NAPA

IMPACT STATEMENT

2024 - 2025

www.napa-activities.org.uk

National Activity Providers Association

The Professional Association for Activity Providers and Activity Provision

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NAPA'S YEAR OF MUSICAL EXPRESSION

NAPA YEAR OF BELONGING

Foreword from Hilary Woodhead, Chief Executive Officer, NAPA

As we come to the end of 2025 is s a privilege to introduce the NAPA Impact Statement for the previous year. This report reflects on the period April 2024- March 2025 and shares with you a year that was truly pivotal in our journey as a national charity.

Since NAPA was founded in 1997, our purpose has remained constant: to champion meaningful activity, engagement and wellbeing for people receiving care. Nearly thirty years on, that mission feels more urgent than ever. This year, under the banner of our Year of Belonging, we have seen just how powerful connection, creativity and shared humanity can be in every type of care setting.

A personal highlight for me was the co-production and launch of the NAPA Standards of Practice for Activity Providers and the Quality Indicators of Activity Provision for the sector.

Developed with Activity Providers, not just for them, these frameworks provide a clear, practical definition of what good and excellent, activity provision looks like. They give APs, managers, commissioners and regulators a shared language and a strong benchmark for quality.

We are already seeing how widely they are being adopted: informing job descriptions, shaping supervision and appraisal, guiding training plans and supporting services to evidence the impact of activity and engagement.

Most importantly, they are helping to ensure that activity is seen as a core part of person-centred, rights-based care.

The difference they make is tangible: more confidence for APs, clearer expectations for organisations and richer, more meaningful daily life for the people who live and work in care settings.

2024–2025 was a year of belonging, connection, innovation and growth. We deepened partnerships with care providers, policymakers, universities and community organisations. We listened carefully to Activity Providers and care teams and we responded by expanding our training, strengthening our resources and developing new ways to support professional recognition and workforce development.

Our first National Activity Providers Survey and Membership Survey gave us the clearest picture yet of the realities, aspirations and pressures facing the activity and wellbeing workforce and their voices run through this report.

What shines through for me, time and again, is the commitment of Activity Providers and care teams to ensure that every person in their care feels seen, valued and connected.

From the growth of our Arts in Care Homes programme to stories of individuals rediscovering purpose and joy, this Impact Statement celebrates the people who make meaningful engagement possible every day. We remain steadfast in our belief that activity provision is an essential component of compassionate, high-quality care.

The achievements set out in these pages belong to all of you, our members, partners, supporters and the NAPA team, who bring our vision to life.

Thank you for your trust, your collaboration and your dedication. The current year is proving to be just as positive and we look forward to sharing the outcomes with you soon!

Hilary Woodhead
Chief Executive Officer NAPA

Welcome & About NAPA

NAPA is a national charity founded in 1997, dedicated to championing meaningful activity, engagement and wellbeing for people receiving care. We are now the professional association for Activity providers and activity provision in the UK.

Nearly three decades later, our purpose remains unchanged: to ensure that every individual in care, regardless of age, ability or setting, has access to meaningful engagement and social connection.

2024 - 2025

A Year of Belonging, Connection, Innovation and Growth

The period 2024–2025 was a defining year for NAPA. It marked a time of significant transformation, symbolising both growth and renewal for the organisation.

Against the backdrop of continued change across the care sector, NAPA listened, adapted and strengthened its role as the national voice for engagement in care.

Throughout the year, we deepened partnerships with care providers, policymakers, universities and community organisations, expanding both our reach and impact. We enhanced our training programmes, widened access to resources and delivered tailored support that helped thousands of activity and care professionals build the confidence and skills needed to create meaningful, person-centred engagement.

These partnerships and programmes reflect our commitment to high-quality practice and our belief in the power of connection to transform daily life in care settings.

At the heart of NAPA's work is our membership community. Their creativity, resilience and compassion continually inspire us and guide our strategic priorities. Together, we celebrated inclusion, championed best practice and promoted the value of meaningful engagement as an essential component of quality care, not an optional extra.

Our national campaigns, innovative resources and sector-wide collaborations have highlighted the impact that activity and relationship-centred practice have on wellbeing, identity and quality of life.

NAPA

The Professional Association for Activity Providers and Activity Provision

We are proud of what we achieved last year, from the expansion of professional development opportunities to the advancement of sector-wide advocacy. Yet we also recognise that our work continues. As we approach our 30th anniversary, we remain committed to ensuring that engagement and wellbeing are recognised as fundamental to good care.

This Impact Statement reflects not only NAPA's achievements but also the collective dedication of everyone who brings the NAPA vision to life across the UK. It is both a celebration of progress and a renewal of our commitment to supporting care providers to deliver activity and engagement that enriches every day.

A testimonial from our Annual Conference and Awards Night captured this perfectly: ***"Stay as amazing and keep shining like a sky full of stars. Don't think about it, if people didn't see you before, they definitely see you now."***

Our Mission & Values

NAPA's mission and values are rooted in the NAPA Standards, which underpin our approach to meaningful engagement. Our purpose is to support care settings to deliver enriched, person-centred activity that promotes wellbeing, dignity and personal choice.

NAPA Mission 2024 - 2025

Elevating the Role of Activity Providers: ***We strengthened the professional identity of Activity Providers and all those involved in engagement by offering accessible, high-quality qualifications, training and development opportunities.***

Championing Exemplary Practice: ***We shared success stories, practical tools and evidence-based approaches that demonstrate the transformative impact of meaningful activity on quality of life.***

Building Connected Communities: ***We supported collaboration across the sector, creating networks that empower professionals to learn from one another, raise standards and deliver excellence in engagement and wellbeing.***

NAPA's Impact through Its Core Values on the Transformative Journey of 2024–2025

The "Year of Belonging" marked a transformative period for NAPA, shaped by the voices, aspirations and lived experiences of the care individuals and activity providers we serve.

Their perspectives guided our priorities, informed our strategic decisions and ensured that our work remained grounded in what matters most: supporting meaningful engagement and enhancing quality of life for people receiving care.

The "Year of Belonging" was a sector-wide movement championing inclusion, connection and shared humanity. It represented NAPA's commitment to building stronger, more inclusive care communities where every person feels they truly belong.

We believe that a sense of belonging has the power to transform lives. When individuals feel connected, their wellbeing flourishes—and that positive energy ripples outward to families, colleagues and wider communities. This year-long initiative encouraged care teams to reflect on what belonging means in everyday practice and how it can be nurtured through meaningful engagement.

NAPA supported services with practical resources, creative ideas and training designed to spark conversation, strengthen relationships and inspire compassionate practice.

We highlighted stories of individuals who found belonging through shared moments, rediscovered passions or built new friendships. These stories demonstrated how connection lies at the heart of high-quality care.

The Year of Belonging reaffirmed an essential truth: when people feel they belong, they thrive. Creating communities of belonging lays the foundation for compassionate, relationship-centred and truly transformative care.

Stories of Impact

Behind every NAPA initiative is a personal story of growth, joy or rediscovery:

Margaret, 94, rediscovered her passion for painting during the National Day of Arts in Care Homes and said it gave her ***"a reason to get up with a smile."***

James, a newly qualified Activity Provider, shared that ***NAPA's Level 3 qualification gave him the confidence and skills to build deeper connections with individuals.***

National Activity Providers Survey 2024: ***"I have learned most about my role from NAPA."***

NAPA Conference 2025: ***"The planner is brilliant, our manager loves it and said it's something CQC will look at."***

These stories reveal the human heart of NAPA's mission and show how meaningful activity can change lives.

A Year at a Glance: NAPA's Impact

2024 - 2025

The year 2024–2025 marked a period of significant growth, reach and transformation for NAPA.

Across all areas of our work, training, membership, resource development and national campaigns, our impact expanded, enabling more people living in care settings to benefit from meaningful engagement and person-centred activity.

As the leading voice for activity, engagement and wellbeing in care, NAPA's influence continued to strengthen both nationally and within day-to-day practice across the sector.

Our professional development programmes reached record numbers, supporting Activity Providers and care teams to build the confidence, creativity and practical skills needed to embed meaningful engagement into everyday life.

Through a blend of online learning, in-person workshops, bespoke training and digital resources, we ensured that practitioners had access to high-quality tools that supported both their professional growth and the wellbeing of those they support.

Key Highlights and Achievements

In 2024–2025, engagement with NAPA's digital and training platforms reached new levels:

Over **800,000** visits to the NAPA website for support, resources and learning.

More than **200** new members joined NAPA's growing network.

Our Intergenerational Activities Toolkit reached over **10,000** views.

The Introduction to Activity Provision Toolkit received nearly **16,000** views, reflecting a strong sector demand for foundational guidance.

992 Students completed the QCF Level 2 qualification.

1,957

students completed NAPA e-learning courses, with September 2024 marking the highest monthly intake (over 100 learners).

"These achievements demonstrate not only the dedication of the NAPA team but also the commitment of thousands of care and activity professionals who rely on NAPA for guidance, community and inspiration. They also reinforce a central truth: meaningful engagement is essential, fundamental to wellbeing, identity and quality of life."

NAPA launched its first **National Activity Providers and Membership Survey**, enabling direct engagement with our core audience.

The Managers' e-learning course achieved **642** completions.

Commissioned training attendance peaked at **242** participants in October 2024, the highest monthly total in NAPA's history, driven significantly by demand from Greensleeves Care.

NAPA News subscribers grew to a record

4,852

Major Milestones

Among the standout achievements of 2024 - 2025

- The NAPA homepage received **59,209** views, the highest annual total recorded.
- Over **150** Activity Providers took part in NAPA's national survey.
- NAPA formally established an internal Research and Impact Department, strengthening our organisational capacity to lead, contribute to and collaborate on research initiatives.

This strategic investment underscores NAPA's commitment to evidence-based practice and sector-wide learning.

Member Reflections:
NAPA's Value in Practice

Feedback from Activity Providers throughout the year highlights the practical difference NAPA continues to make:

> ***"Being part of a recognised body gives me the backing and reputable information that informs our practice, service development and business aims."***

> ***"NAPA has given me the resources, confidence and knowledge to carry out my job to the best of my ability.***

These testimonials illustrate how NAPA supports professional confidence, strengthens practice and builds a shared identity for those delivering engagement and wellbeing.

NAPA's Impact Through Resource Development

Central to NAPA's mission is the belief that everyone, regardless of age, ability or circumstance, deserves opportunities to connect, express themselves and find joy and purpose in everyday life.

Our resource development work in **2024–2025** reflected this commitment, with a strong focus on person-centred, inclusive and creative engagement.

We developed and renewed over **1,000** resources during the year, supporting practitioners working with people living with dementia, learning disabilities, autism, sensory impairments and a wide range of care needs.

These resources combined guiding principles with practical techniques and evidence-based strategies, designed to empower Activity Providers and care teams to deliver meaningful, high-quality engagement.

Our digital platforms also saw significant growth:

The NAPA calendar received nearly **50,000** views.

The Activity Shed gained **4,595** visitors in January 2025 alone, contributing to over **130,000** total annual views.

Active Shed users exceeded **7,000** individuals.

Website visits peaked at over **6,000** views in May 2024.

These numbers highlight the sector's reliance on NAPA for accessible, practical and high-quality resources that support everyday care.

A Year of Impact, Growth and Shared Purpose

The achievements of 2024–2025 reflect the collective efforts of NAPA's staff, trustees, members and partners. Together, we worked to strengthen engagement, enrich daily life in care settings and raise the profile of activity and wellbeing across the sector.

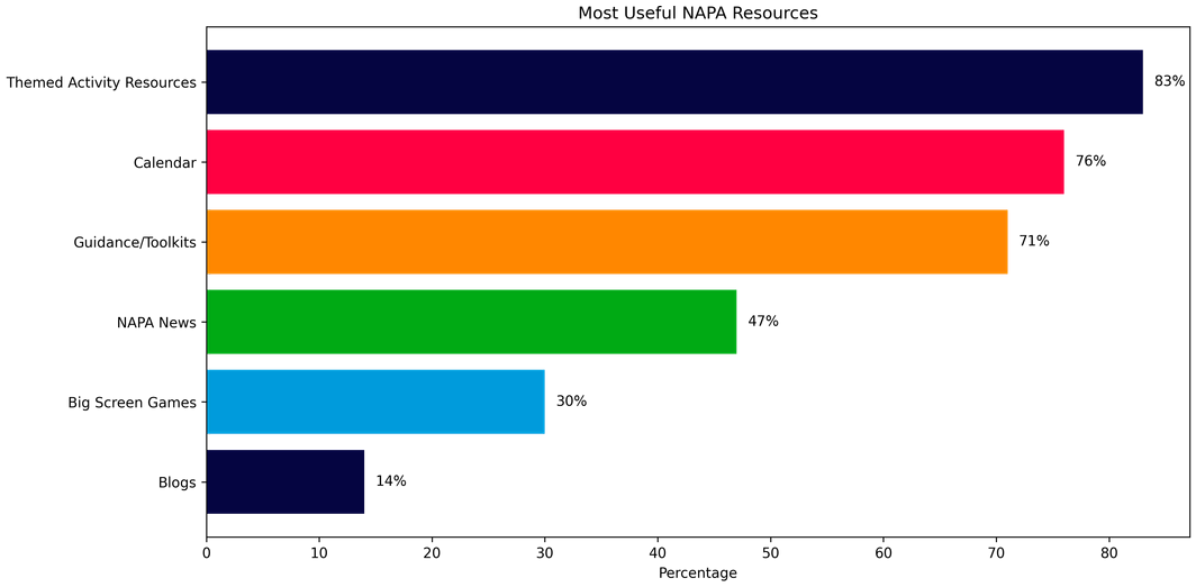
This year demonstrated once again that meaningful engagement is not an optional extra—it is a core component of compassionate, person-centred care.

Feedback on NAPA Website and SHED Resources:

The feedback gathered on the efforts related to resources are overwhelming.

The Membership Survey was a true reflection of that.

- Using the calendars for ideas and quizzes. Ideas, encouragement, useful resources, training, variety, easy to read and follow, interactive activities
- I use NAPA planners regularly to plan our activities, I use the ideas and resources on a daily basis.
- I use ideas from the calendar to start my monthly plans, fitting events they suggest around events already planned.
- Gives great ideas and recommendations
- It has given us so many ideas and made everything easier.
- The calendar supports team members to share ideas with residents and promotes inclusivity and resident led engagement.



Professional Pathway helps with recruitment for those that wish to progress and supports team members not only within their day to day-to-day practice, but to also grow and gain confidence through 'Year of' campaigns - Resources available via The Shed

A Year of Impact, Growth and Shared Purpose

At NAPA, we recognise that the workforce is the driving force behind meaningful engagement and quality of life for people receiving care and support.

Activity Providers play a vital role in shaping daily experiences that bring joy, connection and purpose. Their creativity, compassion and commitment lie at the heart of person-centred practice and are essential to every care setting.

A core priority for NAPA in 2024–2025 was to understand how the working conditions, support and development opportunities available to Activity Providers directly influence the quality of engagement delivered.

Access to ongoing learning, strong managerial support and positive workplace cultures are critical to sustaining a confident and skilled workforce. When Activity Providers feel valued, equipped and supported, they are empowered to deliver meaningful activities that enhance wellbeing, promote inclusion and enrich everyday care.

This year, we strengthened the workforce by:

- Reaching more practitioners through a rich blend of workshops, webinars and on-site programmes.
- Supporting increasing numbers of learners through accredited qualifications, including over 150 students completing QCF Level 3.
- Expanding the professional recognition of Activity Providers, helping to elevate the visibility and value of this essential role.
- Recording almost 500 completions of Activity eLearning courses during 2024–2025.

These achievements have helped build a more skilled, resilient and confident workforce capable of embedding personalised, high-quality engagement across care settings.

Arts in Care Homes: Celebrating Six Years of Creativity

2024–2025 marked six years of Arts in Care Homes (AICH), a national initiative championing creativity, connection and self-expression in later life.

Supported by funders including The Baring Foundation and The Rayne Foundation, AICH has grown into a movement that unites individuals, care professionals and artists in celebrating the transformative power of the arts.

Over the past five years, AICH has demonstrated how music, visual art, drama, dance and crafts enrich lives, strengthen relationships and encourage belonging in care settings. The initiative has shown that creativity is not an optional extra, it is central to living well.

This year, NAPA established a dedicated Arts in Care Group to support and showcase creative practice across the UK. The AICH social media community also continued to grow, reaching 1,525 Instagram followers and 1,731 Facebook followers.

AICH's impact was captured by Professor Martin Green OBE, Chief Executive of Care England: "NAPA has a great track record of delivering arts and creativity in care homes. The Somerset House celebration showed how music and drama can really lift your mood. NAPA is an amazing organisation, making a difference to people's lives."

Driving Change and Sector Influence

In 2024–2025, NAPA continued to influence national policy, research and sector development by advocating for activity, engagement and wellbeing as essential components of quality care.

We ensured that the experiences of Activity Providers and the people they support were represented in government consultations, guidance and sector standards.

Through published research and evidence-sharing, we highlighted the measurable benefits of meaningful activity, from enhanced emotional wellbeing and social connection to improved confidence and inclusion.

As we look ahead, NAPA is committed to strengthening its research capability to better understand sector needs and ensure our resources, campaigns and support remain relevant, evidence-led and impactful.

First NAPA National Activity Providers Survey: A Landmark Step in Understanding and Supporting the Workforce

In 2024–2025, NAPA conducted its first National Activity Providers Survey, an important milestone in understanding the challenges, opportunities and experiences of the Activity Provider (AP) workforce.

As the national charity championing meaningful activity and engagement, NAPA recognises that APs are central to the wellbeing and quality of life of people living in care settings.

The survey provided a vital evidence base to ensure that our resources, training and support services continue to meet the evolving needs of this essential profession.

The purpose of the survey was clear: to amplify the voices of Activity Providers, strengthen professional recognition and use real insight to drive sector-wide improvement.

Their experiences, aspirations and concerns shape NAPA's ongoing commitment to excellence, ensuring that our decisions remain grounded in what the workforce truly needs.

The survey highlighted NAPA's ongoing dedication to raising the profile of activity provision across the care sector. By gathering insights directly from practitioners, we ensured that their perspectives informed national conversations about person-centred care.

These findings reinforced three key priorities:

- Recognition – APs want their expertise acknowledged as a valued professional discipline.
- Resourcing – They require adequate tools, materials and support to deliver meaningful engagement.
- Professional Development – Ongoing learning opportunities are essential for confidence, skill-building and career progression.

Our ultimate aim is to create a workforce environment where APs feel valued, supported and equipped to make a lasting impact every day.

Survey Sample and Sector Reach

The survey attracted a strong national response:

50% of respondents held the title Activity Coordinator.

70% worked in NAPA - -member care homes.

90% were aware of NAPA as a national organisation.

87% advocated for greater professional recognition for the AP role.

This exceptionally high level of awareness reflects the impact of NAPA's ongoing advocacy, training and sector-wide engagement. It also highlights the need for continued work to professionalise and promote the AP role.

Key Impact Insights

Professional Development & Training

The findings revealed significant demand for accessible, high-quality training:

65% expressed interest in Level 2 or Level 3 qualifications.

55% wanted more e-learning opportunities.

Despite this, **83%** were not currently undertaking any qualification.

80% lacked social media training, even though

75% used digital care planning tools.

This presents a major opportunity to expand training pathways, particularly in digital literacy, leadership and specialist engagement skills.

Key Impact Insights

Access to Resources

The survey confirmed NAPA's strong digital presence and the sector's reliance on our resources:

97% accessed NAPA through Facebook.

45% accessed resources via the NAPA website.

High demand for resources focused on sensory activities **(75%)**, calendar and event planning **(69%)** and creative arts **(61%)**.

Respondents also requested more materials tailored to the needs of people living with dementia and learning disabilities, giving NAPA clear direction for future resource development.

Employment Conditions & Role Satisfaction

The survey shed light on the complexities of the AP role:

67% were responsible for activities for more than 50 individuals—often with limited or no team support.

46% felt adequately supported by their organisation.

83% reported receiving a recent pay increase, yet

78% earned under £30,000 annually, below the care sector average of £35,000.

These findings highlight a clear misalignment between the demands placed on APs and the recognition, resourcing and remuneration they receive. They underscore the need for sector-wide advocacy to ensure equity and sustainable workforce development.

Insights from the 2024 NAPA Membership Survey

The separate Membership Survey complemented the AP Survey, providing broader insight into how NAPA supports the sector and where further value can be added.

Key findings included:

95% of respondents would recommend NAPA membership.

93% agreed NAPA membership represents value for money.

This reflects strong trust in NAPA's resources, training and advocacy work.

What Members Value Most

- Practical resources – Toolkits, ideas and activity plans that support everyday practice.
- Trusted communication – 95% preferred email and praised NAPA's clarity and consistency.
- Professional development – Members reported increased confidence and skills through NAPA training.

Opportunities for Improvement

Members identified areas for further enhancement:

- Improving digital accessibility and navigation of the website and Activity Shed.
- Developing short, flexible training options.
- Expanding outreach to ensure equitable support for small services and individual practitioners.
- Reducing barriers to conference and event attendance.

Growing Community & Membership

NAPA's membership community continues to expand:

- 2,916 members nationwide
- 1,725 LinkedIn connections
- 6,800 Facebook followers
- 1,329 Instagram followers

This reflects the sector's strong appetite for connection, shared learning and professional identity.

One Activity Provider summarised the impact of NAPA membership:
"Being a NAPA member has enhanced my skills, broadened my creativity, connected me with other APs nationwide and increased my confidence in my role every day."

Activity Provider Forums and National Networks

NAPA continued to strengthen its national network of Activity Providers (APs) through dedicated forums designed to share knowledge, amplify lived experience and shape sector-wide practice.

The Activity Providers Advisory Group Forum now includes 60 members, providing insight into the challenges and innovations within activity provision. Our newer Arts in Care Homes (AICH) Forum has grown to 16 members, supporting creative practitioners committed to embedding arts-based engagement in care settings.

These forums, alongside NAPA-hosted thought-leadership events and roundtables, have helped cultivate a supportive and collaborative national community focused on improving the lives of people receiving care.

Training Evaluation and Impact

NAPA conducted several post-training evaluations during 2024–2025, with the Greensleeves Care and NHS training programmes among the most significant.

Practice Examples - Commissioned Professional Development Programmes in 2024.

Greensleeves Training Programme Evaluation

The six-week Greensleeves programme was delivered across three care home cohorts, Oxford, Lowestoft and Dartford, to strengthen staff skills in delivering person-centred activities. Evaluation data were gathered through pre/post surveys, feedback forms and observations.

Key findings included:

- Significant increases in participants' confidence and knowledge across all topics, with the most substantial gains in dementia-specific activities (46%) and person-centred approaches (20%).
- Participants consistently rated the training as highly relevant and expressed enthusiasm for applying new skills to enhance individual wellbeing.
- Trainer feedback highlighted NAPA's facilitators for their expertise, clarity and supportive teaching style.

Participant testimonials included:

- "These 6 weeks have been so valuable; my confidence has definitely grown."
- "The training was excellent. I feel more equipped to provide meaningful activities."
- "Loved the practical approach and learning new ideas from colleagues."
- Our commitment remains steadfast: meaningful activity must be recognised as a fundamental right for all people in care.

NHS Training Programme

NAPA's NHS training focused on supporting staff to deliver meaningful engagement for older adults and people living with dementia during hospital stays. The training emphasised enabling environments, communication and best practice.

Participant feedback was overwhelmingly positive, praising the relevance, insight and practical nature of the training. Pre/post evaluations showed a 70% increase in confidence and knowledge, demonstrating the strong demand for professional development in this area.

Participants requested further training in:

- Communication strategies
- Risk assessment and safety considerations
- In-depth dementia education and person-centred approaches.

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- Risk assessment and safety considerations
- In-depth dementia education and person-centred approaches

CHAPPI Research Project

In 2024–2025, NAPA was proud to collaborate on the CHAPPI research project, working alongside Skills for Care and the University of East Anglia. This partnership strengthened NAPA's role in shaping evidence-informed practice and amplifying the voices of people living in care homes.

Listening to Individuals' Voices: A Guide for Meaningful Engagement

A key outcome of this collaboration was the development of Listening to Individuals' Voices, a practical guide designed for Activity Providers, care home managers and wider care teams. The guide highlights how listening to individuals and engaging in research can become an enjoyable and meaningful part of everyday life in care settings.

Created with input from Activity Providers and grounded in real-world experiences, the guide demonstrates how involvement in research can enrich individual engagement and reflect a commitment to quality improvement, an area recognised by the Care Quality Commission (CQC).

The guide includes:

- Strategies for hearing and valuing individuals' voices
- Practical advice on participating in research projects
- Ideas for making research-based activities engaging and purposeful

The resource was produced as part of the CHAPPI project, led by Dr. Anne Killett (University of East Anglia), with contributions from NAPA, Skills for Care and social care professionals.

Benefits for Individuals and Care Homes

Participation in research offers both personal and organisational benefits. Individuals who took part reported that they:

- Enjoyed sharing opinions and hearing from others
- Felt valued and appreciated being listened to
- Welcomed their home's involvement in external projects
- Enjoyed thinking and talking about new topics with peers and Activity Providers

Activity Providers noted that they learned new information about individuals, observed increased enthusiasm among participants and saw the positive impact of involvement activities.

For care homes, research participation contributes to demonstrating innovation and development—important evidence for CQC—and researchers often provide financial reimbursement for time and involvement.

Establishing the NAPA Research and Impact Advisory Group (RIAG)

NAPA's involvement in CHAPPI generated significant momentum for deeper engagement in research. At the January 2025 NAPA Conference, 16 Activity Providers from member care homes expressed interest in future collaborative projects. This enthusiasm, combined with NAPA's growing research profile, led to the creation of the Research and Impact Advisory Group (RIAG).

RIAG brings together experienced, practising Activity Providers to offer insight on research, partnerships and resource development. The group provides a safe and collaborative space for discussion, helping NAPA ensure that future research remains practical, relevant and grounded in lived experience.

Members benefit from:

- Opportunities to participate in national research campaigns
- Collaboration with academic, public and private sector researchers
- Access to development projects and journal resources

NAPA's emerging research leadership was further recognised when we were invited as a panel member and keynote speaker at the Hallmark Research Conference (May 2025) to present our collaborative CHAPPI work.

NAPA's Research Position

Activity Providers represent an under-recognised but essential resource for academic and practice-based research. Their daily proximity to individuals, combined with their practical expertise in engagement and wellbeing, makes their insight invaluable to studies on ageing, dementia, inclusion and workforce development.

Through RIAG and partnerships like CHAPPI, NAPA is uniquely positioned to:

- Facilitate access to a diverse national network of care settings
- Support ethical, practice-relevant research design
- Co-produce projects with real-world impact
- Contribute to cross-sector research on wellbeing and workforce development

By championing the voices of individuals and Activity Providers, NAPA continues to strengthen the evidence base for meaningful engagement and support improvements across the sector

NAPA Conferences: Global Learning, Shared Inspiration

In 2024–2025, NAPA proudly hosted two major conferences that brought renewed energy, innovation and international collaboration to the activity and wellbeing sector.

July 2024 National Conference – Celebrating Belonging
Our July conference focused on the theme of Belonging, which shaped the tone of the entire event. Delegates enjoyed inspiring presentations, meaningful discussions and a powerful sense of community.

A standout highlight was the keynote speech by Orquidea Tamayo Mortera from New Zealand, whose insights into culturally inclusive and intergenerational engagement broadened delegates' perspectives on the role of Activity Providers. Her message resonated deeply and inspired rich reflection.

Equally impactful was NAPA Ambassador Chris Maddocks, who spoke with honesty and warmth about the importance of knowing each individual's story. Her message reinforced the idea that understanding personal history is essential to enabling belonging, particularly for people living with dementia.

January 2025 International Conference – Year of Musical Expression
The January conference marked the beginning of the Year of Musical Expression and featured international keynote speaker Colleen Knudson, Outreach Director for NAAP (USA). Drawing on her extensive experience, she explored emotional wellbeing, supporting Activity Providers to recognise and respond to grief, anxiety, isolation and depression among older adults. Her session strengthened the shared values and connection between NAPA and NAAP.

Delegates praised the conference for its warmth, professionalism and inspiration:

- "A wonderful day full of joy, feeling valued and recognised as an AP."
- "Very well organised, very inspiring."
- "A pleasure to share success and challenges with forward-thinking individuals."

The international dimension, networking opportunities and celebration of AP achievements were consistently highlighted as the most valuable aspects.

Lasting Impact
The January conference generated significant follow-up engagement, including new sponsorships from Little Islands, Inspired Inspirations, Unilever and interest from several care groups. Membership enquiries and renewals increased, further demonstrating NAPA's growing influence.

Both conferences reinforced NAPA's role as a global connector of best practice, creating spaces where learning, collaboration and inspiration thrive.

NAPA National Activity Awards 2025

The National Activity Awards 2025, held in Liverpool, stood out as a vibrant and heartfelt celebration of the passion, creativity and dedication that define activity provision across the UK. With 17 award categories, the ceremony brought together inspirational individuals, outstanding teams and forward-thinking organisations, all united by a shared commitment to enhancing the wellbeing and quality of life of people in care.

The atmosphere was electric as finalists, sector leaders and distinguished guests gathered to honour those whose work brings meaning, joy and connection to others.

More than just an awards night, the ceremony served as a reminder of the power of meaningful engagement and the invaluable role of Activity Providers within the care sector.

Testimonials from the evening captured its spirit:

- ***"NAPA have raised the bar in the industry… one of the best Fridays I've ever had in my career."***
- ***"In all my years in care, I've never attended such an inclusive awards ceremony, everyone was celebrated."***
- ***"Every finalist was treated as a winner and the whole room felt valued."***

These messages reflected the warmth, inclusivity and appreciation that defined the event. It was, for many, an unforgettable evening that truly celebrated excellence in activity provision.

Our Finances at a Glance

NAPA is committed to transparency, integrity and responsible stewardship. The majority of our income is invested directly into member services, training, campaigns, resources, professional development and support.

Remaining funds sustain essential operations and strategic initiatives that enable long-term growth, innovation and sector influence.

Income Summary 2024–25

NAPA's income came from five primary sources:

- Membership – 47%
- Training – 34%
- Research – 4%
- Advertising – 4%
- Fundraising – 11%

Membership remains our largest and most reliable income stream, reflecting the strong value members place on NAPA's services. Training income, o, ver one third of total incomedemonstrates the continuing demand for high-quality professional development and our role as a sector leader in learning and workforce support. Fundraising contributes an important 11%, with strong potential for future growth.

Research and advertising provide additional diversification and resilience.

Together, these income sources represent a healthy and balanced financial model, combining earned and voluntary income to support sustainability and strategic development.

Expenditure Summary

Expenditure was allocated across key areas as follows:

- Staff costs – 63%
- Training – 10%
- Overheads – 19%
- Advertising – 5%
- Membership – 3%

Analysis: Staff costs form the largest proportion of expenditure—a characteristic of charities that deliver direct services. This reflects NAPA's investment in skilled professionals who design and deliver training, support members, develop resources and lead sector-wide initiatives.

Overheads remain proportionate and cover essential infrastructure such as administration, systems and operational support. Training, advertising and membership costs reflect our commitment to communication, visibility and continuous learning.

Thank You & Acknowledgements

Thank you to everyone who has been part of NAPA's journey, our members, trustees, partners and, above all, the dedicated NAPA team. Your commitment makes our work possible.

The insight, feedback and encouragement we receive from members ensure that NAPA remains a strong, vibrant and supportive community, united in empowering Activity Providers and promoting wellbeing across care settings.

Special Thanks to our headline partners in 2024 - 2025

Care England, Care UK, Hallmark, KYN, Lakeland Dairies, Marie Curie, Majesticare, My Home Life England, National Lottery Community Fund, NCF, Scottish Care, Symphony Hearing, Symphony Sound, The Baring Foundation, The Linbury Trust, The Rayne Foundation, Unilever Food Solutions

Get Involved

NAPA's impact is built on collaboration.

We invite activity and care providers, families, funders, creative partners and sector professionals to:

- Join our membership
- Support or collaborate on campaigns and innovations
- Partner with us on meaningful engagement projects
- Explore our training, qualifications and CPD pathways
- Share stories, research or expertise to amplify our collective voice

For enquiries about membership or partnership opportunities, please contact: *enquiries@napa-activities.co.uk.*

NAPA

The Professional Association for Activity Providers and Activity Provision

www.napa-activities.org.uk