

Case studies: How have culture and creativity been supporting people in health, care and other institutions during the Covid-19 pandemic?

Organisation: Musical Moments

Region: National

Designed for: Care homes

Introduction

Musical Moments is a national company that delivers interactive music-based sessions to care homes and community groups since 2011. We operate in 23 UK locations working with over 1,000 care homes and groups.

"We have tried desperately to engage with our clients, but it is proving extremely difficult. We have offered outdoor/garden sessions, virtual sessions and an interactive online/on demand package, but the turnout for these is very low compared with the amount of clients that we have across our UK network."

We have tried desperately to engage with our clients, but it is proving extremely difficult. We have offered outdoor/garden sessions, virtual sessions and an interactive online/on demand package, but the turnout for these is very low compared with the amount of clients that we have across our UK network.

Funders

Self-funded by the company – however we are running out of funds and project hibernation.

Who is it for?

We are aiming our online offerings to care homes.

Are these people you have worked with before, or new participants?

People we have worked with before – to continue our work and hopefully income for our musicians.

How many people took/are taking part?

Around 7 care homes have virtual sessions across our whole network. Our online subscription package only acquired 5 subscribers in the first month (ongoing).

Where is it happening?

The most popular uptake of the virtual sessions is in the York area

For how long has it been happening?

Ever since lockdown we have tried to engage with our clients and care homes, and this is still ongoing as we are trying to stay afloat as a company.

What were/are the main outputs?

We were supposed to be exhibiting at the care show but now are unsure of when this will happen and if it will be beneficial to us at this moment. We have been approached by NAPA to host a virtual workshop showcasing our offerings.

What outcomes were/are you aiming for?

Keeping our relationship with the clients that we have worked hard over the years to build and grow and to also keep the residents engaged, especially those with dementia who may be missing regular

musical stimulation – many of our team visit the same care home on a weekly basis and we are worried that the mental health of those that receive live music every week will suffer.

Have you adapted existing work to make this happen? If so, how?

We have tried to make our session virtual, but our session relies on interactive, one-to-one and sensory music-based activities, so being on a screen takes away a lot of what our session stands for. However, we have created a completely non-contact version of our session with a new health and safety covid-compliant document for our clients that we can deliver to care homes if they are happy for us to be in the building.

Evaluation & Feedback

We have been asking for feedback on our sessions/packages by email or phone, but this is difficult to retrieve as we don't often get responses when reaching out to our clients.

What is your own impression of how it has worked? What have been the challenges and successes for you?

We feel that we are fighting a losing battle. We have put so much energy and effort into our alternative ways of connecting with our clients, but are disheartened by the lack of interest from our huge client base. We wish that more clients would book virtual sessions or take advantage of our online packages, as now we are eight months in and this is hitting us extremely hard financially as a business and we are unsure of our future. This is particularly heart-breaking for an organisation that has been running for almost 10 years.

What new skills have you or your colleagues had to develop to deliver this work?

Many do not feel comfortable or confident enough to deliver virtual sessions, as many of our team feel that the 'spirit' of what we do is taken away through a screen, which is what makes our sessions unique, special and as successful as they have been. The face to face, sensory, stimulating and resident centred approach to music making in the care setting is what we do and this is impossible right now.

Further information

www.musical-moments.co.uk