



Arts & Older People Programme

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Arts and Older People Programme : Phase 1

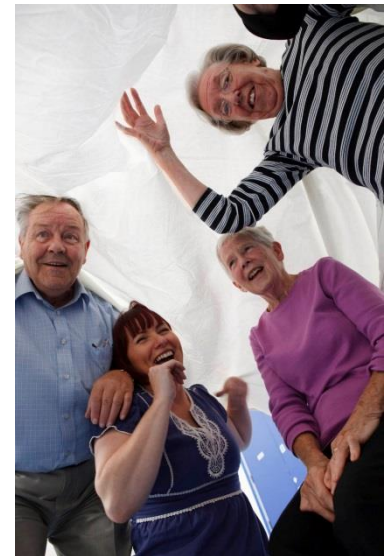
The pilot three year programme (2010 – 2013) was structured to address the Arts Council's 5 year strategy, specifically addressing Theme 3: **Growing Audiences and Increasing Participation.**

The programme aimed at using the arts as a creative vehicle to explore and highlight social justice issues effecting older people through a series of artist-led interventions.

Funded by:

- Arts Council Lottery
- The Atlantic Philanthropies

Total Funding: £700,000



Strategic Themes of the Programme

- **Isolation and Loneliness** – working with older people to combat feelings of isolation and loneliness.
- **Social Inclusion** – working to create a more peaceful, fair and inclusive community that does not discriminate against age and ethnicity.
- **Poverty** – working to improve the quality of life of older people living in disadvantaged and deprived areas of Northern Ireland.
- **Health Issues/Mental Health Issues** – working to promote and provide opportunities for active ageing.
- **Strengthening the Voice of Older People** – working to strengthen and develop the voice of older people/



Arts and Older People Programme : Phase 2

The second phase programme (2013 – 2016) was informed by the findings of the independent evaluation of the pilot scheme.

Key Elements included;

- Grants Programme
- Artists Training
- Carers Training
- Festival
- Evaluation

Funded by:

- Arts Council Lottery
- Public Health Agency
- The Baring Foundation
- Department of Culture, Arts and Leisure



Total Funding: **£757,000**



Arts and Older People Programme: Update

Since 2010, the programme has achieved the following:

- 97 projects awarded funding
- 9,100 participants
- Average participant age 72

Current evaluation to be completed December 2016

A total of £1.7million has been invested to date



Arts and Older People Programme: Findings

Aims

- Evaluate the impact of the Programme against the 5 strategic themes of loneliness, social inclusion, poverty, health/dementia & advocacy.
- Provide an evidence base to highlight the value of arts activity in addressing and highlighting key social justice issues amongst the older population.



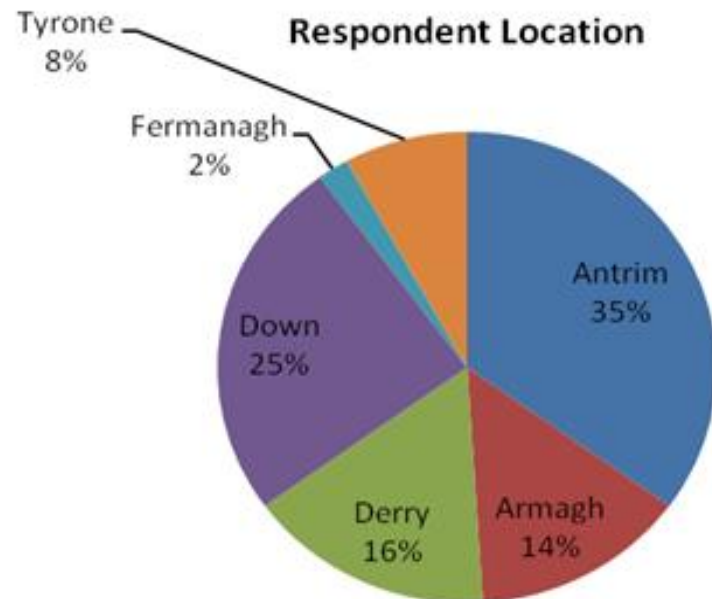
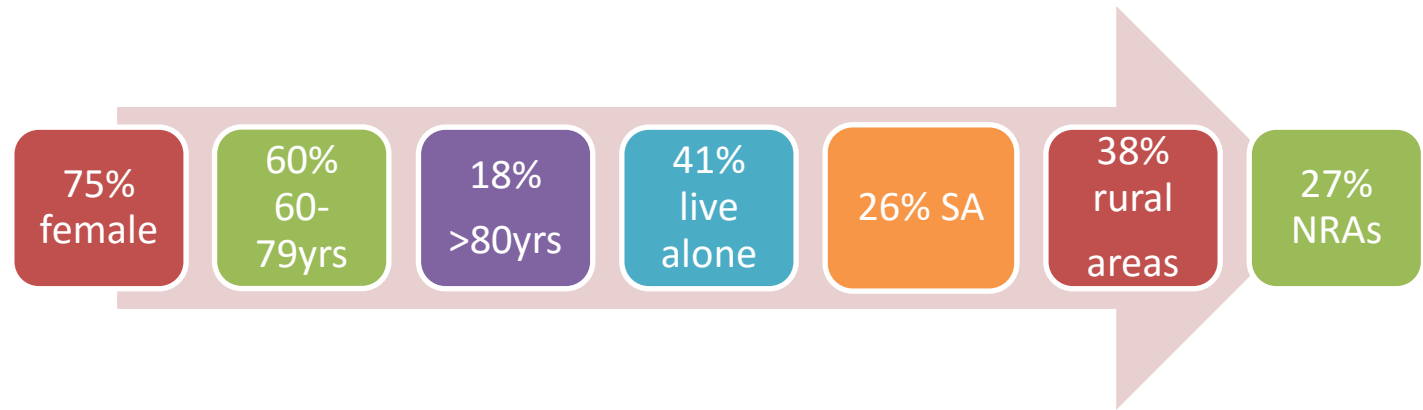
Arts and Older People Programme: Evaluation

Data Collection Process

- Participant Entry/Exit Questionnaires – (*WEMWBS & 3pt Loneliness scale*)
- Audience Form
- Artist Evaluation Survey
- Monitoring Report
- End of Project Report



Arts and Older People Programme Evaluation – Who took part?

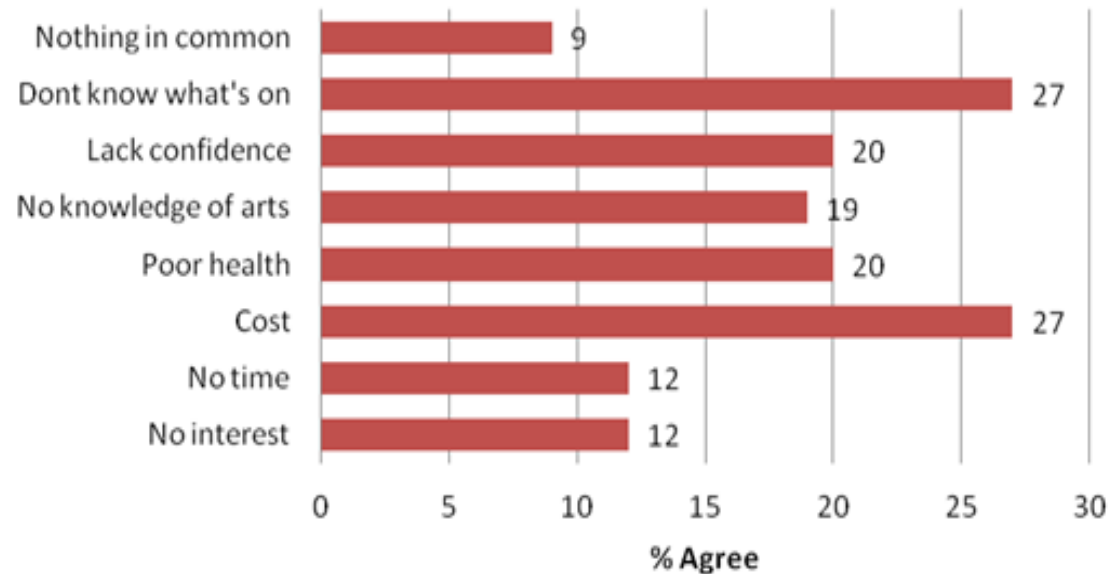


Arts and Older People Programme Evaluation – Who took part?

Previous Arts Involvement

- 58% attended/participated in arts events
- Men & 70+ less likely
- NRAs involvement higher
- Mobility – additional barrier

Reasons for non-participation



Arts and Older People Programme: Evaluation

High Level Outcomes:

- Reported **arts attendance & participation increased**
- Challenged *stereotypes of older people*
- Challenged *perceptions of the arts*
- Heightened visibility of older people's issues
- Older people **part of the community**
- Personal & organisational benefits for partners
- ***Feel good programme***



Arts and Older People Programme Evaluation – But.....

- Gaps in coverage – **Fermanagh, Tyrone**
- Gaps in representation – **males, 80+, isolated**
- Varying levels of *older people involved* in DESIGN
- Varying levels of “*getting it*”
- ***Elitist perception remains***



Arts and Older People Programme Evaluation – Needs



Arts and Older People Programme Steering Group

- Arts Council of Northern Ireland
- Public Health Agency
- Arts Care
- Age NI
- Engage with Age
- Independent Health & Care Providers
- Dementia NI
- Age Friendly Belfast
- Commissioner for Older People Northern Ireland
- Institute for Conflict Research



Arts and Older People Programme Future (2/3 years)

The future programme has been designed around delivery of the key elements with emphasis on areas identified through the evaluation of the phase two programme.

Key Elements include:

- Grants Programme
- Artists Training
- Carers Training
- Festival
- Evaluation

Priority Areas are:

- Areas of Deprivation
- Isolation and Loneliness
- Older Men
- Carers



LOTTERY FUNDED

The Baring Foundation



Arts and Older People Programme

THANK YOU

Any Questions?



LOTTERY FUNDED



Project supported by the PHA



INVESTOR IN PEOPLE

The Baring Foundation