

LIVE WELL



FOREWORD



Iain Watson, Director,
Tyne & Wear Archives &
Museums

At Tyne & Wear Archives & Museums (TWAM) we believe that working with archives and museums can benefit everyone. Whether it's about learning, creativity, or just having a pleasant time with friends we welcome you to our venues. We realise however that some people might still not feel confident visiting museums and galleries. The Live Well project has been one important way of addressing this.

The focus of Live Well has been social and to encourage participants to learn new knowledge and skills and to make new friendships based around their joint exploration of museums. Feedback from the project has shown how much people benefited from this programme. We are now working with a network of six North East museums to share the learning outcomes and support them in developing similar programmes.

At TWAM we are convinced that museums have a major role to play in helping individuals and communities to improve their health and wellbeing. Live Well has shown how creative projects can support older people in our community.



Baroness Joyce Quin, Chair
of the Strategic Board,
Tyne & Wear Archives &
Museums

Whilst some people are introduced to museums as children by parents, carers or schools, this is not the case for everyone. I am delighted that the National Lottery Community Fund has supported TWAM and NMNI in developing new ways of working with older people and introducing them to the opportunities which museums can provide. Many older people experience social isolation and loneliness and our museums provide great opportunities for social engagement.

TWAM has learned a great deal from working on this project and I am delighted that we are now able to share our skills with others as well as building our experience into future outreach programmes.

INTRODUCTION

Live Well was a three-year partnership (2016-2019) between Tyne & Wear Archives & Museums (TWAM) and National Museums Northern Ireland (NMNI) supported by the National Lottery Community Fund.

Live Well worked across Tyneside offering learning opportunities for older adults (50+) who did not engage with museum services. Reasons for not engaging included early stage dementia, social isolation, loneliness, mental and/or physical health issues, caring for others, as well as not seeing museums and galleries as part of their everyday life.

The partnership explored the health and wellbeing benefits of engaging with museum and gallery services, being creative and the effect these opportunities had on participants, as well as the key workers who facilitated the groups.

Using the Five Ways to Wellbeing as a guideline, Live Well measured progress of participants over the period of engagement to explore how engaging with museum collections and creativity can improve confidence, skills, knowledge, sense of place, respect and friendship.

Live Well was divided into two phases. Phase one took place over the first two years and involved the delivery of creative sessions with Tyneside-based older people's groups. Phase two took place in the final year and involved disseminating the findings of phase one to six Northern museums and to key workers and group leaders who work with older people, with the aim of creating a legacy.

FIVE WAYS TO WELLBEING

Live Well used the Five Ways to Wellbeing to measure and track progression of participants health and wellbeing. This was collated via written evaluations, participant and workers' comments and observations.

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| CONNECT | Building connections to your community, people and surroundings can enrich lives. Join a local creative or heritage group and meet new people. |
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| BE ACTIVE | Exercise and activity improves physical and mental wellbeing. Simple changes, such as walking to and around your local museum. Find an activity that you enjoy and make it a part of your life. |
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| TAKE NOTICE | Taking notice will help you appreciate what matters. Be more aware of the present moment, including your thoughts and feelings. When walking, take time to look up at the buildings. |
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| KEEP LEARNING | Learning new skills can give you a sense of achievement and a new confidence. Join a local creative or heritage group and learn new skills and knowledge. |
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| GIVE | Volunteering at your local community centre or museum, can improve your mental wellbeing and help you build new social networks. |
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LIVE WELL – PROJECT DELIVERY

Over two years, Live Well delivered creative and heritage sessions engaging with older people across Tyneside to measure the health and wellbeing benefits of culture.

This involved working in and with care and retirement homes, mental health and learning disability groups, NHS and carer groups, LGBTQ groups, minority organisations and national older people organisations amongst others.

The Live Well model was structured around six creative and museum-themed sessions, with at least one visit to a TWAM venue. Most sessions were based at a community venue convenient to the group and on a theme chosen by the participants. Activities included object handling sessions; creative workshops; heritage walks; physical activities; skills and knowledge sharing; exhibition tours; collection store tours; and talks by museum staff.

Ongoing engagement and understanding the barriers that stopped participants engaging with museum activities was integral to the programme.

Live Well supported participants, health and wellbeing through creativity, sharing skills and knowledge and encouraging independent engagement with museums and galleries.

It provided a range of positive new learning opportunities, instilling confidence in existing and new found abilities, and provided opportunities for individuals to learn and improve overall quality of life.





NEWCASTLE UPON TYNE

Live Well worked with older members of the Chinese community in Newcastle. The members were interested in healthy living and Roman history. Many members of the group were aware of the health benefits of staying active as they got older but wanted to combine the energetic activity with something historical and linked to North East culture.

Supported by the Live Well team, the group arranged a historical health walk to Vindolanda Roman Fort on Hadrian's Wall. They learned about historical Roman artefacts that linked to the collection at the Great North Museum: Hancock.



GATESHEAD

Southwood is retirement housing in the rural village of Rowlands Gill. The residents were interested in learning more about local history and at the same time brightening up their communal building. For the first three sessions they learnt about the local area, using object handling; old photographs; and telling each other stories.

They worked with a ceramicist to create a ceramic mural of different landmarks and stories associated with Rowlands Gill, which was installed on the side of the communal building. For the final session, the group visited Discovery Museum and had a tour of the textile store and a look around the exhibitions.



NORTH TYNESIDE

The Time Travellers are a group that have experience of living with dementia and are supported by Age UK North Tyneside.

The group looks at aspects of local history from cooking, fashion and leisure activities to 1950s high street shopping. Each session includes a group discussion and a 'making' activity based on handling objects from the museum collection.

This has included making mint sauce connected to the Roman herb garden at Segedunum Roman Fort and the historical kitchen appliances in the 'Homelife' Outreach handling collection box.



SOUTH TYNESIDE

Equal People Network is a group for people with learning disabilities run by Your Voice Counts.

The group were interested in learning about Monkton Hall as they were going to start meeting there. They looked into the history of the village and the hall using old maps and photographs; visited the hall, now an NHS building, and had a guided tour of Tyne & Wear Archives. They also visited The Word, South Shields Library and listened to a talk about the history of Prudhoe Hall when it was a hospital.

In the last session they worked with a photographer to create montages of themselves, which were turned into a short film and launched at The Word.

GROUP LEADERS' COMMENTS



To believe they can get out there. Go and visit places. Because a lot of them, you'll appreciate, haven't been on a minibus for a while, haven't been into the centre of Newcastle and certainly haven't been to a museum for a lifetime. So that's given them food for thought. It made them see it was possible, doable and they could do it with their family."

Community Programme Coordinator, North Shields Live at Home



So many things they were interested in. Many had been in Newcastle for 30 or 40 years but said they had no idea there was so much interesting material so close to them in the museums and galleries."

Secretary, Wah Hong Group



They started to tell other people to come to the sessions or other sessions that we run. When I left they were still talking about it sometimes twenty minutes later when you bumped into them on the street."

CPC Community Programme Coordinator, William Morris Sheltered Housing group



I know they enjoyed every session that was put in front of them. They looked at it with vigour, enthusiasm and just had a sparkle in their eyes knowing there would be something new. They most enjoyed sharing memories. Memories from times when they were in their working career, their married life, or bringing up their children. It just surpassed anything they thought they were going to be involved with."

Community Programme Coordinator, North Shields

PARTICIPANTS' COMMENTS



We kept on coming. That says it all. We choose to come because it is enjoyable and informative. This was a subject completely outside my comfort zone and not something I would normally do, but I stuck at it."

Engage Linskill



Live Well gave us a thirst for knowledge."

Gateshead Clubhouse



The course was a kind of a stepping stone to do more things. I've gone on to do a Creative Writing class and an Indian Cooking Class. I've done two terms-I was there last night. This time last year I wasn't leaving the house. Now I can express myself in the writing. Being in a group I used to get really anxious but now I can join groups. I think after doing Live Well now I'm totally different. Now I'm trying to do more things."

Moving Forward



Live Well has meant I have realised that bad things aren't going to happen every time I go out. That there's something there. You need to take the opportunity."

Moving Forward



Live Well saved my life. If I didn't join this I wouldn't be here now. My wife went into a care home with dementia. They couldn't get anybody any better than our Live Well worker."

North Shields Live at home



Over
6000

engagements with
older people.

Greater social cohesion within groups, with over **97%** reporting relationships and social interaction within their group has been strengthened.

Older people showed increased confidence, with **83%** reporting feeling more confident and proud of their achievements.



Older people demonstrated progression, with **74%** reporting taking a step forward in active engagement with Live Well or beyond it.



The Live Well project illustrates how Five Ways to Wellbeing provides a useful framework for museums' contribution to and enhancement of the wellbeing of older people through outreach work.

Older people built on existing knowledge and understanding with **98%** of older people reporting sharing their thoughts, experiences & knowledge with others.

The model of delivery is sufficiently flexible to engage older people with a wide range of needs and interests.

Older people engage in new learning with **96%** are actively engaged with new ideas, topics, skills or activities.



Greater social engagement beyond sessions with **89%** reporting talking about experiences outside sessions and sharing beyond the group.



Live Well has successfully reached out to and engaged with a wide range of older people.

The project has demonstrated how museums and their collections can provide a rich and varied basis for stimulating the engagement of older people.



Older people experienced positive impacts on wellbeing through active engagement.



The delivery model has demonstrated how museum outreach work can empower older people to become more culturally and intellectually engaged.

Older people became more socially connected to one another and the wider community.



Year	Groups	Sessions	Participants	Engagements
2016/17	29	242	391	2478
2017/18	60	345	734	3697
TOTAL	89	582	1125	6175

LIVE WELL – PROJECT DISSEMINATION

For the final year, Live Well focused on disseminating the knowledge that had been found during the delivery phase of the project. This involved working across Tyneside with care workers and with museums from across North East England through training sessions and collaborative working programmes.

Live Well targeted Tyneside-based older people organisations to deliver a series of training sessions. They presented the outcomes from the delivery of Live Well and provided workers with information, knowledge and materials on how to confidently and independently access TWAM services and lead creative museum sessions.

Live Well also worked on a professional development programme with six regional accredited museums to train staff in leading Live Well sessions.

This provided them with the knowledge and equipment to support older people in engaging with their venues and for the legacy of Live Well to develop beyond TWAM's venues.

This year looked at TWAM's long-term strategy of working with older people beyond the project. Live Well promoted older people's inclusion and independence within their communities; promoted the health and wellbeing benefits of cultural services; and connected the museum and health and wellbeing sectors to start to develop a long-term regional cultural health and wellbeing strategy.



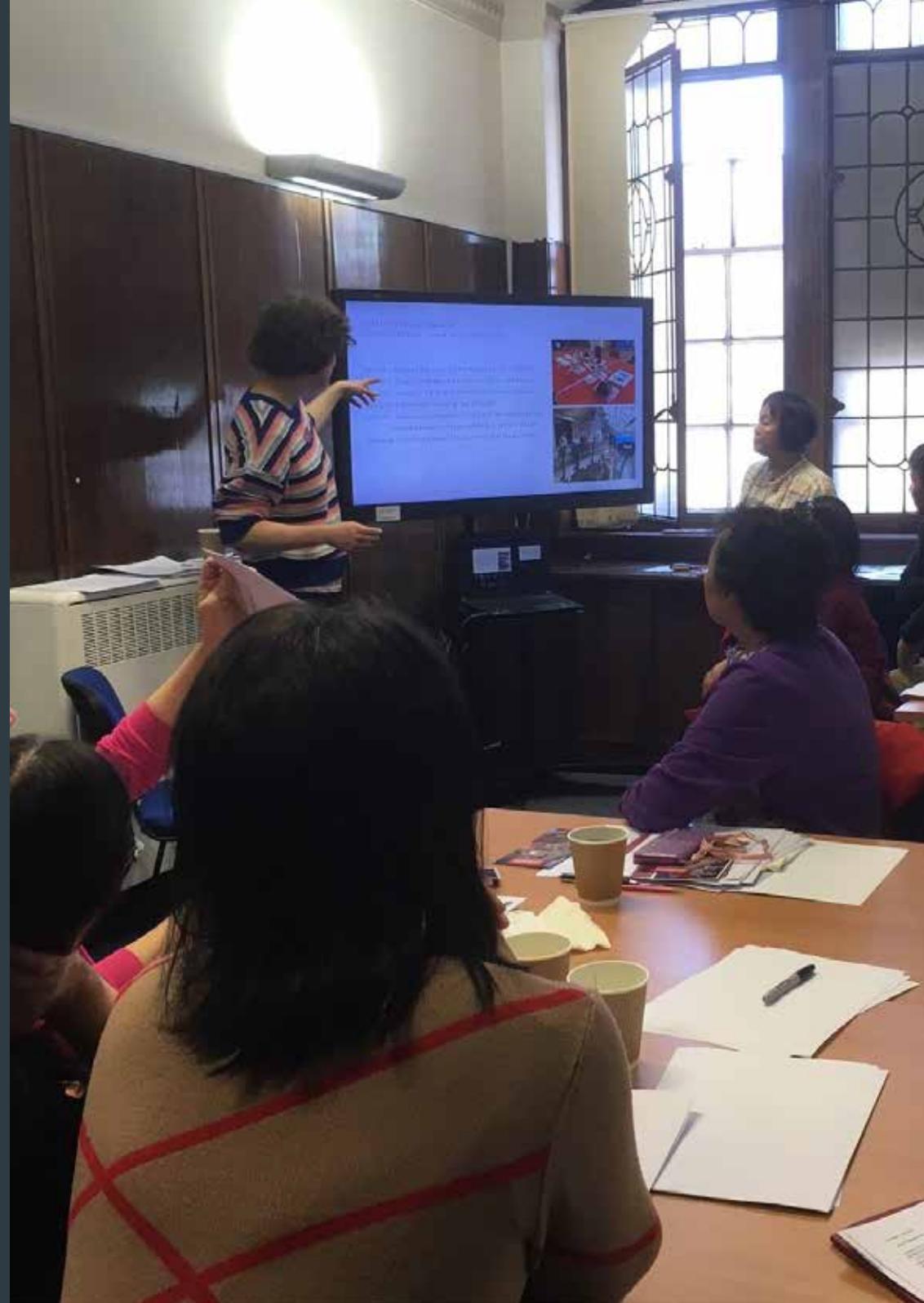
KEY WORKER TRAINING

A key part of Live Well was to disseminate information about the project to key workers across the region. This was delivered through a series of regional training sessions to show workers how to deliver Live Well the project and how to access museum venues when visiting with an older people's group.

A half-day training session was developed with activities, presentations and information packs to take away and a chance to experience the new Boxes of Delight loans programme for community groups launched by TWAM in 2019. Each worker was given the opportunity to borrow a box for free to use with their group.

To develop a long-term strategy, maintain relationships and develop a network, Live Well followed up the training sessions with a series of social events at TWAM venues.

These social events were for workers to share best practice for developing museum and creative sessions; encourage knowledge exchange and present examples of creative workshops they have run; feedback how TWAM museum resources and services have supported them in their work; discuss the barriers there are in accessing museums and galleries; and for Live Well to present how we can support older people's groups with future events and opportunities.



MUSEUM PROFESSIONAL DEVELOPMENT

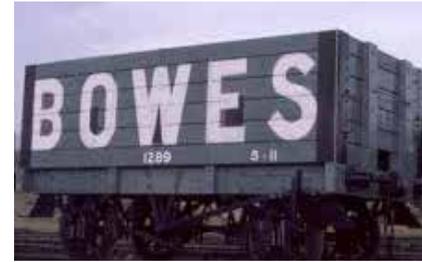
A key aim of Live Well was to work closely with six museums across Tyne and Wear, County Durham and Northumberland on a training and development programme that allowed them to develop and deliver Live Well in their venues.

The six successful venues submitted written interest in the programme and were allocated a small amount of funding to allow them to embark upon this opportunity to deliver sessions focused on older people engagement in connection to their venues.

The six successful venues were National Trust properties Cragside, Washington Old Hall and Souter Lighthouse & The Leas; Bowes Railway Museum in Gateshead; Durham Oriental Museum and Durham Archive and County Records Office.

These six venues received staff training and session-development guidance to run practical workshops.

The purpose was to improve engagement and opportunities with and for local older people's groups and organisations leading to the venues developing long-term strategies to continue a legacy beyond Live Well.



Bowes Railway Museum was originally a colliery railway built to carry coal mainly from pits in North West Durham to the Tyne at Jarrow.

The earliest section was designed by George Stephenson and opened on 17 January 1826, making it one of the world's first modern railways.

It closed in 1974 and was acquired for preservation in 1976 by the former Tyne and Wear County Council.

Bowes worked with new volunteers to set up a 'Walk the Line' walking group. Volunteers set up a walking route along the entire length of the railway based on the new heritage timeline at the museum.

They worked with wildlife experts and historians to include interesting stories and facts along the trail. Bowes also collaborated with colleagues at other heritage venues along the trail to produce a trail passport, where walkers can collect stamps from points of interest and importance as they walk.

www.bowesrailway.uk



Cragside is a late Victorian house, gardens and woodland near Rothbury, Northumberland.

It was the home of Lord and Lady Armstrong - Victorian inventor, innovator and landscaper.

It was the first house in the world to be lit by hydroelectricity and still contains many of Lord Armstrong's inventions and gadgets. The gardens include one of the largest rock gardens in Europe.

For Live Well, Cragside worked with two local older people's groups to explore and improve the experience they offer and produce a long-term strategy of working with rural and isolated older people and communities in their area.

www.nationaltrust.org.uk/cragside



Durham County Records Office and Archive is the local authority archive service for County Durham and Darlington.

Established in 1961, and located in County Hall, Durham City, the archive collections span almost 900 years, from about 1122 to the present day, and occupy four miles (6.5km) of shelving.

Durham County Records office worked with Age UK to study the archives and social heritage stories from Durham and the surrounding area.

Participants worked closely with the archives to produce some learning resource boxes that covered themes such as prison life, home life and workhouses.

www.durhamrecordoffice.org.uk



Durham Oriental Museum was founded in 1960 to support the teaching and research of the University, and is now open to the public seven days a week.

The collection houses around 33,000 objects covering Egypt, the Near and Middle East, China, Japan, India, the Himalayan region and South East Asia, ranging in date from prehistory to the present day.

The museum engaged with a group of local older adults and a group of older people living with dementia through creative workshops. Participants developed new skills and interests, increased their confidence and curiosity, and made friends.

The emphasis of the sessions was to get hands on with museums objects, explore their hidden stories, make connections, create art and have fun.

www.dur.ac.uk/oriental.museum



Souter Lighthouse was opened in 1871 and was the first lighthouse in the world designed and built to be powered by electricity.

Hooped in red and white and standing on the coastline midway between the Tyne and the Wear, it remains an iconic beacon.

To the North, The Leas is a two and a half mile stretch of limestone cliffs, wave-cut foreshore and coastal grassland. The cliffs and rock stacks are home to nesting kittiwakes, fulmar, cormorants, shags and guillemots.

Souter Lighthouse and The Leas worked with Parkinson's UK to develop community allotments on the lighthouse grounds. The aim was to produce fresh, seasonal produce that promoted healthy eating and being active outdoors.

www.nationaltrust.org.uk/souter-lighthouse-and-the-leas



Washington Old Hall incorporates parts of the original medieval home of George Washington's direct ancestors, from the 12th to the 17th centuries, and it is from here that the family took their surname of 'Washington'

It sits at the heart of historic Washington village and includes a stone manor house, gardens and a nuttery.

For Live Well, Washington Old Hall worked with local groups to encourage and support people to volunteer at the hall to improve confidence and social interaction.

www.nationaltrust.org.uk/washington-old-hall

MUSEUM QUOTES



We see every day the benefit and enjoyment our researchers and volunteers gain from their work here and we would love to extend this to others who might not even think of coming to an archive."

Dawn Layland, Education and Outreach Archivist, Durham County Records



We strive hard to encourage people of all ages and abilities to get involved at Bowes Railway site and Colliery Museum.

It is incredibly rewarding to engage older people who can bring a wide range of transferable skills and expertise, helping us to preserve and enhance the site. Being part of museum life can inject volunteers with a renewed sense of vitality and purpose.

There is never a dull day! Gaining confidence and having fun learning, making, mending and finding solutions to a wide range of situations with lots of friendly banter around the table at lunch time."

Amanda Cuskin, Community Outreach and Learning Volunteer Support Officer, Bowes Railway



Cragside is set just outside the rural Northumbrian village of Rothbury, which has an ageing population and can be very isolated.

We feel it is important to engage older people to bridge the gap within the community, and also connect to local mental health charities to ensure that the amazing story Cragside has can be used to engage and inspire vulnerable and socially isolated people."

Nick Allen, Visitor Experience Officer, Cragside



We want to be involved in the Live Well Project because we believe that through this initial high quality engagement with Oriental Museum collections, many older disadvantaged people in and around Durham could become long-term, independent museum users.

We hope they will experience the associated health benefits, creating a sustained legacy from the project."

Charlotte Spink, Access and Community Engagement Officer, Durham Oriental Museum



The Live Well project is an opportunity to develop valuable experiences with our places and collections. We worked with different groups of people, removing some of the barriers that often stop people accessing National Trust buildings and landscapes.

We created short programmes around the grounds of Souter Lighthouse and the Leas and Washington Old Hall household collection to give a positive experience with museums and how they work. A gentle insight into stories we tell and activities of the past that will be of interest and relevant to the lives of participants.

We always get a lot out of working with new people, and it's great to find out why certain things capture their interest. It can challenge us to look at our stories and objects differently."

Lucy Cooke, Volunteer Co-ordinator, National Trust, Washington Old Hall and Souter Lighthouse & the Leas



Live Well demonstrates the enormous value of getting older adults involved in creative activity programmes. Building cross-sector partnerships between the health and cultural sectors enables accessible engagement with a wealth of local museum collections. This not only promotes Five Ways to Wellbeing, but enables individuals to explore and experience lived histories and their connections to the present. Sustainability of the project is sought through nurturing relationships with both regional and national health, care and wellbeing organisations to develop long-term strategies that deliver creative programmes in line with culture and health and wellbeing policies.

Long term, Live Well adds to the growing call to move from one-off arts and cultural projects to integrating creative engagement with health and wellbeing services. In 2017, an All-Party Parliamentary Group on Arts for Health & Wellbeing, produced a report: Creative Health: The Arts for Health and Wellbeing. This evidenced how engagement with the arts is good for our health, promoting recovery from ill health and supporting us to live well with long term conditions. Creative engagement can also help turn society's challenges into opportunities, such as promoting lifelong cultural participation, leading to healthier and more fulfilled ageing, addressing health inequalities and reducing the need for costly health and social care interventions.

Creative Health recommends a nationwide strategy to support the delivery of health and wellbeing through the arts and culture. This is progressing but there is still much to do. Social outcomes from the Live Well programme - both for participants by improving their quality of life and for health and care workforce to learn new creative ways to engage with older adults - add to the case that we need to optimise our wealth of creative approaches and develop a cross-sector initiative to improve health and wellbeing with older people."

Dr Catherine Bailey, Associate Professor in Ageing and Well Being, Northumbria University

ACKNOWLEDGEMENTS

Thank you for all the Tyneside based and North East older people's groups and organisations, their workers and participants as well as the regional museum staff who have been enthusiastically engaged and involved in the project over the three years.

Live Well, as part of TWAM's Platinum Programme (working with Tyneside people over 50), is the start of an exciting new collaborative culture, health and wellbeing initiative that aims to bring together the health and creative sectors to work collaboratively and develop long-term strategies.

To learn more about TWAM's Outreach Programmes go to:

www.twmuseums.org.uk/adult-health-and-wellbeing

To find out more about TWAM events sign up to the Must-see Museums mailing list:

www.mustseemuseums.org.uk

To join the Cultural Health and Wellbeing Alliance go to:

www.culturehealthandwellbeing.org.uk



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Live Well worked across Tyneside, offering learning opportunities for older adults (50+) who did not engage with museum services by supporting them and their key workers in accessing museum and gallery collections and offering opportunities to engage in creative activities.

Live Well aimed to measure the health and wellbeing benefits of engaging with museums and galleries and being creative.



LOTTERY FUNDED