

2019: Ben Uri Sustainability and Public Benefit Strategy



**An Enhanced Future
for Our Second Century**

**Ben Uri
Research Unit**

Including Ben Uri Collection

**Ben Uri Arts
and Dementia
Institute**

Launching 14 January 2019

**Ben Uri
Arts and Dementia
Institute**

Purpose

A National Centre of Excellence developing researched and evaluated art interventions to measurably and cost effectively improve the quality of life of those living with dementia, their carers and those at risk, living in social isolation

Mission, Objective, Benefit

A long term commitment to delivering intuitive, cost effective, research led, accredited, nationally available art interventions that incrementally add to the quality of life of those affected by Dementia and social isolation, with a special focus on older people.

This is a distinctive and important response to the wide, urgent UK national and global issues of Dementia, carer burden and social isolation. This prioritises and expands the focus given to this area since 2008.

For people with Dementia or living in social isolation

- Stimulation, meaningful tailored activity and new learning over extended, involved periods.
- Improved mood, reduced agitation.
- Social contact thus reducing isolation.

For carers/management and staff

- Practical art activities suitable for clinical, care-home and home settings.
- Cost savings – less monitoring involved, reduction in hospital and care home admissions, less need for medication.
- Culturally sensitive materials, suitable for diverse populations.

The Facts: Dementia Nationally and Globally

- 850 000 diagnosed with Dementia in UK (Alzheimer's Research UK, 2014).
- Costs UK economy £26bn annually yet only 0.3% is allocated to research (Alzheimer's Research UK 2018).
- The actual number of people living with Dementia is considerably greater as many not formally diagnosed.
- One in 10 people over 65 (c1.2m) live with Mild Cognitive Impairment (MCI), (Alzheimer's Research UK, 2018).
- Caring for people living with Dementia is a public health priority (WHO, 2012).
- Resource and funding crisis of addressing such care, with dignity, continues to grow.
- 2.8 million people over 65 in the UK will require nursing and social care by 2025 (Guzman-Castillo, 2017).
- 10% of men and 20% of women aged 85 and over will have 'high dependency care' needs by 2035 > 446,000 > double the current 2015 level. (Jagger, *Lancet*, 2018).
- Globally, the forecast of numbers of people living with Dementia will increase from 50m in 2018 to 152m in 2050 (Alzheimer's Research UK, WHO 2017).

Strategy

Delivering through collaboration and partnerships

- Design, test, evaluate and roll out nationally, a flexible replicable Ben Uri visual arts intervention for
 - a) people living with Dementia and their carers;
 - b) socially isolated at risk of Dementia e.g. older people living alone or in care homes
- Evaluate interventions for preventive and partial recovery impacts
- Achieve National Institute for Clinical Excellence (NICE) and/or other accreditation
- Be recognised as a core best practice and standard choice for social care providers
- Raise ongoing investment to fund sustainable intervention models
- Establish Social Enterprise Company as an important means of part funding the Institute
- Provide expertise, training and consultancy and sell the product (post full evaluation) as ongoing income streams
- Train and place selected artists in diverse settings to lead implementation of interventions
- Develop future communication methods of interventions through digital, computing and robotics
- Disseminate and share findings
- Short, medium, long-term collaborations and partnerships to maximise public benefit

BUAD Programming Matrix

Title	Principal and Secondary Residents	Where? Principal Locations
Art in Residence Developing proven art practice and conversational engagements to reflect audience characteristics	1. Living with dementia 2. Carers / family 3. At risk of dementia living in social isolation	1. Care homes, hospitals 2. Residential or care homes 3. Day centres, hospitals, at home
Starting with Art Developing proven art practice and conversational engagements to reflect audience characteristics	1. At risk of dementia living in social isolation 2. Living with dementia 3. Carers/family	1. Day centres, hospitals, at home 2. Care homes, hospitals 3. Residential or care homes
Ways into Art Producing 'how to' film modules of proven BU art interventions above	All categories above	Nationally to all via health commissioning bodies

Ben Uri USPs

- The only UK dedicated 'Arts and Dementia Research Institute' developing national, readily adaptable and replicable, art interventions that can be moulded to address diverse client group characteristics.
- Early recognition that standard 'one size fits all' art activities entertain but are not effective substitutes for researched, evaluated art interventions.
- Ten years experience evaluating process and impact overseen by Jane Landes, James West, Professor Michael Baum and Professor Victoria Tischler.
- Leading the field in development of effective art interventions through on-site research and evaluation.
- Focus on diversity – exploiting BU's heritage and expanding Collection of work by immigrant artists (currently from some 34 countries of birth and growing) to positively engage with the rich mix of heritages in our country.
- Realisation that an important measure of effectiveness depends on post engagement and ongoing benefit rather than the specific pleasure/benefit of the moment of the event itself.
- Only UK Museum/Collection dedicated to this field as a core and priority programming division.

Investment

Why investment in BUAD will generate incremental returns and distinctive positive benefit

- Ben Uri transformed its programming in 2013 away from entertainment creative activity. It made a commitment to solely focus on rigorous research based initiatives to widen and quantify impact for people living with Dementia, older people and those who are socially isolated. Comparison of cost to deliver is a key measure within ever increasing demand and funding deficits.
- Arts interventions must be able to justify and evidence their impact and purpose in order to justify and secure investment (Daykin and Joss, 2016).
- Arts and Dementia studies are often small scale, and without appropriate theoretical frameworks; interventions complex with elements not always fully understood.
- The market offer is varied and fragmented and although regularly high quality there is no standard basis of intervention measuring carry-over benefit past the moment /occasion or standard measurement and comparison of cost to deliver compared to other initiatives.
- Lack of programming which integrates humanities and scientific paradigms.
- Few studies have attempted to understand and isolate the mechanisms that suggest how the arts 'work' for people with Dementia Aesop/BOP 2018, (Cousins, 2018).
- Market size in UK c2m and growing fast. Those living with Dementia globally (excluding those at risk) is currently 50m and forecast to grow to 152m by 2050. BUAD designed interventions can be easily language translated allowing beneficial impact to be exported.

Why Ben Uri?

- Ben Uri first established its serious presence in this field in 2008 and has been increasing investment annually since.
- First mover advantage – already demonstrating best practice in evaluation and assessment.
- First to commit as a core programme and accelerated investment and research since 2013.
- Natural fit with BU's core values by 'using art differently', encourage and nurture learning and creativity, focus on identity and migration to deliver distinctive public benefit.

Why Now?

- Dementia is a national and global public health priority. Only 5% of UK Dementia research funding is committed to improving care and prevention whilst 95% goes towards an ultimate cure which is recognised as a distant prospect.
- Arts and Dementia programming recognition is growing and fast moving, see APPG report (2017), Culture, Health & Wellbeing Alliance (est. 2018)

How?

- Expand, measure and refine current Ben Uri programmes to establish a viable platform for clinical assessment and accreditation.
- Recruit further programme implementation officers and supervise selected PhD students.
- Recruit a sector experienced development officer to work with senior management and support council to maximise potential grant income to ensure the division is self sustainable.
- Recruit an experienced Chair to lead members of a new BUAD support/ philanthropy council. Their role will be to act as Ambassadors and facilitate productive contacts, network, raise local funds and to support national and international grant applications.

Programme Summary

1. Art In Residence

To work with those who are living with Dementia and/or are socially isolated

- Tailored to reflect characteristics of recipients whether medical, ethnicity, country of origin, place of living, overall capacity.
- Assessing the impact of art making, compared with art discussion, on the overall wellbeing and cognitive responses of those living with Dementia: first year pilot at Nightingale House completed.
- A three year commitment to part fund and enable in depth research, facilitated by University of West London, at/with Nightingale House in South London, exploring best practice, impact and replicability.
- Follows feasibility study (2015: 2016) ProVACAT (Practising or Viewing Art Cognitive Ability Trial) at Hammerson House care home in North London.
- Benefits assessed to date: less depression, increased social engagement, less agitation, empowers staff and family carers, demonstrates capacity to learn new techniques and interests through art.

2. Starting with Art

To work with people who are socially isolated and or living with Dementia

- Tailored to reflect majority characteristics of recipients whether medical, ethnicity, country of origin, place of living, overall cognitive capacity.
- Provide care settings with reproductions from the Ben Uri Collection, enabling them to facilitate an in-house high quality art gallery environment to enhance engagement and art interventions.
- Supporting trainee art therapists for one year as part of their university course.
- Guidance and collaboration from senior art therapists Jane Landes & James West.
- Programme to be reviewed with Prof Dominik Havsteen-Franklin, Kingston University.
- Benefits: new learning, less depression, enhanced social engagement, less agitation, empowers staff, carers and family with new techniques and interests.

3. Ways into Art

To replicate the on-site engagement, off-site, via filmed tool kits/tutorials sharing best practice to lift impact standards for those working with people living with Dementia and/or are socially isolated

- Produce an extensive series of 'HOW TO' films to replicate the principal techniques and interactions from Ben Uri designed programmes #1. Art in Residence and #2. Starting with Art.
- First pilot production of 'HOW TO' tutorial films showing how to run art discussion/practical sessions completed.
- Accompanying online resources, currently comprising of six themes each with five artworks and fact sheets for discussion, and exemplified activity.
- Pilot films ready to be peer group evaluated and results will be incorporated before a wider distribution.

Other Providers/Projects of Note

- Alzheimer's Society Arts and Dementia Doctoral Training Centre (2015-18).
- AHRC's Dementia and Imagination (2013-2017).
- Wellcome Foundation's Created Out of Mind (2016-18).
- Above are comparable in scale however differ in focus e.g. different art forms, perceptions of Dementia.
- Dementia, Arts and Wellbeing Network (2016-18).
- Arts4Dementia, Creative Arts and Dementia Network.
- Arts and Older People e.g. cARTrefu, Creative Conversations, Armchair gallery, Inspire (2017-).
- Above are not accreditation driven.
- Above are providers of training, networks or small scale research without specific focus on visual art.

Arts and Health Context

- Creative/cultural engagement: most important in 'later life wellbeing' (Age UK, 2018).
- Creative Health, 2017: A major, all-party 190 page parliamentary report, features the important role and widespread benefits of art interventions and mental health issues..
- Report calls for increased use of arts in health and social care.
- As a result the Culture, Health, Wellbeing Alliance was established in 2018 to drive the arts and health engagements forward.
- Visual art interventions add different dynamics and engagements compared to music and requires further research led evaluations.
- Cognitive Stimulation Therapy (CST) is currently the only non-drug therapy recommended by NICE (National Institute for Clinical Excellence) for Dementia.
- BUAD intends to develop the second NICE recommended non-drug therapy through replicable, best practice art interventions with built-in flexibility that positively recognise client group individuality.

Principal Areas of Institute Activity

- Generate evidence from and for a range of effective Ben Uri designed visual art interventions through intensive research in diverse settings.
- Establish collaborations with NHS, commissioning bodies, care homes, charities and higher education.
- Roll out interventions via face to face, digital and other formats, nationally and long term internationally, addressing and up scaling standards of much art related interventions and facilitating where none..
- Train artists and others to deliver art interventions.
- Place artists in care settings.
- Run symposia, conferences and exhibitions.
- Raise sufficient ongoing funds for research and enterprise e.g. development of technological interventions.
- Raise awareness of Institute's work via social media, web-based material and engagement events.

About Professor Tischler

Victoria Tischler leads the Ben Uri Art and Dementia Institute and is Professor of Arts and Health at the University of West London and Honorary Associate Professor at the University of Nottingham.

Her research investigates the relationships between creativity and cognitions, and creativity and mental health, aligned closely with rapid advances in neuroscience that may revolutionise our understanding of how to prevent Dementia.

She works across a number of projects: (including, Dementia and Imagination, The Imagination Café, Arts

and Dementia Doctoral Training Centre) that develop and evaluate visual arts and multi-sensory interventions for older people with a focus on Dementia. Her work is also concerned with the wider impact of arts and culture on health and wellbeing and development of the creative workforce.

She is co-executive editor of the journal *Arts & Health*, has expertise in public engagement, knowledge transfer and consultancy. This includes developing, curating and commissioning art and mental health activities in academic, clinical, cultural and third sectors.

Presentations/Publications about Ben Uri's Work

Professor Victoria Tischler

2019 (forthcoming, commissioned) Health Humanities and the Creative Disciplines. Routledge Companion to the Health Humanities.

2018 College of Nursing Midwifery and Healthcare University of West London-Annual Conference 'Dementia and Imagination'.

2018 South London and Maudsley NHS Trust. 'The future of creativity in mental health care'.

2017 The Culture Capital Exchange – Arts and Health forum launch 'Why use the arts in Dementia Care?'.

2017 Royal Society for Public Health – Powerful Partners 'Artists are taking over the care home'.

Emma Hollamby, Arts and Dementia Programme Manager

2016 Fifth Health Humanities Conference, Seville 2017, 2017 First International Arts and Dementia Conference 2018 Age UK: Cultural Partnerships and Creative Practice Event.

Creative Practices for Improving Health and Social Inclusion, chapter: ProVACAT; A collaboration between Ben Uri and Hammerson House.

Art Therapy in Museums and Galleries, chapter: Starting with Art: Ben Uri Artworks as a Stimulus for Art Psychotherapy in Dementia Care.

Image and Narrative: Therapeutic Applications for Trauma, Addiction and Recovery, chapter: Image, Narrative and Migration.

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All Party Parliamentary Group: APPG (2017)

Creative Health

<http://www.artshealthandwellbeing.org.uk/appg-inquiry/>

Ben Uri gallery (2015) ProvaCAT

[http://benuri.org.uk/wp-content/uploads/2015/12/](http://benuri.org.uk/wp-content/uploads/2015/12/Ben-Uri-Wellbeing-Leaflet.pdf)

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Guzman-Castillo, M. et al (2017) Forecasted trends

in disability and life expectancy in England and Wales up to 2025: a modelling study. *The Lancet*

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Public Health England (2018) Health matters: Community-centred approaches for health and wellbeing

Tischler, V. (2018) 'The artists are taking over the care home'. Keynote talk at 'The Future of Creativity in Mental healthcare' conference, South London and the Maudsley Trust

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