



The Age of Creativity Festival

1 – 14 October 2017

in venues around Oxfordshire

Age of Creativity (AoC), part of Age UK Oxfordshire, launches the first arts festival for older people on 1 October that will last 14 days. We are extremely excited about this first Age of Creativity Festival. There is now such overwhelming evidence about the positive impact on our health of engaging with the arts as we age. The Festival is a 'first' in England but we are climbing on giants' shoulders because Ireland, Scotland and Wales have been running annual Arts Festivals for older people for years as a result of which participation in arts activities amongst older people has increased. We have learnt a lot from them; we are working with some great partners and hoping that our Festival will be the shape of things to come!

The aim of AoC is to increase the exposure older people get to cultural activities to help increase wellbeing. The Age UK Index of Wellbeing shows that involvement in arts activities has a large positive impact on people as they age. AoC also believes a greater profile is needed for the work that is currently going on in communities around the country and a wider reach is possible.

This Festival Fortnight will encourage organisations from the arts, culture, health and care sectors to work in partnership for the benefit of older people. There is a Festival programme of activities (for both event providers and audience/participants) <https://www.fantasticforfamilies.com/login> making it easy for people to find opportunities for cultural interests.

AoC wants the festival to generate more creative opportunities for older people who fall in the 38% of people who 'find it more difficult to attend than they did when they were younger'. It wants to see an eclectic mix of opportunities, no matter what size and scale or art form to ensure innovation, interest and intrigue that is far reaching.

As part of the festival AoC has organised a conference entitled **Love Later Life: Creativity and Cultural Participation** which will bring together, for the first time, 3 of the most important national voices on Creativity and Older people in the country; David Cutler of the Baring Foundation, Darren Henley Head of the Arts Council England and Caroline Abrahams from Age UK. The event will also provide a series of short best practice presentations of from across the UK and round table discussions on 12th September 13:30 – 15:00 at Oxford Town Hall.

On 13th October 10:00 – 12:00 at The Institute, University of Oxford, The Institute of Population Ageing at the University of Oxford and Age UK Oxfordshire is holding the Age of Creativity Festival 2017: Research Seminar - asking, **Do the Arts and Culture Really Positively Impact the Wellbeing of Older People in the UK?**

NOTES TO EDITORS

Age of Creativity is a network of health and arts professionals who believe that creativity and the arts can support older people to achieve better health, wellbeing and quality of life.

www.ageofcreativity.co.uk

For further information please visit www.ageofcreativity.co.uk queries should be sent to festival@ageofcreativity.co.uk or phone Farrell Curran on 07827 235442

About Age UK Oxfordshire

Age UK Oxfordshire is an independent local charity dedicated to giving older people in Oxfordshire comfort, support and opportunities and enabling them to love later life.

We provide free local information, advice and support; commercial products and services; and research and campaign on the issues that matter to people in later life. We work with our national partner, Age UK, and our local Age UK partners in England. Our work focuses on five key areas: money matters, health and wellbeing, home and care, work and training and leisure and lifestyle.

You can find further information on all our services and volunteering opportunities by telephoning 0345 450 1276 or by visiting our website: www.ageuk.org.uk/oxfordshire

Age UK Oxfordshire is a charitable company limited by guarantee (registered charity number 1091529 and company number 4328143). For all media enquiries please contact Sophie Dyer on 01235 849409 or 07827 235405 or email media@ageukoxfordshire.org.uk.