

equal
arts

Improving older people's
lives through creativity


HENPOWER



Henergising...

older people's lives



Equal Arts is a creative ageing charity, providing opportunities for older people to build relationships, improving health and wellbeing.

We have over 30 years experience in supporting older people and care staff, and in demonstrating the benefits of being creative as we get older.

Our HenPower project aims to:

- Empower older people to build positive relationships through hen-keeping and creativity
- Improve older people's access to quality creative opportunities
- Develop relationships with the wider community to combat isolation
- Raise the profile and understanding of creative ageing





“Working hand in hand with Equal Arts over the last five years we’ve seen the benefits of employing meaningful activities with our service users.

“The creative sessions and caring for the hens are something we all enjoy, and we’d actively encourage other care settings to make links with Equal Arts and embrace the support they give. It’s definitely improved the service we offer.”

Joanne Matthewson, manager at Shadon House - a dementia assessment centre recently rated as ‘Outstanding’ by the Care Quality Commission.

Hello from the Hensioners

“We are really pleased to hear you’re interested in becoming HenPowered and think your residents will be too.

“Through hens we’ve made friends, taken on new responsibilities and on a daily basis spent time with each other, talking about the chickens and taking part in henspiring arts activities.

“We’re always in schools or taking our hens to care homes to share our knowledge with others and it’s great to see people henthuse about the opportunities chickens can bring!”



What is HenPower?

HenPower brings together hen-keeping and creativity, offering older people opportunities to build relationships with others.

Actively engaging older people in the care of hens, is a positive distraction providing a catalyst for lively creative activities from singing and poetry to visual arts, horticulture and textiles.

A 12-month study by Northumbria University found HenPower:

- Significantly improves the health and wellbeing of older people
- Reduces loneliness and depression among older people

Choosing to HenPower your care setting can:

- Support relationship centred care between older people, staff, families, visitors and the wider community
- Inspire residents, relatives and care staff to be aspirational in providing meaningful creative activities
- Encourage partnerships with the wider community and groups like school children, people with disabilities, students, local history groups, arts events and festivals
- Provide care staff with excellent skills transfer and professional development opportunities





Research increasingly highlights how encouraging people living with dementia to take part in creative activities significantly enriches and improves their quality of life, helping many to live well with their condition.

Creativity doesn't fade as we age. It provides an opportunity for people to live in the moment and express themselves through art, exploring new interests or perfecting past potential.

Guidelines from the National Institute of Clinical Excellence (NICE) now recommend group based activities focusing on creativity to improve the mental wellbeing of older people and prolonging active life.

The Care Quality Commission's Chief Inspector of Adult Social Care, Andrea Sutcliffe states, "Creativity and innovation are key ingredients in 'Outstanding' care homes."

Our HenPowered homes benefit from regular creative sessions with professional artists delivering a variety of activities.



HenPowering your care home

£500 from the host venue contributes to the pilot costs and includes a hen house, hens and the basic equipment to get your residents started.

We'll help you identify the best spot for your flock and establish hen-keeping as an enjoyable part of residents' daily routines, whilst offering a range of creative and meaningful activities for residents.

We'll give support to establish a Resident and Relative Group, to ensure quality of life activities and creativity on an ongoing basis and will offer guidance and support with fundraising.

Following a successful pilot, an annual membership fee of £500 provides:

- Online training for care staff
- 'How To' guides providing ideas for creative sessions
- Informative news and updates on HenPower projects around the world
- Support and guidance from HenPower staff and peers via our members only online community
- Advice on publicity and access to press release templates and HenPower branding guidelines
- 20% discount on HenPower merchandise.



"Hens are excellent. We couldn't do without them. In the 69-bed nursing home I manage every resident can have challenging behaviour, and working with HenPower has helped to bring a sense of calm. We don't use prescribed sedatives or antipsychotics because the hens do it for us. The hens and the activities we take part in just promote calmness.

"I've found it has brought a focus for the staff, clients and relatives. We get everyone out in the garden all of the time now, because there's a reason to be there."

Karleen Taylor-Williams, manager at Philips Court, Gateshead

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Equal Arts, Swinburne House, Swinburne Street,
Gateshead, Tyne & Wear, NE8 1AX
Reg Charity No 517352
www.equalarts.org.uk
information@equalarts.org.uk



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‘Keeping hens is canny. It makes you happy,
and if you’re happy you’re healthy’

**Betty Frost, 89,
HenPower participant**

