



NATIONAL

DAY OF

**ARTS IN
CARE
HOMES**

Sept 24 2019
Evaluation





Key outcomes

Launched the Arts in Care Homes website.

A user friendly resource for care staff, artists, volunteers and relatives. Designed to be accessed quickly on mobile devices for ease of use in care home settings.

First National Day of Arts in Care Homes, 24 September

A range of amazing arts activities organised in care homes across England. Participation from arts organisations, galleries and museums.

Raised profile of arts activities in care homes

Lots of discussion on social media and in the press. Interest from organisations and media both in the UK and internationally.

See the social media activity on the first National Day of Arts in Care Homes: www.artsincarehomes.co.uk





Some activities that took place:

Tap dancing

Baking

Mosaic

Poetry

Textiles

Painting

Drama

Opera

Choir singing

Making music

Digital
animation

Knitting

Drawing

Model making

Craft

Ballroom
dancing



We bring the art of music to care homes across the UK on a daily basis but to have a recognised day to celebrate is great.



All of the care homes I worked with on the day mentioned that they didn't have 'stuff like this' (music sessions) going on in their care homes. I think it was a great thing for National Day of Arts in Care Homes to have happened to them!

GREYCE MUSIC



I used to do art before I entered the force. It's very satisfying to get to do it again.

Alan, retired Police Detective joined in with an art session in an Abbeyfield home.



“

**This is lovely – we'd like
more days like this please.**

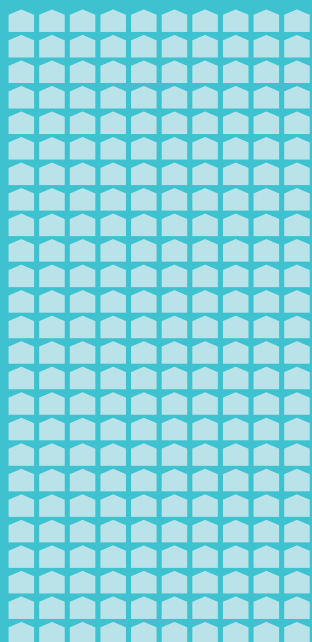


The National Day: 24.09.19

Minimum number of known CARE
HOMES taking part*

242

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



Number of known CARE
PROVIDERS taking part

23

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

Number of ARTS ORGANISATIONS,
MUSEUMS and GALLERIES who took part.

31

Many organisations worked with several
care homes.





We were thrilled to see the value of the Arts in Care being recognised and many organisations getting involved. We ran sessions on the day, demonstrating the amazing work our artists do in care settings across the country, empowering people and spreading joy through creativity.

CREATIVE MINDS

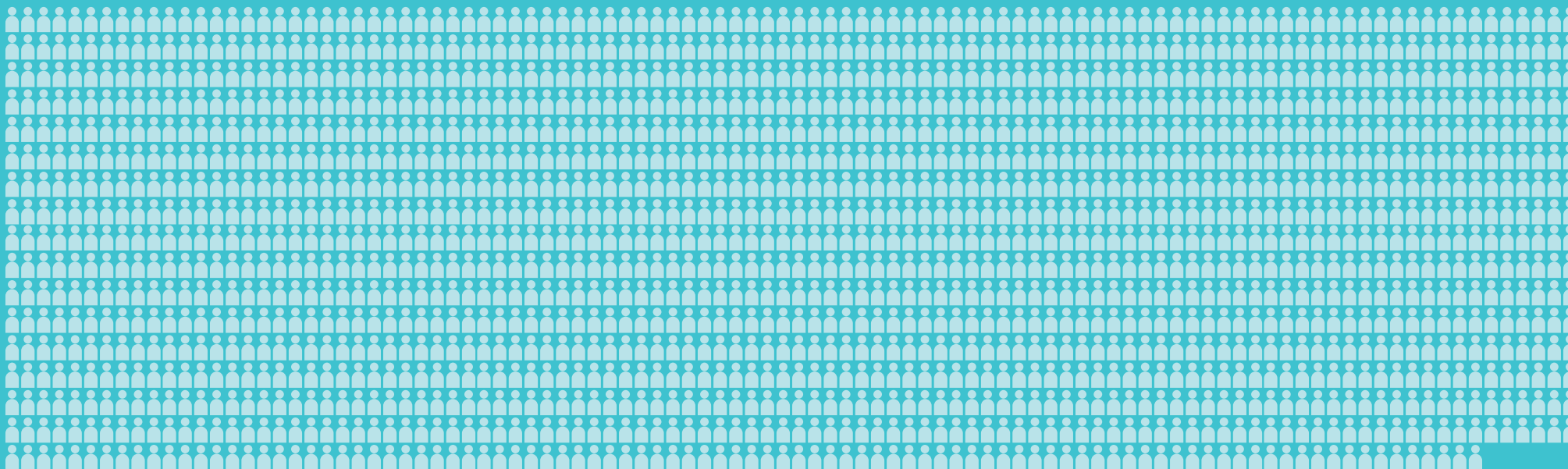


The National Day: 24.09.19

Minimum number of RESIDENTS taking part*

1,694

*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.



June's prem



I Needed some Calm & quiet time
So the garden Called

and with it so many memories
of a Lady, walking

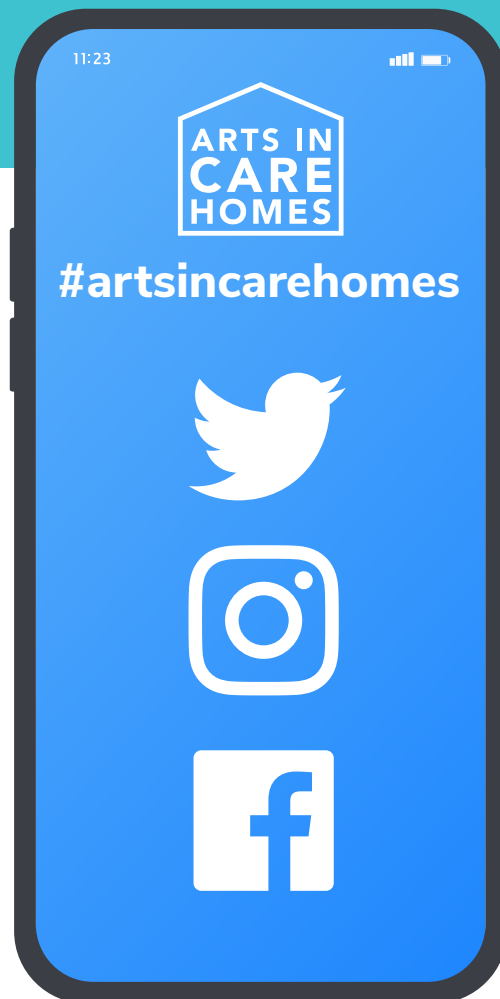
who enjoys the space, even more than I

I'm seeing some great
examples of #artsincarehomes
across my timeline



Social media on the day

Figures for Twitter, Instagram and Facebook combined.



24.09.19

Total posts

607

Unique users

268

Unique viewers

1,018,246

Total post views

2,248,283



It's so exciting to see all the wonderful posts appearing from the first ever National Day.

Performance, creativity, singing and much more is leaping from my feed today.



Website



over
4,400
visits

over
3,000
unique users

over
12,500
page views



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www.artsincarehomes.co.uk



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