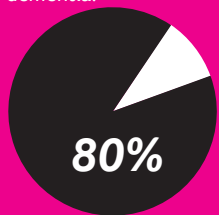


cARTrefu: Creating artists in residents

A national arts in care homes participatory and mentoring programme

It's estimated that **80%** of older care home residents are living with dementia.



In **2013** the Alzheimer's Society surveyed relatives of care home residents, and it was found that less than half felt that their family member was being offered opportunities for activities.

2013



age cymru

In **April 2015**, the cARTrefu programme was developed by Age Cymru

the purpose of the programme was to increase opportunities for residents and staff to participate in the arts and to develop and mentor artists to deliver sessions for older people in care settings.



Age Cymru recruited **professional artists** in Wales who were then supported by experienced mentors, delivering weekly participatory creative sessions with residents, staff and family members, over 8 - 12 weeks, ...

... inspiring and re-igniting a passion for creativity.



Performing arts



Poetry/prose



Visual arts



Music

8 *Eight weeks*
Two-hour sessions
Four mentors
Sixteen artists

The first phase of the project ran between **2015 and 2017**, ...

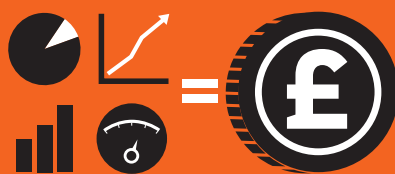
... phase 2 between **2017 and 2019**, ...

12 *Twelve weeks*
Two-hour sessions
Three mentors
Twelve artists

with the current phase running from **September 2019** to the end of **December 2021**.

3217 residential and nursing care home residents, staff, volunteers and family members in **194** care homes have participated since the beginning of the programme.

An SROI analysis collects information to tell the story of how change is being created by measuring **social, environmental and economic outcomes** and uses monetary values to represent them.



Staff gained the confidence to lead creative activities themselves and were more likely to seek out cultural experiences outside of work.



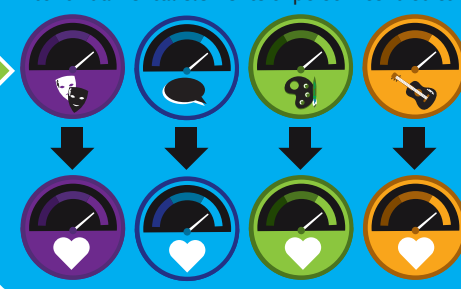
SROI = Social return on investment

While this evaluation provided strong evidence of the impact of cARTrefu, it was felt that an SROI analysis would provide further evidence on the social value generated.

An independent evaluation, by Dementia Services Development Centre Wales at Bangor University, of the first phase found that the programme had a **significant impact** on older people's well-being as well as **staff attitudes** towards residents, especially those living with dementia.



The legacy of cARTrefu in the care homes goes beyond an **increased appreciation** of the arts, and into **fundamental elements** of person-centred care.



Social value
£4.53 - £9.08

From this analysis, it was discovered that cARTrefu delivers a social value of between **£4.53 and £9.08** for every pound of investment.

Based on rigorous evaluation and assumptions based on previous research, the estimated Social Return on Investment is **£6.48** for every pound invested during the first two years.

Social return on investment
£6.48

Overall, the cARTrefu programme has very real social value, and continues to have a **positive impact** on the social care sector.



cARTrefu also influenced artists own practice and resulted in several **short films, sound recordings and touring visual art exhibitions.**



Staff spoke about how the sessions had **improved** their relationships with residents.

“It was so good to see her having fun and looking herself again.”

Care home manager

