

People's Postcode Lottery

Impact Report 2020



Thank you!



We are so grateful to the team and players of People's Postcode Lottery for supporting us throughout one of the most uncertain and challenging years we have ever faced.

2020 saw us collaborate innovatively with our partner healthcare settings and musicians to share the healing power of live music in a new, safe and accessible way.

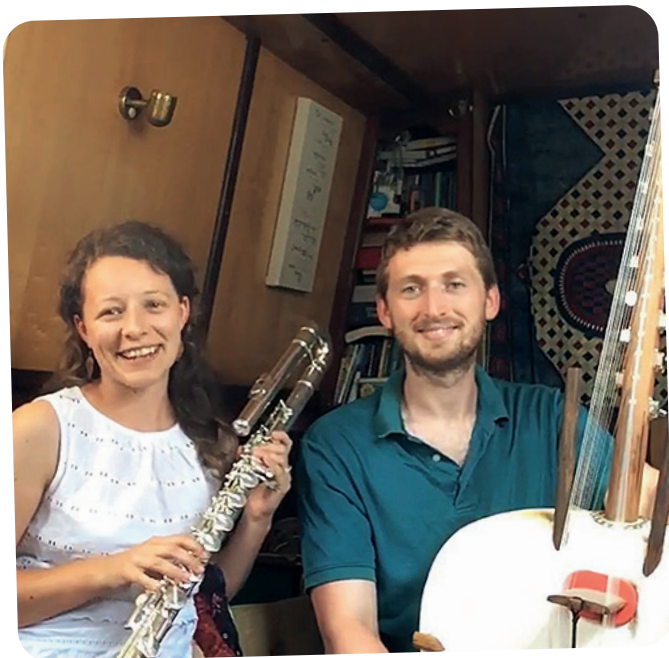
Thanks to the players of the People's Postcode Lottery, we have developed a blended approach by providing live stream music sessions across digital platforms, as well as returning onsite safely when restrictions allowed.

Together, not only have we had a positive impact on thousands of patients, residents, families and staff, we have been able to respond to the wellbeing needs of the general public across the UK.

The impact and highlights shared in this report would not have been possible without your support. Thank you.

Barbara Osborne
Chief Executive





We all have a favourite song or tune that lifts our mood wherever we are. Whether it's folk tunes, songs from stage or screen, or a simple lullaby, live music has the power to make a real difference to people.

Every year, our professional musicians share live music with over 100,000 people from across the UK, who may not otherwise get to experience it. This includes those living with dementia, who have mental health problems, or who are seriously ill.

Prior to the outbreak of COVID-19, we delivered 55 live music sessions thanks to the support of players of the People's Postcode Lottery. These took place in a wide range of healthcare settings such as the Regional Neurological Rehabilitation Unit at Homerton University Hospital, Tower Hamlets Centre for Mental Health, Sunderland Royal Hospital Critical Care Unit, and Gorseinion Hospital in South Wales.

In March 2020, we had to press pause on our in person live music delivery due to the developing COVID-19 pandemic.

Thanks to the generosity of Postcode Care Trust, children and adults throughout the UK have experienced the healing power of live music throughout 2020.

In January to March 2020 players of People's Postcode Lottery made possible...



55
live music
sessions



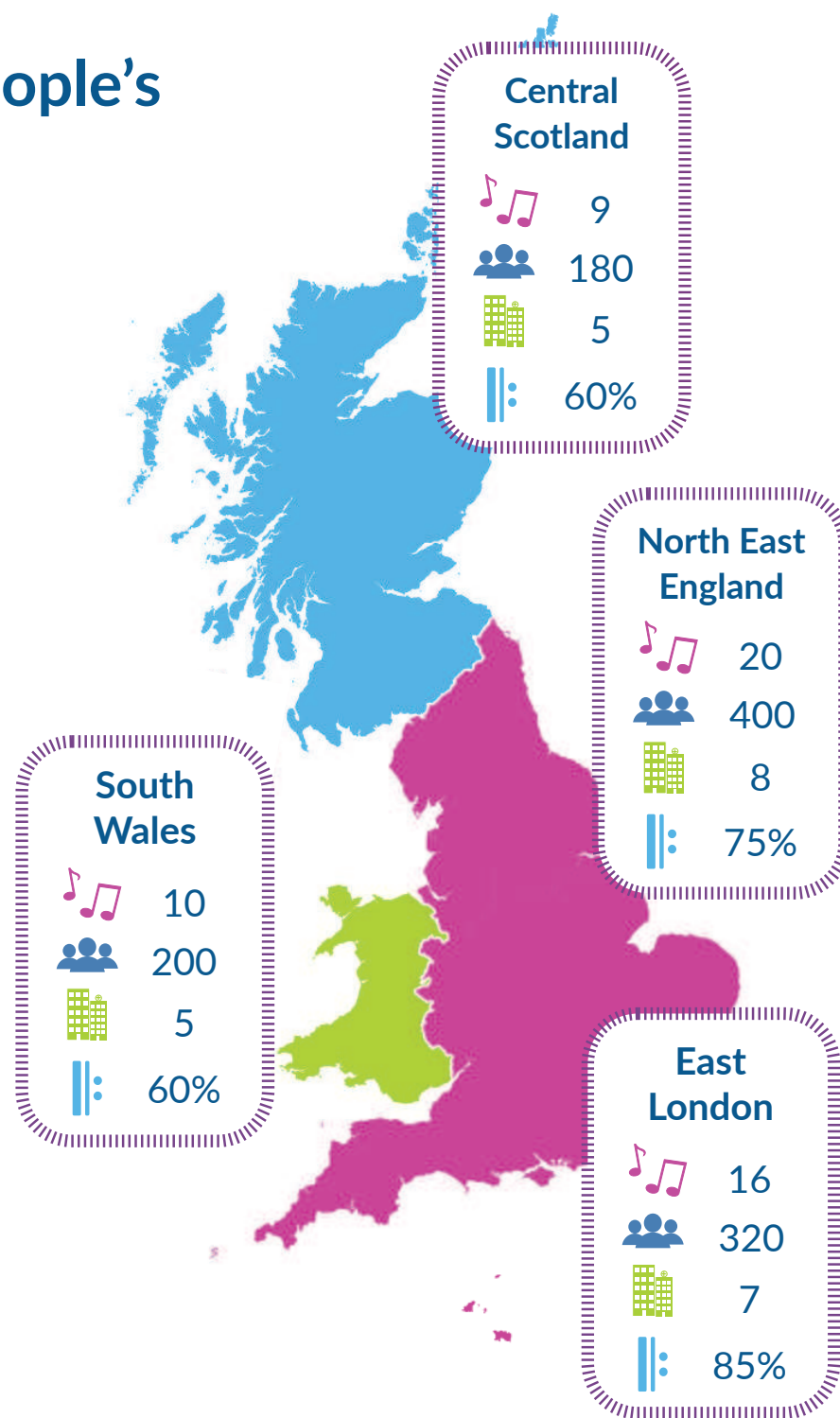
1,100
people reached
based on average 20
attendees per session



25
healthcare settings
visited



70%
of settings had two
or more sessions



Gilly Bean at The Tower Project

How would you rate the performance? (Please tick)

Excellent	Good	Satisfactory	Disappointing	Unsuitable
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many people were there? (Please specify numbers of each group)

Beneficiaries	Staff	Carers/Family	Friends/Visitors
33	20		

Did the live music session bring about any of the following changes for individuals in your care in their overall wellbeing? Please tick below and use the space on previous page for any additional comments.

Improved mood and raised spirits	<input checked="" type="checkbox"/>	Increased social interaction	<input checked="" type="checkbox"/>
Reduced feelings of isolation	<input checked="" type="checkbox"/>	Increased physical activity	<input checked="" type="checkbox"/>
Reduced levels of stress and anxiety	<input checked="" type="checkbox"/>	Opportunity to reminisce	<input checked="" type="checkbox"/>
Improved self confidence	<input checked="" type="checkbox"/>	Improved communication skills	<input checked="" type="checkbox"/>

January-March Outcomes



Participants

Improved mood & raised spirits: 100%

Reduced feelings of isolation: 88%

Reduced levels of stress & anxiety: 92%

Staff

Improved morale: 94%

Enhanced understanding of people in their care: 71%



"Gilly started playing the Beatles. Everyone got up and started dancing and singing along. Then Gilly played ABBA, and well it was electric - the whole room was moving, clapping, singing, drumming... fantastic. The group said they loved Gilly because she knew all the songs they like and it was fun.

The staff were more motivated and happy to get up and dance. Moods were lifted and lots of smiling. They were talking more to the beneficiaries and enjoying themselves."

The Tower Project, East London

From April 2020

Having had to press pause on our in person live music sessions, we were determined to find new ways to share live music with as many people as possible in hospitals, care homes and those isolated in the community. In April we began to develop a programme of live stream music sessions, which was launched in May. The programme, #MusicEveryDay, includes both open and personalised sessions for specific groups on our Facebook page, YouTube channel and via Zoom.

The generous, flexible funding from People's Postcode Lottery was a lifeline for Music in Hospitals & Care in 2020. Through the #MusicEveryDay programme, we were able to deliver 290 live stream sessions; an average of 11 live streams a week. This funding ensured we could adapt, survive and share live music during these unprecedented times.

Not only have the live streams been incredibly well received by the healthcare settings we would usually visit, it has also provided an opportunity to reach new audiences and for musicians across the UK to share live music with people they wouldn't otherwise get the chance to.

From Inverness to Eastbourne, Burnley to Carmarthen, the players of People's Postcode Lottery have supported us to share the healing power of live music with so many different people through what was an incredibly difficult year.

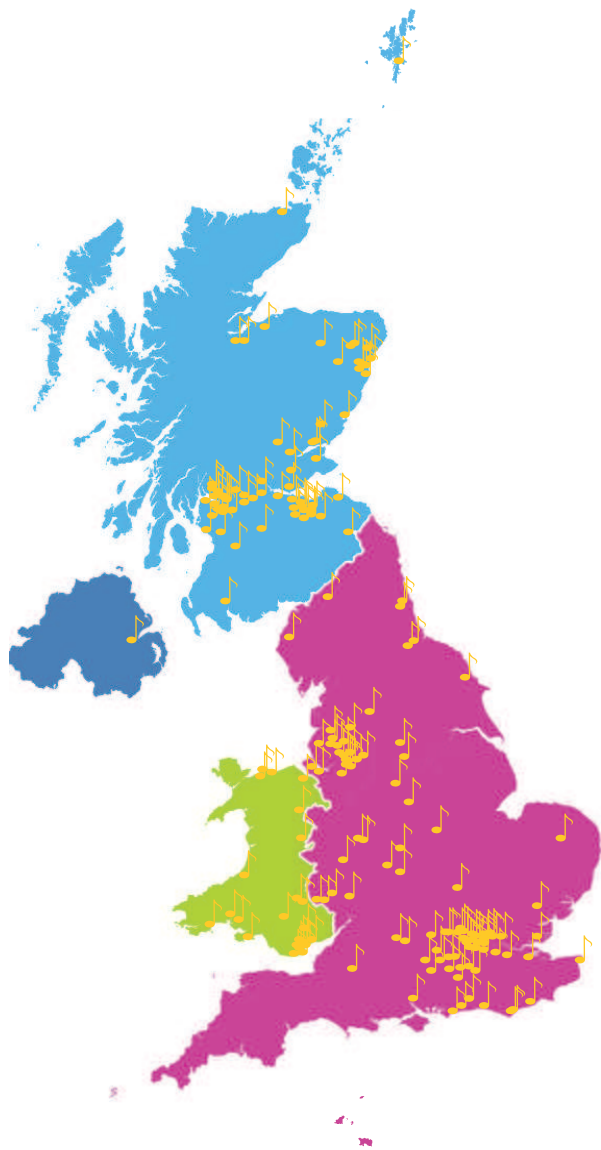


“Pam is in her mid 70s, which is relatively early to be at an advanced stage of dementia. She loves music and while her memory is significantly impaired, she still knows all of the words to the songs.

The live stream concerts are such a boost for her, she is always the first on the dance floor! She is very proud that she remembers all the words and she loves it when people comment on this. It has such a positive effect on her sense of confidence and self-worth.”

**Cameron House Care Home,
Inverness**

May to December 2020



290
#MusicEveryDay
live stream
sessions



250
healthcare
settings
signed up



5,900
individual
Facebook
video views



6,000
reactions,
comments
and shares



“The idea of the live streams is fantastic. The residents felt included in the event, especially as the musicians did mention the name of our home. As you know families and friends are not able to enter the home, so any outside input is important to them.”

Sherwood House Care Home, Surrey

- **Music & Memories** for people living with dementia and care home settings
- **Lullaby Hour** for babies and children
- **Live in Your Lounge** for everyone's health and wellbeing

Music & Memories with The Retrosettes

We welcome song requests and comments at all of our weekly live stream music sessions, but we especially encourage Music & Memories audiences to share requests, stories and memories for our musicians to respond to and encourage interactivity for people living with dementia in care homes and specialist units.

Healthcare settings can do this when registering to join or in the chat function on YouTube and via text during the session.

The Retrosettes duo, who specialise in music from the 1950s onwards, are a particular favourite in the live stream programme. In one particular session, six settings joined and there were 36 comments in the chat window.



“Thank you very much, we had 10 residents tapping and clapping along and they really enjoyed it - it was a real treat to have a live show - we all know the importance that music plays in peoples’ lives.”

Turriff House, Dundee

“We absolutely love music and Music in Hospitals & Care sessions are such a treat for us. The residents enjoy the personal interaction. The Retrosettes were excellent, like a ray of sunlight shining through our lounge. 17 people listened in. We loved all the songs. Beautifully sung and we loved seeing their dog, thank you. Please keep up the good work, it is much appreciated.

On a personal note, our two drivers and two activity staff are on furlough and I am holding the activity fort for 37 residents, so the sessions are much appreciated by me personally. You make me feel that I’m not alone.”

Ingham House, Eastbourne

Onsite live music trial

We discussed the possibility and practicalities of trialling onsite sessions with our healthcare setting partners and musicians as soon as it was safe to do so.

Once all the necessary safety guidance and support was agreed, we successfully held 43 onsite sessions at 12 different healthcare settings across the length and breadth of the UK between September and December 2020.

71% of the sessions were at hospitals, with the remaining 29% taking place in care or residential homes. In an evaluation survey the healthcare settings shared the impact our onsite trial sessions had on the audience, who smiled, clapped, sung along, tapped their feet, communicated that they enjoyed it (86%) and even requested a special song (71%).

We estimate that 860 patients, residents and staff directly benefited from these sessions.

Our vision is to inspire confidence for a return to onsite delivery, ensuring maximum impact through meaningful music interventions in areas such as mental health, when restrictions ease.



“Settings have gone over and above to ensure that musicians and audiences are safe, from using gardens and erecting cabins to finding spaces in empty wards and dining rooms, to keep distance. The adaptations that they’ve been willing to make at a time when staff are already incredibly busy just demonstrates how important live music is to people.”

Catherine Nunn,
Music Development Manager



Capacity

Regular onsite live music early in the year enabled us to enhance and develop our delivery. We personalised bespoke sessions for our healthcare partners and beneficiaries.

We have stronger relationships with these settings. Meaningful feedback from patients, residents and staff has been central to this.

Feedback from our regular sessions in East London at the Tower Project allowed us to create a more personalised approach. We provided regular live music for people under the age of 55 experiencing mental health challenges.

Capability

Support from People's Postcode Lottery has allowed us to flexibly adapt our delivery. As lockdowns came into effect across the UK in spring, we discussed innovation in delivery with our healthcare setting partners and musicians. This ensured our delivery was based on joint learning.

Our live stream music programme has provided a wider public benefit. We have supported those who were isolated, vulnerable or shielding in healthcare settings and in the wider community throughout the pandemic.

Leverage

Our new online feedback toolkit has been vital for evaluating in person delivery onsite. Our live stream programme has increased our social media presence and generated awareness of the charity. It's also helped us to reach new audiences.

The ongoing support from People's Postcode Lottery has enabled us to innovate and enhance our delivery strategy. We have secured new funding by demonstrating our adaptive approach, evaluating our impact and identifying opportunities for improvement.

Collaboration

Our live stream programme was developed by working closely with our healthcare partners and musicians.

An open, collaborative approach was adopted for in person onsite delivery too. We worked with beneficiaries, staff and musicians to make sure everyone was confident and informed on the latest guidance and had the relevant PPE.

Mary's Story

Mary is 79 and has been a resident at Grange Care Home in Kilmarnock for two years. She takes part in all of the activities organised by Derek, the Lifestyle Coordinator, but she has a particular fondness for music.

Mary: "I've always loved music. My mother loved music too, she played the accordion. Then I got one and had lessons, then my sister... we were like a three-piece band, it was marvellous."

Derek: "The residents love to hear different music. We were doing exercise to ABBA this morning. Last week I had to control them all because I had Status Quo on and I didn't think that would go down well, but they were all up!"

We asked Mary and Derek about their Zoom live music session with Music in Hospitals & Care musician Neil Sturgeon.

Mary: "It was fabulous, he came on with the guitar and oh it was wonderful. Singing and dancing, brilliant... [Afterwards] I felt happy, because it just made you feel a wee bit more alive at the end. We all went to bed happy. Even Sheena and Margaret were singing, and they're about 90 odd! It was marvellous, I couldn't say enough about it."

Derek: "We haven't had live music for months. Everything we have been doing is just on the TV or videos, that type of thing. So to have someone who was actually interacting directly, asking them what songs they would like to hear, I think it was almost like a wee touch to the outside world again. And that just made you feel a bit more hopeful afterwards."



Looking forward

We will continue to share #MusicEveryDay as we move into 2021.

We don't yet know when we will be allowed to return to sharing live music in person, but we plan to continue live streaming across the UK and to increase our reach through the number of personalised live music programmes with individual healthcare settings.

As the summer approaches, if restrictions are eased, we hope to use the knowledge from our onsite trial to share live music in person once more.

We will continue to strengthen existing partnerships with our healthcare partners and musicians to ensure we are providing the best possible outcomes for people experiencing live music.

We are also undertaking several internal organisational projects to support our future plans for an expected blended delivery of live stream and onsite sessions in 2021.

Thank you to the players of People's Postcode Lottery for making this possible.



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