

Presentation 20th May:

BACKGROUND - OLDER PEOPLE NOTTINGHAM 2014

- 305, 700 people living in the city
- 32% of population aged 18 – 29
- 1 in 8 are full time students
- 25.2% are BME
- 34,800 people are over 60 years old approx 11% of the population
- Approx 30% of this age group are affected by income deprivation

Source Poppi.org.uk

IMAGINE Background

This is a 3yr programme of work with only 4 other projects nationally being awarded funding from Arts Council England and the Barings Foundation - Nottingham has been awarded around £250k as part of a £1 million pot to bring high quality arts to older people in care

Partnerships

- The programme is being led by Abbeyfields
 - City Arts – representing artist / arts organisations/ cultural institutions in Nottingham (Open Arts Forum)
 - Nottingham City Council - dementia specialist and Arts
 - University of Nottingham – Evaluation (Professor of Dementia Research - Tom Dening and Professor of Mental Health & Social Care - Justine Schnieder)
- 17 care homes and organisations (around 700 older people - some of the organisations also provide day care, sheltered housing and independent accommodation)
- Trying to reach 2000 + people - wider audiences

The wider consortium includes:

- Care Homes: Nottingham City Homes, Eastgate Care, Nottinghamshire Hospice and Radford Care Group
- Nottingham's Open Arts Forum (OAF) – all the cultural organisations in Nottingham
- Mixed Reality Lab (MRL), which will support the use and development of digital technologies within the programme
- Age UK's Men in Sheds – they will contribute by working with commissioned artists in developing residencies and support 'making' skills in care homes that can be shared through creative outlets in a sustainable way beyond the programme

Imagine looks to transform care homes by:

- Delivering high quality cultural and arts offers within care home settings
- Work with a person-centred approach that involves residents in the co-production of work
- Training for artists and care staff
- Changing people's perception of the arts and also care home environments
- Generate activities that will ensure that care settings are hubs within the local community
- Evaluating outcomes of what is learnt in order to inform and roll out good models of practice to national care providers

How we want to do this:

Our programme will consist of artist residencies, commissions and opportunities to see and participate in regular arts activities and events. It will balance actual visits to and from artists with an exploration of live streaming and facilitated 'virtual' visits utilising media and technologies.

The suggested programme elements:

- **Armchair Art Gallery**
- **Programmes delivered by the key venues in the city – including gallery visits**
- **Mixed Reality Lab Residency – exploring digital technologies**
- **Theatre – co-produced and developed by older people, their families and care staff**

- **Live streaming** – live classic piano recitals and events will be filmed and streamed live through the internet for care homes to access digitally
- A series of **commissions** will be developed over the 3 yrs that could explore artforms such as the visual arts, dance and singing and music for example.

Why the arts – evidence suggests that the benefits of engagement can include:

- Increased confidence and self-esteem for participants
- Participating in the arts can counterbalance low mood and anxiety after loss
- For people living with dementia - the arts can improve cognitive functioning, communication, enjoyment of life, memory and creative thinking
- Particular art forms may lend themselves to significant physical health improvements i.e. for conditions such as cardiovascular, joint mobility and breathing control - utilising artforms including dance, singing and playing musical instruments
- Engagement in the arts can enhance the quality of life for older people in care settings

Questions please