  
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 2022



Held the **fourth 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 '52 weekly activities'



Launched the Every Corner Network in partnership with **The Southbank Centre**



Held a week-long programme of online activities for **The National Day of Arts in Care Homes 2022**.



Promoted the **AICH programme** at several high profile events

## AICH KEY AIM 1

### Establish ND AICH as an annual event



The fourth annual **National Day of Arts in Care Homes** (ND AICH), managed by NAPA, took place on 24 September 2022, at the end of a weeklong programme of online events.

# 400+

## CARE SETTINGS

across the UK and internationally, held related arts events and shared related best practice stories and resources online.\*

\*It is difficult to accurately calculate the levels of care home participation – this figure is based on registration figures and feedback from large care providers.

AICH social media presence is increasing steadily each year, with growing numbers of people engaging with our work as a result:



 **5,421 FOLLOWERS**  
225% increase from 2019

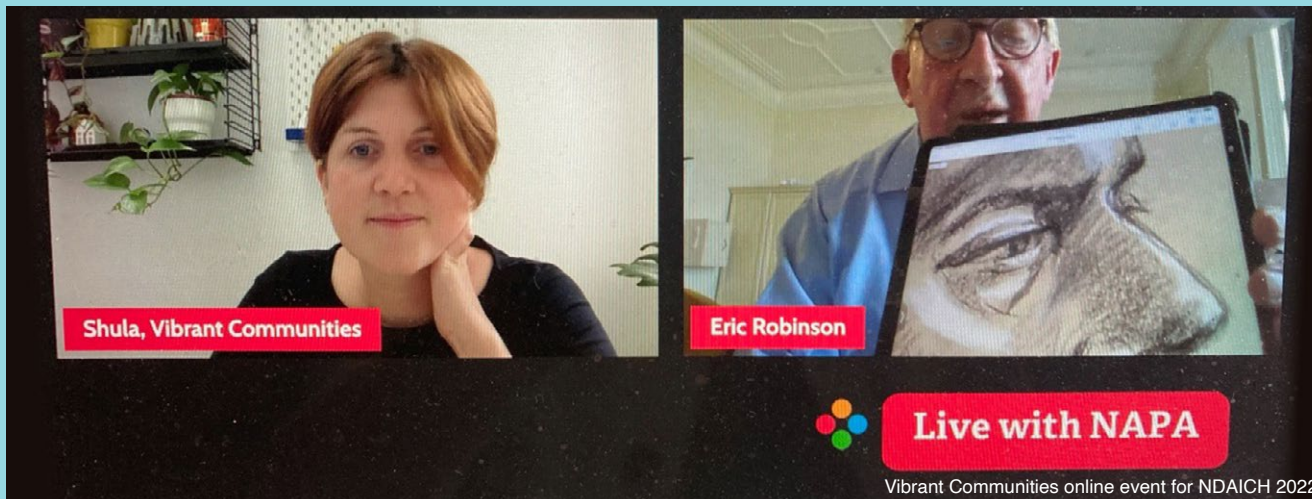
 **1,100 FOLLOWERS**  
571% increase from 2019

 **1,432 FOLLOWERS**  
252% increase from 2019

The hashtag #AICH2022 had a social media reach of over 2 million (Twitter, Facebook and Instagram combined).

## AICH KEY AIM 2

### Encourage participation from care settings and partners



NAPA Leaders Network of care providers, who manage over 1,000 care homes across the UK, supports the National Day of Arts in Care Homes (ND AICH).

Housing providers including Anchor Housing and HC-One encourage their care settings to take part and 24 September has become a regular fixture in care home activity calendars.

NAPA's weeklong online programme of events for ND AICH 2022, developed with partner arts organisations, included participative dance and singing sessions, a masterclass in using photos for creative activities, a discussion about inclusive approaches using the arts and an online chat with an artist living in a care home.

This programme had an audience of over 555 people from the care and arts sectors.

*"In the past three years we have seen arts and crafts activities sessions really kick off and the success of this has got to do a lot with the yearly National Day of Arts in Care Homes. We have noticed how painting, drawing, sculpting, and crafts offer the opportunity for self-expression in non-verbal formats for people living with dementia and for those with very complex needs. Loneliness and social isolation is widespread in older generations, but by promoting therapeutic benefits of music and arts activities in care we have seen an increase in social connection with those around them. We cannot wait for what ND AICH will deliver next year!"*

Lawra Bauman, Quality of Life Specialist, HC-One

## AICH KEY AIM 3

To develop the website as a user-friendly resource

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

This year, the AICH website has had

**10,000**  
new users

One of the most visited page this year was 52 Weekly Activities, sharing weekly creative ideas created in partnership between arts and care organisations, from the Baring Treasury of Art Activities for Older People Volume Two.



## AICH KEY AIM 4

### Champion, encourage and increase arts provision in care homes



Arts in Care Homes Programme Director, Alison Teader, spoke at several national and international events including NAPA's annual conference which was on the theme of creativity and the Annual Gerontology Conference.

NAPA Arts in Care Homes is a Member of Culture Health and Wellbeing Alliance and part of the reference group developing the Creative Health Quality Framework.

An article about The National Day of Arts in Care Homes 2022 was featured in The Journal of Dementia Care.

## AICH KEY AIM 5

### Develop related initiatives



Credit: Art by Post, Ed Prosser

The Every Corner Network is a monthly online group for anyone with an interest arts in care provision, run by NAPA in partnership with The Southbank.

**12**  
MONTHLY  
SESSIONS

**181**  
ATTENDEES

Speakers, including artists, care staff and people living with dementia, shared insights from their lived experience as well as practical ideas for creative engagement in care settings. Art forms included including visual arts, dance, ceramics and creative writing.

## AICH KEY AIM 6

### Work towards embedding arts and cultural participation into care provision



NAPA contributed to the Baring Foundation publication  
[‘Every Care Home a Creative Home’](#)

NAPA held an away day with people from arts and care sectors to identify priorities for 2023, the last of the current five-year programme.



AICH Away Day

# National Day of Arts in Care Homes 2022



Care settings and arts and cultural partners across the UK organised art activities and events for The National Day of Arts in Care Homes.

NAPA was delighted to attend two ND AICH care home events in person this year:

Appleby House (Care UK) started their celebrations with an international creative knowledge exchange hosted by Art Explora. This was followed by a drawing session in the art studio session and a choir session in the lounge.

“AICH is so important because it keeps us focused on art and helps us to share the amazing positive impact it has, not only for the residents but visitors and staff. Celebrating The National Day of Arts in Care Homes gives homes an opportunity to take part in a big national event, share ideas and promote the great work going on involving arts and creativity.”

**Shona Bradbury, Appleby House, Care UK**

Bridgeside Lodge (Forest Health Care) welcomed relatives and friends to a party on 24 September with live music from The Spitz, featuring performances by musicians, residents and children.

“This was amazing, what an atmosphere. Thank you so much. All of us loved today.”

**Relative**

“Having so many young artists participate created a unique energy in the garden. We noticed how the residents responded differently, seeming even more uplifted from the next generation performances and interaction. The buzz continued long into the following week, with both residents and staff remaining energised and reminiscing together about their favourite performances.”

**The Spitz Charitable Trust**

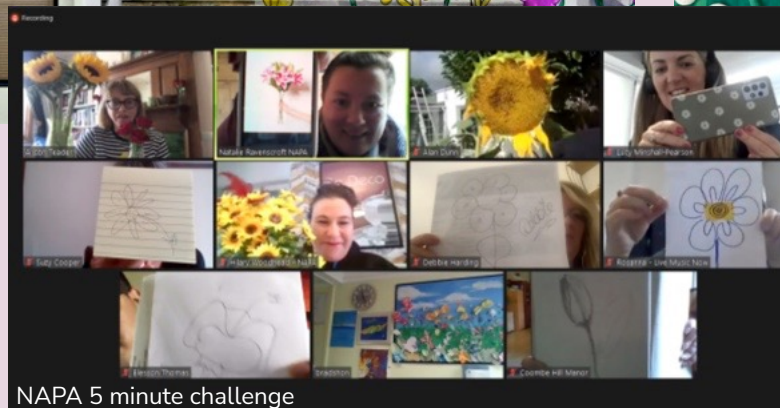
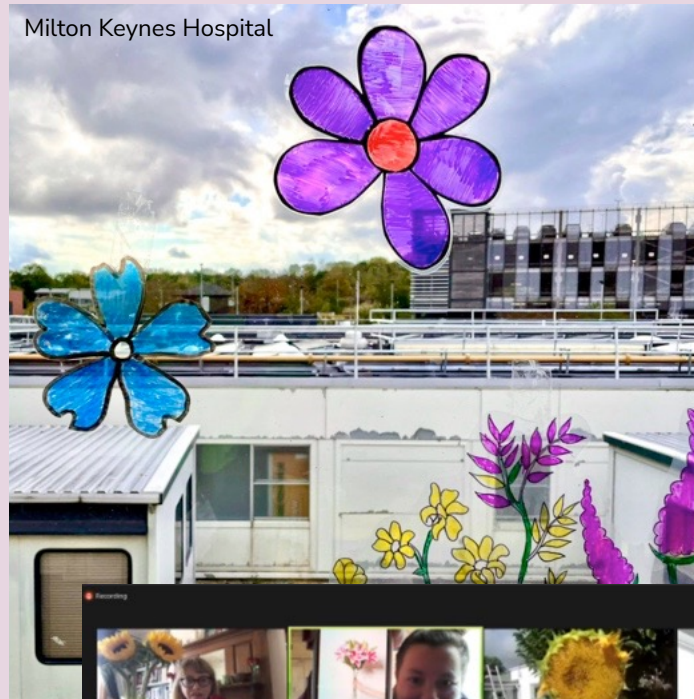
# Field of Flowers

NAPA and Drawing Life shared a challenge for ND AICH 2022, inviting people to create floral images for a 'Field of Flowers'. There was a wonderful response, with care settings in UK and abroad creating a variety of artwork in different mediums.

Some of Anchor's care homes in Manchester have been working on a partnership project with Manchester Museum, taking part in regular arts sessions based on the museum's collection. For the Field of Flowers challenge, working with Karen Brackenbridge, the museum's culture, health and wellbeing assistant, participants created a plasticine floral image including a Forget Me Not in memory of the late Queen.

**"We're so happy to take part in National Day of Arts in Care Homes as it builds on many of the creative activities we already hold in our care homes across the country."**

**Asa Johnson, Anchor, Service Improvement Manager**



# Case study – Regional Networks

We have seen lots of positive outcomes from regional networking:

## Proud to Care London



Artwork by Bridgewood House, Enfield

Care settings were invited to submit artwork, with the following suggestion: Re-use what you have, make art that you love, and discover the joy of upcycling.

There were **over 200 entries** and the winners were voted for by residents from the participating care homes.

“The talent and creativity shown by the residents has been phenomenal and it has been such a joy to organise.”

**Talia Lief, Quality in Care Advisor, Adults and Health Directorate, London Borough of Barnet.**

## 100% Digital Leeds



The Swan Song Project, Knowle Manor

An online programme was curated for care settings with **24 workshops** taking place over the course of 5 days, involving **14 arts and culture organisation** and **20+ care homes**.

“I want my own ipad now!” **Participant from care home**

“Great to shine a light on all the amazing work the sector does, we are looking forward to participating next year” **Ascendance**

“We enjoyed being part of a national celebration event. It felt good to be a part of something bigger with an online presence.” **Artlink**

“Joined up working means that we can involve more people in our on-line work.” **Live Music Now**

# Case study – Creative Mojo

Creative Mojo is a franchise organisation that trains people to deliver arts and crafts workshops in care settings as well as offering tailored art kits. They participate in the National Day of Arts in Care Homes every year.

For 2022, they launched their 'Inspired by' theme, inviting participants to produce artwork inspired by the work of three artists, Gustav Klimt, Yayoi Kusama and Claude Monet. There were:

**417**

**WORKSHOPS**

**14 EXHIBITIONS  
REACHING**

**2,219**

**UK RESIDENTS**



Creative Mojo exhibition

"We love National Day of Arts in Care Homes. We come together as a team to create ideas and art projects for this national day, and we look forward to it every year. We are so proud of all the wonderful artwork created and the exhibitions were a great way to bring community together."

**Sandra Caldeira-Dunkerley**  
– Director

# Case study – Creative Wellbeing Wiltshire



Artwork, Goodson Lodge, OSICT



Session led by Celebrating Age, Wiltshire

Local artists, James Aldridge and Rachel Heard approached Celebrating Age Wiltshire to host a session in Goodson Lodge (Order of St John Care Trust), Trowbridge for ND AICH 2022

A group mixed-media piece was created by residents responding to different objects, including leaves, feathers, berries, conkers and apples. The group drew the objects with coloured pencils, made rubbings from the leaves, and created collages with recycled paper. Alongside the making, memories were shared of walks in the countryside, childhood foraging and scrumping and playing conkers with friends.

## Outcomes:



*It was an enjoyable session and good to experiment with various objects relating to nature”*



*A lot of the nature related objects reminded me of my garden back at home during Autumn.”*

Another visit is planned for January 2023 as part of the Big Bird Watch and staff have requested another session for ND AICH 2023.

# Case study – Belong Villages

Customers from Belong Villages are part of an innovative four-year relationship with Bluecoat, Liverpool's contemporary arts centre. They responded to the Field of Flowers challenge by:

- Collaborating to make their locality's biggest-ever floral display wall piece,
- Inviting their families and communities to create an ambitious display of thousands of floral fingerprints.
- Creating collages in tribute to HM The Queen with local schoolchildren.

“It's been wonderful participating in National Day of Arts in Care Homes. Though the arts are already well-embedded in our approach to care, we've enjoyed having the opportunity to share in this national event and our customers loved bringing this year's theme to life.”

**Sue Goldsmith, Belong Chief Operating Officer**





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