

# NAPA Annual Impact Report 2020-2021

 **NAPA Year of  
Conversation and Connection**

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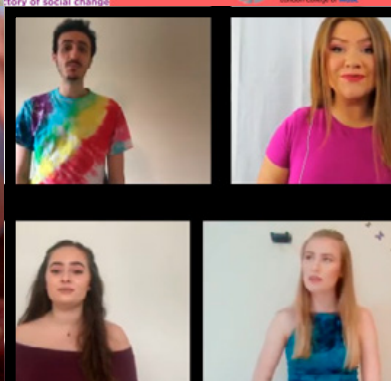
Issue 3 | Winter 2020  
The  
**Activity  
Providers**  
magazine  
*Living Life*



**Activities in  
Lockdown**  
Winter 20/21



**Saying Goodbye**  
A Resource for Care Homes



# Welcome to the NAPA Annual Impact Report

The coronavirus pandemic has had a huge impact on the NAPA membership and all care and support services. NAPA responded quickly to the lockdown restrictions adapting our services in order to continue to provide our members with support throughout this challenging year. This report details our yearly efforts and includes analysis of the developments we made to ensure activity teams remained inspired, informed and connected.

Despite everything we have achieved some extraordinary results too. We retained our membership base, surpassed our fundraising target, extended our Helpline service, transferred our professional development and resource packages online and held a

number of popular virtual events. This would not have been possible without the support of our members and supporters.

I would like to thank all those who have stood alongside NAPA this year; for their trust, enthusiasm, generosity and support.

I am proud of the NAPA team who have shown incredible resilience and commitment, embraced new and creative ways of working and looked after each other.

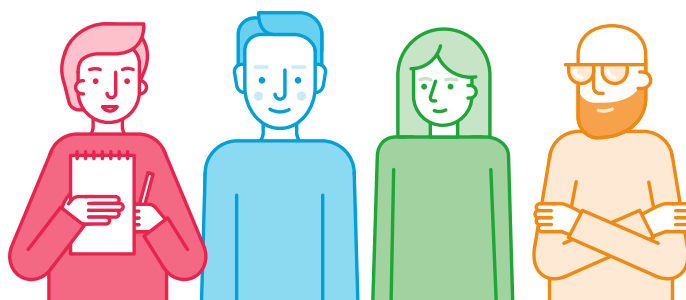
I also want to take this opportunity to remember those we lost in 2020. Our thoughts are with their loved ones.

We look forward to a brighter 2021/22 as we continue to work together to support the sector.

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

# 3,000

**We support our 3,000 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 Helpline Service; Free-phone 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 2020 we reached

# 11,527

Activity & Care Staff



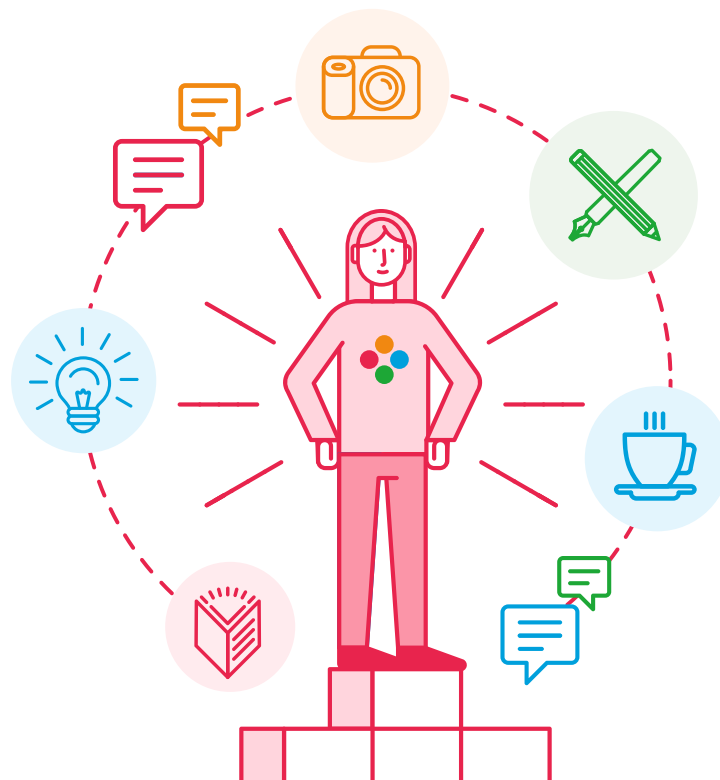
We grew the NAPA Recognised Supplier Directory by **100%** ([Click here](#))

## Our Impact

In 2020 approximately

# 113,960

Adults used care and support services



Our **3000** members provide care and support to approximately **113,960** people living in care homes, assisted living, at home or spending time in hospital.

## Social Media Impact

In 2020 we made

# 96,209

social media **interactions**

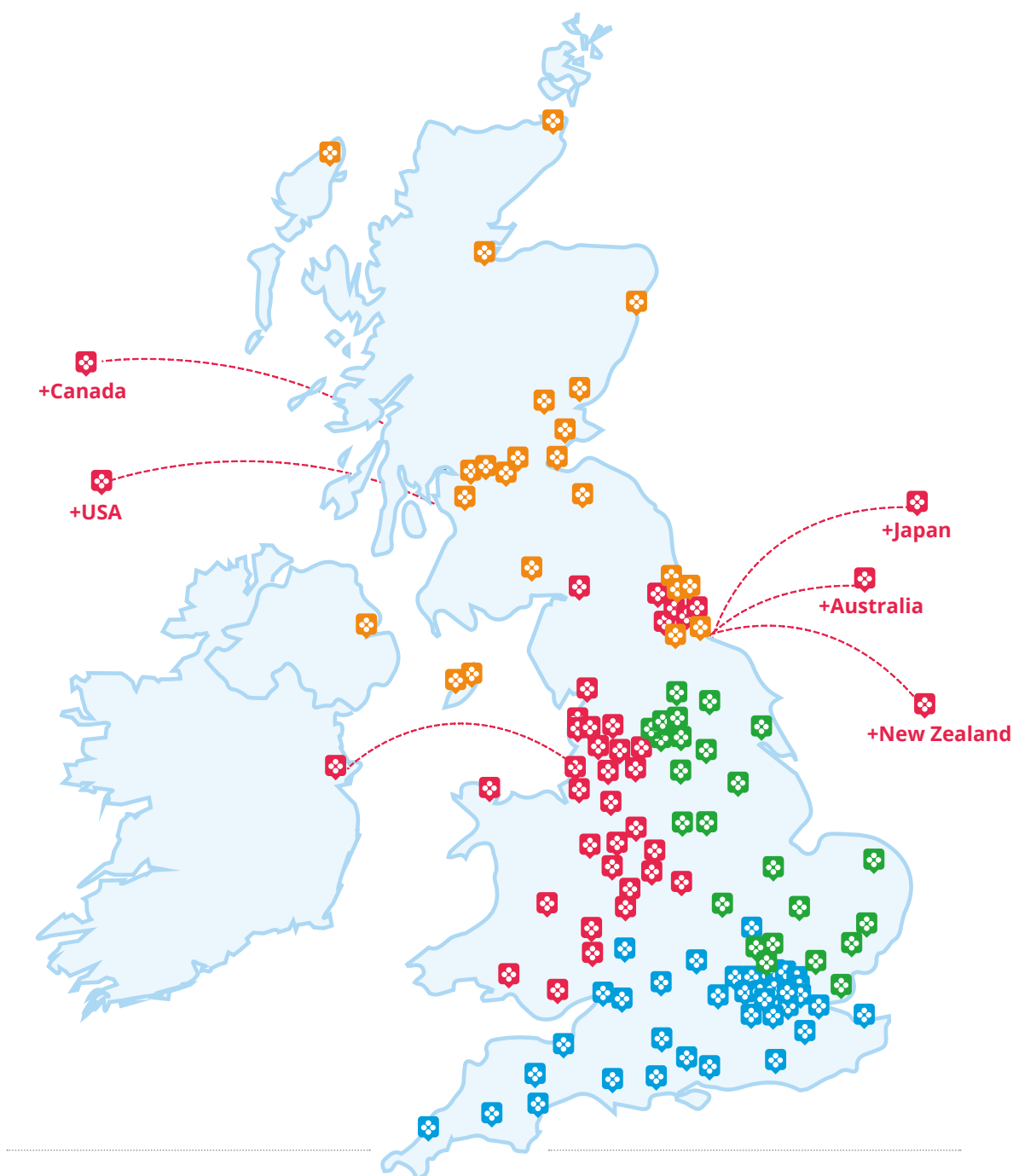


**510,000 communications** were made across the NAPA News network. We sent **102 issues** of the NAPA News to **5,000 subscribers**





## Spanning the UK and Beyond



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

## Training

# 896

Activity Providers have  
gained their **Level 1 &  
Level 2** qualifications



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

We provided a **diverse range of professional development opportunities** for hundreds of activity providers

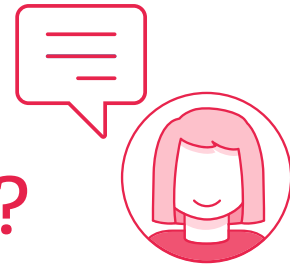
We supported **hundreds of activity providers** to develop competence and confidence.

### Course participants reported:

1. Overall satisfaction with NAPA training	93%
2. The <b>relevance</b> to their role	92%
3. The <b>usefulness</b> of the learning materials provided	90%
4. The level of confidence in putting <b>new learning</b> into practice	90%
5. The course was delivered in a <b>clear and understandable</b> way	95%
6. The trainer was <b>knowledgeable and effective</b>	95%
7. The trainer kept the session <b>alive and interesting</b>	93%
8. The trainer was able to <b>answer all my questions</b>	94%
9. The methods of <b>content delivery</b> (lectures, PowerPoint, discussions etc.) were appropriate	91%
10. The trainer <b>paced the course well</b>	92%

## Reviews

# What our **course participants** thought?



"I really valued the opportunity to do the NAPA Level 2 Award in Supporting Activity Provision in Social Care and found the course content was outlined clearly and easily accessible."

**Activity Assistant**

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"I have been able to apply what I have learned to structure and plan effective activities for the people I support, ensuring that all the aspects of Risk Assessments and other safety issues are scrutinised carefully."

**Wellbeing Practitioner**

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"The course enabled me to ensure residents' safety and enhance enjoyment in activities. I have been introducing the involvement of family carers and care staff in activity and engagement and it has made such a difference."

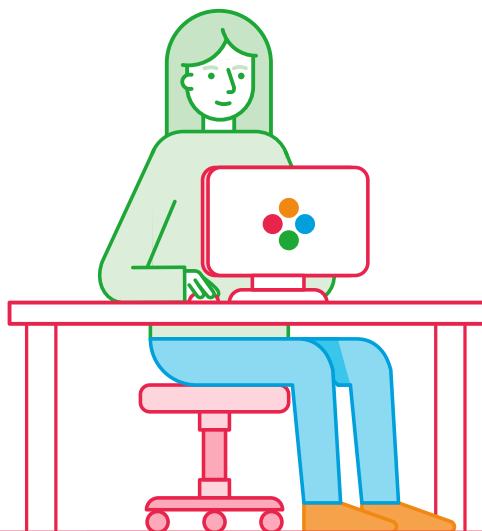
**Activities Coordinator**



## E-learning

In 2020 we trained  
**2,803**

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



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



"Learning useful techniques and applying these practically within my working environment has been so rewarding, I can see the difference in resident wellbeing."

**Lifestyle Coordinator**

"I would recommend this course to other people as it gives you a better understanding to different individuals."

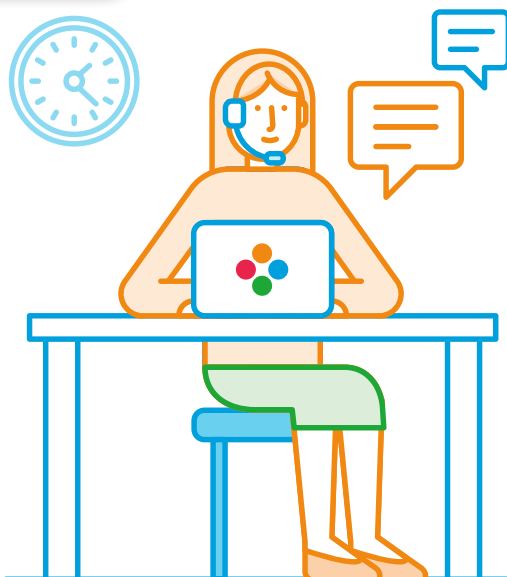
**Activity Coordinator**

"Made me think a lot more about what I could be doing with the residents."

**Care Worker**

## Helpline

In 2020 we had  
**1,498**  
 Helpline interactions



The **NAPA Helpline Support Service** offers free confidential information and advice for all those involved in providing activity and engagement.

We would like to thank **The Rayne Foundation** for supporting the expansion of the Helpline.

### Usage:

- + 110 first contacts
- + 60 email threads
- + 1,594 Helpline Support Group Members
- + 1,498 Helpline interactions (in the last 12 months)
- + 100% increase in attendance in NAPA's online events with promotion via 'The NAPA Helpline Support Group' most often listed as the reason for attending
- + 15 new resources developed as a direct result of enquires to the Helpline
- + Calls were received from: family carers 5%, care home managers 5%, care and support workers 10% and activity coordinators 80%

### User feedback:

*"I have seen things in your Helpline Group around LGBT+ Activities. This is what has made me call today. If it were not for the Helpline, I would have just used google but not had the confidence to know if what I was doing was right – Thank you NAPA".*

*"Thank you for the rant! I really just needed to get that out of my system – thank you for listening".*

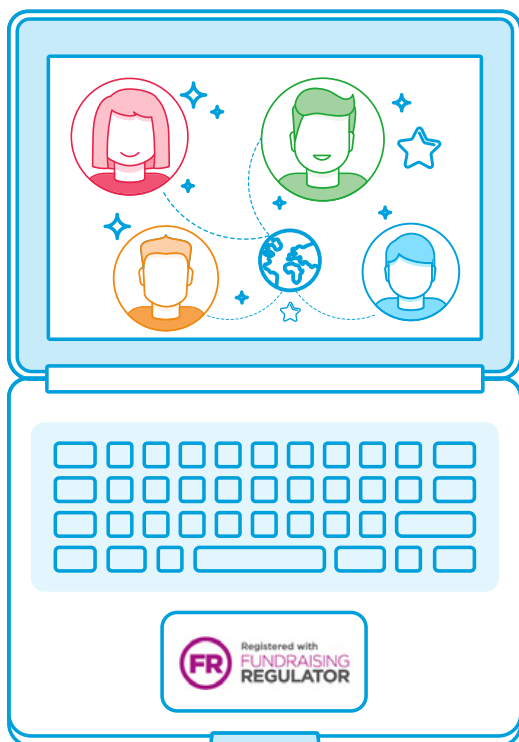
*"We have been in such a dark place the last few months. I am scared for things opening again and what that means for our residents. I am worried that I now must put everything back on the planner and yet it could all stop at any moment or worse bring Covid back into the home. We lost so many residents; it just scares me. Having someone to talk to who really knows what it is like to do my job is so helpful."*

## Fundraising

During 2020 NAPA virtual  
fundraising events attracted

# 27,500

people from all over the world



We launched **our first fundraising plan** in aid of the NAPA Helpline Service

We received a significant charitable donation from **Grow Old Disgracefully** enabling us to invest in qualification development

We held successful Summer and Christmas Benefit Concerts **exceeding our fundraising target by 300%**

We exceeded our overall fundraising target by

# 100%



- + We invited thousands of people to connect with at least one other person virtually, on a digital platform of their choice, we all wore something spotty and enjoyed tea together, **we reached 500 tea drinkers.**
- + We welcomed **3,000 people** to the NAPA Benefit Concert.

- + We reached **4000 excited nominees** and supporters and celebrated excellence in activity provision across the health, housing and social care sector at the NAPA Member Activity Awards.
- + We reached **20,000 festive folk** at The NAPA Connect by Candlelight Concert, featuring, Songhaven, Sing Along with Ellie, Nice 'n' Easy, The LCM Singers, Heath Pitch, and IMM.

## Tea Tuesday

In 2020 our  
**Tea Tuesday** events reached

# 400

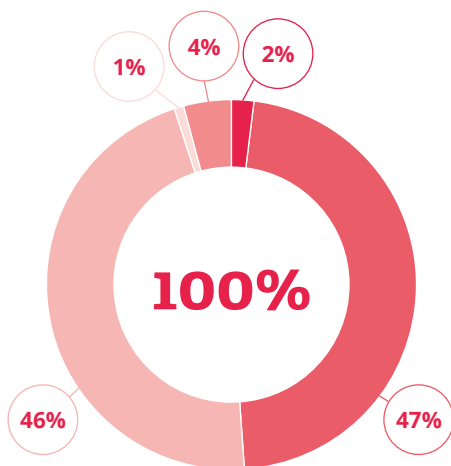
Activity and care teams



In August 2020 we held the first NAPA National Day of Conversation and Connection; **Tea Tuesday** – launching a monthly series of expert conversations.

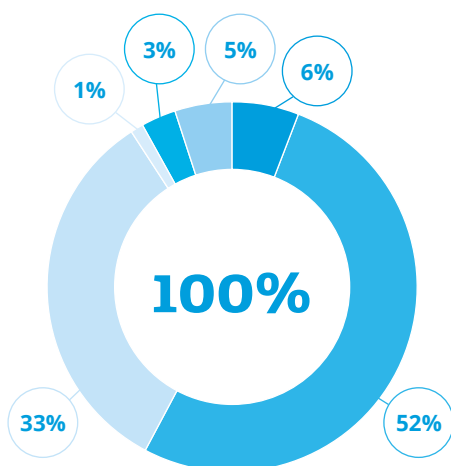
## Income

### Breakdown of our income across 2019/20 & 2020/21



#### Income 2019/20

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



#### Income 2020/21

- 6% Fundraising
- 52% Membership
- 33% Training/Consultancy
- 1% Publication sales
- 3% Advertising, Marketing, Recognised Supplier Directory
- 5% Grants



## Partnerships

We continue to work collaboratively and **welcome opportunities to work in partnership** to develop best practice.

**The Baring  
Foundation**



**The Rayne Foundation**

**Arts In Care Homes** programme, funded by **The Baring Foundation** and **The Rayne Foundation** was hugely successful in 2020 with 3 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.



In April we formed a partnership with expert eLearning provider **CareShield** and launched our online learning programmes.



On Tuesday 23 March we partnered with **Marie Curie** to reflect on our collective loss, support those who've been bereaved, and hope for a brighter future.



In December 2020 we worked with Innovations in Dementia and the Dementia Craftivists to support those living with dementia at home to teach crafts to those living with dementia in care homes.

## 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.**



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- |                                 |                           |                                    |
|---------------------------------|---------------------------|------------------------------------|
| + ActivCare Coaching            | + Kare Plus               | + Pladis – McVities                |
| + Ad Memoire                    | + Lakeland Dairies        | + Porthaven                        |
| + Alive                         | + Life Story Network      | + QCS – Quality Compliance Systems |
| + Bucks CC                      | + Live Music Now          | + Ready Generations                |
| + Burns Gym                     | + London College of Music | + Sing a long with Ellie           |
| + Care England                  | + Marie Curie             | + Skills for Care                  |
| + Careshield                    | + Meaningful Care Matters | + Songhaven                        |
| + Coop Funeral Care             | + Motitech                | + The Baring Foundation            |
| + Culture Box                   | + Music for Dementia      | + The Daily Sparkle                |
| + Dementia Craftivists          | + My Home Life            | + The Journal of Dementia Care     |
| + European Reminiscence Network | + National Care Forum     | + The NAPA Choir                   |
| + Grow Old Disgracefully        | + National Lottery        | + The Rayne Foundation             |
| + Hallmark                      | + Nice N Easy             | + Unilever Food Solutions          |
| + Halo Psychology               | + OCN                     | + University of Exeter             |
| + HealthPitch                   | + OM Interactive          | + University of West London        |
| + IMM                           | + Our Yesterday           | + Vamos                            |
| + Innovations in Dementia       | + Picture News            |                                    |