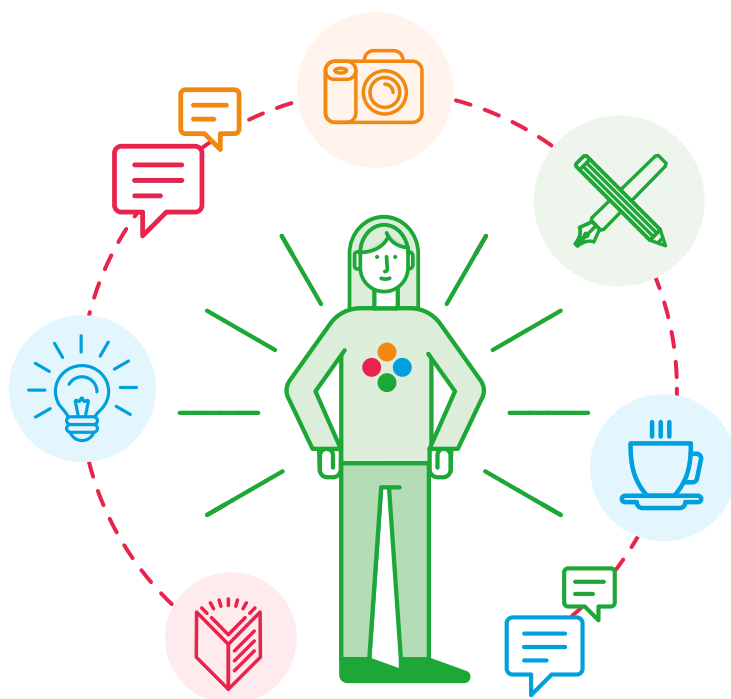


# NAPA Annual Impact Report 2021-2022



Highlights of **NAPA's** key achievements  
against our strategic aims in 2021-22



# Welcome to the NAPA Annual Impact Report

This report highlights NAPA's key achievements against our strategic aims in 2021-22. NAPA continued to support the care sector during the covid 19 pandemic. Our digital approach enabled our members to introduce new ways of working, gain access to practice development tools and receive support and advice that helped them to prioritise wellbeing.

The coronavirus pandemic continued to have a huge impact on the NAPA membership and all care and support services. NAPA had responded quickly to the lockdown restrictions in 2020-21 and we adapted our services in order to continue to provide our members with support. This report details our yearly efforts and includes analysis of the developments we continue to make to ensure activity teams remain inspired, informed and connected.

Despite everything we have, once again, achieved some extraordinary results. We retained and extended

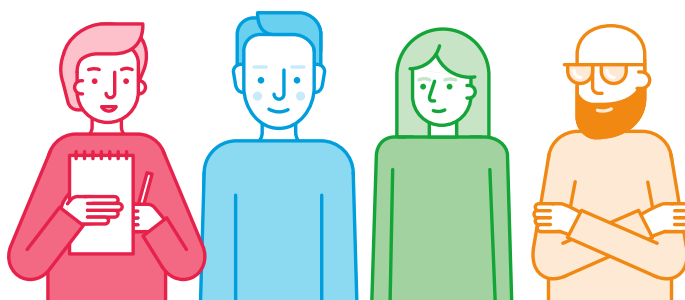
our membership base, surpassed our fundraising target, extended our Support Line service, launched the NAPA professional pathway and held a number of popular virtual events. This would not have been possible without the commitment of the NAPA team and the support of our members and supporters. I also want to take this opportunity to remember those we lost in 2021-22. Our thoughts are with their loved ones. We look forward to a brighter 2022/23 as we continue to work together to support the sector to prioritise wellbeing.

**NAPA is a national charity and membership organisation.**

# 3,200

+6%  
increase  
on 2020

We support our **3,200 members** to prioritise wellbeing and promote activity, arts and engagement.



Our support services enable the professional development of activity and care teams and include:

- + Specialist Resources
- + Training and Education Programmes e.g. Qualifications, Training, Webinars

- + NAPA's Activity Support Service; Support Line, Online Support Groups, Reflective practice sessions
- + Projects and Partnerships: Opportunities to contribute to national and local projects, research and evaluation programmes

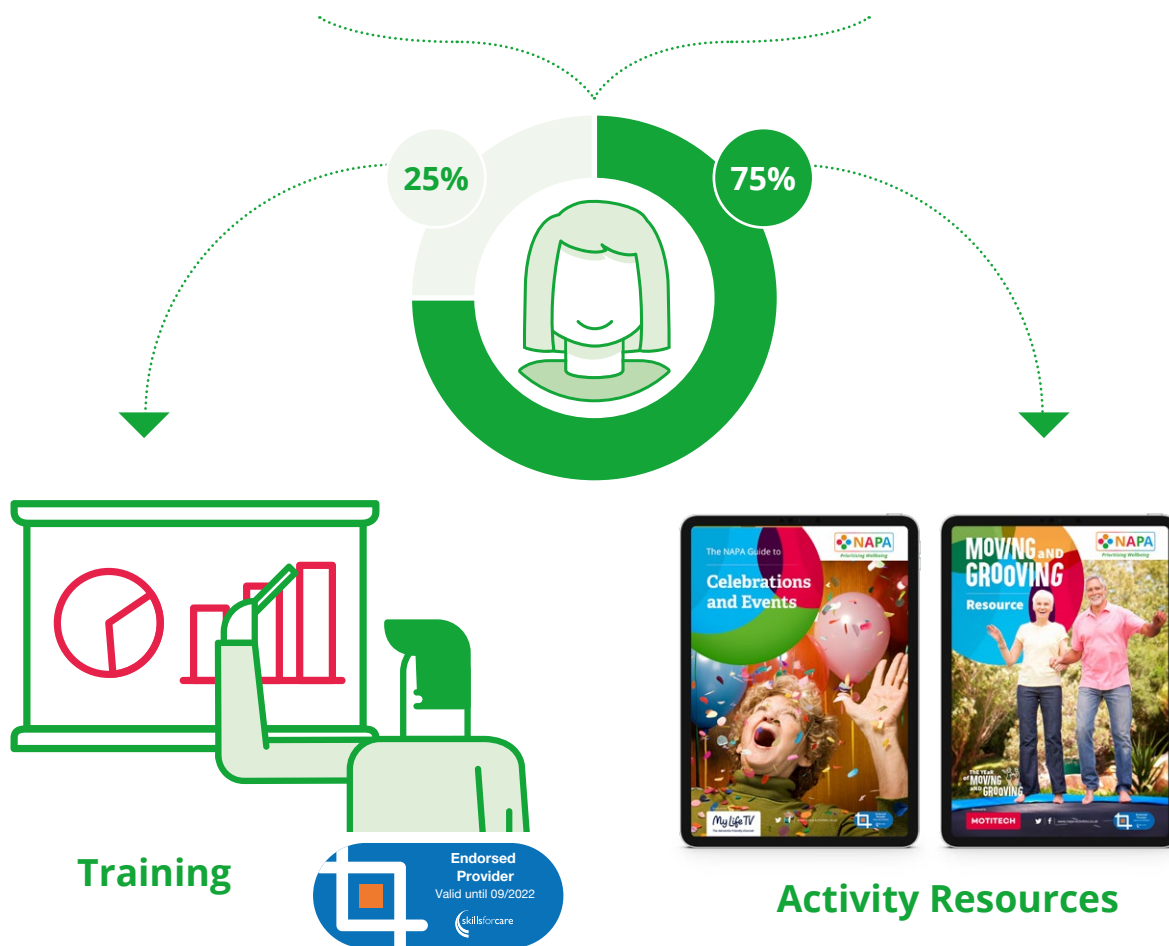
## Our Reach

In 2021 we reached

# 15,000

**+30%**  
increase  
on 2020

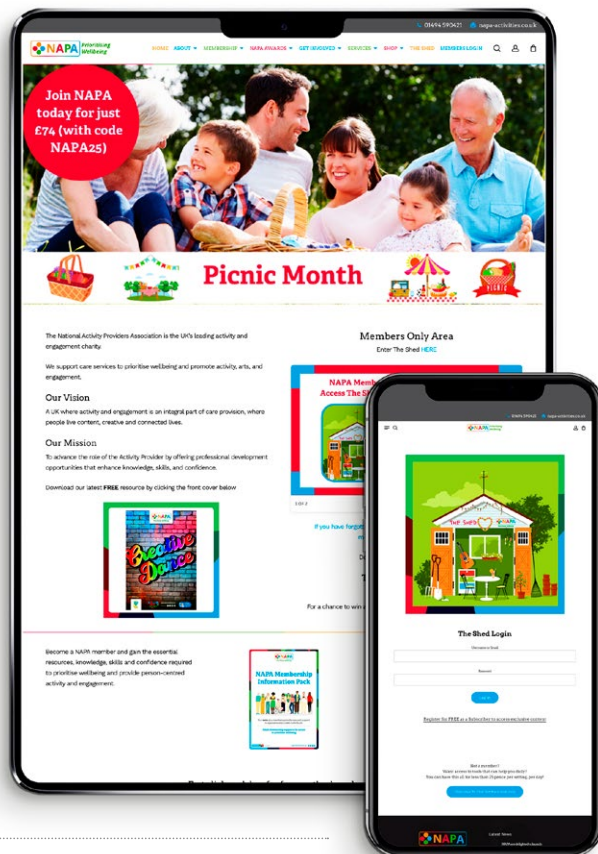
## Activity & Care Staff



We grew the NAPA Recognised Supplier Directory by **50%** ([Click here](#))

## Our Progress

We rebranded the charity, with a **new logo, website and digital platform** for NAPA members. The website enables us to better promote the range of services that NAPA provides.



The **members only digital platform**, launched in December 2021, invites NAPA members to access thousands of practice development tools and tips, including activity resources.

The platform can be accessed by every staff member within the NAPA member setting, 24 hours a day, 7 days a week and is designed to be responsive to the needs of the sector. Between December 2021 and April 2022, there were 28,049 sessions in The Shed.

## Social Media Impact

In 2021 we made

# 120,000

social media **interactions**

**+24%**  
increase  
on 2020

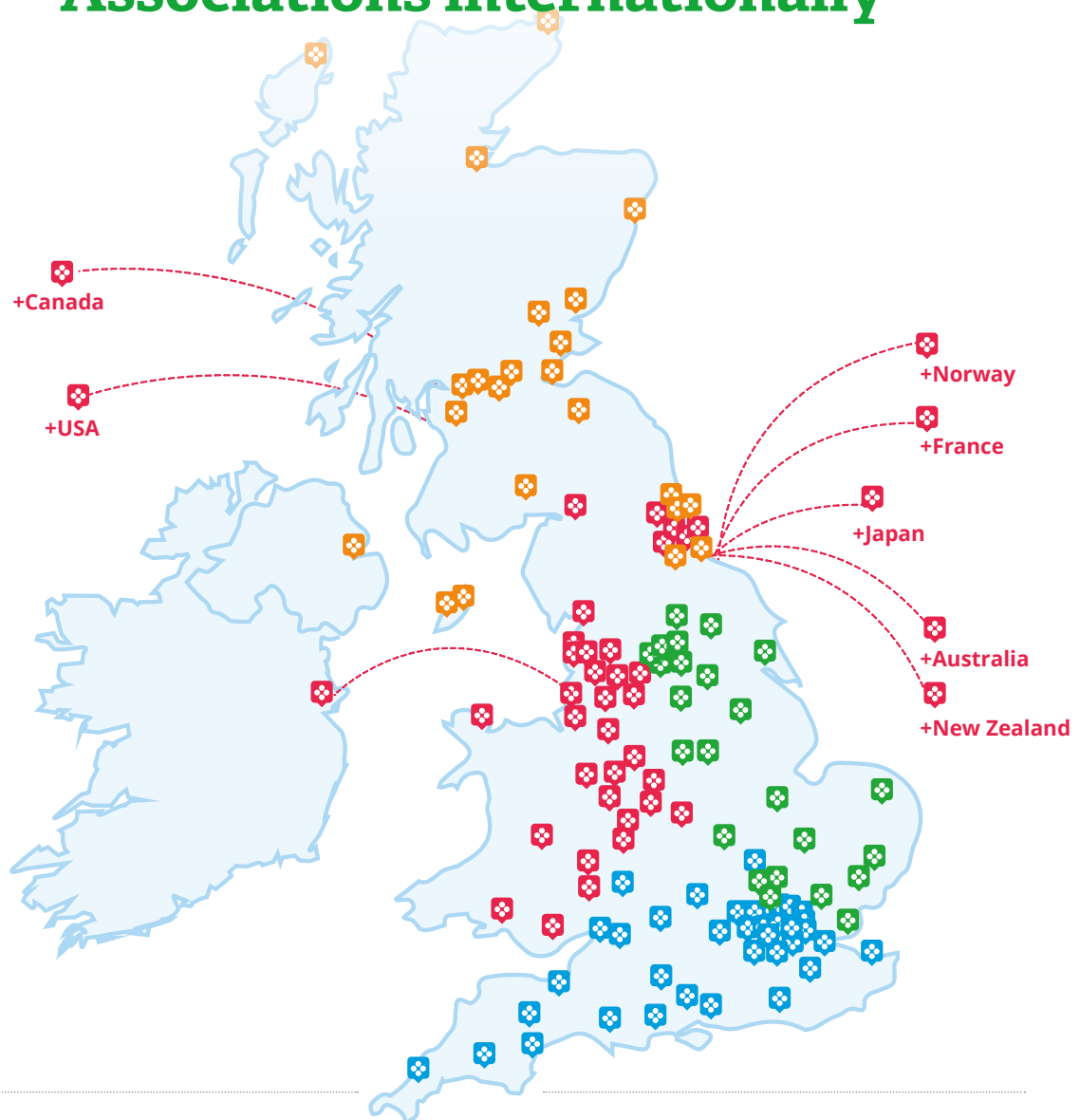


**511,500 communications** were made across the NAPA News network. We sent **93 issues** of the NAPA News to **5,500 subscribers**



## Spanning the UK and Beyond

We are proud to have established relationships with **Activity Provider Associations internationally**



We are proud to have established relationships with Activity Provider Associations internationally.

In January 2022 we launched the UK's first National Activity Providers and Professionals Week.

The week was provided in partnership with NAAP (The National Association of Activity Professionals in the United States), Care England, NCF and

Scottish Care. Activity Providers and care settings were invited to pledge their support, attend education, consultation and entertainment events across the week.

In February 2022 we participated in the International Knowledge Exchange; a one week symposium focussed on the activity profession and global alliances.

## Professional Development

# 978

Activity Providers  
have gained **NAPA**  
qualifications

+9%  
increase  
on 2020



We developed a **NEW** programme of professional development opportunities.

We provided a **diverse range of professional development opportunities** for hundreds of Activity Providers.

We supported **hundreds of Activity Providers** to develop competence and confidence.

We launched **The Activity Professional Pathway**

We supported hundreds of **Activity Providers** to develop **competence and confidence**.

1. Overall satisfaction with NAPA training	94%
2. The <b>relevance</b> to their role	95%
3. The <b>usefulness</b> of the learning materials provided	93%
4. The level of confidence in putting <b>new learning</b> into practice	92%
5. The course was delivered in a <b>clear and understandable</b> way	95%
6. The trainer was <b>knowledgeable and effective</b>	96%
7. The trainer kept the session <b>alive and interesting</b>	95%
8. The trainer was able to <b>answer all my questions</b>	95%
9. The methods of <b>content delivery</b> (lectures, PowerPoint, discussions etc.) were appropriate	92%
10. The trainer <b>paced the course well</b>	92%



## Reviews

# What our course participants thought?



## Level 2

### What was the best thing about the course?

Gave me more knowledge about how to plan activities for individuals needs and I enjoyed more in-depth learning of people living with dementia.

**Activity Volunteer**

The best thing was knowing what and how the activity provision are properly delivered

**Activity Assistant**

I started this course unsure of my own abilities, and by completing it, it has boosted my confidence greatly in what I do. I feel it has given me a good education for all aspects in my job and look forward to progressing. The feedback I received from each unit was fantastic and extremely helpful.

**Activity Coordinator**

I think having the materials at hand. The choice of doing on paper or online. My tutor was very understanding and patient with me.

**Wellbeing Practitioner**

### What would you say to anyone considering taking the course?

I would encourage them to do the course as it will give them better understanding of all aspects of providing activities and it is very insightful and beneficial for them and their residents.

**Life Style Lead**

## Level 3

### What has gaining this qualification helped you achieve?

A better and more long term way of care planning and more confidence in my job role.

A recognised qualification for my job role and a better understanding of the impact of activities in social care, it gave me a sense of self-worth, appreciation in my role and pride in my job. I have gained more respect in my role as Activity Leader in the home.

### What would you say to anyone considering taking the course?

Definitely do this course. It's amazing, it's makes you think, it helps you get others involved in activities.

Do it! It's extremely helpful and you will learn so much. You will start to see your role from a different perspective and realise just how important activities are.

### What would you say to anyone considering taking the course?

**100% said yes!**





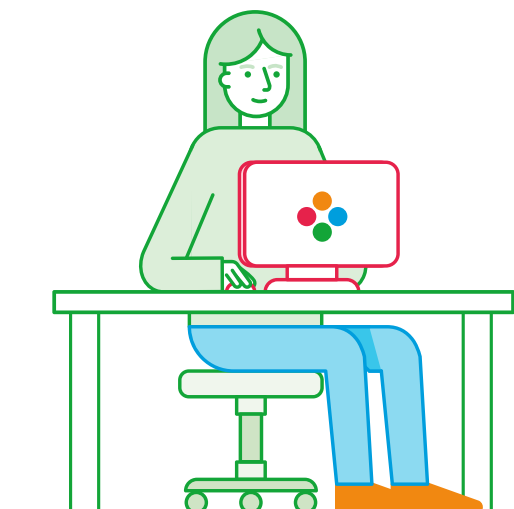
## E-learning

In 2021 we trained

# 1,106

-60%  
decrease  
on 2020

Activity Providers via  
our **E-learning** courses



Lower than 2020 which was our launch year and therefore, the first time our members had been able to access the course. We are delighted that 2021 has seen members incorporate the e-Learning course in to their 'business as usual'

What our  
**E-learning**  
participants  
thought?



"This is an excellent short induction course, and takes takes 60 - 90 minutes, suitable for all staff."

**Team Leader**

"The Manager's Leading The Way course gave me an insight into the different visions for our activity service."

**Care Home Manager**

"We have now made the induction course a requirement for all activity providers in our group."

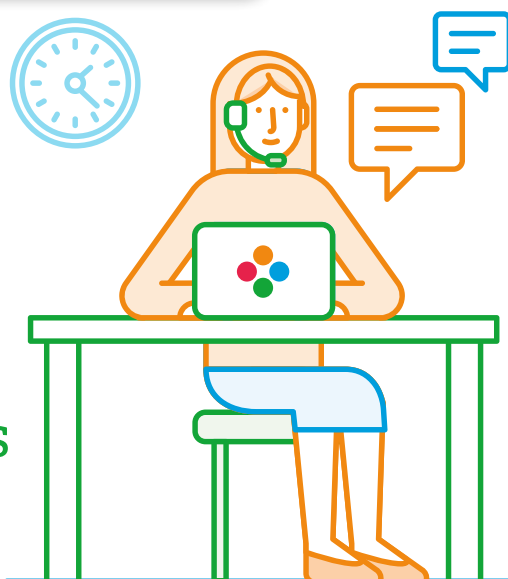
**National Wellbeing Lead**

## The Activity Support Service

In 2021 we had

# 1,498

Support Line interactions



We extended our Helpline service and developed the **Activity Support Service**.

The NAPA Activity Support Service, is a service for Activity Providers and includes phone line for information and advice, a network of activity advisors, support groups in person and online and free resources.

2021-2022 the service supported over 200 care and activity workers and family carers to prioritise wellbeing.

### Usage:

- + 192 first contacts
- + 106 email threads
- + 3,030 Facebook Support Group Members
- + 1,498 Support Line interactions (in the last 12 months)
- + 15 new resources developed as a direct result of enquires to the Support Line
- + Calls were received from: family carers 5%, care home managers 10%, care and support workers 15%, Activity Providers 65% and Head Office/senior management 5%

### User feedback:

*"Thank you so much. I have started to put the wheels in motion towards my goals. So empowering knowing that I can actually move forward and make a real difference for the better."* **May 2021**

*"I invited her to join me in the shed and we went through everything she could do with it. This moved her. She said, "Wow!" This is going to change everything! Thank you so much for making my life so much easier."* **Feb 2021**

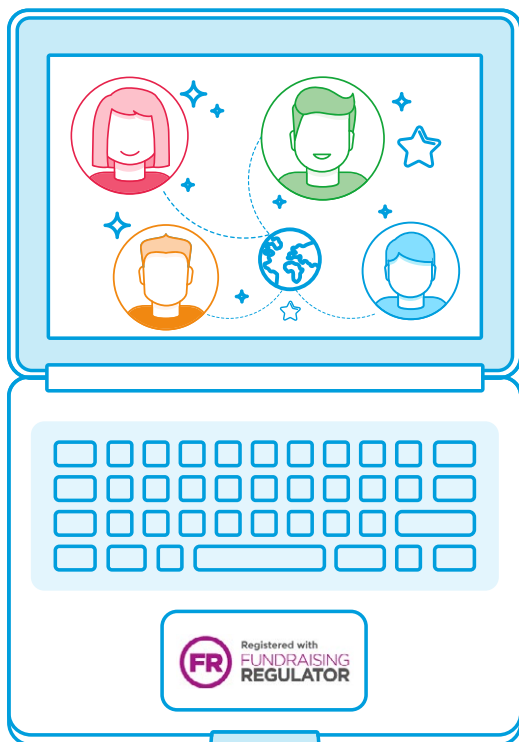
## Fundraising

During 2021 NAPA virtual fundraising events attracted

# 28,250

+3%  
increase  
on 2020

people from all over the world



The fundraising strategy for 2021 **built on the work undertaken in 2020 and we exceeded our target**. We were delighted to receive substantial corporate sponsorship as well as charitable donations.

**NAPA digital concerts** and a number of smaller fundraising initiatives were highly successful.

During 2021 NAPA virtual fundraising events **attracted people all over the world**.

We exceeded our overall fundraising target by

# 100%



We invited **thousands of people** to our **fundraising events**.

- + Wellbeing Walk
- + Tea Dance
- + NAPA Member Awards Ceremony and Auction
- + Winterfest
- + Winter Wellbeing Walk
- + Connect by Candlelight Concert
- + NAPPW
- + Monthly Tea Tuesdays

## Tea Tuesday

In 2021 our  
**Tea Tuesday** events reached  
**830** +107%  
increase  
on 2020  
Activity and care teams

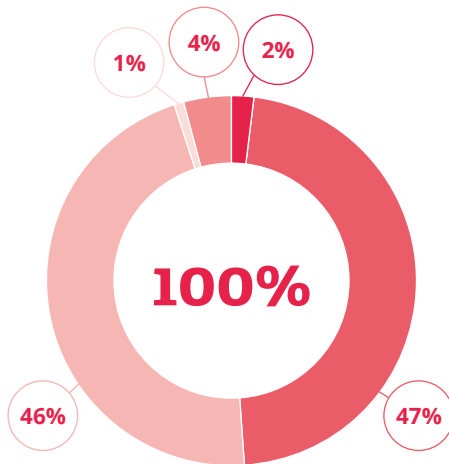


In August 2021 we built on **The NAPA National Day of Conversation and Connection**, which was established the previous year.

Tea Tuesday encourages our members and supporters to connect. We held a virtual tea dance which was FREE for every care setting in the county to attend. We were delighted to welcome 300 care settings across the UK and internationally. Our monthly Tea Tuesday events continue to welcome sector specialists and provide professional development opportunities for the Activity Provider workforce, free of charge.

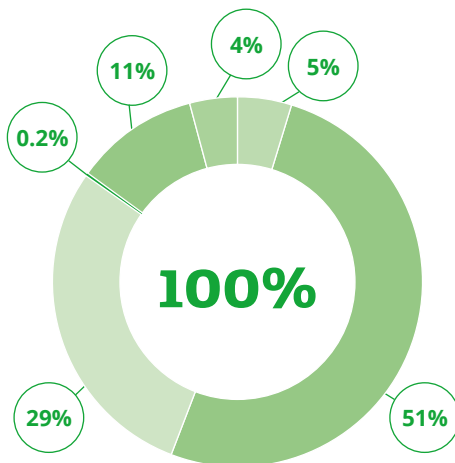
## Income

### Breakdown of our income across **2020/21** & **2021/22**



#### Income 2020/21

- 2%** Fundraising
- 47%** Membership
- 46%** Training/Consultancy
- 1%** Publication sales
- 4%** Advertising, Marketing, Recognised Supplier Directory



#### Income 2021/22

- 5%** Fundraising
- 51%** Membership
- 29%** Training/Consultancy
- 0.2%** Publication sales
- 11%** Advertising, Marketing, Recognised Supplier Directory
- 4%** Projects/Grants/Awards

## Partnerships

In 2021 we developed partnerships with a number of value aligned organisations, including, **Museum of Brands** and **Famileo**. We continue to work closely with **Care England**, **The National Care Forum** and **My Home Life England**. We provide specialist consultancy to **Unilever Food Solutions**, **Lakeland Dairies** and **William Murray**. We are also working closely with **QCS**, who sponsored the development of our new website.

All our current partners are listed ***here***

**The Baring  
Foundation**



The Rayne Foundation

**Arts In Care Homes** programme, funded by **The Baring Foundation** and **The Rayne Foundation** was hugely successful in 2021 with 2 more years of funding agreed. To see the dedicated illustrated report, ***click here***.



NAPA supported a large-scale public health research project to test **how art-based activities can alleviate social isolation and loneliness while boosting wellbeing** in BME care home residents living with dementia during the COVID-19 restrictions.



Support. Inspire. Progress.

## Thank you

Thank you to the NAPA Board of Trustees, NAPA Ambassadors and Advisers, NAPA members and supporters – **their support enables us to make a difference.**



- |   |  |                                    |
|---|--|------------------------------------|
| + ActivCare Coaching                          | + HealthPitch  | + OM Interactive                   |
| + Ad Memoire                                  | + IMM  | + Picture News                     |
| + Alive                                       | + Innovations in Dementia  | + Pladis – McVities                |
| + American Therapeutic Recreation Association | + Inspirations   | + Porthaven                        |
| + Athena Care Homes                           | + Inspired   | + QCS – Quality Compliance Systems |
| + Beacon Consultancy                          | + Just Bowl  | + Ready Generations                |
| + Burns Gym                                   | + Kare Plus  | + Royal Mint Museum                |
| + Canadian Therapeutic Recreation Association | + Lakeland Dairies   | + Scottish Care                    |
| + Cardiff Met University                      | + Live Music Now   | + Skills for Care                  |
| + Care England                                | + London International Gospel Choir                              | + Songhaven                        |
| + CareShield                                  | + Marie Curie  | + The Baring Foundation            |
| + Critical Publishing                         | + Majesticare  | + The Blair Academy                |
| + Culture Box                                 | + Meaningful Care Matters  | + The Daily Sparkle                |
| + DanceSyndrome                               | + Motitech   | + The Journal of Dementia Care     |
| + Dementiability                              | + Museum of Brands   | + The Photobook project            |
| + Dementia Care and Experience Workshops      | + Music for Dementia   | + The Rayne Foundation             |
| + Dementia Craftivists                        | + My Home Life England   | + The Southbank Centre             |
| + Digital rainbow                             | + My Life TV   | + Unilever Food Solutions          |
| + European Reminiscence Network               | + NAAP   | + University College London        |
| + Famileo                                     | + National Care Forum  | + University of East Anglia        |
| + Grow Old Disgracefully                      | + National Dance Wales   | + University of East London        |
| + Hallmark                                    | + New Zealand Society of Recreational and Diversional Therapists | + University of Exeter             |
| + Halo Psychology                             | + OCN  | + University of West London        |
|   |  | + University of Western Sydney     |
|   |  | + Vegetarian for Life              |



# ThE YEaR of MOVING aND GROOVING



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