

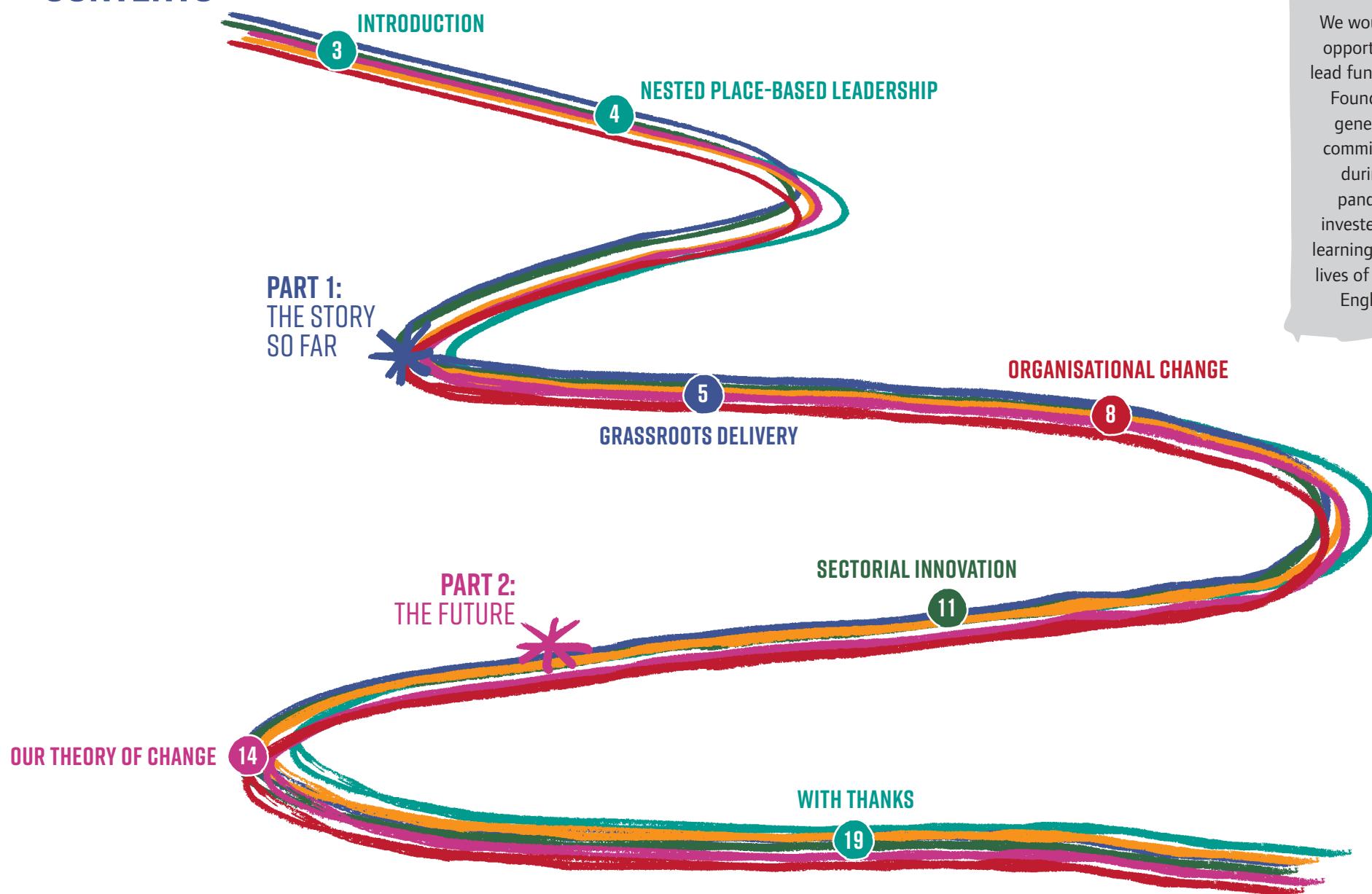
CREATIVE LATER LIFE 2019-25

AUTHOR FARRELL RENOWDEN, AGE UK OXFORDSHIRE • JULY 2021



AGE OF CREATIVITY

CONTENTS



INTRODUCTION

This document is more than an evaluation of the last three years: responding to Covid-19, equality, diversity and inclusion issues, and place-based leadership, has taken the Creative Team at Age UK Oxfordshire on quite a journey. We want to share our highlights, key reflections, and our ambitions for the future.

This report is a mixture of data, weblinks and headline projects, nestled amongst blog extracts, consultation findings and pictorial models that seek to conceptualise complex layers of delivery and our Theory of Change. We have connected with too many people to thank during the last three years and have learned so much that we need to take forward, but these four quotes have stuck with us and created the bedrock of our work for the future. We hope you can see why:

“
 People talk about equality in a bubble. Pop the bubble. Perhaps there aren't any barriers to your dance group, maybe I just don't want to do it. I hate bingo too.
 Stop looking for a way to get me to do your group and ask me what I want to do.
 – Older Person

“We have evolved, and continue to evolve, as a team and a mission, driven by the continued urgency of working creatively with and for older people.”

“You've had me in tears for all the right reasons. I genuinely didn't know that such simple ways of being creative could bring people back to life like that. Everyone needs to know this, especially now.”

– Local Age UK

“We love these kinds of projects, but we need to go beyond projects in one place and focus on the learning. If we all had access to the learning, then we could take it anywhere and more amazing work would mushroom everywhere.”

– Strategic Partner

“What we need is a new way of capturing change, not just individual change but how the world has changed in this creative ageing field. We need stories, but we also need to understand the story ourselves.”

– Academic

OUR TEAM

Age UK Oxfordshire believes in the intrinsic value of creativity and culture, and we know that the associated benefits of participation can be more profound as we age, recognising that stark inequalities exist for older people taking part across the county, and the rest of the country. We are dedicated to increasing older people's equity and access to creativity locally and nationally.



Farrell Renowden,
Head of Cultural Partnerships

focused on national delivery, working with strategic partners on scalable projects, action research and leading change across the Age UK family. Farrell is the newly appointed Equality, Diversity and Inclusion Champion for Age England Association and recently completed a PGCert Place-Based Management and Leadership course at Manchester Metropolitan University/Institute of Place Management.



Helen Fountain,
Age Friendly Creative Coordinator

(P/T) Focused on grassroots delivery, working with strategic partners across Oxfordshire and sharing the learning nationally. Helen is a regional Culture, Health and Wellbeing Alliance Champion for Museums and a Dementia Friendly Champion with over 15 years experience in the field.



Tei Williams,
Age of Creativity Assistant (freelance), supports

communication platforms between our cross-sector networks including our annual Age of Creativity Festival, celebrating older audiences, participants, volunteers and artists across England each May. Tei has been in the field of Arts Marketing for over 20 years and leads marketing campaigns locally.

OUR DELIVERY

The term 'Creative Ageing' is a 'wicked problem' because the term 'creative' is subjective and the term 'ageing' spans every individual, with their own interpretation of what this means. We know that creativity can support improved wellbeing, but this is not a homogenous experience; what is deemed creative and improves wellbeing for one person will not work for all. In short, the complex, interconnected nature of 'Creative Ageing' requires a non-traditional approach to delivery, and evaluation of impact, acknowledging that we will not, and cannot meet the needs and aspirations of all the people, all the time.

For the last 5 years, we have increased the supply of high-quality creative opportunities and the number of people who have access to them by leading, influencing, campaigning, training, advocating and supporting partnerships at local and national level. This can be categorised into three themes: Grassroots Delivery, Organisational Change and Sectorial Innovation. Our approach is bottom-up, top-down, middle-out. Our seven networks (and growing) give us the depth and breadth to understand the sector and our local delivery allows us to test and learn from the front-line, leading by example.

"Wicked problems are difficult to define and inherently unsolvable; there is no right or wrong result, only better or worse outcomes."

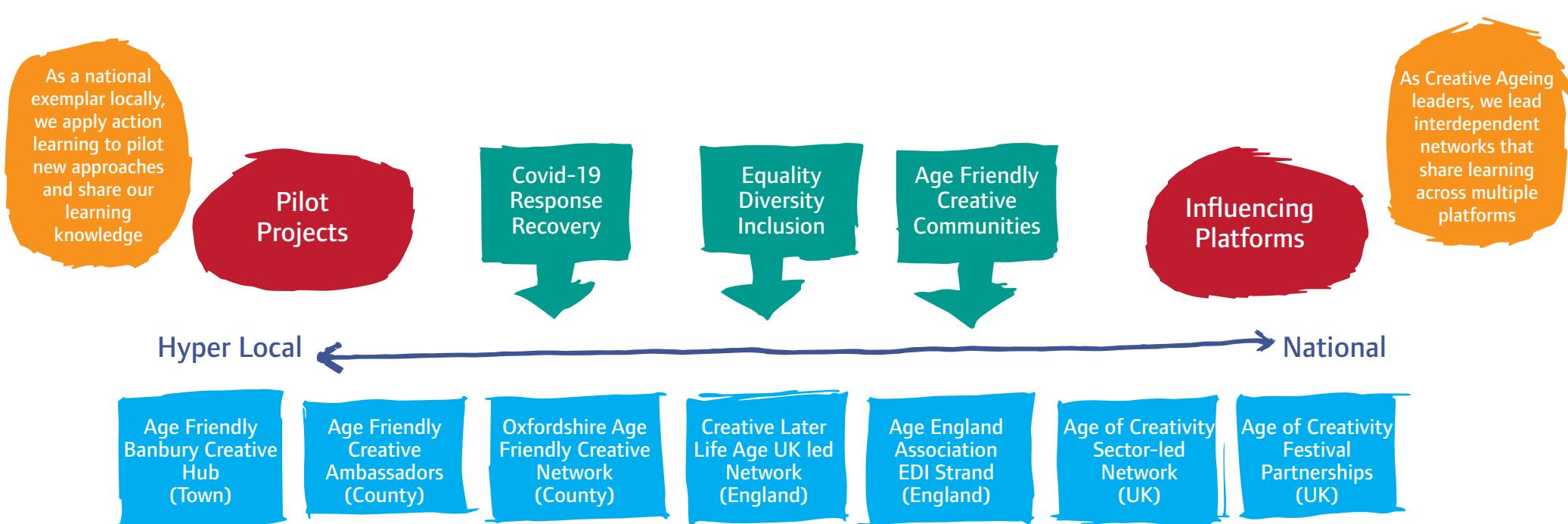
NESTED PLACE-BASED LEADERSHIP

OUR APPROACH

We pilot projects locally, then share our learning nationally; we learn from national developments and apply the learning locally- we understand the national context because we deliver creativity with, for and by older people locally and this depth of understanding is key to our wider influencing, campaigning, training, advocating and support. This 'middle out' approach to partnership working gives us first-hand experience of the impact of Covid-19, transformations in Equality, Diversity and Inclusion agendas and the World Health organisation's Age Friendly Communities programme.

Our circles of influence overlap, as do our circles of learning, and inform the interdependent networks we lead:

"We are a small, agile team with big ambitions and even bigger networks. Partnerships are what we do and who we are."



PART 1: THE STORY SO FAR - GRASSROOTS DELIVERY

LOCAL TRANSFORMATIONS

Age UK Oxfordshire (AUKO) is a national exemplar in creative delivery. During the pandemic, AUKO's Creative Team was recognised as a front-line service across the organisation, as well as wider partners in health, care and community roles. We supported more than 250 local partners who were working hard to support older people, with advice and creative inspiration for those struggling in lockdown. We also led pilot projects that pave the way for more ambitious delivery in the future- and we worked in partnership with older people to achieve it all.

2019

The Age of Creativity Festival in Banbury saw more than 1500 older people engage in creativity and 110 took part in creative activities Bicester Festival Age Friendly Creative Pop Up.

The Oxfordshire Age Friendly Cultural Network was established with over 200 members and 6 local cross-sector partnership events.

2020

More than 100 older people who do not currently take part in creative activities locally took part in a Creative Consultation (details on page 6).

1000 Creative Care Packs were distributed to older people identified as high risk of isolation during the pandemic through extensive local networks.

2021

Older people co-designed '**Framing Oxford**', a heritage project with local partners, using a blended approach of online and offline participation. [See it here](#)

8 participants from this project have established a 'Creative Advisors Group', increasing representation of older people who experience inequality.

For more information about our local work visit:

www.ageuk.org.uk/oxfordshire/our-services/the-oxfordshire-age-friendly-creative-network-oafcn

"When you sow so many seeds, you'll see 1000 flowers bloom, but the fruit may not bear immediately."



“ I would like to thank AUKO for including me in the project for Cowley History. Having been born and brought up [here] it was wonderful to share photographs and memories with such a lovely group.

– Participant

PART 1: THE STORY SO FAR - GRASSROOTS DELIVERY

AUKO CREATIVE CONSULTATION 2020

There is a lot of data about older people who take part in creative activities, but in 2019, the Creative Team conducted a creative consultation with older people who were *not* already regularly engaged in the cultural offer in Oxfordshire. Most of the participants were female, just over half lived alone and most were aged 75+ yrs. The consultation was delivered in person, via focus groups in community settings, using creative activities to generate discussion and the report was completed in 2020, just before the first Covid-19 lockdown in England.

The TOP 5 activities that participants were currently engaged with were:

- 1 Reading for pleasure
- 2 Visiting historic parks or gardens
- 3 Visiting a museum
- 4 Attending films
- 5 Visiting towns or cities with historic character

The TOP 5 barriers to attending were:

- 1 I don't want to go out after dark
- 2 No transport of my own
- 3 I have health concerns
- 4 I don't want to go out on my own
- 5 I don't know what is on offer

The TOP 5 activities that participants were NOT currently engaged with but would be of interest were:

- 1 Using a computer to create original art
- 2 Taking part in local history research and being a member a book club
- 3 Writing stories, plays or poetry
- 4 Attending events connected to books and literature/heritage
- 5 Visiting creative and cultural groups and venues locally

"I wasn't aware there was an age friendly arts and cultural group in Oxford, so I need to explore more!"



PART 1: THE STORY SO FAR – GRASSROOTS DELIVERY

AGE UK RESEARCH: CREATIVE AND CULTURAL ACTIVITIES AND WELLBEING IN LATER LIFE

Our local Creative Consultation mirrors many of the findings identified by national Age UK research. The Index of Wellbeing on Later Life which used the hugely comprehensive 'Understanding Society' data set and revealed that Creative and Cultural participation was the single factor that contributed most significantly to wellbeing, out of 40 different determinants. The 'Creative and Cultural Activities and Wellbeing in Later Life' report, developed in partnership with Age UK Oxfordshire, delved deeper into the data and reflected:

Older people's barriers to creative and cultural participation were:	
1	Transport
2	Health
3	Being a carer
4	Having friends
5	Urban/Rural living
6	Wealth

Those experiencing the bottom 20% and top 20% of wellbeing ranked the following activities:		
	BOTTOM 20%	TOP 20%
Read for pleasure (not newspapers, magazines or comics)	1	1
Used a public library service	2	11
Visited a city or town with historic character	3	2
Textile crafts, wood crafts or crafts such as embroidery or knitting	4	15
Attended a play/drama, pantomime or musical	5	6
Visited a museum	6	4
Visited a historic park or garden open to the public	7	5
Film at a cinema or other venue	8	8
Visited a historic place of worship (not to worship)	9	9
Visited a monument such as a castle, fort or ruin	10	7
Visited a historic building open to the public (non-religious)	11	3
Exhibition or collection of art, photography, sculpture or craft	12	10

"What is clear here, is that creative and cultural participation is not just a matter of money."



Creative and Cultural Activities and Wellbeing in Later Life

To read the full report:

www.ageuk.org.uk/bp-assets/globalassets/oxfordshire/original-blocks/about-us/age-uk-report--creative-and-cultural-activities-and-wellbeing-in-later-life-april-2018.pdf

PART 1: THE STORY SO FAR - ORGANISATIONAL CHANGE

AGE UK TRANSFORMATIONS

Age UK Oxfordshire (AUKO) established the Creative Later life network, which supports more than 60 local Age UKs across England, to develop their creative and cultural offer. AUKO's Creative Team share their experience of place-based creative development and respond to the ongoing needs of the network through tailored training and resources.

As the Age England Association's new Equality, Diversity and Inclusion Champion, the role of the team has now extended beyond the Creative Later Life network to using creative approaches to making grassroots delivery even more accessible and representative of older people from diverse communities.

2019

Building on Creative and Cultural Participation research, we published an 'Inspiration Pack for partnerships between Age and cultural Sector.'

We commissioned 64 Million Artists to work with 3 local Age UKs and develop the '31 Creative Challenge Pack' with/for/by older people.

2020

At the beginning of the pandemic, we relaunched the Creative Later Life Network to specifically support local Age UKs through the lockdown period.

We established the 'Age Friendly Non-Digital Creative Working Group' to share knowledge and resources for postal/phone/blended creative delivery.

2021

We performed a 'Consultation on Creativity' with local Age UKs in January to explore the longer-term needs of partners in crisis (outcomes on page 9).

As a result, we delivered intensive Creative Ageing Training sessions throughout May and established a new Creative Later Life webpage in June.

For more information about the Age of Creativity Festival visit: <https://festival.ageofcreativity.co.uk>

"Don't under-estimate what you've accomplished here, much of what you've achieved has never been achieved before."

AGE OF CREATIVITY FESTIVAL 2021

Age UK research shows that creativity can have a big impact on your wellbeing. Get involved!



For more information about Age UK research into Creative and Cultural participation visit: <https://bit.ly/3ba1kG>

Enjoy a CREATIVE Later Life. Visit <https://festival.ageofcreativity.co.uk> or call your local Age UK today!

I should be on leave. There is no other meeting I would come in for. I never thought I'd say it, but creativity is the answer to a lot of my issues at work. It gives me hope.

– Local Age UK, February 2021

PART 1: THE STORY SO FAR - ORGANISATIONAL CHANGE

CREATIVE LATER LIFE CONSULTATION OF LOCAL AGE UKS

In January 2021, the Creative Team lead a consultation with local Age UKs across England. The consultation was completed by 10 local Age UKs across England (1 Wales) through a mixed method of zoom meetings and follow-up emails. Feedback was also gathered informally from a wider pool of contributors throughout 2020. The focus of the consultation was to reflect where local Age UKs are 'right now' in terms of creative delivery and what support was required for the future.

KEY FINDINGS:

- Most local AUKs have a modest offer, dramatically compromised by Covid-19. **Many local AUKs** have struggled to adapt their delivery and most rely on volunteers who are no longer available.
- Few local AUKs have a lead for creative projects, but **most have an appetite** to develop their role and include more creativity in their work. Those with capacity lack the confidence to make connections locally with competing priorities.
- All respondents agreed that creativity had become **more important since the pandemic began**, for older people and the staff across the charity.
- All contributors reflected that **training and support** would be the key to increasing creative delivery locally and asked for tailored training alongside case studies and peer learning.
- Few respondents had a specific project in mind to fundraise for and most were keen to **get inspiration from other local AUKs**.
- All of the partners involved would be **keen to engage** in a creative project, but all of the partners would require support in order to take part i.e. funding for their time and support to coordinate.

KEY REFLECTIONS:

- Partners need **intensive support and practical advice**, as well as suitable resources, training and funding opportunities in order to develop their creative and cultural offer locally.
- In many ways, the barriers that prevent local AUKs from engaging with creativity reflect what we know about the barriers that prevent older people from engaging: **trust, confidence, feeling they are 'not creative'**, knowing where to find opportunities, not knowing where to start ...and Covid-19.
- Local Age UKs need more than funding to create a local offer that meets the needs and aspirations of their local population, and they need more than standard training to meet the needs and aspirations of the staff currently in place locally. A more **progressive and intense approach** is needed if development is to meet local demand as we emerge from Covid-19.

To read the full consultation, contact:
farrellrenowden@ageukoxfordshire.org.uk

"In many ways, the barriers that prevent local Age UKs from engaging with creativity mirror the barriers that prevent older people from engaging."

CREATIVE CRUNCH TRAINING SESSIONS

October 2020 topics:

Postal Projects

Phone Projects

Dementia in Lockdown

Evaluating in Crisis

75% reported these sessions were useful in their immediate day job.

PART 1: THE STORY SO FAR - ORGANISATIONAL CHANGE

AGEING RESEARCH DURING THE COVID-19 PANDEMIC

It isn't hard to see why local Age UK's, and the Age Sector more widely, are feeling ever increasing pressure and are seeking innovative ways of meeting increased need in very uncertain times:

AGE UK RESEARCH: THE IMPACT OF COVID-19 ON OLDER PEOPLE



According to our research, as many as a third of all older people really are struggling and given the reluctance of this age group to admit their difficulties and ask for help we suspect that in reality the numbers affected are considerably higher – running into millions without doubt.

Fear of the virus, loss of mental and physical capacity, loneliness and isolation, and an inability to grieve as normal for those they have lost add up to a potential public health emergency affecting many older people.

Caroline Abrahams, Age UK's Charity Director



"The current crisis has highlighted more than ever the inequalities in how we age."

25% of people over 70 are unsure when their lives will return to normal

31% think it will take over a year for their lives to return to normal

9% don't think their lives will ever return to normal

HEADLINES FROM THE STATE OF AGEING 2020, BY THE CENTRE FOR AGEING BETTER, REFLECT:

- "COVID-19 has laid bare the urgency of improving the state of ageing.
- The current crisis has highlighted more than ever the inequalities in how we age.
- Even before the pandemic, progress on improving life expectancy was stalling – and disability-free life expectancy was going backwards.
- The current crisis has galvanised public and political support for change [...] to make the most of this moment we need bold, optimistic leadership."

Age UK Research: www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/health--wellbeing/the-impact-of-covid-19-on-older-people_age-uk.pdf

Centre For Ageing Better Research: The-State-of-Ageing-2020.pdf (ageing-better.org.uk)

In April and May 2020 Covid-19 was responsible for **54%** of deaths among black people and **49%** of deaths among Asian people, compared to **44%** of deaths among white people.

PART 1: THE STORY SO FAR – SECTORIAL INNOVATION

NATIONAL DEVELOPMENTS

The 'Creative Ageing' Sector is a self-defined term for those working in the field of creativity for/ with/ by older people and the Age of Creativity is a platform for this emerging sector to connect. Most members have cross-sector roles and faced enormous challenges during the pandemic. The Age of Creativity was able to support members facing crisis through training, support, resources, signposting, advice.

Our annual Festival provided a focal point for joint working and a platform for older people with additional support needs to find new opportunities when they needed them most. We regularly contribute to consultations and academic projects on behalf of the network.

2019

Between 2018/9 we received Celebrating Age funding for the Age of Creativity Festival in partnership with Get Creative. With 791 events and 19,000 website views we also delivered training and development on scale. Our headline conference included older people commissioned as 'Creative Provocateurs' to raise critical issues around Equality, Diversity and Inclusion.

2020

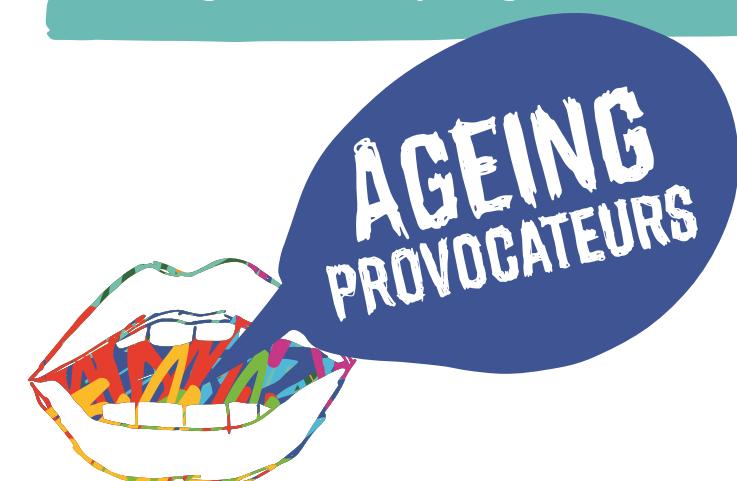
The annual festival instead became a 'Creative Snapshot' of the Sector (page 10) and a series of 'Creative Crunch' lunchtime sessions to support the sector.

2021

May 2021 was in lockdown and our Age of Creativity website was reimagined to include 'Online' and 'Offline' sections, focused specifically on older people with additional support needs. The website is now home to year-round, tailored creative content and we are working hard to evolve the platform to meet this new demand.

For more information about the Age of Creativity network visit: www.ageofcreativity.co.uk

"Fantastic session today, many thanks for organising and hosting. Please add me to the waiting list for everything."



“The conference was the most refreshing and productive I have been to. Not only were the provocations life-enhancing and truly provocative, but the format allowed space and time for really useful discussion.
– Delegate 2019

PART 1: THE STORY SO FAR – SECTORIAL INNOVATION

BLOG EXTRACT

CREATING THE VOID: COLLECTIVE CHANGE IN SHARED ISOLATION

Farrell Renowden is Head of Cultural Partnerships at Age UK Oxfordshire, Age of Creativity Director, Equality Diversity Inclusion Champion at Age England Association and one of the 'Connecting through Culture' project's expert advisors. As part of this project, a blog was produced by Karen Gray, discussing what Covid-19 has taught us about digital or 'blended' approaches to arts and cultural participation involving older people.

HOW WOULD YOU CHARACTERISE THE 'SHIFT TO DIGITAL' DURING THE PANDEMIC? AND HAS THERE BEEN A TIMELINE FOR THIS?

It's gone in stages. There was that period of everybody getting online, but there wasn't enough understanding around people who aren't online. That was when I set up a 'non-digital' working group, to work in ways that weren't digital, given the urgent needs of older people and the uncertainty over the lockdown. Lots of organisations developed physical creative packs, some going out with essential care packages. Producing our own pack, we spent time reflecting on whether these responses were an effective one-off or evolving into a new approach to delivery.

Over the summer it felt like things began to change again. The Black Lives Matter protests really challenged people to think again about inclusion. By autumn we had moved to 'blended' approaches - that sweet spot between online and offline that meets people 'where they are at right now'. As a non-digital working group, we were evolving

into this space, but still uncertain about delivery on multiple platforms, or what it would mean for participants and practitioners.

And now it feels we're in for yet another shift. Online seems to have evolved dramatically and the sophistication of the offer is astounding in such a short period of time. But this has come at a cost. Freelancers have had to shift their practice with little support or training. Larger organisations have more digital cultural content which seems to be being monetised. While this may be a necessity for the survival of the sector, it means we may have another set of barriers in terms of equity of access to culture. Organisations are also shifting back towards in-person work again. For some older people who never made the transition to digital, this is a welcome relief, but confidence across older populations to take part in face-to-face activity is low. And there is still lots to unpick about the odd middle-ground blended space. Through it all, culture never stopped, it's just been happening in different ways – and continues to do so.

"Through it all, culture never stopped, it's just been happening in different ways – and continues to do so."



PART 1: THE STORY SO FAR – SECTORIAL INNOVATION

CULTURE, HEALTH AND WELLBEING RESPONSES TO THE COVID-19 PANDEMIC

We support many research projects and consultations by encouraging members of our networks to share their thoughts and practice. During the pandemic, two key reports were compiled by key partners and provide further reflections on those who work in 'Creative Ageing':

CULTURE HEALTH AND WELLBEING ALLIANCE REPORT



The pandemic has revealed and exacerbated existing health inequalities around the UK. Loneliness – already understood as a health crisis in the UK – has been worsened for those already experiencing it. Despite this bleak picture, much socially engaged creative and cultural work has carried on through every lockdown. Museums, galleries, community arts organisations and freelance creative practitioners have turned their focus toward their most vulnerable neighbours, working to ensure people stay connected and that their resources are put at the disposal of the communities around them. They have worked to combat loneliness and isolation, and to build connections and community, confidence and skills.

Culture, Health and Wellbeing Report 2021



THE BARING FOUNDATION KEY WORKERS REPORT

Key Statistics from The Baring Foundation's 'Key Worker' Report found Creative Ageing organisations:

80% only delivered face to face pre pandemic, 10% remote

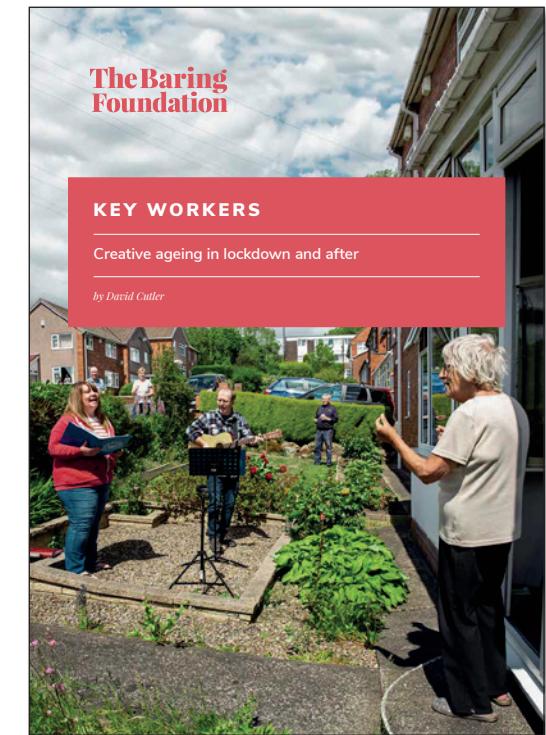
87% will continue with some remote delivery post pandemic

54% had maintained or increased their participant numbers

90% artists had to learn new skills

Over **90%** of all those consulted said they were more concerned about their finances, their staff's wellbeing and the wellbeing of their participants as a result of Covid-19.

"Socially engaged creative and cultural work has carried on through every lockdown."



PART 2: THE FUTURE – OUR THEORY OF CHANGE

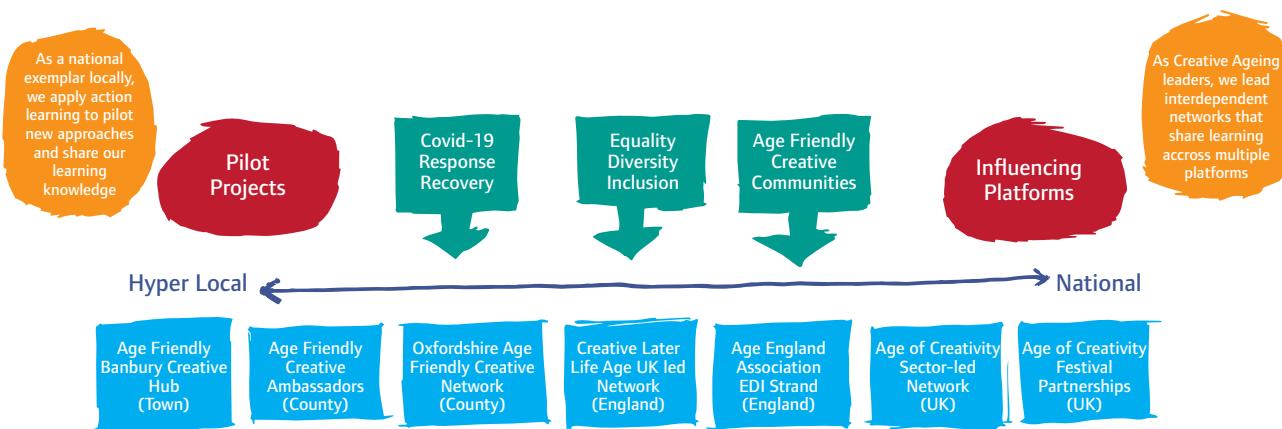


REFLECTIONS BEYOND 2021

The last 3 years has been a challenging but productive period; we already understood the value of our networks and partnerships, but we did not realise just how critical they would be in supporting older people, communities and the Age and Cultural sectors during the most difficult times.

But there are many challenges ahead. Using our nested place-based leadership model, we will continue to be 'Bold, Optimistic Leaders', Key Workers', and Equality, Diversity and Inclusion Champions through Grassroots Delivery, Organisational Change and Sectorial Innovation.

"Encouraging everyone to steal the best ideas and make them their own."



OUR VISION FOR THE FUTURE IS SIMPLE:

We want Older People across England to have agency and equity of access to creativity and culture by 2025, using the Covid-19 recovery period to achieve this.

OUR PRIORITIES FOR CREATIVE LATER LIFE 2021-2025

NEED

Respond to the needs of older people who experience inequality and low wellbeing with creativity and culture
This means going beyond current delivery and co-devising new strategic responses to 'wicked problems'.

AIM

Older people across England have agency and equity of access to creativity and culture by 2025
This means older people have fair access to/command over creative and cultural opportunities

OUTCOMES:

GOAL 1 Older people lead the Creative Ageing movement

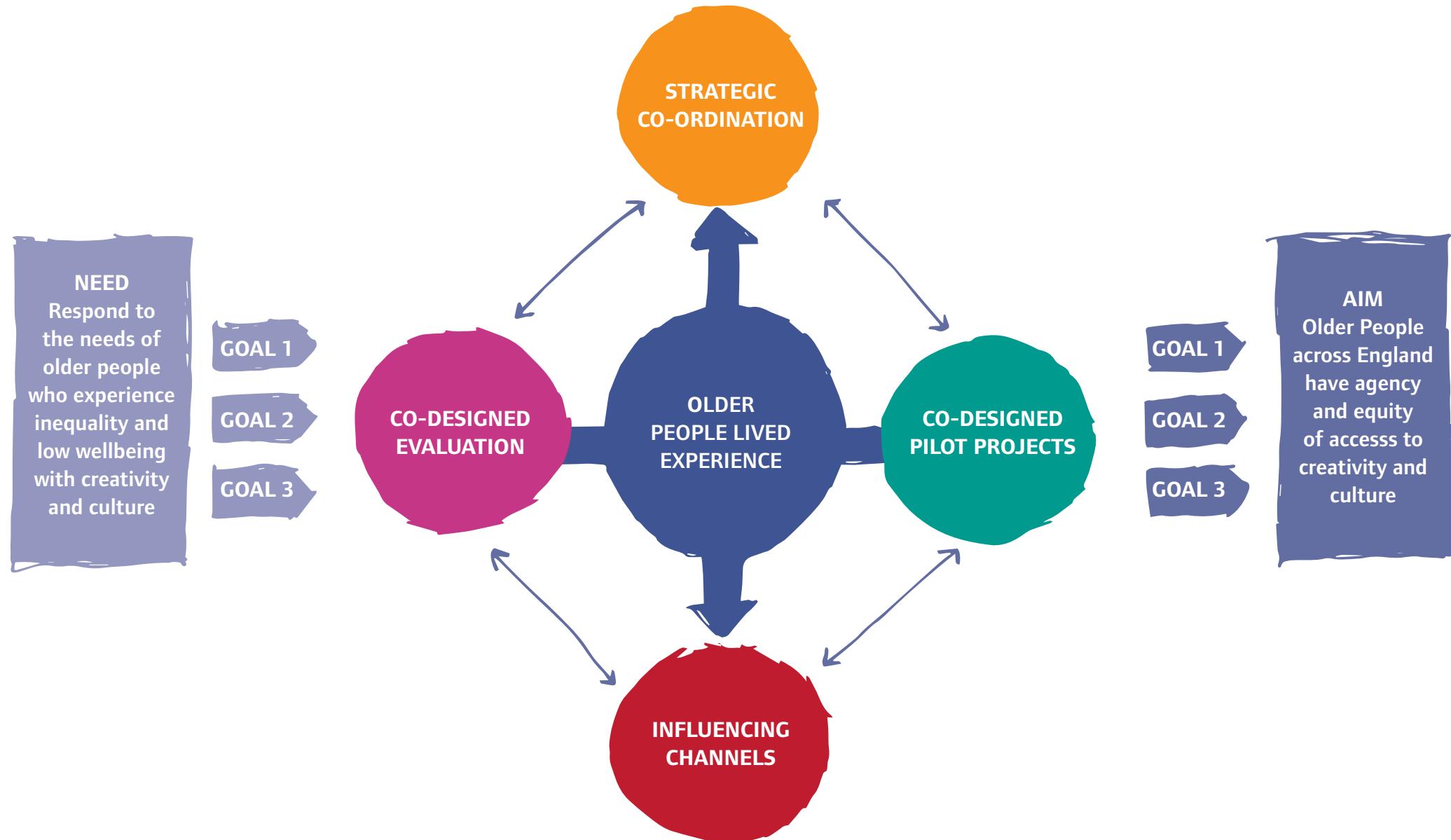
GOAL 2 Creative Ageing is mainstreamed across Age and Cultural Sectors

GOAL 3 Tailored Creative Ageing programmes meet specialist needs

OUTPUTS:

Increased Grassroots Development, Organisational Change, Sectorial Innovations
Through Action Learning, Co-Design and Strategic Influencing

CREATIVE LATER LIFE 2021-25 THEORY OF CHANGE MODEL



CREATIVE LATER LIFE 2021-25 DEVELOPMENTS

GOALS

If creativity with, for and by older people was mainstream across the cultural sector, embedded across the Age Sector, and specialist needs were catered for where appropriate then we would achieve equity of access. If older people were leading this movement, then we would achieve agency.

OLDER PEOPLE WITH LIVED EXPERIENCE

‘Nothing About Us Without Us’. Building on our Age Friendly Creative Advisors group, we will use action learning to deliver: projects, influencing, evaluation.

CO-DESIGNED PILOT PROJECTS

Using the evidence base and action research, we will co-design 3 flagship pilot projects that respond to hyper local needs, with the ability to scale nationally:

- **Libraries** for those who experience the lowest levels of wellbeing and enjoy ‘reading for pleasure’ and ‘accessing public libraries’.
- **Heritage** for diverse individuals who enjoy ‘visiting historic parks or gardens’ and ‘visiting towns or cities with historic character’.
- **Carers** for those who experience ‘additional barriers’ to creativity and lower wellbeing due to an unpaid caring role.

“People talk about equality in a bubble. Pop the bubble. Perhaps there aren’t any barriers to your dance group, maybe I just don’t want to do it. I hate bingo too. Stop looking for a way to get me to do your group and ask me what I want to do.”

– Older person

“We love these kinds of projects, but we need to go beyond projects in one place and focus on the learning. If we all had access to the learning, then we could take it anywhere and more amazing work would pop up everywhere.”

– Strategic Partner

PART 2: THE FUTURE – OUR THEORY OF CHANGE

INFLUENCING CHANNELS

- **Champions** connect with other networks of diverse older people across England to progress campaigns and amplify voices.
- **Networks** strengthen the infrastructure of each existing network and streamlining communication to maximise impact.
- **Celebrations** develop a calendar of key moments throughout the year to celebrate creativity with/ for/ by older people and challenge ageism.
- **Resources** rationalise existing material and co-produce new interactive resources to meet the needs of evolving sectors.
- **Training** deliver dynamic and responsive opportunities for peer to peer learning across multiple stakeholders.

STRATEGIC COORDINATION

Working with other strategic cross-sector organisations to drive action learning into action leadership at hyper-local, regional and national level, increasing recognition of grassroots developments, stimulating organisational change, magnifying sectorial innovations.

CO-DESIGNED EVALUATION

The Wicked Problems Agency, Supersum, will deliver a co-designed evaluation, integrated within project delivery from the start, and responsive to project developments as they emerge in real-time. Its focus will be on understanding the programme model, its mechanisms, processes and outcomes, with a view to future implementation at scale. It will employ flexible, creative and multi-disciplinary methods to capture the outcomes and impacts that are of value to the older people taking part. We will seek to disseminate our learning in ways that are of value to everyone involved and connect the project to other research projects already taking place during this period. <https://supersum.works>

“What we need is a new way of capturing change; not just individual change but how the world has changed in this creative ageing field. We need stories, but we also need to understand the story ourselves.”

– Academic

“You’ve had me in tears for all the right reasons. I genuinely didn’t know that such simple ways of being creative could bring people back to life. Everyone needs to know this, especially now.”

– Local Age UK



CREATIVE LATER LIFE 2019-25

We want to acknowledge all of the funders, supporters, partners and champions who have been part of this journey so far. The Esmee Fairbairn Foundation has generously supported our strategic development and enabled us to attract further funding and in-kind support from so many different sources. We also recognise that many of our partnership projects have gone on to attract significant funding to continue delivery and our training has inspired so many colleagues to begin their own creative path with, for and by older people; this impact is often hard to quantify but its impossible to ignore.

Thank you:



Supported using public funding by
**ARTS COUNCIL
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**The Baring
Foundation**

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