



ROTHERHAM OLDER PEOPLE'S MONTH 2019  
**Celebrating Creativity in Later Life**

# CREATIVITY & AGEING CONFERENCE

**WHAT IF CREATIVITY LASTED A LIFETIME?**

**Rotherham Town Hall**

The Crofts, Moorgate St, Rotherham S60 2TH

29th October

10.00 am to 2.00 pm

This is a FREE event, light lunch included.

**Spaces are limited please let us know you are coming**

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## **OUR AIMS ...**

1. To bring together a range of local people and other partners to think about how we could work together to make the most of creativity in later life.
2. To shine a light on the value of creativity in later life and what this means to older people and the cultural life of the town.
3. To involve people in planning the development of new creative groups aimed at people at risk of social isolation.

## **BACKGROUND**

As part of Rotherham's Older Peoples Month in October 2019, Age UK Rotherham is inviting leaders in the arts and creativity sector to help celebrate creativity in later life.

The Age UK Index of Wellbeing in Later Life showed us that older people feel creative and cultural participation enables them to really love later life, but Arts Council England figures show that those aged 65+ are the least likely to actually experience great culture.

76% of older people say arts and culture is important in making them feel happy

57% say arts and culture is important in helping them meet other people

60% say it is important in encouraging them to get out and about

BUT almost two in five (38%) older people say that it is more difficult to attend or take part in arts and cultural events or activities now compared to when they were younger.

In Rotherham, our Cultural strategy states that "Participating in the arts, being physically active, and getting outdoors – particularly in the natural environment – all contribute to making us happier and healthier" and a key objective is to "Increase the involvement of older people, disabled people and other vulnerable sectors in order to reduce the demand on health and social care services."

The Arts Council are giving £2 million over 4 years to a project led by Voluntary Action Rotherham. "Flux Capacitor is an action-research programme designed to engage Rotherham's communities in arts and culture. The programme will transform local people's involvement in leading and shaping relevant cultural provision".

## **ON THE DAY**

Creative activities and conversations will help us to think together about the link between creativity, culture and wellbeing in later life and Identify barriers to our participation and solutions that will enable us to be creative and join in with cultural activities.