

OLDER PEOPLE MAKE MUSIC IN NORTH LONDON

23 April 18 – Award-winning charity, Create, yesterday concluded its *creativity:revealed* creative arts project with older people at Jewish Care's Maurice and Vivienne Wohl Campus in North London. *creativity:revealed*, carefully designed to meet the participants' needs and interests, brought together residents of Otto Schiff care home and Rela Goldhill at Otto Schiff home for people with physical disabilities, tenants from Selig Court independent living departments and members of Michael Sobell Jewish Community Centre to create musical compositions as part of the Jewish Care community.

A paper by Marcus Rand of the Campaign to End Loneliness (CtEL) states that one in 10 people over 65 feel chronically lonely all or most of the time. Age UK research shows that two fifths of all older people in the UK (almost four million) say that television is their main companion. Increasingly, organisations such as CtEL consider isolation as having a seriously damaging impact on health. CtEL's website says a lack of social connections is "a risk factor for early death".

Through Create's collaborative creative activities, led by its professional musicians Tim Keasley and Merit Stephanos, *creativity:revealed* gave older people the opportunity to form new friendships, develop new skills and grow in confidence and self-esteem. The project culminated with a closing ceremony including speeches from Create's Chief Executive Nicky Goulder and Jewish Care's Chief Executive Simon Morris. The group performed four songs that they had written and arranged in collaboration with Create's musicians.

Brian (not her real name), from Friern Barnet who attended the *creativity:revealed* workshops, said: *"I'm 91 and I'm enjoying life and I like to broaden my mind. It doesn't matter who you sit with down with here, people have got an interesting story to tell and everyone is so friendly. This is a first class programme, outstanding, there's a real purpose about it and it's been fantastic for everyone here."*

Create's Co-Founder and Chief Executive Nicky Goulder said: *"Collaborative creativity can make a really positive impact on people's wellbeing, providing a supportive outlet for emotions and a meaningful activity through which people can socialise. We're delighted that creativity:revealed is providing older people at this very special centre with a valuable creative and social outlet. The performance today was joyful and vibrant."*

Simon Morris, Jewish Care's Chief Executive, said: *"One of our aims when we built The Maurice & Vivienne Wohl Campus was to promote well being by creating a community with access to a whole range of meaningful experiences in their everyday lives. After seeing today's celebration it is clear that Create's project has achieved this, bringing joy, creativity and new friendships to everyone involved."*



Notes to the editors

Project Dates: 7 February – 28 March (Closing Ceremony 28 March)

Funders: The Doris Pacey Charitable Foundation, Dr Michael and Anna Brynberg Charitable Foundation and an anonymous donor.

Create

Create is the UK's leading charity empowering lives through the creative arts. Our focus is on engaging the most marginalised participants in inspiring, sustainable arts programmes in areas where provision is poor and engagement in the arts is therefore low. We prioritise our work with seven participant groups: young patients; disabled children and adults; young and adult carers; schoolchildren in areas of deprivation; vulnerable older people; young and adult offenders; and marginalised children and adults. Every project helps to create a society that is fairer, more caring and more inclusive.

Jewish Care

Jewish Care is the largest health and social care charity for the UK's Jewish community, touching the lives of 10,000 people every week. The organisation provides a wide range of services for older people, people with disabilities, mental health needs, visual impairment, as well as Holocaust survivors and refugees. Jewish Care also offers support and guidance to families, carers and the bereaved, as well as programmes for children and young people.

Images: <https://www.dropbox.com/sh/x7kq9xr3hzhq2xo/AACozfhmf7SDvrgjtH9vEqF3a?dl=0>
(Other images available on request)

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