

Ruthless Research

Final report:

Luminate stakeholder survey 2022

February 2022

Submitted by:

Ruth Stevenson

www.ruthlessresearch.co.uk

Table of contents

Introduction	3
About the respondents	4
Patterns in engagement with older adults	5
The impact of Covid-19 on work with older adults	11
Current levels of confidence and experience working with older adults	18
Older people's voices in Scotland	19
Perceptions of Luminate	20
Measures of success relating to Luminate strategic outcomes	24
Concluding remarks.....	24

About Ruthless Research

Ruthless Research is an Edinburgh-based independent research consultancy, through which Ruth Stevenson provides a range of qualitative and quantitative research solutions to organisations who work for the benefit of the community.

Contact Ruth Stevenson

Phone: 07884 023 781

Email: ruth@ruthlessresearch.co.uk

Website: www.ruthlessresearch.co.uk

Introduction

Background

Luminate wished to consult with people who engage with creative ageing work via a stakeholder survey, to inform their work and to track progress against their strategic plan.

Through the survey, Luminate wanted to understand:

- How relevant stakeholders are currently engaging in creative activity with older adults (aged 50+);
- How Covid-19 has affected and continues to affect these stakeholders;
- How these stakeholders perceive Luminate and its work.

It is intended that this survey (or components of it) will be repeated periodically and that results from the 2022 survey will form a baseline from which to compare future progress.

Methodology

Independent researcher Ruth Stevenson designed, managed and analysed an anonymous web survey to gather feedback from Stakeholders.

The survey was open to those who answered 'yes' to the question:

Do you (or the organisation that you work for) ever organise or deliver creative events or activities for older adults (aged 50+) in Scotland?

The survey was available for completion between 19th January and 9th February 2022.

In total 85 people completed the survey in full.

Findings are summarised in this report.

About the respondents

To provide context for the findings, this section of the report describes those that responded.

In total the survey received 85 complete responses from people agreeing that 'yes' they (or the organisation that they work for) ever organise or deliver creative events or activities for older adults (aged 50+) in Scotland.

The respondents were based across 26 of the 32 Scottish regions, most frequently Edinburgh (24%) and Glasgow (18%).

These individuals held the following roles:

Base: All (85)	%
I am an artist / creative practitioner	42
I work for a charity or community group	28
I work for an arts organisation	25
I work for a care provider	15
I work for an adult learning provider	2

The respondents were most often artists / creative practitioners (42%), followed by staff at charities or community groups (28%) or arts organisations (25%). Some respondents held multiple roles. To consider this another way, 42% of the respondents were practising creatives and 58% of the respondents worked in non-artistic contexts. 18% specified that they were both.

Working with older adults was the main role focus for 54% of respondents.

The respondents worked with older adults using the following artforms:

Base: All (85)	%
Music	52
Craft	39
Literature/Storytelling	38
Visual arts	35
Dance	26
Film	20
Digital technology/games	20
Gallery/museum	20
Heritage	20
Theatre	19
Library	16
Multi-artform	16
TV / Broadcasting	12

The artforms most often used when working with older adults were music (52%), craft (39%), literature / storytelling (38%) and visual arts (35%). Most used multiple artforms.

In the remainder of the report these 85 individuals will be referred to as 'the respondents'.

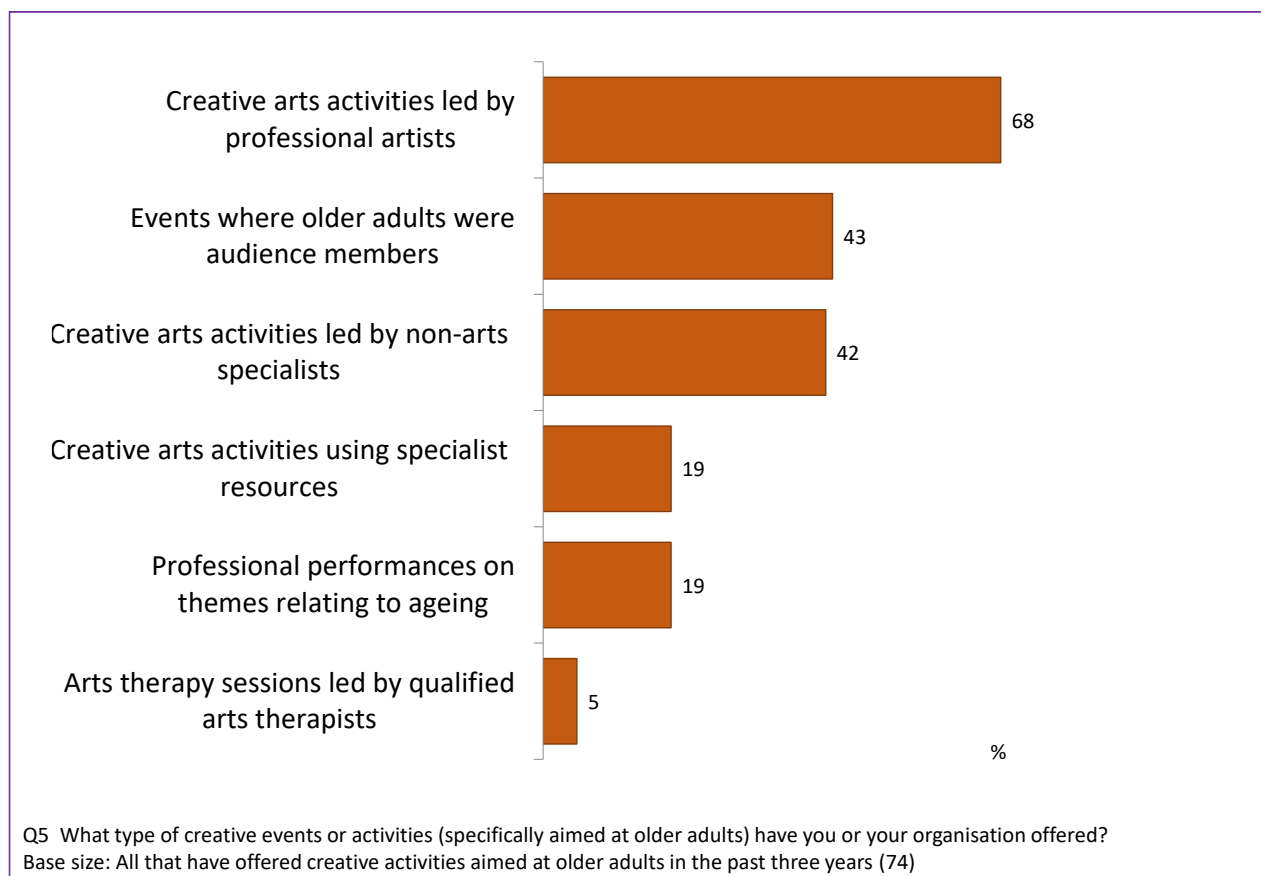
Patterns in engagement with older adults

The following section of the report explores patterns in engagement with older adults.

Recent work with older adults

87% of respondents told us that they had offered any creative events or activities specifically aimed at older adults (aged 50+) in the past three years. The following section of the report explores the way that this sub-set had recently worked with older adults.

We asked the respondents to tell us what type of creative events or activities (specifically aimed at older adults) they had offered in the past three years:

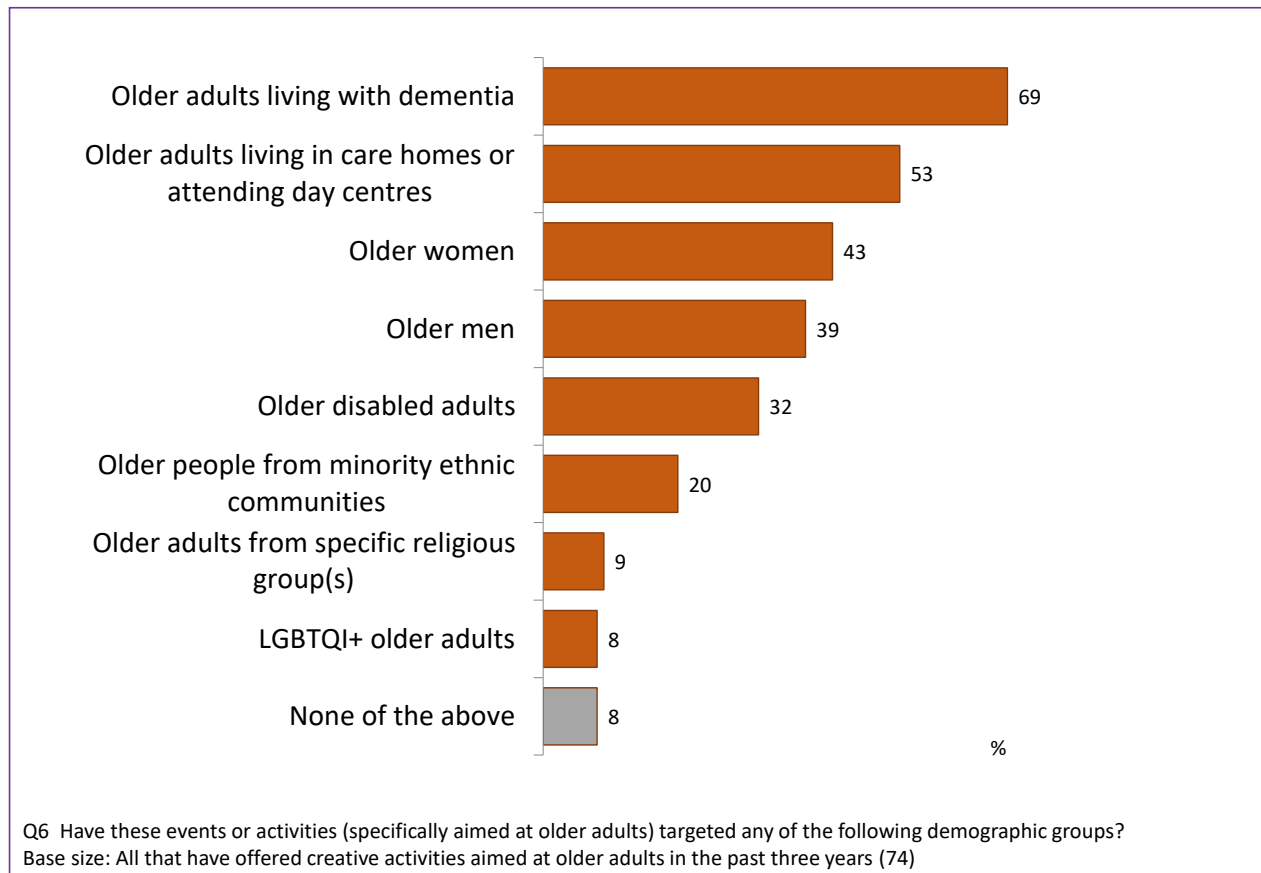


By some margin (and likely influenced by the high proportion of practitioners responding) the activities most often offered were creative arts activities led by professional artists (68%).

Next most frequently offered were events where older adults were audience members (43%) and creative arts activities led by non-arts specialists (42%).

Fewer had offered creative arts activities using specialist resources (19%) and professional performances on themes relating to aging (19%), with fewest having offered art therapy sessions led by qualified arts therapists (5%).

We asked the respondents whether these events or activities had targeted any particular demographic groups of older adults:



The groups of older adults most often targeted were older adults living with dementia (69%) and older adults living in care homes or attending day centres (53%).

Relatively fewest had offered events or activities specifically targeting LGBTQI+ older adults (8%), older adults from specific religious groups (9%) and older people from minority ethnic communities (20%).

We also asked the respondents how this creative work for older adults had been funded:

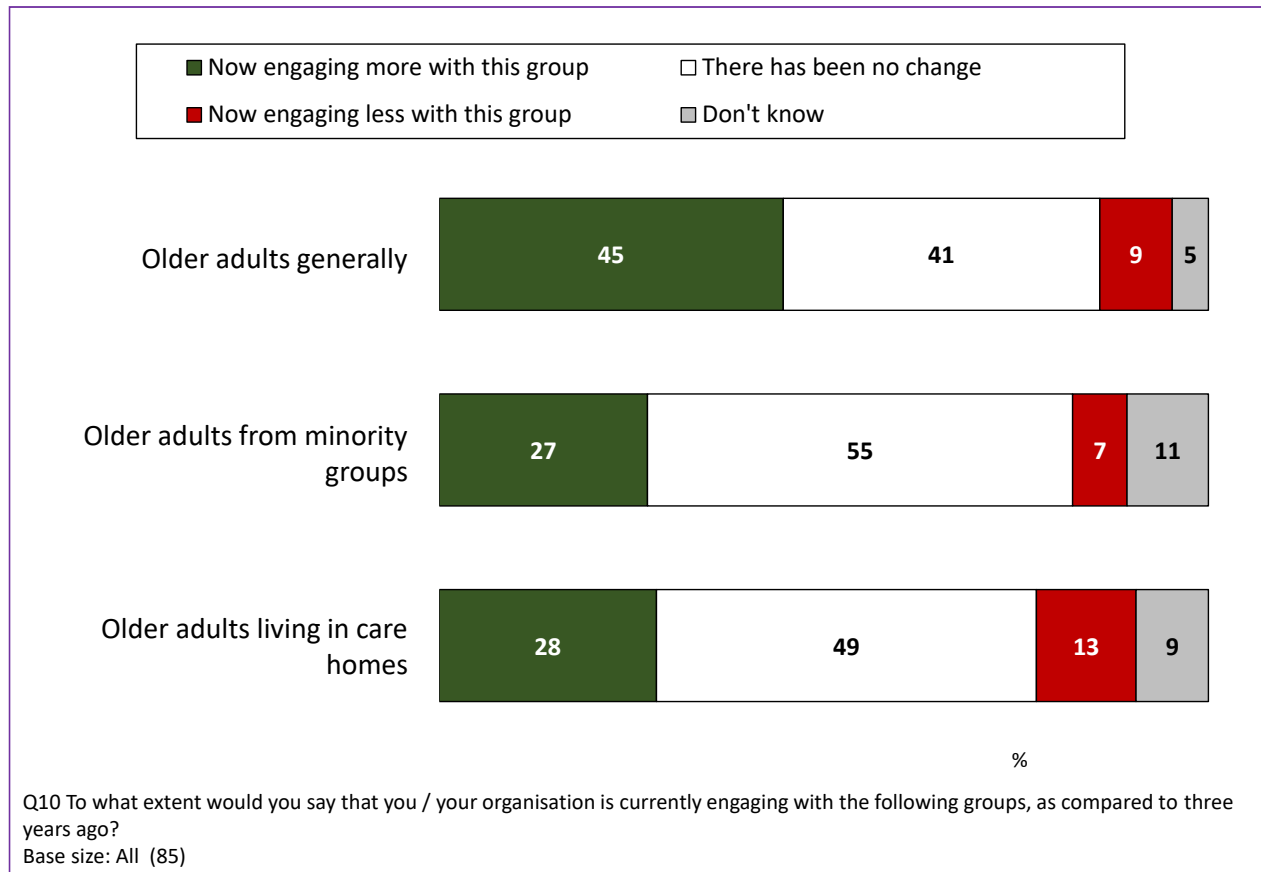
Base: All that have offered creative activities aimed at older adults in the past three years (74)	%
Project funding from a grant or trust	59
Contribution from core budget	50
I have volunteered my own time	32
Fundraising	26
Participants pay to engage	23

The work with older adults was most often funded through project funding from a grant or trust (59%), or contribution from core budget (50%).

Approach to working with older adults

The following section of the report explores the way that the respondents are currently approaching working with older adults.

We asked the respondents to tell us the extent to which they are currently engaging with particular groups of older adults, as compared to three years ago:

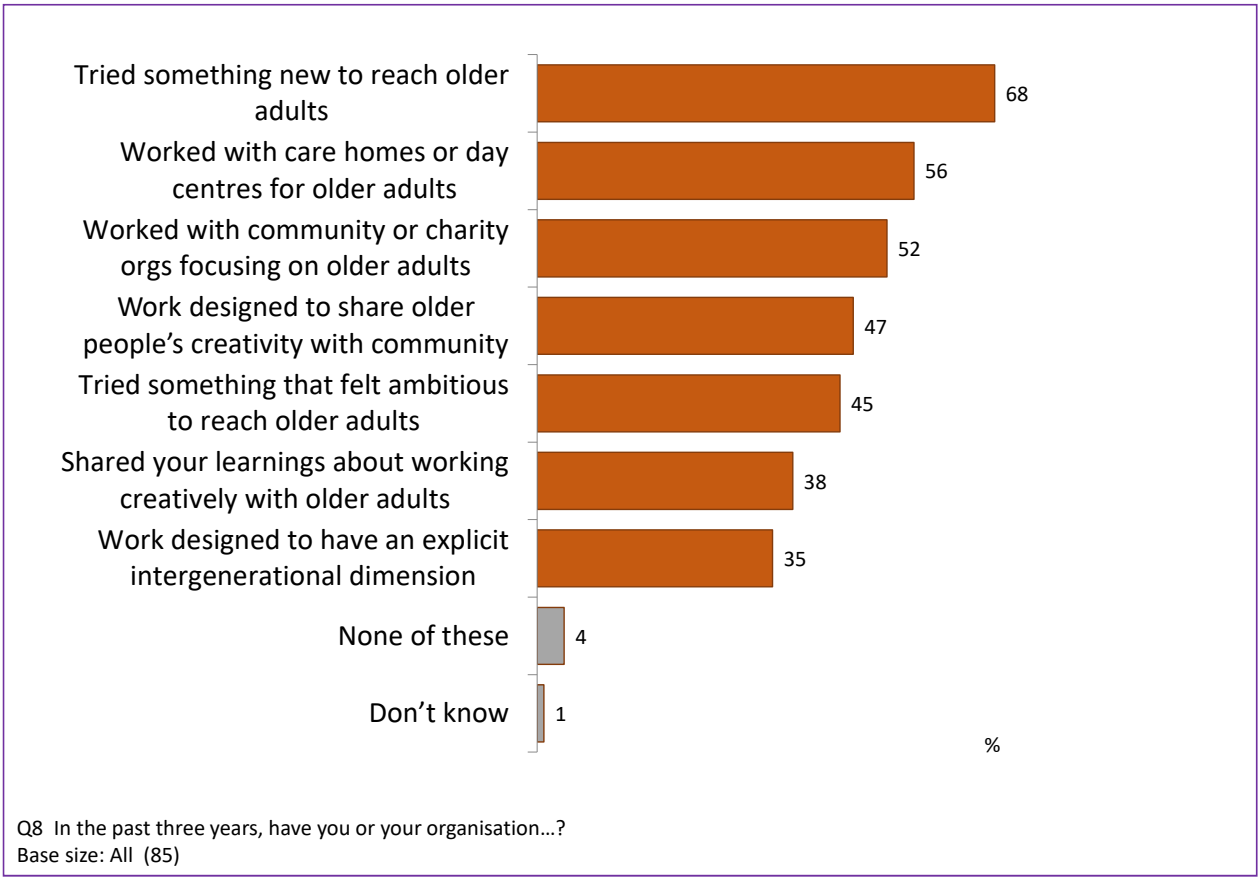


Almost half (45%) of the respondents told us that they were now engaging with older adults more than they had been three years ago, with 41% observing no change and 9% engaging less.

Looking more closely at specific groups of older adults, the respondents most often observed no change in their engagement:

- 27% were now engaging with older adults from minority groups more than they had been three years ago, with 55% observing no change and 7% engaging less.
- 28% were now engaging with older adults living in care homes more than they had been three years ago, with 49% observing no change and 13% engaging less.

We asked the respondents about the novel ways that they had worked creatively with older adults in the past three years:



In the past three years the respondents had most often tried something new to reach older adults (68%), worked with care homes or day centre for older adults (56%) and worked with community or charity organisation focusing on older adults (52%).

Just under half of the respondents (45%) had tried something that felt ambitious to reach older adults in the past three years.

Only 4% of the respondents had tried none of these approaches in the past three years.

We asked the respondents to tell us whether they had ever consulted or engaged with adults with particular characteristics as part of their planning and development process in the past three years:

Base: All (85)	%
Any specifically sought	61
- We specifically sought out artists or creative practitioners aged 50+	25
- We specifically sought out other cultural professionals aged 50+	7
- We specifically sought out audience members or community participants aged 50+	55
Any incidentally engaged with	46
- We incidentally engaged with artists or creative practitioners aged 50+	26
- We incidentally engaged with other cultural professionals aged 50+	15
- We incidentally engaged with audience members or community participants aged 50+	32
Any engaged with artists or creative practitioners aged 50+	44
Any engaged with other cultural professionals aged 50+	22
Any engaged with audience members or community participants aged 50+	69
None of these	11
Don't know	6

In total 61% of the respondents had specifically sought out older adults as part of their planning and development process in the past three years, including audience members or community participants (55%), artists or creative practitioners (25%) and other cultural professionals (7%).

46% of the respondents had incidentally engaged with older adults as part of their planning and development process in the past three years, including audience members or community participants (32%), artists or creative practitioners (26%) and other cultural professionals (15%).

Around one in ten (11%) of the respondents did not consult or engage with adults with these particular characteristics as part of their planning and development process in the past three years.

We also asked the respondents whether they are planning to increase the amount of work that they do for and with older adults in general in the future:

Base: All (85)	%
Yes	66
No	11
Don't know	24

Two thirds of the respondents (66%) said that yes, they are planning to increase the amount of work that they do for and with older adults in general in the future.

We asked the respondents what sort of help or support would be useful if they were looking to develop their work with and for older people. This was an open question and responses were written in. Key themes arising were as follows:

Base: All (85)	%
Access to more funding	21
Networking and partnership opportunities	15
Ideas for activities and creative practice	14
Guidance: Working in care homes	13
Access to more training and CPD opportunities	11
Support with promotion and publicity of activities	7
Guidance: Working with dementia	7
Opportunities to share best practice	6
Guidance: Working with diverse groups	6
Support for freelancers	5
Research and evidence	4

The type of help and support most often requested was greater access to funding (21%) to enable more work to happen with older adults.

The next most often mentioned support needs were networking and partnership opportunities (15%) and ideas for activities and creative practice to use when working with older adults (14%).

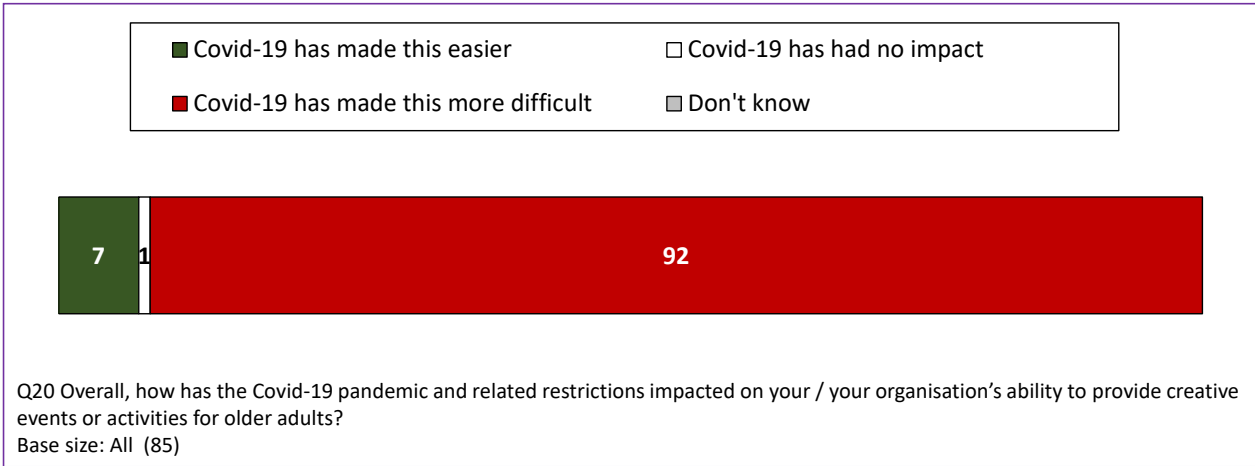
Several requested guidance around specific issues, including working in care homes (13%), working with dementia (7%) and working with more diverse groups of older adults (6%).

Access to more training and CPD opportunities was also a need for 11%, around topics including “conditions older people have”, “working with care homes”, “dementia awareness”, “using devices”, and “digital”.

The impact of Covid-19 on work with older adults

The following section of the report explores the impact that the Covid-19 pandemic has had on creative work with older adults in Scotland.

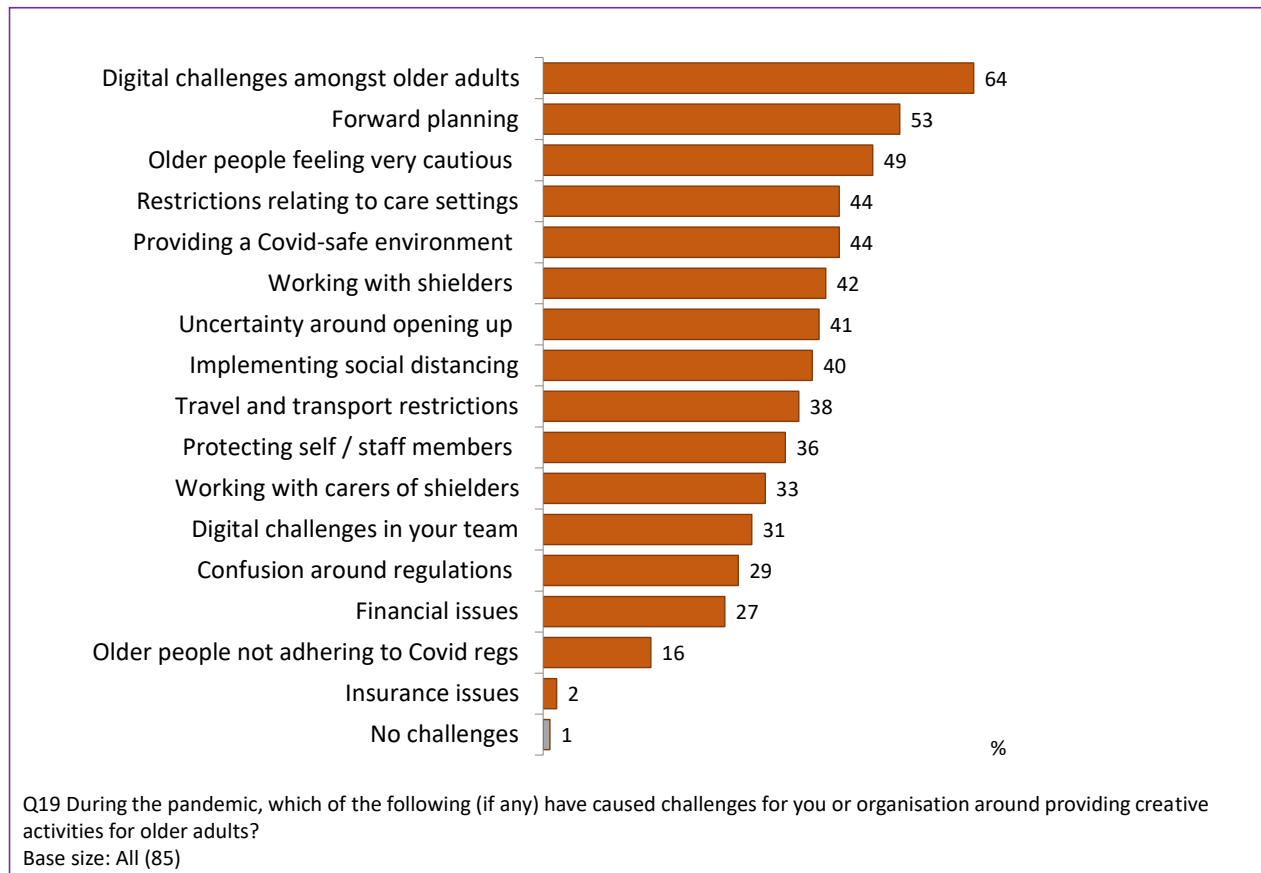
We asked the respondents to tell us, overall, how the Covid-19 pandemic and related restrictions impacted on their organisation’s ability to provide creative events or activities for older adults.



For the vast majority (92%) the Covid-19 pandemic and related restrictions made the organisation’s ability to provide creative events or activities for older adults more difficult.

99% of the respondents were impacted by the Covid-19 pandemic in some way, and the pandemic made things easier for only 7%.

We asked the respondents what challenges they had faced around providing creative activities for older adults during the pandemic:



Almost all (99%) of the respondents had faced any challenges in providing creative activities for older adults during the pandemic.

The challenges were varied and extensive, and on average each organisation told us that they had faced 5.9 challenges.

Those most often faced were digital challenges amongst older adults (64%), forward planning (53%), older people feeling very cautious (49%), restrictions relating to care settings (44%) and providing a Covid-safe environment (44%).

We asked the respondents whether Covid-19 had caused them to stop providing creative events or activities for older adults for any period:

Base: All (85)	%
Any yes	74
- Yes, we cancelled scheduled events	51
- Yes, we were unable to schedule planned events	48
- Yes, we stopped providing these events entirely for a period of time	35
No	22
Don't know	2

Around three quarters of the respondents (74%) stopped providing creative events or activities for older adults due to Covid-19, and 22% did not stop.

Overall around half cancelled scheduled events (51%) or were unable to schedule planned events (48%), and around a third (35%) stopped providing these events entirely for a period of time.

We asked those that stopped providing creative events or activities for older adults how long they stopped for:

Base: Those that stopped providing creative events or activities for any period (74)	%
Less than one month	19
1 – 3 months	17
4 – 6 months	8
6 months to one year	22
More than one year	27
Don't know	6

Although around one in five organisations (19%) stopped providing creative events and activities for less than one month, the majority stopped providing creative events and activities for much longer. Around half of the organisations (49%) stopped providing creative events and activities for more than six months, including 27% who stopped providing creative events and activities for more than one year.

We also asked the respondents to tell us about the new ways that they had provided creative events and activities for older adults during the pandemic:

- 85% had provided any online creative events or activities for older adults during the Covid-19 pandemic period
- 76% had worked with older adults in any other ways – either relating to creativity or more general support - during the Covid-19 pandemic period

We asked the respondents to tell us about the ways that they are providing creative events or activities for older adults at the moment:

Base: All (85)	%
Any currently working in-person	80
- Working in-person with older adults, with Covid-related changes or restrictions in place	75
- Working in-person with older adults in entirely new ways	32
- Working in-person with older adults, returned to pre-pandemic practices	21
Currently working with older adults remotely	47
Currently working in-person AND remotely	41
Any not currently working with older adults	14
- Not currently working with older adults due to Covid-related restrictions	12
- Not currently working with older adults for non-Covid-related reasons	4
Don't know	0

At the moment, 80% of the respondents told us that they are currently working in-person with older adults, including 75% who are doing so with Covid-related changes or restrictions, and 32% who are working in entirely new ways. Only around one in five (21%) had returned to pre-pandemic practices.

Additionally, almost half of organisations (47%) are currently working with older adults remotely, which indicates that around four in ten (41%) are currently operating a hybrid model of remote and in-person work.

12% are currently not working with older adults at all due to Covid-related restrictions.

Those that work in the care sector are likely to be working with older adults in line with current care staff guidance, which will differ from restrictions applied to other professionals working in creative ageing.

Looking forward, we asked the respondents whether they expect Covid-19 will cause them to stop providing creative events or activities for older adults during 2022:

Base: All (85)	%
Any yes	23
- Yes, we are not currently providing events or activities for older adults due to Covid-19	12
- Yes, we are considering putting our events or activities for older adults on hold due to Covid-19	11
No	56
Don't know	20

Almost of a quarter (23%) of the respondents expect or suspect that that Covid-19 will cause them to stop providing creative events or activities for older adults during 2022.

Responses show that there is still some degree of uncertainty surrounding the future effect of Covid-19 on the respondents' ability to provide creative events or activities for older adults in the coming year – as 11% are considering putting their events or activities on hold, and 20% don't know.

We asked the respondents to tell us what they realistically hope to be doing in relation to providing creative events and activities for older adults, by this time next year. This was an open question and responses were written in. Key themes arising were as follows:

Base: All (85)	%
More in-person activities	18
Return to pre-pandemic activities	18
Widen range of activities on offer	13
Taking a blended approach	11
Greater access to freelance work	7
Taking a flexible approach	7
Greater access to working in care homes	7
More engagement with wider community / visitors	5
Attend more external events and activities	5

The respondents had a range of expectations around what could happen by early 2023.

The largest groups hoped that they would return to their pre-pandemic activities (18%) and undertake more in-person activities (18%):

"Hopefully things will resume to some kind of normal service."

"By this time next year, we hope to be back to full in person."

"We hope to have returned to a full and packed programme of many events."

That said, a substantial proportion expected to be taking a blended approach (11%) or a flexible approach (7%):

"Continuation of online work and develop in person experiences."

"In all the work we do, we always have a Plan A (live), Plan B (online) and Plan C (hybrid) which allows us to move forward by adapting our model to changing circumstances."

Freelancers in the respondents hoped that they would have greater access to freelance work (7%) and greater access to care homes (7%) by 2023:

"Hope to be back working in care homes and hospital wards with the organisation I work for, and in-person activities with my other groups; with Covid mitigations if necessary."

"I am starting to receive bookings in care and sheltered homes for existing contacts but nothing to what I used to do over the past 5yrs."

Those working in care settings hoped to be able to engage more with the wider community (5%) and attend more external events and activities (5%) by 2023:

"We would hope to integrate more with the community in 2022 and get back to having outside groups providing entertainment and activities that the residents can take part in."

"I hope to be involving the wider community in our activities to improve engagement; I also hope to have more frequent outings for our residents."

"We really hope to have more outings as well as more visiting artists."

We also asked the respondents to tell us what challenges they anticipate in relation to this future work:

Base: All (85)	%
Ongoing Covid-19 restrictions	21
Uncertainty leading to difficulties forward planning	13
Financial challenges	12
Covid anxiety	11
Technical challenges	2

The respondents anticipated that ongoing Covid-19 restrictions would continue to be an issue when working with older adults (raised by 21%):

"Expect most general population level restrictions to be removed, however it feels likely that some restrictions around working in care homes will remain in place - particularly around testing, social distancing and some PPE."

"I think there will still be some ongoing restrictions and precautions in place for older and vulnerable people especially in care settings."

"It may be that the restrictions are brought in on a seasonal basis over the winter months."

Linked to this, some (13%) were finding it difficult to make forward plans in an unpredictable environment:

"Forward planning events and activities is exceptionally difficult at the moment."

"Difficult to say to what extent our events can return to pre-pandemic, in part because of restrictions imposed by venues (which impact on financial viability). Forward planning and assessing viability of future events is very difficult under these circumstances."

“Entirely related to the unknown changes re pandemic. We have to work flexibly and respond to how things change over time. This is manageable, but as a freelancer, it has a direct impact on my ability to work out my income, even on a month to month basis.”

“New variants of viruses and resumption of restrictions would continue to challenge planning and execution of activities.”

“We will pick up the pieces and start again, but if there is another variant who knows what is realistic?”

A certain amount of Covid anxiety (11%) was also expected to be a challenge:

“Some participants and audience members are still reluctant to return to the venue due to Covid anxiety.”

“Anxiety, caring responsibilities and poorer health currently a barrier to past participants coming back to activities.”

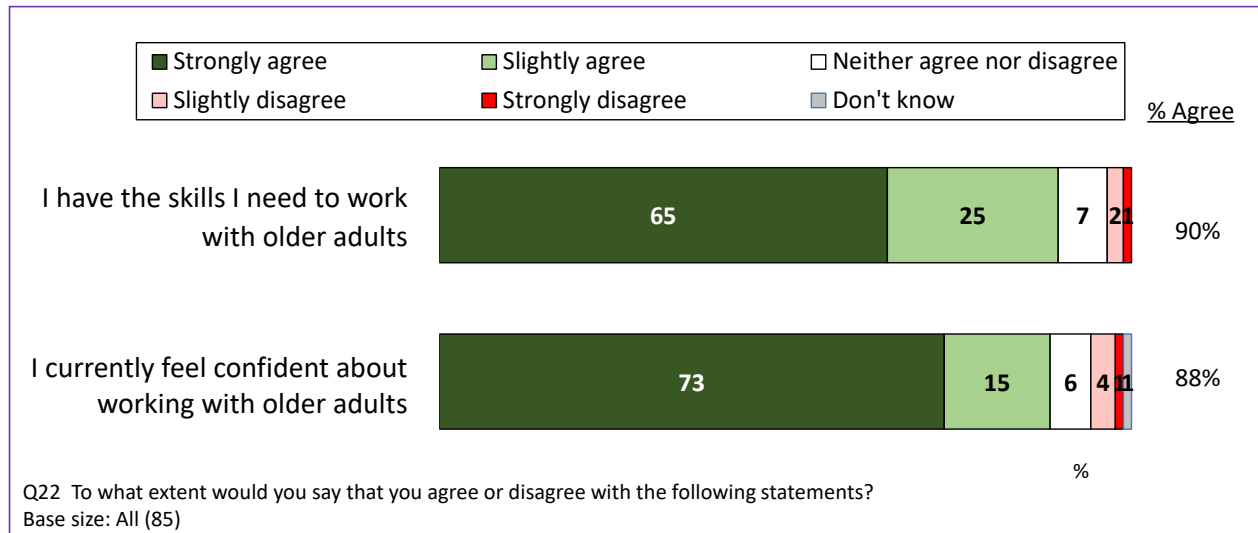
“The challenge is the lack of confidence in attending live events.”

“We expect a challenge in getting older people to be more confident and to come out for activities due to the impact of Covid.”

Current levels of confidence and experience working with older adults

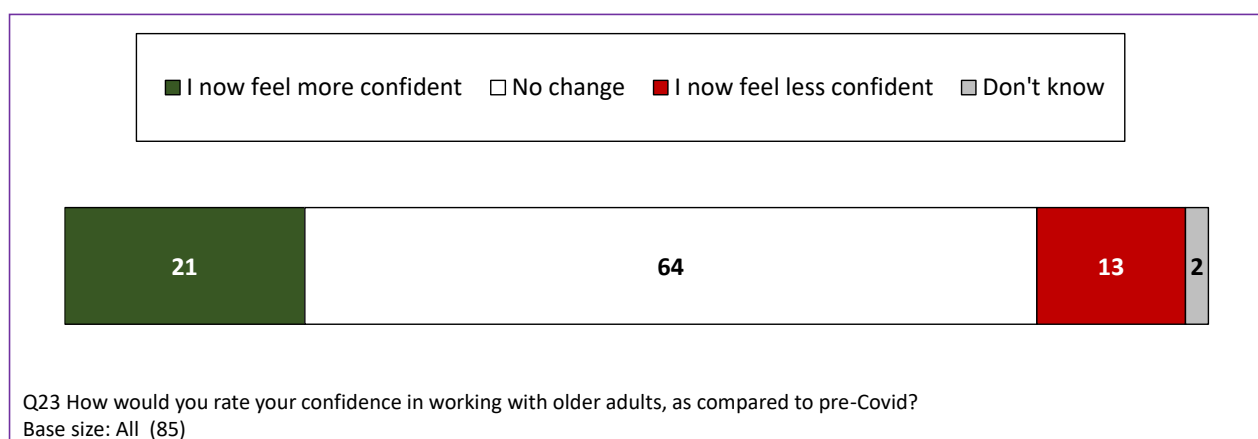
The following section of the report explores current levels of confidence and experience working with older adults.

We asked the respondents to tell us about their current levels of confidence and experience working with older adults:



The respondents currently feel very positive about their ability to work with older adults, with 90% agreeing that they currently have the skills that they need to work with older adults (and only 3% disagreeing) and 88% agreeing that they currently feel confident working with older adults (and only 5% disagreeing).

We asked the respondents to tell us how they would rate their confidence in working with older adults, as compared to pre-Covid:

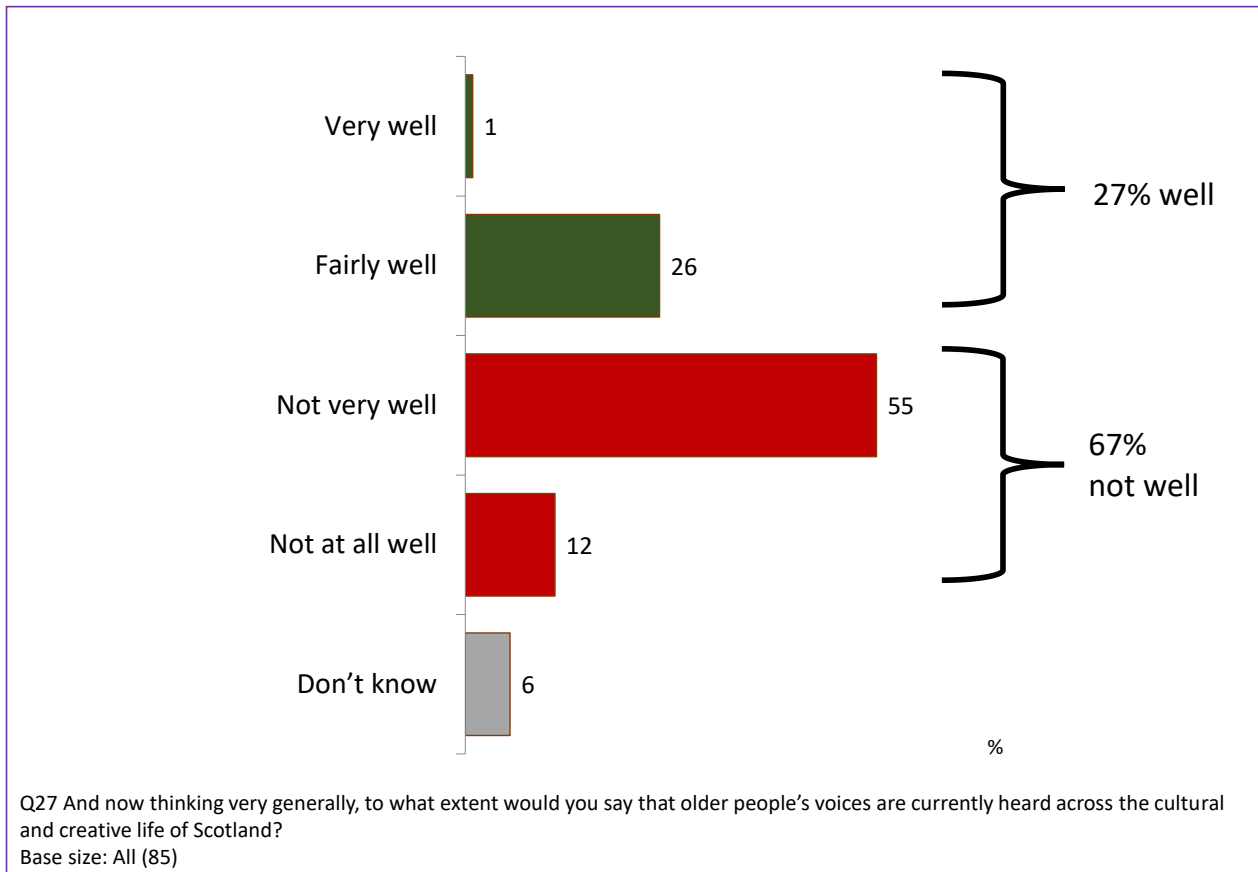


For the majority (around two thirds, 64%) levels of confidence in working with older adults had not changed as compared to pre-Covid. Around one in five (21%) told us that they now feel more confident in working with older adults as compared to pre-Covid, and 13% now feel less confident in working with older adults as compared to pre-Covid.

Older people's voices in Scotland

The following section of the report explores opinions around older people's influence on cultural and creative life in Scotland.

Finally, we asked the respondents to tell us the extent to which they feel that older people's voices are currently heard across the cultural and creative life of Scotland:



The majority of the respondents do not feel that older people's voices are currently heard across the cultural and creative life of Scotland, with 67% saying that this is happening not well.

Just over a quarter (27%) felt that older people's voices are currently well heard across the cultural and creative life of Scotland, including only 1% feeling that older people's voices are heard very well.

Perceptions of Luminate

The following section of the report evaluates perceptions of Luminate, and Luminate's position.

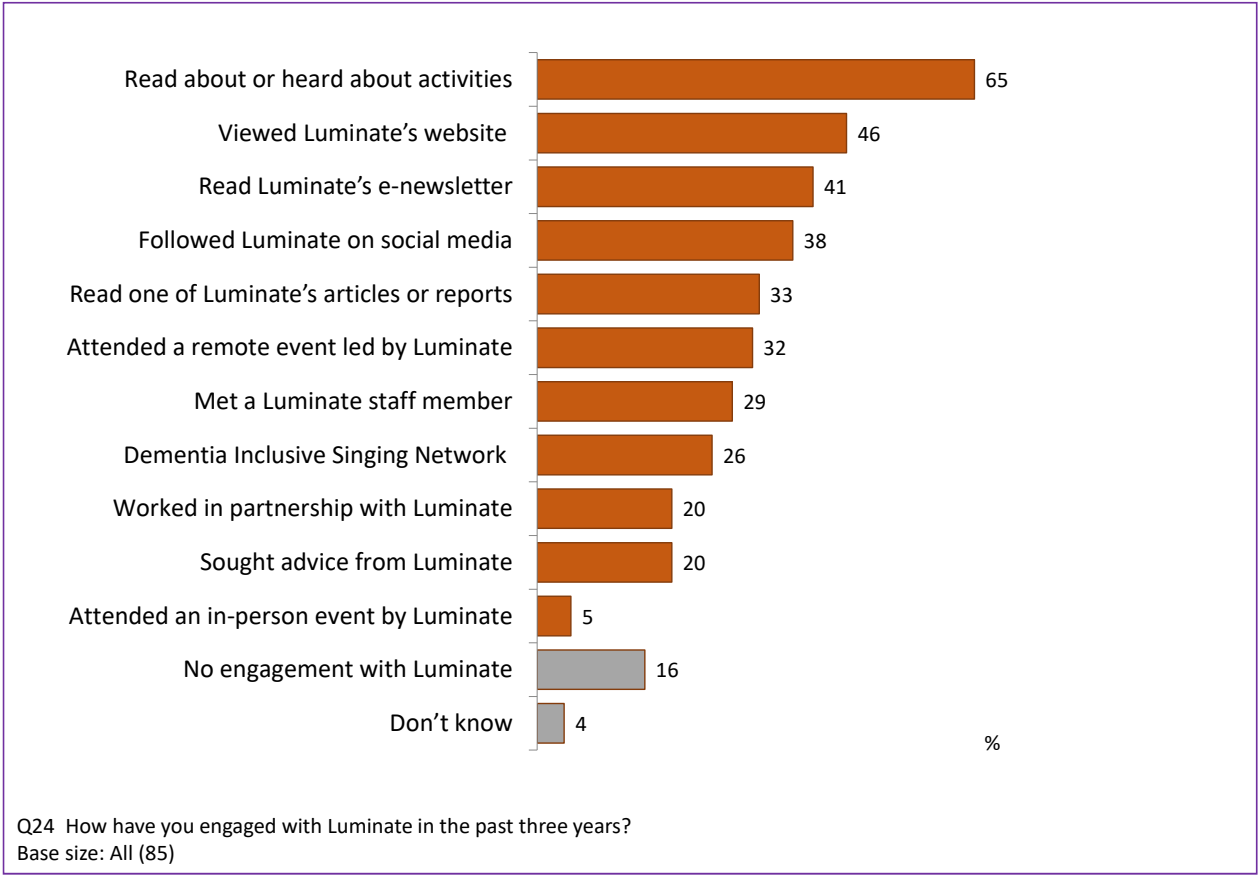
We asked the respondents how familiar they feel they are with Luminate and the work that Luminate does:



There was a good degree of familiarity with Luminate amongst the respondents, with 71% saying that they were familiar with Luminate and the work that Luminate does.

In total 17% were currently unfamiliar with Luminate and the work that Luminate does.

We asked the respondents to tell us in what ways they had engaged with luminate in the past three years:

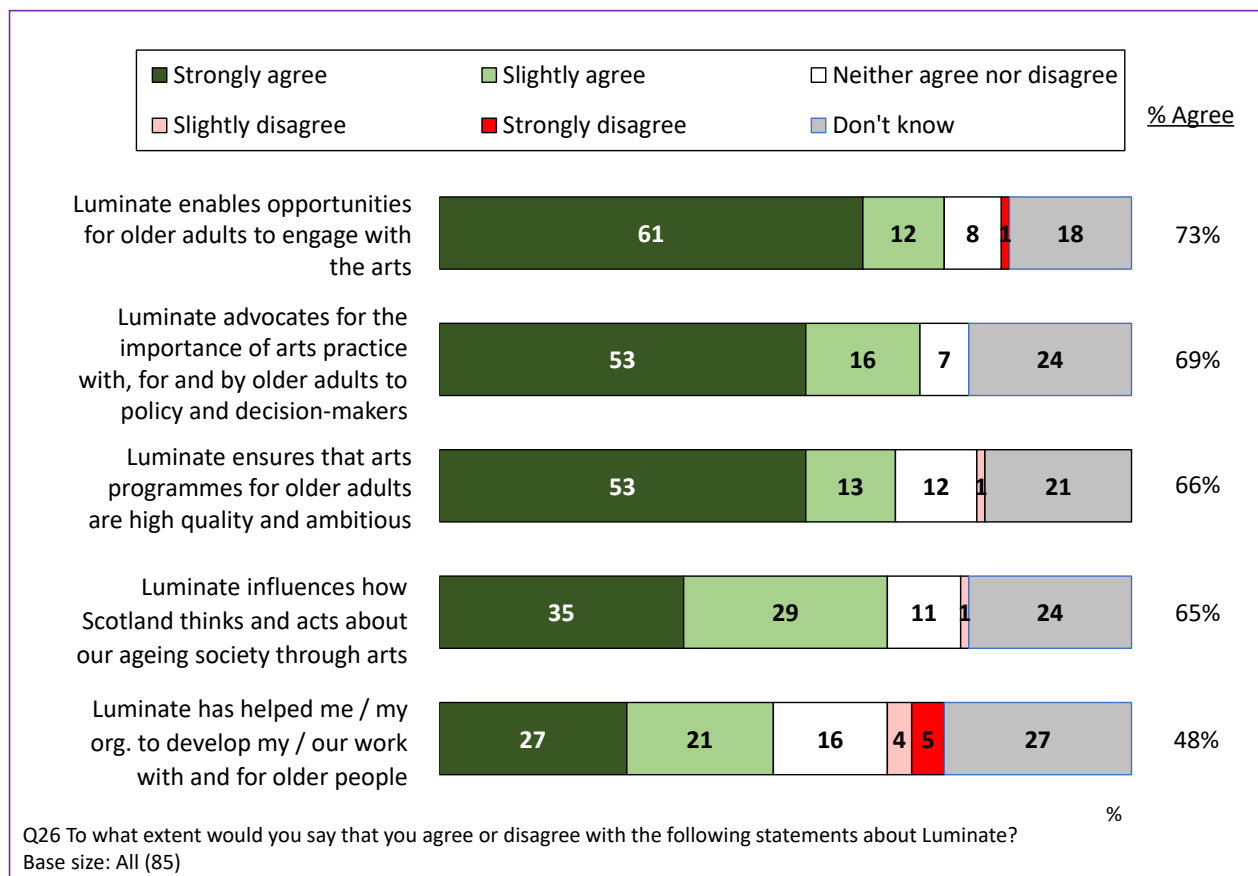


In total 80% of the respondents had engaged with Luminate in the past three years, and on average each had engaged in 4.4 of the listed ways.

The methods of engagement most often selected were to have read or heard about Luminate's activities (65%), to have viewed Luminate's website (46%) and the have read Luminate's e-newsletter (41%).

16% of the respondents had no engagement with Luminate in the past three years, and 4% responded don't know.

We asked the respondents to evaluate Luminate against some of its strategic priorities:



On the whole the respondents were positive about Luminate and Luminate's work.

Around three quarters (73%) agreed that Luminate enables opportunities for older adults to engage with the arts, which is Luminate's key aim. In addition:

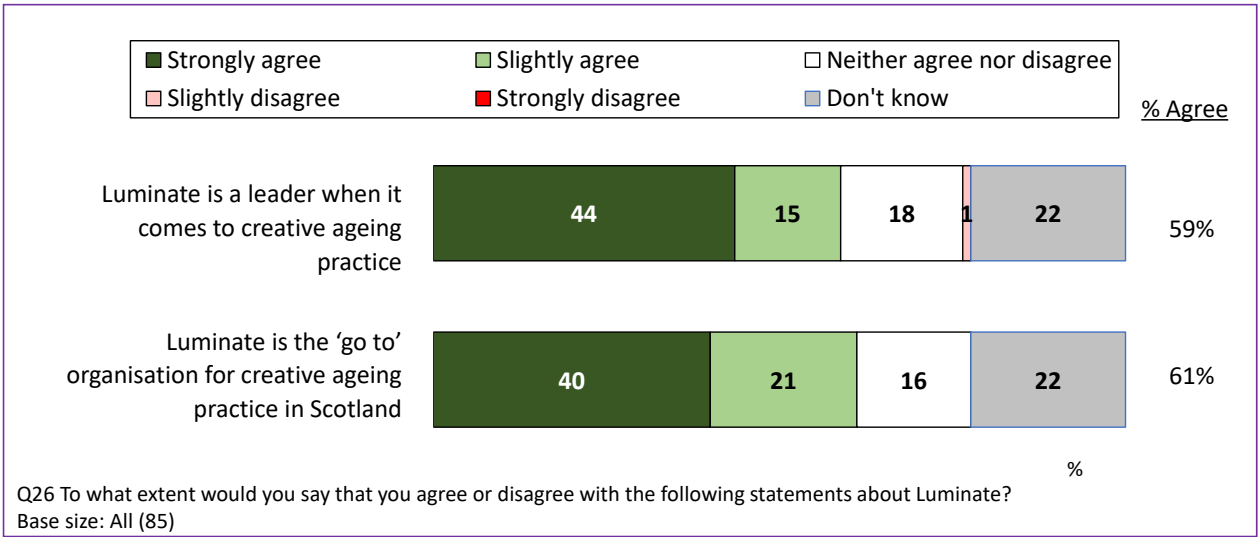
- 69% agreed that Luminate advocates for the importance of arts practice with, for and by older adults to policy and decision-makers
- 66% agreed that Luminate ensures that arts programmes for older adults are high quality and ambitious
- 65% agreed that Luminate influences how Scotland thinks and acts about our ageing society through the arts

Relatively fewer (48%) agreed that Luminate has helped me / my organisation to develop my / our work with and for older people, perhaps reflecting patterns in engagement.

Throughout, strength of agreement was very strong indicating positivity towards Luminate.

Where the respondents were not positive they tended to give neutral or don't know responses rather than negative responses. This high level of don't know responses, in particular, demonstrates unfamiliarity with Luminate's work rather than negative feelings about Luminate's work.

We also asked the respondents to evaluate Luminate’s positioning:



Around six in ten agreed that Luminate is a leader when it comes to creative ageing practice (59%) and that Luminate is the ‘go to’ organisation for creative ageing practice in Scotland (61%).

Again, the level of negative response was close to zero and non-positive responses tended to be neutral or don’t know, indicating unfamiliarity with Luminate’s work.

Concluding remarks

The first stakeholder survey provides a useful baseline for Luminate to work against in the coming years. Luminate's stakeholders are varied, including arts organisations, care organisations and freelance creatives. Each of these sub-sets is likely to have a different type of relationship with Luminate, along with their own needs and challenges. Overall, however, nine in ten respondents currently feel skilled and confident when working with older adults.

We have learned from the stakeholder survey that the work being undertaken with older adults is also varied. Working with dementia is a key issue, both as a focus for work and an ongoing training need. The high degree of focus on dementia and care homes may also be an issue for Luminate to explore further and understand better, as the population of older adults that do not have dementia and do not live in care setting by far exceeds the population that does. Work with minority groups of older adults is also less prevalent and this may be an area to progress.

The Covid-19 pandemic has hit the population of older adults in Scotland hard as they are people at risk of serious outcomes, and the pandemic has hit hard as a consequence. For the vast majority (92%) the Covid-19 pandemic and related restrictions has made it more difficult to provide creative events or activities for older adults. Multiple challenges have been faced, and ongoing restrictions have made it difficult to plan and undertake work with older adults. This continues to be the case (indeed 12% are not currently working with older adults due to Covid-related restrictions) and people are still finding it difficult to make forward plans. That said, it may be that the pandemic has brought the needs of older adults to the forefront as fewer than 10% are working less with older adults than they did before, despite these challenges.

We asked the respondents what would help them to undertake more work with older adults in the future, and priorities included funding opportunities, networking, ideas and guidance. There may be a greater role for Luminate to play in addressing these needs, to be facilitated in a way that is mindful of the challenges that Covid-19 continues to pose.

Around seven in ten respondents told us that they were familiar with Luminate and the work that it does, and eight in ten had recently engaged with Luminate in some way. On the whole the respondents were positive about Luminate and Luminate's work, with at least two thirds considering Luminate to be providing (its key aims of) opportunity, quality, advocacy and influencing. Around six in ten agreed that Luminate is a leader when it comes to creative ageing practice and that Luminate is the 'go to' organisation for creative ageing practice in Scotland. Where the respondents were not positive they tended to give neutral or don't know responses, demonstrating unfamiliarity with Luminate's work rather than negative feelings about Luminate's work. Building the profile of Luminate (and reducing the proportion of don't know responses in future iterations of this survey) should be a priority for Luminate in the coming years.

Overall, only just over a quarter of the respondents felt that older people's voices are currently well heard across the cultural and creative life of Scotland indicating that there is still work to do.