

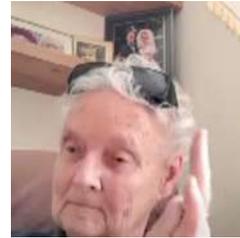
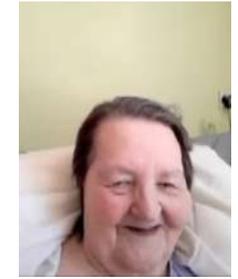


THRIVE IMPACT

Report
2021/22

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Introduction

"We've all got a diagnosis. It's difficult to take and to accept, but when you're singing, you can almost forget it."

Brigitta, YO Songsters participant

Welcome to Musical Walkabout's 'THRIVE Impact Report', our chance to share the affects of our 15 month THRIVE project on music, dementia and wellbeing. We hope to communicate the social issues we are trying to improve, as well as our strategy on how THRIVE facilitates change, and invite you to get involved with our plans for the future.



Our Story

Our Mission

SO FAR

Musical Walkabout is an inclusive community interest company focused on the three interwoven topics of music, dementia and wellbeing. We are dedicated to improving the quality of life of our participants, and our practices, projects, and services are co-curated with people living a dementia, caregivers, Health & Social Care staff and fellow creative care sector organisations.

WE SANG

5500 SONGS

WITH SOCIALLY ISOLATED
PARTICIPANTS (2015-2020)

"It's just a good therapy.

No pills. No tonics.

Embrace; get one song
and embrace it, and then

work from that."

Jo, YO Songsters participant

Our Purpose

Musical Walkabout address

- social isolation and loneliness
- chronic strain on the care sector
- stigma around dementia
- negative impact of Covid-19

through inclusive creative programs, training individuals, organisations and institutions in our methods and inviting discourse and involvement from the general public.

THRIVE GOALS

1

FACILITATE

music sessions and staff training to support wellbeing

3

INVITE

general public to participate in fun, easy and rewarding awareness raising activities on music for wellbeing

2

ENCOURAGE

co-curation with PLWD, carers and sector professionals

4

CULTIVATE

an inclusive culture of creative care planning, sharing skills, resources and knowledge widely in creative care sector

A direct response to these issues, THRIVE was 15 months of participatory music and wellbeing sessions woven with an online public awareness-raising campaign.



THRIVE STRATEGY

We achieved our goals as a team, using independent monitoring, evolving our practice and adapting the project in response to our participant feedback

PROJECTS	AIMS
INCLUSIVE MUSIC SESSIONS	Reduce isolation Increase wellbeing Promote partnership
ONLINE CAMPAIGN	Raise awareness Engage new audiences Invite participation
SECTOR CHANGE	Invite collaboration Nurture advocacy Provide evidence of value

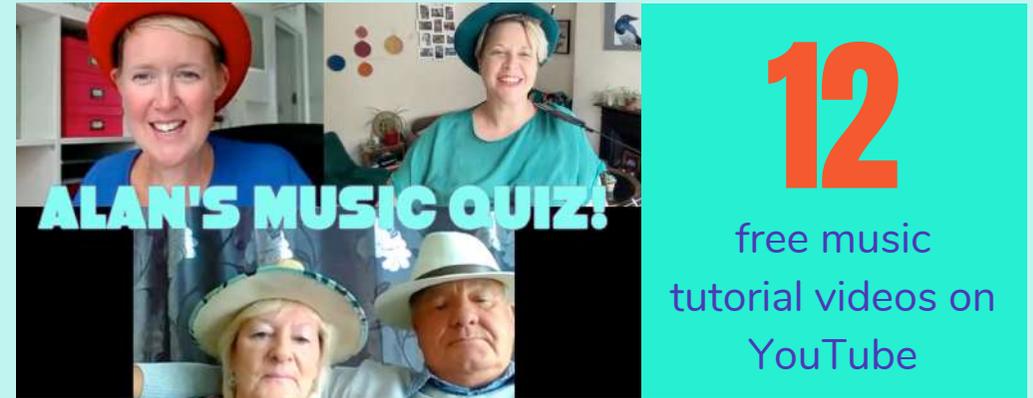
“I've enjoyed the sessions and feel they've helped with my mood. I feel calmer and more cheerful afterwards”

Margaret, Caregiving SC participant



RAISING AWARENESS

Culminating in our profoundly impactful THRIVE film, our audience development plan involved a total overhaul of our online presence, over 701 posts on 4 distinct platforms.



- Launched "Play It Forward" a 30 day online music challenge across our social media platforms
- Delivered "Music Helps Us All", our first webinar to H&SC professionals and the general public
- Entirely redesigned and rebuilt our website, a hub of free resources, information and practical creative guides to support individuals and institutions to use music for wellbeing

"I did really enjoy joining my wife at the group sessions...

and found it to be a great way of blocking out the day to day stuff that usually fills my thoughts"

Robert, Caregiving YO Songsters participant

Music For Dementia

shared news of our THRIVE film with their followers



367

Session Participants



Feedback & PLANS

We measured the success of our actions with feedback, independent evaluation, testimonials and online commentary.

Participants reported improved wellbeing, staff felt empowered to use 'Music Helps' methods, a culture newly thriving in EKHUFT NHS and Age UK.

Musical Walkabout's evolving practice continues to be informed by the lived experiences and recommendations of our participants and project partners. We will develop the creative skills of our participants with challenging artistic projects in 2022, and launch a new service delivery platform in 2023.

REACHING FURTHER

“Music can change the world for our residents...cannot thank (MW) enough for bringing sunshine into our home.”

Mo, Balgowan Nursing Home

GLOBAL REACH OF MUSICAL WALKABOUT

In UK, Ireland, USA, Brazil, Australia, New Zealand, Belgium, Canada, France, Ukraine, Romania, Sweden, Singapore, India, China, the Philippines, Hong Kong, the Netherlands, Russia, The Gambia, Malaysia & Norway.

139

Participants

21

countries around the world
engaged with our work

141,252

people reached with THRIVE's online campaign

OUR PARTNERS & COLLABORATORS

The following organisations took part in THRIVE as trainees, trainers, participants, mentors and monitoring partners



Canterbury Christ
Church University



NHS EKHUFT



Dementia Support
Services



Age UK



After Cloud app



EF Training

ACKNOWLEDGEMENTS

Musical Walkabout is indebted to the contributions of all the people who worked tirelessly on the projects mentioned within.

The THRIVE staff team for concept and coordination.

Dr Ann Skingley for researching and evaluating THRIVE.

Our colleagues from Local and Partner Organisations, in particular Lisa Doherty of Dementia Support Services.

Our funders, including Arts Council England, Folkestone & Hythe District Council and our public donors.



Helps us keep the music flowing!

**THANK YOU
FOR YOUR
CONTINUED
SUPPORT IN**

MUSICAL WALKABOUT

For more information, please contact

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