

COMMUNITY & CREATIVITY

The Holburne Engagement Report 2024-5



A NEW YEAR OF CREATIVITY

A new year of creativity with a new name!



Reflecting on our previous year's work you will note the change in programme name, now to 'Community & Creativity'. The intention behind this new name is to better encompass the range of older adults we are reaching through this engagement work, lots with a diagnosis of dementia and residing in local care homes but also others with the same or similar diagnosis finding us through supported community organisations or groups.

Setting out in 2023 we had prioritized working with older adults in local care homes and community groups who were not able to visit the museum. Whilst these participants remain our priority in this programme, it became clear that there was a number of local older adults who were physically able and interested in visiting the museum, but who face barriers to visiting such as lack of confidence and travel support. By working closely with community partners we have provided a dual engagement offer, going out to care homes or community groups that cannot visit us, but also hosting some workshops at the museum for those who felt they could attend with support of an organisation.

Working from November 2024 onwards, our project aims largely remained the same but with adjustment to reflect our widening range of participants.

PROJECT AIMS

What did we want to achieve?

- Engage older B&NES adults with The Holburne Museum's collection and exhibition programme through meaningful experiences and creative activities. The project has a particular focus on engaging older adults who experience barriers when accessing creativity or culture. This could be due to living with a dementia diagnosis or other condition.
- Create a safe, friendly and inclusive environment that participants feel comfortable to join and participate in, both at the museum and in community settings.
- Provide participants with opportunities to meet and connect with others, share ideas and learn new things.
- Develop and deliver considered and inspiring arts based activities that allow participants to engage with the processes and materials on offer, no matter what previous creative experience they have.
- Offer participants opportunities to engage with the stories presented through sensory experience using handling objects, sounds and smells.
- Provide an overall enriching and enjoyable experience that participants can reflect on positively, offering a meaningful and uniquely 'Holburne' addition to each home or organisations activities programme.
- Further develop and maintain strong, positive working relationships with residential care homes in B&NES, particularly those in areas of noted deprivation in the city. Similarly, welcome local community organisations that support older adults living with a condition to visit the museum who wouldn't otherwise.



PARTNERSHIP WORKING

*We built close relationships with 7
local organisations*



We've taken The Holburne to:

Stratton House Care Home

Culverhayes Care Home

Cleeve Court Care Home

BEMSCA

Bath Ethnic Minority Senior Citizen Association at Fairfield House.

We've welcomed to The Holburne:

Remind, Bath

*Research and treatment centre, supporting people with dementia
and other conditions of older age, their families and carers.*

Deafplus, Bath

Charity supporting people living with sight or hearing loss.

Headway, Bath

*Charity supporting people who have suffered an acquired brain
injury.*

ACTIVITY

From November 2024-September 2025 we have...

- Delivered a **total of 20 workshops to 256 people** from local care homes and community groups.
- Invested in **training and professional development** for the museum's Learning Officer. This has included their attendance to Dementia Friendly Heritage Network and Dementia, Museums and Wellbeing Conferences.
- **Supported care home staff** through partnership working. Staff from each home were invited to museum private view events as well as a 'Wellbeing Morning' (November 2025). Organised especially for them, the morning aims to provide staff with much needed respite. Staff will enjoy a mindful Sound Bath, creative activity, leave with a ready made workshop kit to repeat creative activity with their residents, a tour of the museum exhibitions, concluding with a free lunch.
- Offered **creative practice development** for Learning staff, freelancers and volunteers who took part in a specialist printmaking session.
- Provided **clinical supervision** for Learning Officer to support their emotional well-being whilst delivering the programme, this supervision was delivered by a Clinical Psychologist from Avon and Wiltshire Mental Health Partnership NHS Trust.
- Continued to build and strengthen relationships with local **partner organisations**, widening participant access to activities.
- Embedded relationships with **committed volunteers** who support the programme, whilst providing opportunities for **younger volunteers and staff** to gain experience in supporting engagement activities.
- Invested in quality **handling objects and resources** to support workshops and provide sensory experience, including a digital tablet.
- **Promoted and advocated** for this programme through partnership organisations and taking part in National Day of Arts in Care Homes campaigns.

FEEDBACK

“I would like to express my gratitude for Anna and her team. Here at Culverhayes we are always happy to have the team come and bring our residents such joy and bring out there creative side. Words can not really describe how well your projects work here at our home.”

- **Culverhayes Care Home Staff**

“Today’s pottery session was absolutely amazing. The sensory elements, such as smelling and touching the rosemary, and the feel of the clay, really seemed to engage the residents on a deeper level. It was lovely to see how much they responded to that kind of hands-on experience.”

- **Activities Coordinator, Care Home**

“The Ho Ho Birds workshop was a successful, enriching experience for all who attended. It balanced cultural exploration, creative engagement, and social interaction within a safe and welcoming setting. The workshop's thoughtful design and facilitation encouraged participants to engage meaningfully with both the museum’s collection and their own creative potential.”

- **Remind Staff Member**

“Lots of fun and laughter within the group. Everyone said they enjoyed the session! It was well presented and we were supplied with everything we needed.”

- **Activities Officer, Care Home**

Workshop participants were asked to complete the sentence ‘Today I have’...

“Been given a chance to do new things, it made me realise I could do more than I realised”

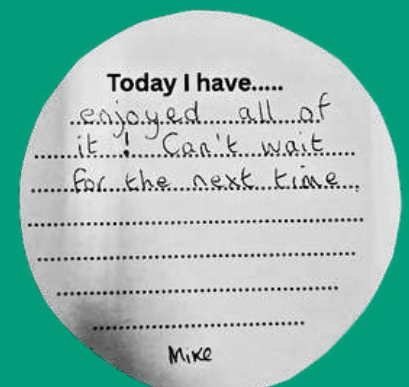
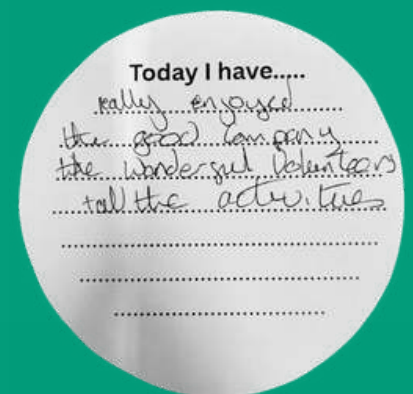
“Printed with foam templates. Very messy but very effective results, an excellent activity”

“Enjoyed trying out a new craft - thank you”

“Thoroughly enjoyed everything, very friendly and helpful information and very pleasant staff. I liked learning about new things”

“...relaxed! Such fun and a release to do crafts!”

“Done printing for the first and got really messy but I loved it!”



WHAT NEXT?

Embed, create and share

If we were successful in securing matched funding for our 2025-26 programme, we would prioritise maintaining strong relationships with our partners, whilst developing our knowledge and skills to deliver high quality, engaging creative activities.

In 2025- 26 we would:-

- Maintain strong relationships with homes and community organisations to **deliver 22 creative workshops** across the year
- Collaborate with one of the museum's partner primary schools and care homes to deliver a **cross generational creative workshop**
- Provide an annual **'Carers' Wellbeing Morning'** to strengthen relationships and support wider care home community, not just residents
- Invest in **further training and networking opportunities** for programme staff and volunteers, including creative practice development
- Invest in **consultant support** to consider how activity feedback is collected from participants and reviewed
- Continue to provide 3 **clinical supervision** sessions for Learning Officer across the year
- **Further advocate** for this work through community partners, taking part in Art in Care Homes week as well as writing a blog to publish on The Holburne's website

Anna-Louise Highley, Learning & Engagement Officer
October 2025

