

# Musical Memories CIC - Annual Impact Report

April 2017 – March 2018

## Introduction

Musical Memories is a social enterprise created to give older people the opportunity to sing together and enjoy each other's company with the aim of combatting social isolation and loneliness and improving health and wellbeing.

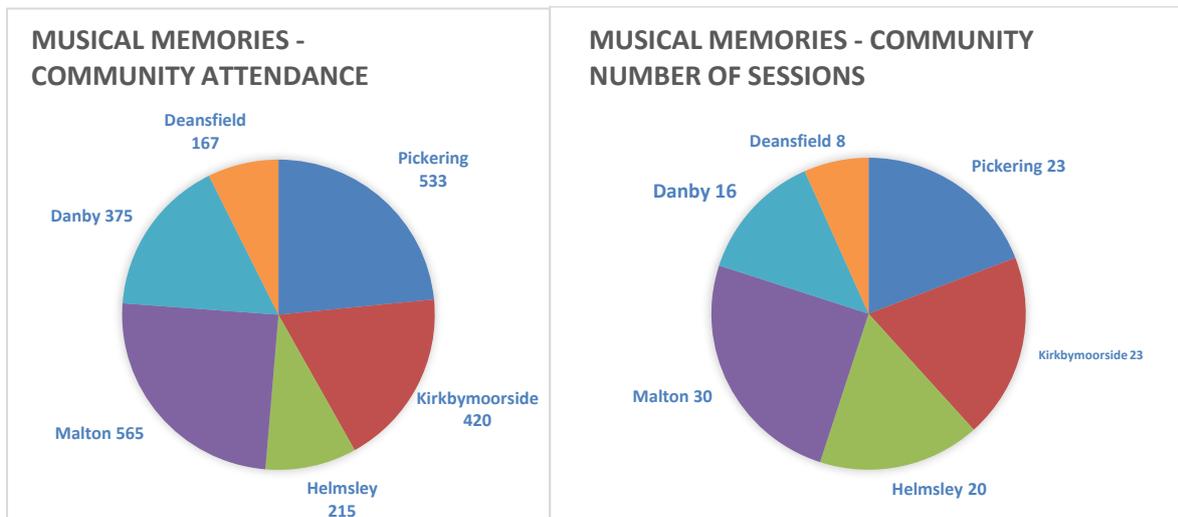
Musical Memories runs inclusive, friendly, regular singing sessions in accessible, community venues using specially adapted songbooks for those with visual impairments, live music, and songs which are transposed to make them particularly suitable for older voices. Participants range from age 30 to 97, with the majority aged 70 or over, with typically around 25 people attending each session.

## Scope

Musical Memories has three operational strands: Community, Projects and 'Big Sing'

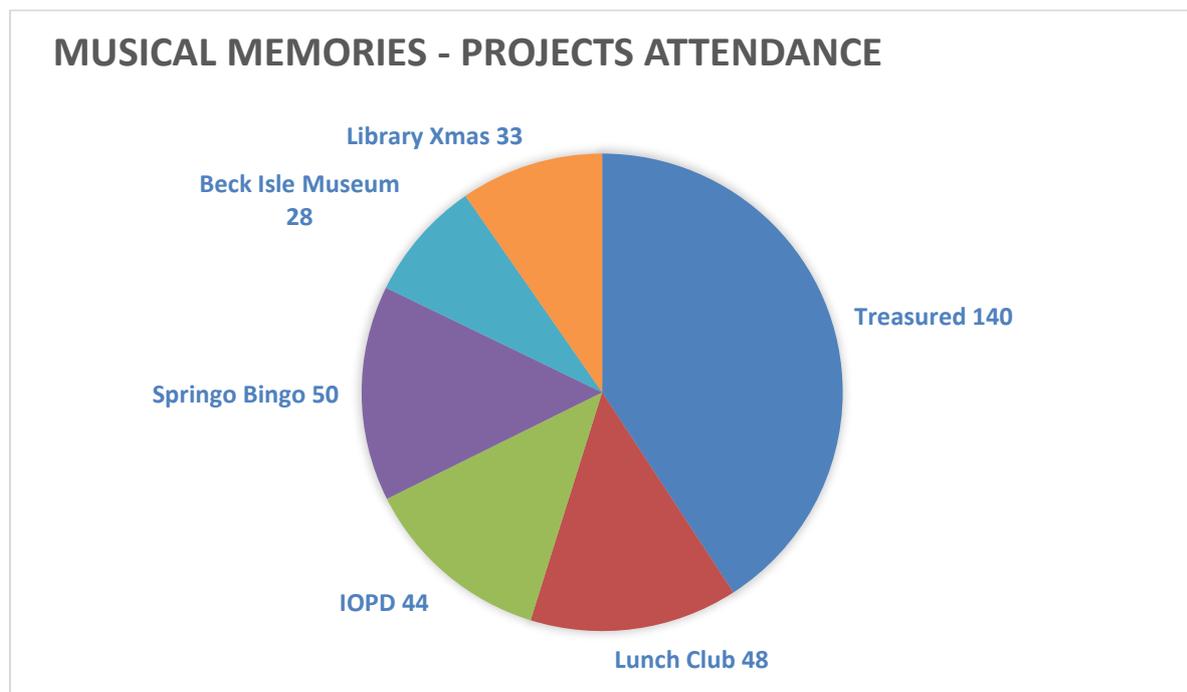
### 1/ Community

Regular singing sessions have taken place throughout 2017 - 2018 in Pickering (RVS Hungate Centre), Kirkbymoorside (Moorside Room), Helmsley (Arts Centre), Malton (Milton Rooms) and Danby (Village Hall) and Deansfield Court, Norton.



Musical Memories has also delivered a number of singing sessions to a variety of community groups including Ryedale Older People's Forum, Friends of Omega Barn Christmas Fayre, Pickering Churches Together Luncheon Club, RVS War Weekend, KMS Marie Curie Dinner, Ryedale Carer's Support 'Songs and Scones'.

## **2/ Projects**



### **Treasured – Jan - Sept 2017**



Musical Memories successfully submitted a bid to 'Your Consortium' and North Yorks County Council to develop the 'Treasured Musical Memories' project in Ryedale. The aim of the project was to gather together a small group of people who were engaged in a caring role, together with the recipient of that care, in order to enjoy a series of workshops involving singing, talking and reminiscing together. Over the course of the project participants were asked to choose a song that was special

to them and to share with the other participants why they had chosen that particular 'Treasured' song. A special 'Treasured' songbook was compiled of all the songs and a CD was made of everyone singing these songs. A booklet was also produced which detailed the stories that surrounded these 'Treasured Musical Memories'.

<https://www.youtube.com/watch?v=OTmc1KTbl08>

### **Singing in the Parlour – September 2017**



In September, building on the success of the previous year when Musical Memories used the artefacts of the Beck Isle Museum's handling-box to prompt the reminiscences of our singers, we once again worked in partnership with the manager of the BIM, this time to hold a singing session in the museum - in the Victorian Parlour. We created a special songbook for the occasion inspired by the artefacts of the room ('Singing in the Parlour') and comprising of well-known parlour songs of the Victorian era.

### **International Older Person's Day – October 2017**



We celebrated International Older People's Day on Sunday 1<sup>st</sup> October 2017 at the Royal Voluntary Service Hungate Centre Pickering, by singing together 'Songs of the 1920s'. The afternoon celebrated the wisdom, vitality, knowledge, talent and energy

of older people and reflected on the wonderful achievements of several well-known older people.

### **Christmas Singalong – December 2017**



A free and inclusive singalong at the library where everyone sang from a special Musical Memories 'Christmas Songs and Carols' songbook, fortified by coffee and mince pies.

### **Springo Singo-Bingo – March 2018**



An innovative and interactive event held at the Pickering Memorial Hall that combined singing with bingo and also celebrated the start of Spring.

### **3/ Big Sing**

#### **Big Sing<sup>2</sup> 2017**



The Musical Memories Summer Big Sing and Vintage Afternoon Tea was held in the main hall of the Milton Rooms on Friday 29<sup>th</sup> July 2017. All members of Musical Memories singing groups were invited to attend. Transport was provided from Norton and Pickering (using Ryedale Community Transport) and participants from the North York Moors funded their own minibus transport in order to attend the event.

Over 130 attendees in the age range 50 to 95 came along from all over Ryedale as well as a number of residents from local care homes. Participants sang together some of their favourite songs from a bespoke song book created for the occasion and then enjoyed an afternoon tea together followed by a few final songs. The event was attended by the Chair of NYCC, Helen Swiers and Corporate Director of Health and Adult Services, Richard Webb.

### **Stakeholders**

#### **Beneficiaries**

The age range of the people who attend Musical Memories singing sessions is between 60 – 96 years. The average age of participants is 79 for women and 75 for men. 60% of participants live alone and 25% are unpaid carers. Many live with long term chronic conditions associated with the older population, a significant proportion live with Dementia and other memory problems, and many have mobility difficulties.

## **Volunteers**

Volunteers make refreshments, distribute songbooks, collect weekly contributions from participants and some provide transport to sessions for participants. Many of our volunteers are also service users who enjoy the added experience of being central to the smooth running of each session.

## **Referrers**

Contacts have been established with other local charities and agencies (Alzheimer's Society, Ryedale Carer's Support, Carer's Resource, Next Steps, Sight Support, Warm and Well North Yorkshire) who are aware of the service that is offered and know that they can signpost their own service users to join us if it is thought to be beneficial. Close links have also been established with NYCC Health and Adult Services Directorate in particular the Living Well Team.

## **Connections**

Over the past year connections have been made with other musicians, artists and organisations including Leeds University Department of Music, York Hospital Arts Team, Libby Pearson Creatives, Rob Townsend Photography, Revival North Yorkshire CIC, which has led to the development of new and exciting initiatives.

## **Impact**

### **Inputs**

Funding has been received from NYCC Stronger Communities Fund, Ryedale District Council, Pickering, Norton, Helmsley, Kirkbymoorside Town Councils, Aviva Community Fund, Ryedale Lions, Fitzwilliam Estate. We have been regularly commissioned to provide services for The Milton Rooms (Arts for Change), Helmsley Arts Centre (Duke of Devonshire Fund), Revival North Yorkshire (Stronger Communities Fund).

Beneficiary contributions are in the region of £60 per session. Volunteer contribution is worth approximately £30 per session.

## **Outputs**

In this period Musical Memories has delivered 136 sessions with over 2,700 attendances reaching over 630 individuals.

The number of volunteer hours is 487.

## **Feedback from Community, Projects and Big Sing**

“These sessions have brought me back to life” Mr G (57)

“We all live on our own and there are so few places to come during the day to meet other people, so we come here to meet other people, sing and enjoy ourselves.” Mrs C (87)

“Musical Memories is a wonderful way to relax – sing which we all know is so good for us – but also reminisce and share so much that we thought was forgotten. Informal but also a bonding experience” Mrs T (79)

“Many thanks for all you are doing to keep companionship and hearts and minds active with the songs and fellowship”. Mrs C (79)

“Musical Memories is Mum’s favourite thing in the whole week! If we miss a session, Mum gets really down. Mum has dementia and she struggles to remember things, but always remembers the words of the old songs. The session also gives Mum the chance to talk to people other than me, she is accepted for who she is. For me, I can be the daughter again and we can do something together. When I’m at Musical Memories I don’t have to think of something to do – everything is provided and I can really relax for a couple of hours.” Mrs Y(61) and Mrs S (88)

“I was new to the area, but it’s so friendly, you make new friends. When I wake up I’m pleased when it’s a Friday and when I walk out of here (after the session) I feel good. It’s good that it is not a choir – there’s no pressure if you ‘can’t sing’. Neil and Ruth are like friends.” Mrs S (75)

“I live alone and I enjoy the female company. I come along for the songs – and for the ladies!” Mr W (95)

“The songs bring back so many memories. I worked away from Malton and have come back to the area. It’s nice to have something to come to where you can meet people.” Mrs J (82)

**Detailed Case Studies are available on request**

When one of our regular attendees had been in hospital and was too frail to attend our sessions in the town, we made a ‘home visit’ to bring a musical Christmas celebration to her sitting room.



“Thank you for that wonderful surprise visit with music and mince pies, stories and laughs. Mum and I were thrilled to have that magical time with you and Paula and Margery. I'm so grateful for your generous spirit.” Mrs Y 67)

Listen to Frank, Maureen and Irene describing the impact on them of attending a MM session. <https://www.youtube.com/watch?v=WE2IIRYyHTU&index=2&list=PLnVzlw6oTakRFPlsrM0ZGrv0vUuFnSrXH>

## **WEMWBS**

The short Warwick-Edinburgh Mental Well-Being Scale (WEMWBS) scale was used to measure the health and well-being outcomes of those that participated in the Treasured project and all responses became more positive in every question area. This method of measuring wellbeing is used for many projects such as ours.

<b>Musical Memories Treasured session</b>					
<b>Statements</b>	<b>None of the time</b>	<b>Rarely</b>	<b>Some of the time</b>	<b>Often</b>	<b>All of the time</b>
<b>I've been feeling optimistic about the future</b>	-	-	-	-	-
<b>I've been feeling useful</b>	-	-	-	-	-
<b>I've been feeling relaxed</b>	-	-	-	-	-
<b>I've been dealing with problems well</b>	-	-	-	-	-
<b>I've been thinking clearly</b>	-	-	-	-	-
<b>I've been feeling close to other people</b>	-	-	-	-	-
<b>I've been able to make up my own mind about things</b>	-	-	-	-	-
<b>Summary before treasured project</b>	<b>1.02%</b>	<b>7.65%</b>	<b>38.38%</b>	<b>26.34%</b>	<b>26.61%</b>
<b>Summary after treasured project</b>	<b>0.33%</b>	<b>2.88%</b>	<b>30.61%</b>	<b>33.72%</b>	<b>32.44%</b>

## **Social Value–**

Based on the HACT Social Value model, Musical Memories activities across Community, Projects and Big Sing have generated approximately £1,172,656 of Gross Social Value over the period covered by this report – Total Minus Deadweight = £949,851. These figures are based on the values attributed to people over 50 years old, and outside of London, engaging in social activities which help to reduce social isolation, strengthen community ties and improve well being for the participants.

