



Care Home Open Week 2024

Impact Report



Care Home Open Week, running in tandem with the Great British Cycle Relay, shines a positive light on the work of the care sector in the UK. It supports care providers to open their doors and helps people to discover how care is at the heart of their community.

In 2024, we:

- Saw engagement from around a third of care settings across the country
- Worked with associations and sector organisations to grow our reach and impact
- Completely revamped our free, downloadable resources for care providers
- Adapted our comms and outreach work to cope with the timing of the General Election so that we still raised awareness of care
- Grew the Great British Care Cycle Relay in its second year, with more participants, more engagement and the addition of a 'Scottish Leg' to make it a truly British event
- Delivered set-piece launch events for the Cycle Relay and Open Week that were video-linked
- Saw extensive local press coverage and impressive levels of engagement online through social media

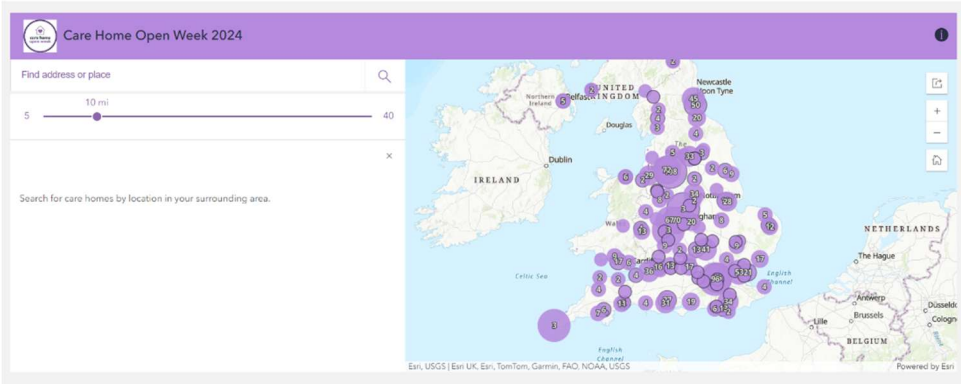


Care Home Open Week 2024 in Review

Record levels of engagement

We were delighted that, once again, over five thousand care services engaged with Care Home Open Week. That's around a third of the care services across the country.

The number of events staged reflects the skills and enthusiasm of care teams.

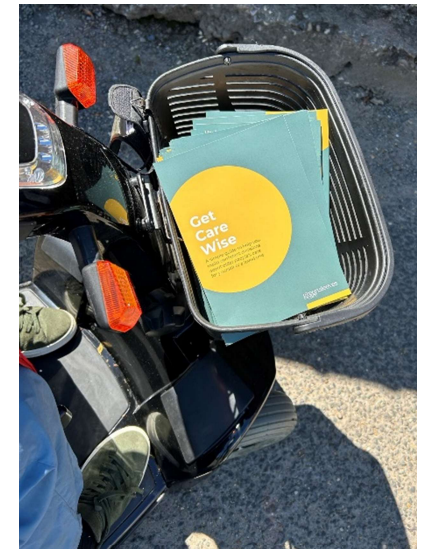


Activities were posted on our community Facebook page to increase engagement and enable the sharing of ideas.



The range of activities shows how services embraced the concept of connecting with their local community. For example, at one home, residents delivered leaflets to neighbours explaining about care. At another, a home worked with a local Primary School to set up a board games afternoon.

A huge 'thank you' to all the Activity Co-ordinators and service managers who made it possible.

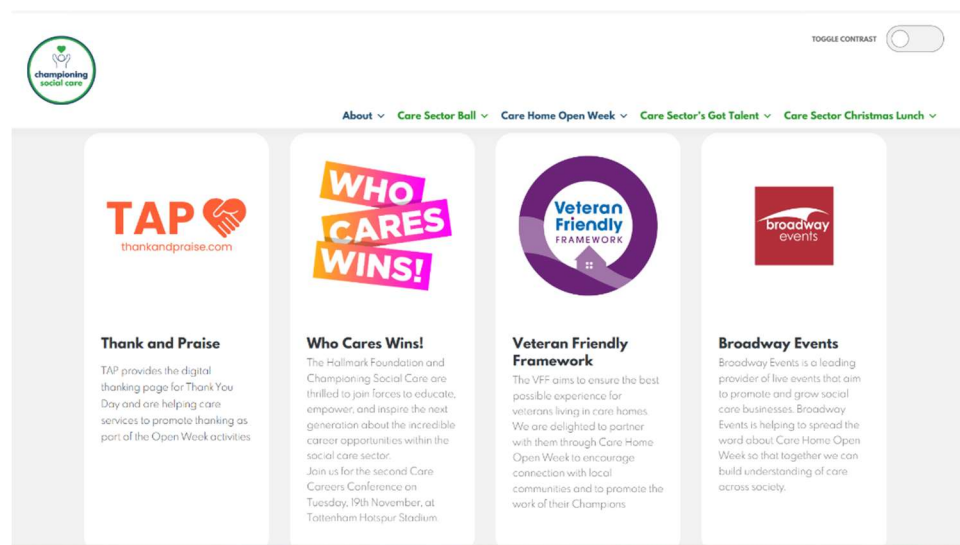


Care Home Open Week 2024 in Review

New partnerships

For 2024, we invested in building new and stronger links with partner organisations. A new 'Partner Page' was added to our website which showcased how we were working with twenty-four different organisations to extend the impact of Care Home Open Week.

<https://www.championingsocialcare.org.uk/about/chow-partners/>



Highlights of our partnership working included:

- Attending the **Eden Communities** Month of Community Launch event with comedian Jo Brand
- Working with **Music for Dementia** to promote their Give it a Go campaign

- Podcast interviews with Thank and Praise to cross-promote Thank You Day
- Creating new links with the **Royal College of Nursing** to promote Care Home Open Week to a new audience of health professionals



Colleagues at **Autumna** made a huge effort to reach out to care associations across the country, explaining the aims of Care Home Open Week and encouraging them to recruit their members to take part.

Cohesion Recruitment led a campaign to engage with businesses supplying goods and services to the care sector, encouraging them to promote Open Week to their clients.

Care Home Open Week 2024 in Review

A revamped website and a full suite of new materials

We invested in giving our website a make-over to make it as easy as possible for services to register, to find materials and to tell us what they were doing for Care Home Open Week.

We created a full suite of new materials – that were free to download from our website – that supported services to deliver Care Home Open Week activities.

We are especially grateful to NAPA – the National Activity Providers' Association, the Care Workers' Charity and Music for Dementia for their help in creating brand new activity packs. And to 3Flow Creative for their design work.

Engagement without MPs!

Visits to Care Homes by Members of Parliament have been an important part of Open Week in previous years. This year the timing of the UK General Election meant we could not facilitate MP visits. It also meant many VIP invitees to our set-piece events were unable to attend.

Instead, we focused on making Care Home Open Week 2024 about the incredible work that care services do. We supported services to engage directly with their local media and local communities. And we built our online social media presence to make sure the key messages were heard.



Care Home Open Week 2024 in Review

The Great British Care Cycle Relay

This year saw the staging of the second ever Great British Care Cycle Relay.

Sixteen care communities from across the breadth of the sector were visited as the relay travelled over 300 miles from North to South. With more riders, volunteers and services involved, around 500 people took part.

The Relay became a truly British affair as a group of riders cycled from the Scottish borders to link up with riders at the official launch in Greater Manchester.

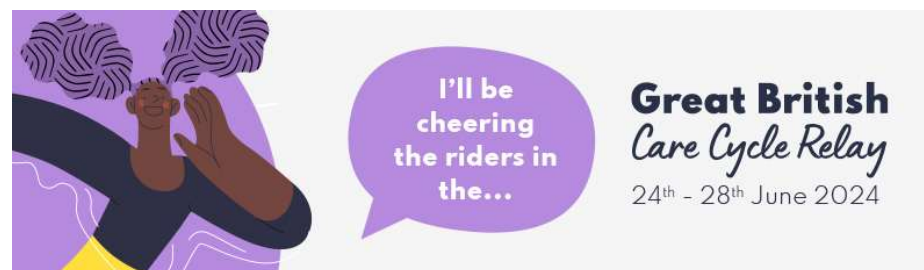
More riders took part this year. Hosting homes organised a range of reception events with local VIP guests and service users greeting the riders.



Logistical support was provided by Pie Events and the volunteer support effort was led by Browne Jacobson.

**Browne
Jacobson**

Loveday Abbey Road in London hosted a celebration event at the end of the Cycle Relay. A video of the event can be viewed here: <https://youtu.be/4Li7PCdC6k0>




Care Home Open Week 2024 in Review

Almost a million participants

Research commissioned by Eden Communities shows that almost a million people say they took part in a Care Home Open Week event,

This represents an increase of around 50% from last year.

Participation - Summary



Event	% of UK Population	Total Number
Volunteers Week	4.2	2,338,333
The Big Lunch	3.2	2,191,408
The Big Help Out	2.9	1,653,580
Loneliness Awareness Week	2.8	1,519,606
Carers Week	2.7	1,534,697
Neighbourhood Watch Week	2.6	1,783,704
Windrush Day	1.6	1,000,000
Refugee Week	1.5	985,284
Care Home Open Week	1.5	985,284
Have A Grow	1.3	800,346

Care Home Open Week 2024 in Review

Research was carried out in early July and 4,000 people, profiled to be a fair representation of the adult population, were interviewed about Month of Community events.

In the Press

Just a small selection of the scores of local – and sector – press stories about Care Home Open Week and the Great British Care Cycle Relay 2024:

Hartlepool care home enjoys ‘dancing together through the decades’ event

Hartlepool’s Sheraton Court Care Home welcomed visitors and guests from the local community to participate in this year’s Care Home Open Week celebrations.

Hartlepool Mail, 5th July 2024

Llamas, Ice Cream and music at Care Home open day

Tipton St John’s Sundial Care Home opened its doors for a day during the annual Care Home Open Week, June 24-30.

Sidmouth Herald, 4th July 2024

Glasgow care home opens its doors to the community

Glasgow’s Quayside Care Home celebrated Care Home Open Week with a Dance-a-Thon event.

Cydebank Post, 15th July 2024

Animal encounter at Alston House Care Home Open Week

Whispa paid a visit to Alston House care home on Leigh Road, Eastleigh. Organised by resident Daniella Hone, the visit was part of Care Home Open Week.

Southern Daily Echo, 15th July 2024

Mayor joins special celebrations at Dukinfield care home

Councillor Betty Affleck joined other visitors and guests from the local community to enjoy this year’s Care Home Open Week festivities at The Beeches on Yew Tree Lane.

The Correspondent, 8th July 2024

Chichester care home celebrates National Care Home Open Week with VIP guests

Deputy Lord Lieutenant of West Sussex, Reverend Rupert Toovey and former Mayor of Chichester, Richard Plowman were VIP guests at Lakeview Care Home.

Sussex World, 8th July 2024

Goring care home celebrates Great British Care Cycle Relay

Residents welcome cyclists taking part in 300 mile ride.

The Herald, 3rd July 2024

Birmingham Care Home Joins the Cycle Relay to Raise Funds for Huntington’s Disease

Exemplar Health Care’s Otterburn care home is gearing up to participate in the Dudley to Redditch section of the Great British Care Cycle Relay on 26 June 2024, raising vital funds for the Huntington’s Disease Association in the process.

The Carer, 10th June

Registrations open for Care Home Open Week 2024

The aim is to shine a positive light on the work of the care sector by encouraging homes to open their doors to the public, VIPs and local decision-makers.

Caring Times, 14th February 2024

HC-One care homes ready to celebrate Care Home Open Week 2024

Carehome.co.uk, 6th June 2024

Care Home Open Week 2024 in Review

Celebrate Community And Nostalgia At Kailash Manor's Classic Car Themed Open Day

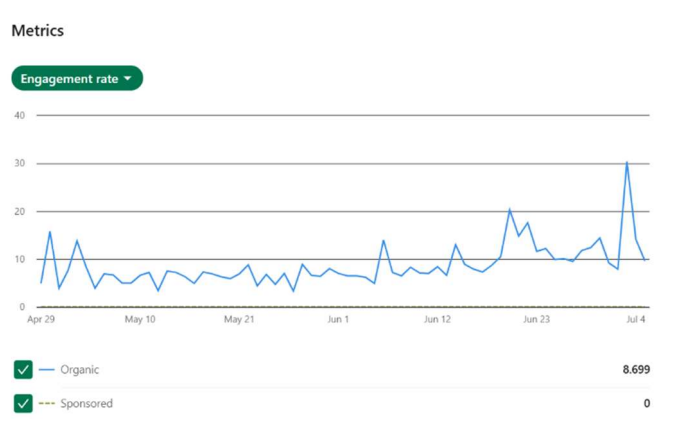
Kailash Manor Care Home recently hosted an exceptional Open Day celebrating Care Home Open Week with a delightful Classic Car Theme.

The Carer, 11th July 2024

Social Media and website metrics

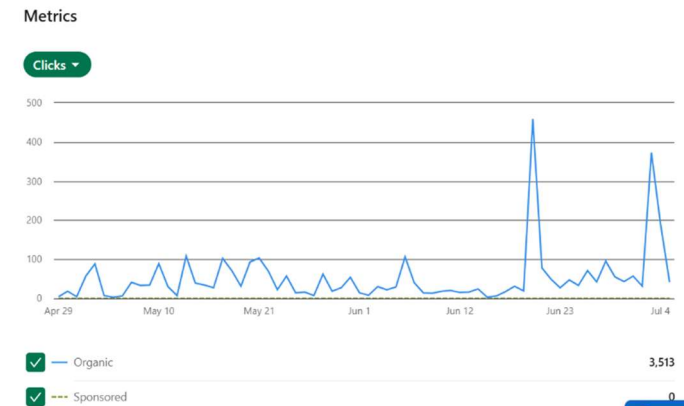
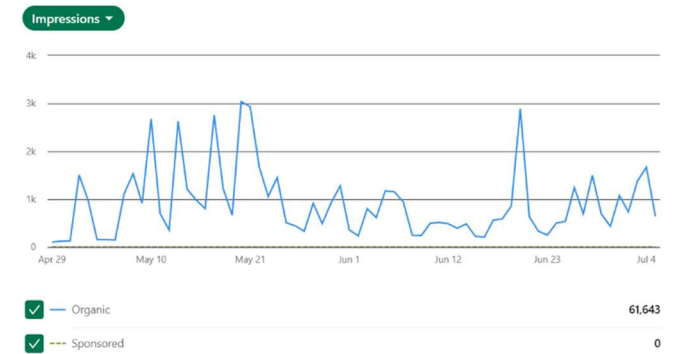
Our heaviest promotion of CHOW started the week after Care Sector's Got Talent, week commencing 29th April.

LinkedIn:



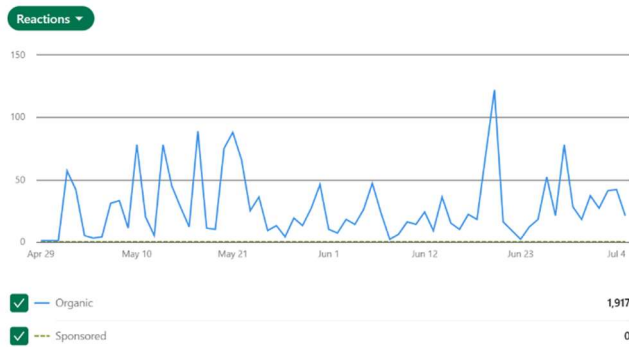
Our engagement peaked right after Care Home Open Week due to posts about the activities that went on during the week, and posts about the Cycle Relay.

Impressions, (the number of times our posts were displayed on someone's feed) are high: 61,000 in total.



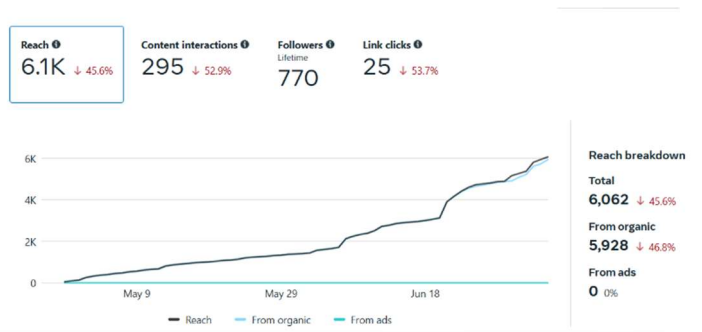
Clicks refer to the number of times a user actively clicked on a link or call to action within a post. This was highest right before Open Week, probably due to people wanting to sign onto the map, view the map, or register to either CHOW or the Cycle Relay.

Care Home Open Week 2024 in Review

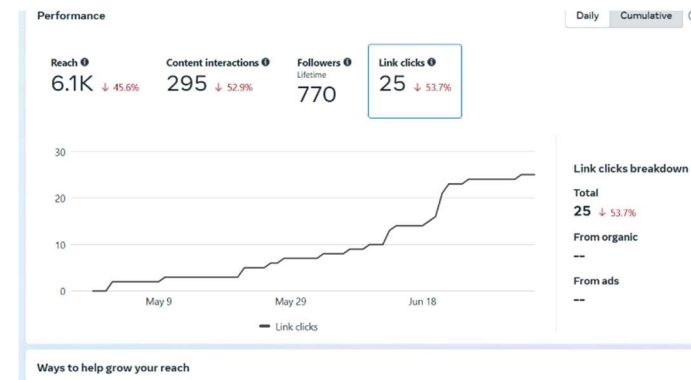
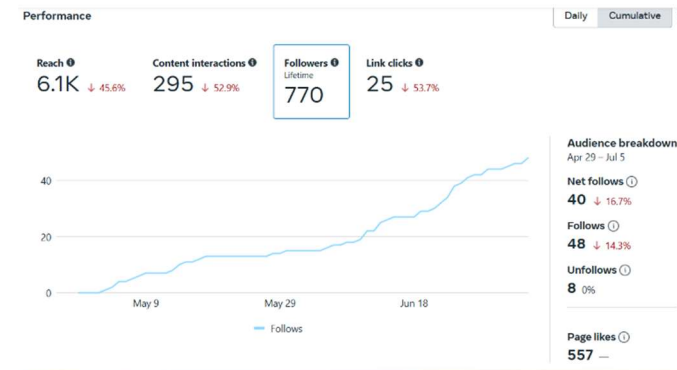
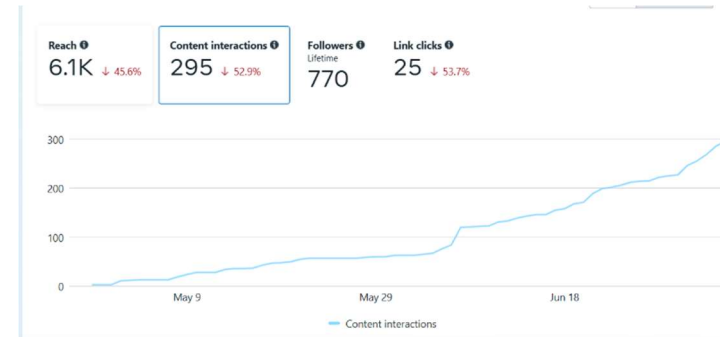


Reactions show how many people have liked, love or any other reactions to our posts.

Facebook:

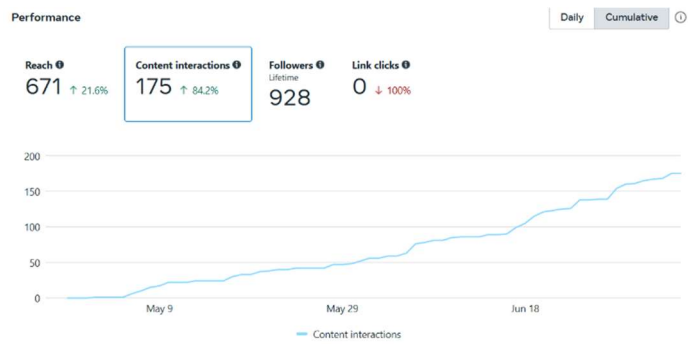
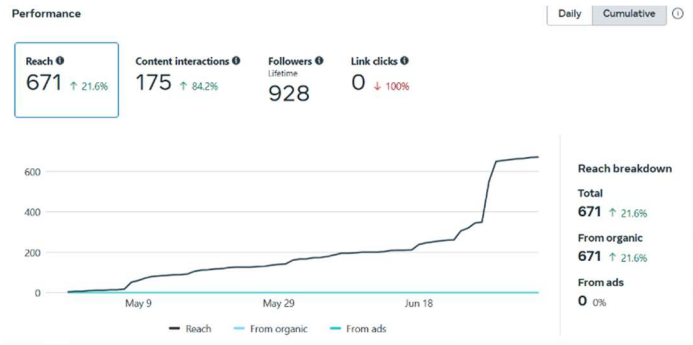


Our reach on Facebook had a positive trajectory, peaking all throughout June. This is due to Care Homes who have Facebook pages posting about Open Week and their own activities. This is also the same for our followers, content interactions and link clicks.



Instagram:

Care Home Open Week 2024 in Review



Our followers on Instagram increased tremendously during this period, reaching. Our content interactions also grew by 84.2% and claimed throughout this period.

Website

Traffic to our website peaks as homes visit for information and resources about Care Home Open Week and the Cycle Relay.



Care Home Open Week 2024 in Review

Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events
<input checked="" type="checkbox"/> Total	67,087 100% of total	13,146 100% of total	5.10 Avg 0%	2m 01s Avg 0%	146,957 100% of total	2,343.00 100% of total
<input checked="" type="checkbox"/> 1 (not set)	28,191	756	37.29	10m 51s	30,071	0.00
<input type="checkbox"/> 2 Care Home Open Week 2024 • Championing Social Care	7,630	4,323	1.76	36s	24,724	0.00
<input type="checkbox"/> 3 Championing Social Care • Shining a light on the social care sector	4,475	2,357	1.90	26s	13,227	5.00
<input type="checkbox"/> 4 Register • Championing Social Care	3,491	2,168	1.61	2m 37s	10,355	28.00
<input type="checkbox"/> 5 Resources • Championing Social Care	2,515	1,140	2.21	46s	7,290	2,106.00
<input checked="" type="checkbox"/> 6 Whats Happening in your area • Championing Social Care	1,693	1,025	1.65	24s	4,423	0.00
<input type="checkbox"/> 7 Care Sector's Got Talent 2024 • Championing Social Care	1,674	954	1.75	1m 02s	5,299	0.00
<input type="checkbox"/> 8 Care Sector Fundraising Ball 2024 • Championing Social Care	1,655	959	1.73	35s	4,813	12.00
<input type="checkbox"/> 9 Care Sector's Got Talent • Championing Social Care	1,321	700	1.89	43s	4,192	23.00
<input type="checkbox"/> 10 Join the Great British Care Cycle Relay! • Championing Social Care	1,304	665	1.96	53s	4,063	3.00



Connecting Communities

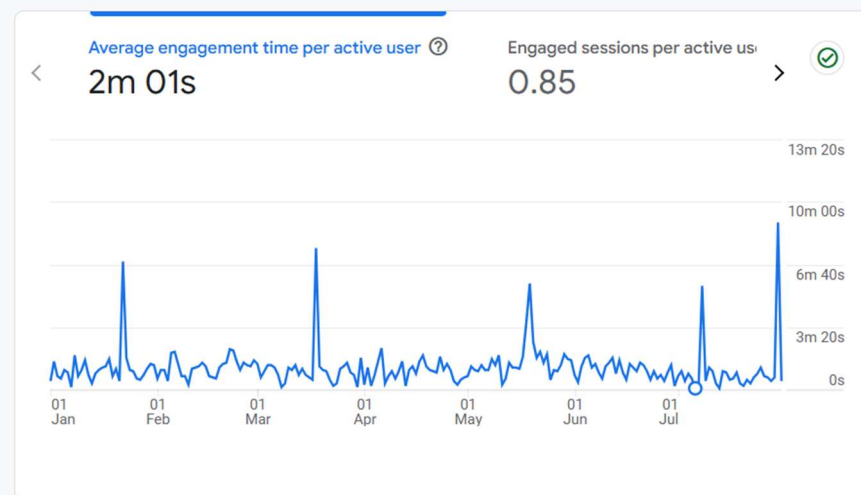
24th - 30th June 2024



Supported by:



Engagement overview



What next?

Care Home Open Week 2025 will run from 16th to 22nd June: a week earlier than in previous years to avoid the start of summer holidays in Scotland.

Care Home Open Week 2024 in Review

The Great British Cycle Relay will be back too, probably starting on 12th June and ending with a joint celebration event on Monday 16th (marking the start of Open Week too).

The aim is to make both events bigger and better than ever before. We are planning to:

- develop new digital tools to help care services engage with their local MP
- Strengthen existing partnerships and build new ones
- Improve pre-event comms, working with local care associations and others to spread the word
- Use Streamyard and other digital tools to share ideas and build engagement
- Build on links with the Who Cares Wins conference to promote care as a career for young people
- Take the Cycle Relay to more parts of the country
- Create a 'virtual' cycle relay allowing services to participate wherever they are



Thank you!

We could not have delivered Care Home Open Week or the Great British Cycle Relay without the support of our funding partners: PwC, Deloitte & Co, Civitas and Virgin Money.

Committee

The Care Home Open Week Social Care was formed as a coalition of leading figures in the sector who wanted to shine a positive

Care Home Open Week 2024 in Review

light on social care. Each of our programmes is led by a committee of volunteers, supported by a small staff team.

Our committee for Care Home Open Week was:

- Mitesh Dhanak, Precious Homes (Chair)
- Vishal Shah, Banyan Home Care Services (Vice Chair)
- Amanda Marques, Cohesion
- Debbie Harris, Autumnna
- Michael Butler, NAPA
- Lee Howard, Christie & Co
- Derek Breingan, Virgin Money

Our social media, comms and marketing was supported by Saskia Binns and Adam Winterton. Thank you, too, to Clare Auty and the team at Browne Jacobson who provided the volunteer support crew for the Care Cycle Relay.



Our Fu

We Are Participating In...



Care Home Open Week
24th - 30th June 2024

Find out more

The downloadable resources for Care Home Open Week are available here:



[are.org.uk/care-home-](https://www.virginmoney.org.uk/care-home-)



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