Results workshop 'Unforgettable' 16 October 2014, Working Conference Long Live Arts, London

Promoting factors for implementation of art projects for the elderly		Obstructing factors for implementation of art projects for the elderly		Solutions	
General	Exciting topic	General	Lack of understanding	General	Start young!
	Recognition that dementia is a community challenge		Traditional thinking about arts and artists		
	Growing recognition of connection between health, culture & wellbeing		Focus on 'young' in the cultural field		Work intergenerational
	Recognition, 8 year programme of work to build upon		'Highbrow'		
	Intergenerational aspects				
	Good examples				
	Social aspects				
Collaboration	Growing collaboration between care, health and art sectors	Collaboration	No collaboration between ministry of culture an ministry of welfare		
	Shared engagement, over cross disciplines and departments	Organization policy	Changes in delivery structures for health & social care	Organization policy	Cross-departmental cultural policy
	Culture cross-departmental		Care homes: lack of time and budget/money		'Stories' collecting, good human interest tales..
	Connectivity relevance		Care homes: management		Local ownership of projects
	Use of existing networks		Organization policy		
Policy	Local authorship		No time		
		Funding	Funding	Funding	Transparency
			Funding for projects		Who benefits, also contributes (for instance -> care institution)
			Lack of funding/ budget cuts		Structural approach -> broad basis (public & private)
Staff	Practitioners with expertise & knowledge in this area	Staff	Attitudes/capacity of health and social care staff		Organizations & governments -> cultural and welfare funding from same budget category
	Staff involvement				

Volunteers	Wide voluntary & community sector	**Volunteers**	Expertise of volunteers		Special training. Make them enthusiastic.
PR	Media attention	**PR**	People don't know that art-projects take place; mobilization		
	Advertisements, radio, television	**Participants**	How to find the participants who really need it		
Research	New field of research		How to find participants		
	Evidenced enjoyment of the participants		Need for assistance of people surrounding them		
	Scientific research results that illustrate the positive impact on elderly to convince policy makers		They are afraid of participating (fear, shame etc.)		
Accessibility	Accessibility	**Costs for participants**	Costs		
Other	Inclusion		Price		
	Start young – establish culture	**Transport**	Transport	**Transport**	Is transport and distance really the problem? Sometimes an excuse.
	Awareness of the general public that everybody's going to be confronted with dementia		Distance		Let the project travel instead of the participants.
			Distance/mobility		
			Geography		
		Isolation	Isolation & 'disappearance' of older people		Engage family ('family' also in the less traditional sense of the word)
			Care at home, loneliness..		
		Practical	Opening hours of the museum		
		Other	Perceived lack of reluctance		
			Pressure from existing programmes		
			Luminate: Natural festival of creative ageing		