

# **Dementia Friendly Arts Venues**

**Nikki Crowther,  
Head of Community Engagement,  
Alzheimer's Society**

# Prime Minister's Challenge

 **Prime Minister's challenge on dementia**  
Delivering major improvements in dementia care and research by 2015



 **Prime Minister's challenge on dementia 2020**



February 2015

## Sub Sector Task & Finish Groups





# Dementia friendly arts task and finish group



## Aims and objectives of the group

- Identify the role of the arts sector in a dementia friendly community:
- Identify how museums, galleries, libraries and performance venues can:
  - Make their spaces more accessible
  - Develop content and programmes that involve and support people with dementia
  - The role of outreach and community links
- Review and bring together the evidence for arts organisations drawing on best practice
- Identify and establish benchmarks around how the arts sector can become dementia-friendly;

What is important to people with dementia about the arts sector?

- Participation
- Inclusion
- Appropriate opportunities
- Accessibility
- Involvement of carers and family

# Arts venues as dementia -friendly environments

- The therapeutic benefits of being out of the clinical/care setting
- Arts venues are neutral, safe spaces where everyone is on an even footing and can converse freely and without bias.
- Arts venues also have an extensive catalogue of handling objects in their collections which offer a variety of engagement opportunities
- Arts venues have the ability to consider everyone equally, despite their various physical and emotional diversities

What are the elements of a dementia –friendly arts venue?

- Community engagement
- Accessibility
- Programming



# Top tips for dementia -friendly environments

**Be proactive:** identify the needs of the individual, their families and carers. Find out what is available in your area at your local museum, library, arts centre and theatre.

**Get involved:** locate dementia friendly cultural programmes and experiences that you can take your residents to.

**Value partnership:** make contact and explore the opportunity for collaboration that will support your workforce to introduce new resources, training and activity into your setting .

**Be resourceful:** identify the cultural assets (e.g. your local museum or library) which are close to your location and ask for their support.

**Be creative:** make time available for your staff to place 'memory activity' as a regular event within your working day.

**Keep it simple:** for example, you could create memory groups to explore your residents' histories, ask for memory resources from families (objects and photographs) or research your local history to stimulate a conversation that offers a personal connection

## **Useful contacts**

### **Dementia Friendly Communities**

Robyn Sweeney (Programme Officer)

Email: [dementiafriendlycommunities@alzheimers.org.uk](mailto:dementiafriendlycommunities@alzheimers.org.uk)

Telephone: 020 7423 1050

[www.alzheimers.org.uk](http://www.alzheimers.org.uk)

### **Dementia Action Alliance Secretariat**

Renee Arceo (Website & Online Communities Consultant)

Email: [dementiaactionalliance@alzheimers.org.uk](mailto:dementiaactionalliance@alzheimers.org.uk)

Telephone: 0207 423 5186

[www.dementiaaction.org.uk](http://www.dementiaaction.org.uk)