

# 2019 IMPACT REPORT



# Musical Moments™

This year we celebrated **8 years** of business

We delivered over **2,600** sessions working with...

**36 K**  
...**36,400** vulnerable members of our community

**FINALIST**

Musical Moments was a **finalist** at the **Great British Entrepreneur Awards**

We became a **NAPA approved** activity provider

**100%**

wanted to continue using Musical Moments in the future

**96%** of clients felt that Musical Moments was a **totally unique activity** and delivered something different to their care home.

**93%** of clients felt that Musical Moments helps to improve morale in the care environment, for residents and staff

**100**

listed as an **Elite Franchise Top 100 Franchise** in the UK

**100%** found our sessions to be effective and enjoyable in various ways

**100%**

When asked if our sessions made a difference to the care home and residents, they answered:

Musical moments are fantastic, we've never had a session that the residents haven't enjoyed. They all smile, laugh and join in with everything. Some even talk about it afterwards. It brings with it a really positive feel to the home

Definitely. The majority of our residents have dementia and it is great to see many of them responding positively

Definitely in terms of mentally - music evokes very strong reactions from individuals and the joy it brings can be seen. Coupled with the movement - residents find themselves enjoying it so much they will pick up a tambourine, shakers etc and start moving. In terms of social interaction it's wonderful to see how everyone comes together and has a fun time

Yes. I'm a huge advocate of the benefits of music as a form of treatment or distraction from whatever people's problems may be. Your sessions provide further evidence to my belief in music as a healer.

So many of our group talk about how uplifted and energised they feel after a session, even when they arrive feeling a bit down. Even our non-verbal members can join in with instruments and clapping. So many of them recall words from times gone past.

Yes! excellent activity for our residents. Our staff have fun too. We laughed together



SOCIAL  
IMPACT  
SURVEY

2019

“FEEDBACK”



## General comments

A first class service and the music choice is brilliant. Some residents are brought to tears with their memories.

We use Musical Moments as much as we can, they are fantastic. I'm always so impressed on how they learn names and tune in to each individual residents personality very quickly

To see the faces of both carers and those living with dementia during and after a session with Julie - wreathed with smiles, even those who might have been unsure initially now fully interact. Physical movement is encouraged and helps cognitive ability and coordination

Musical Moments is a need in care home environments The joy it brings to all is immense and the feedback from our residents has always been so positive

elitefranchise

100  
TOP FRANCHISES  
100

2 0 2 0

LISTED



NatWest

NATWEST GREAT BRITISH  
ENTREPRENEUR AWARDS



FINALIST



NAPA National Activity  
Providers Association

MEMBER