

EVALUATION

ARTS IN
CARE
HOMES



2023

A five-year programme, highlighting the importance of arts and cultural participation in care homes (2019–2023)



Achieved all six key aims for delivery of our five-year programme:

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

Encouraged participation from care settings and arts and cultural partners

Developed the website as an inspiring and user-friendly resource

Championed, encouraged and increased arts provision in care homes

Developed related initiatives

Worked towards embedding arts and cultural participation into care provision

AICH KEY AIM 1

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

Five successful annual events held with growing support and participation from care providers and arts/cultural partners.

630
CARE HOMES

and arts partner events have been registered on our website, meaning at least

6,300*

individual arts engagement opportunities.

*Based on average of 10 participants per event - most 'events' will actually involve multiple sessions. Registration figures do not accurately reflect participation levels as many participants do not register their events. Several care providers now have The National Day of Arts in Care Homes as a regular date in their calendars, encouraging all their homes to organise events.

AICH social media presence has steadily increased each year, with growing numbers of people engaging with our work:



 **6.1K FOLLOWERS**

 **1.3K FOLLOWERS**

 **1.6K FOLLOWERS**



AICH KEY AIM 2

To encourage participation from care settings and arts and cultural partners

Growing support and participation in the National Day of Arts in Care Homes. Participants tell us that having this annual event motivates care homes to develop exciting new arts opportunities and provides motivation and something to look forward to.

“Our customers have been enjoying annual National Arts in Care Homes Day, as the arts plays a key role in our approach to dementia care”
BELONG VILLAGES 2023

“This national [event] is hugely important to everyone at Art Explora, raising awareness around the positive impact art forms have on health and wellbeing in care settings.”
ART EXPLORA 2023

“Every year our homes across the country participate in National Arts in Care Homes Day, and each September we look forward to seeing what wonderful creative works our residents have produced.”

WILTSHIRE HEIGHTS CARE HOME 2023

“We understand the importance of the arts for peoples’ wellbeing, and initiatives such as the National Day of Arts in Care Homes is a fantastic opportunity to celebrate this.”

ASA JOHNSON, ANCHOR 2023

“What an incredible week it’s been exploring the power of music in igniting and unlocking memories and reflections during Arts in Care Homes 2023”

INDEPENDENT ARTS



Photo by Camilla Greenwell. Fevered Sleep for Magic Me’s Artists’ Residencies in Care Homes

AICH KEY AIM 3

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

www.artsincarehomes.org.uk

115,000+

unique visitors to the AICH website
over the past five years.

Throughout 2021 we shared 52 Weekly Activities, on the website, resulting in an increase in visitors. These were activities created in partnership between arts and care organisations, from the Baring Treasury of Art Activities for Older People Volume Two.



AICH KEY AIM 4

To champion, encourage and increase arts provision in care homes



Our work has been featured in several national publications including:

THE GUARDIAN 'Visions of Hope' - UK care home residents' lockdown art (2020)

JOURNAL OF DEMENTIA CARE 'Shining a spotlight on arts in care' (2023)

We are a member of the Culture Health & Wellbeing Alliance, were part of the reference group developing the Creative Health Quality Framework and are featured in the Creative Health Review (Dec 2023).



AICH KEY AIM 5

Develop related initiatives



ONLY CONNECT PEN PALS

Developed in 2020 in response to the COVID Pandemic, Only Connect Pen Pals invited care homes and volunteers to sign up via email to become pen-pals. NAPA provided inspiration and ideas for developing creative connections involving visual arts and poetry.

Linked up **over 500 UK care homes** with **over 1,000 pen pals** from UK and the rest of the world.

Shortlisted in the Arts Against Covid International Awards in 2021.



EVERY CORNER NETWORK

NAPA was a delivery partner for the Southbank Centre Arts by Post initiative. This raised the profile of AICH and led to the development of a joint initiative in 2022: The Every Corner Network (ECN), a free online monthly group for anyone with an interest in arts in care provision.

20
MONTHLY
SESSIONS

267
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.



Resource:

Art by Post booklet, Explore & Inspire

“Nice to get away from the hustle and bustle of the care home and take time to reflect and be creative” **Activity Provider**

“A starting point for creative conversations and activities which has been very useful and helpful” **Care staff**

AICH KEY AIM 6

To work towards embedding arts and cultural participation into care provision

NAPA led on two key pieces of work in partnership with care and arts sectors:

ARTS & CULTURE IN EVERY CARE HOME CONSULTATION (2021)

“In an ideal world I would like to see things happening every day”
RESIDENT

MANAGER’S GUIDE TO ARTS IN CARE HOMES (2023)

“I passionately believe that just because someone lives in a care home, they don’t stop being entitled to high quality arts and culture, or to a participative experience that is more than just something to pass the time.”
SUSAN LANGFORD DIRECTOR / FOUNDER, MAGIC ME

Arts and Culture in every care home?

What would it require for all care homes to offer their residents access to relevant creative and cultural opportunities on a daily basis?



The Baring
Foundation



The Baring
Foundation



“I’m fully supportive of celebrating the arts and creativity in care settings. It’s a powerful way to give voice to people’s experience.”
James Bullion
Chief Inspector, Adult Social Care & Integrated Care, Care Quality Commission (CQC)

A Manager’s Guide to Arts in Care Homes

Why and how to develop arts activities in your care home

Highlights from the National Day 2023

Online programme of free events,
delivered in partnership with arts and
care sectors

1,000+
VIEWERS

NAPA digital AICH calendar for 2023

6,979
VIEWS/DOWNLOADS

Some examples of events
organised for The National Day
of Care Homes 2023

**THE HIGHGATE CARE HOME (BUPA):
MUSIC**

“As our residents have a passion for music,
we have collaborated with Phil Evans from
Attune Music on a music-based project

this year, creating an album of songs. We
named our project ‘Reflections: Colour Your
Life with Music’ with our focus being to
use the music and songs that hold special
meaning to our residents and highlight
them through different forms of artistic
expression” **Fieona Connolly, Deputy
Manager Highgate Care Home**

**THE FREMANTLE TRUST (VARIOUS):
POETRY AND ART**

“Residents across 10 of our care homes had a
wonderful time getting together and writing
their own poetry with the theme Reflections,
and then creating wonderful artwork to go
with it. We saw the benefits to the residents
and staff whether being a main contributor
or just enjoying listening and watching
everyone at work. The residents and activity
organisers are very proud of this project as
it incorporates many aspects of activities
including, craft, creative writing, artwork,
painting, social engagement, promoting
independence, community engagement, and
more.” **Sue Faulkner, Fremantle**



Highlights from the National Day 2023

DEEPDENE CARE HOME (MARIA MALLABAND CG): JOURNALS

"We made journals using scrap materials and mixed media techniques and will use them for reflection and memory keeping. We used random letters of the alphabet to find words to describe ourselves and learned a lot about each other in the process. We also celebrated our hands and agreed that they've served us well. This project has been riveting and is still ongoing. We've created memories and precious keepsakes for the people who live with us, and ultimately for their families and loved ones." Deepdene Care Home

MAYCROFT MANOR (HALLMARK): SELF PORTRAITS

"Day 2 of celebrating Art and we had a fun afternoon giving ourselves... makeovers.. We used watercolours, acrylic, pastels and a collage. Tess says she's had many hair colours over the years but never yellow and blue. Ray is not sure a pink beard is quite the think either!" Facebook post

ERIC MORECOMBE HOUSE (ANCHOR): NEWSPAPER

"We have got our residents and their families and friends involved in making a Reflections memory board. From this we have produced and published our very own newspaper with individual articles from residents and staff. We absolutely loved taking part in the arts in care homes, our newspaper has been viewed and shared by many relatives and friends." Twitter post



Learning from five year AICH programme

- The importance of a creative and proactive manager
- The importance of arts and care partnership working
- The need to discuss issues around 'art' which can cause barriers to participation
- The incredible power of the arts to build community and improve wellbeing
- The need to have inclusive, person-centred arts offers in all care settings
- The need to offer care staff teams chances to participate, contribute and feel the benefits
- The need to develop more spontaneous ways to offer multi-sensory arts engagement
- The important role of the arts in specialised care provision ie dementia and palliative care
- The need to recognise the important work of care staff teams and develop support in the form of training and resources

Regional networks

NAPA has seen the benefits of regional networks working together to raise awareness about the role of arts in care provision and develop events for The National Day of Care Homes.

LONDON: CARE NETWORK DEVELOPING PROJECTS FOR ARTS IN CARE HOMES

The National Day of Arts in Care Homes has been championed in London by Proud to Care North London, North Central London Integrated Care.

Care settings in the group have been encouraged to develop projects as part of their celebrations for the National Day. The artwork was featured in three online exhibitions:

- 2021 Around the World in 80 Care Settings – The Joy of Nature
Over 80 entries from NCL care homes and other settings.

- 2022 Re-use what you have. Make art that you love and discover the joy of upcycling
- 2023 Reflection - revisiting the importance of Nature / Gardening, taking inspiration from Chelsea in Bloom

“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.**



Regional networks

LEEDS: CITY WIDE APPROACH TO ARTS IN CARE HOMES

The National Day of Arts in Care Homes has been championed in Leeds since 2019. Initially as a social media campaign, later as a focal point for existing initiatives led by Leeds Arts Health and Wellbeing Network with strong support from Social Care Leaders and commissioners.

Since 2021, 100% Digital Leeds have led a programme engaging pioneering use of tech to connect care home residents with

arts organisations leading to a weeklong programme of digital activities in 2023.

Reflecting the focus of the National Day of Arts in Care Homes, the project aims to:

- Reach audiences who face multiple barriers to accessing partner's venues or the work that they deliver and to build meaningful, lasting relationships between care settings and partner organisations through the innovative use of digital participatory arts activity.
- Highlight the ways that care settings can utilise digital to engage with the city's arts sector and increase arts participation for care residents; support the improved digital skills and confidence of staff and residents in care settings and support improved arts participation for care audiences.

"Through arts in care settings we can ensure not just that older people in Leeds enjoy fulfilling, meaningful and connected lives but potential for their creativity and ongoing contribution to their communities to be valued." **Geraldine Montgomerie, The Performance Ensemble**

In 2023, 11 organisations delivered sessions, with 12 live sessions taking place online across the week of the programme. Over 250 care recipients and staff

took part in the activities across the week, with overwhelmingly positive feedback.

"I could imagine you being like butterflies the way you moved about. I like entertainment, it made you feel happy though, it made you smile all the way through." **Where is Fairyland? Audience member**



Ascendance at Headingley Hall Care Home

International events

Canada and Australia developed their own related National Days in response to NAPA's National Day of Arts in Care Homes

ARTS & AGING DAY, CANADA

Four successful annual events have been held in Canada after its launch in 2020

"I was on Twitter when I came across an exciting initiative called National Day of Arts in Care Homes that was happening in the UK. I had never seen such an exciting online initiative that served to support and showcase arts activities in these settings. We were very excited to develop our own national day which was launched on September 24, 2020. I think together we can raise the profile of creativity across the life span and continue to share our own learning as there is so much overlap in what we are doing. There is strength in numbers so the more we can connect with one another, we can spread the word right around the world!"

Dr Kate Depuis, Schlegel Innovation Leader in Arts and Aging at the Research Institute for Aging and the Sheridan Centre for Elder Research.

ARTS IN RESIDENTIAL CARE, AUSTRALIA

Inaugural event held in 2023

In 2023, Dr Helen English and Dr Michelle Kelly, who are academics in music and psychology at the University of Newcastle, Australia, started Arts in Residential Care as a new Australian initiative affiliated with the UK Arts in Care Homes, having discovered the website while organising a creative ageing symposium the year before.

