



Archive Video Project Brief

Table of Contents

Abbeyfield and Wesley:	Page 3
Project Summary:	Page 3
Project Objectives:	Page 4
The Target Audience:	Page 5
Deliverables:	Page 6
Benchmarking:	Page 9
Benchmarking Summary:	Page 10
Tone, Message and Style:	Page 12
Timing:	Page 13
The Budget:	Page 16
The Team:	Page 16

Abbeyfield and Wesley

Abbeyfield and Wesley is a charity that provides housing, support and care for people at different stages of later life. They are a not-for-profit organisation with the mission to enhance the quality of life for older people, ensuring residents enjoy companionship and support. Abbeyfield & Wesley is a part of the Abbeyfield movement, founded by Richard Carr-Gomm in 1956. His mission was to alleviate loneliness, by creating homely and friendly houses that had great links within their community. The provision of good quality, affordable housing is at the heart of what we do. But we're not just about bricks and mortar – the recognition that overcoming loneliness and insecurity can make all the difference to an older person's well-being and quality of life; and that local people have an essential part to play in helping older people in the community have been fundamental to Abbeyfield's guiding principles from its beginning up to the present day.

Abbeyfield and Wesley has extended its reach into the modern age by using forms of media to promote itself online and present a secure environment with information and updates on Activities and Events for the residents. They have considerable consistency online using platforms such as Linked-In, Facebook and YouTube along with their website, which allows newcomers to understand the ethos of Abbeyfield and Wesley.

Abbeyfield and Wesley runs a Tea and Memories programme which is designed to bring together members of the community with Abbeyfield and Wesley residents and is delivered as reminiscence sessions where the participants of the session watch archive footage from the 1940s to the 1980s on a wide range of topics such as holidays, transport, work, the home and so forth and then discuss with a cup of tea, cake and refreshments.

Project Summary

03

Abbeyfield and Wesley wishes to improve the quality of its Tea and Memories programme which includes showing elderly people who may have dementia footage or images from their past. These videos/pictures can be of old locations, places of work, or significant events. The aim of the programme is to bring older people together and reminisce over bygone eras, in order to spark conversations and connect with other like-minded people.

We've been asked to make the media part of the programme more suited to a local audience of Northern Ireland and even Ireland as a whole as the original programme was more specifically based in mainland UK and the footage thereof was more English. This will ultimately mean creating a media experience that is easily accessible and consumable by both an older audience and those with dementia with dementia and the carers who run the programme.

Through the benchmarking process, we've notated the various formats that reminiscence therapy can be delivered, from the print-based format of projects like **Nostalgic America** to a streaming service like **Alive on Demand** that hosts many different videos on various topics. From what Abbeyfield and Wesley has told us and from benchmarking we have proposed to produce a video production that will cover as many of the topics that we have been recommended as possible, making use of the Digital Film Archive to find footage that is suited to the topics.

Another key point of the project is using footage that is based in and based across the Island of Ireland, this ties in with the topics as it'll mean finding footage from Northern Ireland based on the topics provided by Abbeyfield and Wesley.

Project Objectives

The overall goal of this project is to create a video production that takes inspiration from the original Tea and Memories programme but is based and grounded based across the Island of Ireland. The video(s) must include and have footage based on topics that have been recommended to us by Abbeyfield and Wesley. These topics are listed below.

- Holidays / Trips to coastal towns.
- Work in Northern Ireland for both men and women.
- Key events in the news (Coronation, Stormont, Harland and Wolff's last liner launch).
- Schools, education, old uniforms, childhood games.
- Fashion of the era for both men and women.
- The Home, technology of the day, household goods.
- Entertainment (Tea dances, The zoo, Cinema, Tourist attractions).
- Deliveries of food (milk van, grocery van), High Street.
- Transport (trains, planes, cars, trams).
- Rural life (Farming, limited transport links).
- City Life (housing, parks, recreation).
- Landmarks and historical places across Northern Ireland.
- Music of the era (dance bands, gatherings, the charts, large concerts).

We'll measure our success by ensuring we achieve what was set out for us by Abbeyfield and Wesley, by ensuring that we tick off the specifications that Abbeyfield and Wesley have provided for us. Some of these are mentioned prior but all will be stated now.

- Recreate/re-envision the original Tea and Memories programme with the primary change being that it is Northern Ireland based.
- Using the Digital Film Archive or any other possible sources, find archived footage that links/associates with the topics Abbeyfield and Wesley is keen to see appear within this project.
- Ensure the video provides a reminiscent experience that will allow for/spark discussion. (This will be done through the use of topical footage that will stem from the 1950s through to the 1970s.
- Provide short-form content that will be easily consumed and enjoyable.
- Ensure the project is somewhat future-proofed by utilising archive footage that is based on the later years of the specified time parameters.
- Help spark conversation, and give guidance to start a discussion. (Provide questions that will allow people to reminisce and talk about their bygone years.)
- Reach not only the Abbeyfield and Wesley residents by allowing for a wider reach that will spread into the local communities and bring people together for a cup of tea and conversation with similar individuals.

The Target Audience

Tea & Memories programme ran pilot sessions for Abbeyfield residents across England and in Northern Ireland. However, with this project, we hope to reach the local demographic of Northern Ireland while also targeting more than just the residents of Abbeyfield and Wesley. We've identified three target audiences that this project will be intended for.

Abbeyfield and Wesley Residents

The primary audience will be Abbeyfield and Wesley's residents as was intended with the original programme. However, this audience won't be English-based like the original but focused here based across the island of Ireland. This is a demographic of older people, elderly men and women in their sixties through to their mid-eighties with the point of the supported housing being that residents don't live alone. The project is meant to help spark a reminiscence experience and help them open up and talk with other like-minded people on familiar topics.

Carers

These are the people who will be conducting/running the Tea and Memories programme, this can range from Abbeyfield and Wesley workers to volunteers who want to get involved and help those who are older and are living alone or are suffering from dementia or Alzheimer's. The Tea and Memories sessions will be run by A&W staff or volunteer facilitators. The sessions will be held both in the A&W housing and in wider community settings. By using community settings an outreach to non-residents can be created leading to the connection of local groups.

Community Members

Abbeyfield and Wesley have mentioned that they'd like for this project to allow for wider reach/scope and to involve those who fall under the same demographic as the Abbeyfield and Wesley residents but aren't residents themselves. They wish for the Tea and Memories programme to help those who aren't under Abbeyfield and Wesley's care and provide the same experience to them as they would provide to their own residents. The project should therefore be inviting and welcoming and range a large variety of topics and isn't based in a single location in Northern Ireland but in fact, use footage that is shot all over to allow for a wider scope.

Deliverables

After our first discussion with Abbeyfield and Wesley we've identified the deliverables of this project and many of the requirements/specifications that will be needed by the end of this project for it to fulfil what Abbeyfield and Wesley have asked of us.

This will be a video/s that promotes a reminiscent experience for the aforementioned target audience which is based in Northern Ireland.

Ensure the videos covers a wide variety of topics that were listed earlier to allow and encourage discussion and conversation between the viewers.

Make each topic a short format to ensure viewer retention and focus, to also allow for targeted discussion based on the shown topic.

Produce a modern product that will be somewhat future-proof by including archive footage from later dates of the discussed time parameters.

A benchmarking exercise has been undertaken as part of the development process, viewing a range of projects that provide a form of media as a tool for reminiscence therapy. The projects that have been benchmarked all aim to provide some form of treatment for illnesses such as dementia.

Furthermore, most of the projects have a similar practice using video for the audience to experience however, print, apps and games are mentioned. Certain projects assessed during the benchmarking have approval rates from Doctors and health organisations, such as **Dementia UK** and **My life TV**. In the benchmarking process the following projects have been evaluated, marking features that have been considered.

My Live TV

<https://mylifefilms.org/my-life-tv/>

Nostalgic America

<https://nostalgicamerica.com/>

Dementia UK

<https://www.dementiauk.org/>

RITA

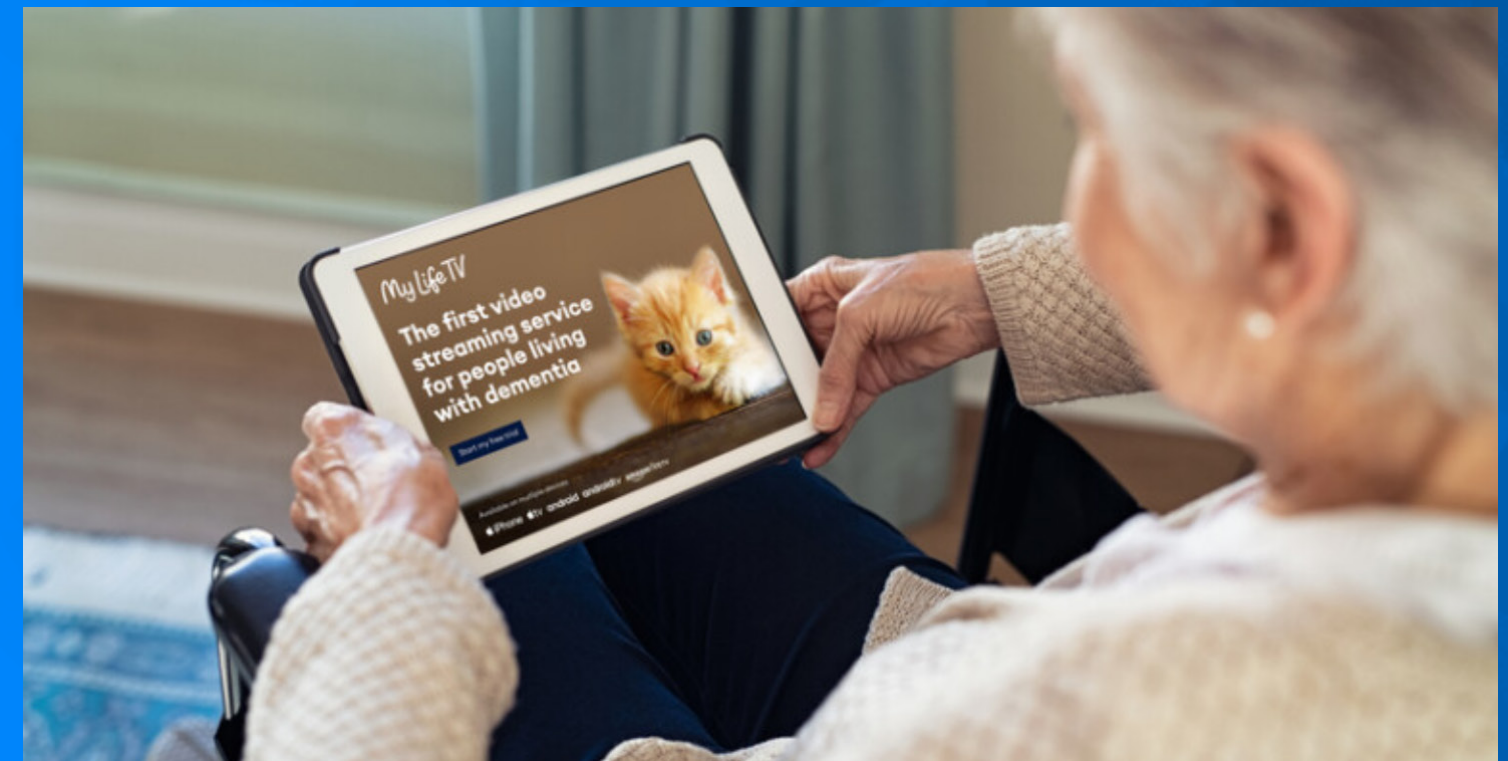
<https://myimprovementnetwork.com/>

Alive on Demand

<https://aliveondemand.co.uk/>

Memory Lane

<https://www.memorylanegames.com/>

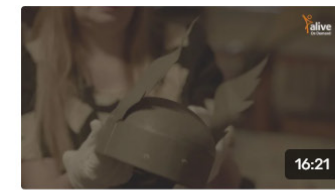




Everyday Life at Tynesfield - Guided reminiscence with Nicola



Tynesfield House



Tynesfield house - The children's playroom with Nicola



Guided Reminiscence with Nicola - Traditions



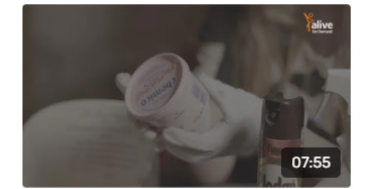
Guided Reminiscence with Nicola - Your Family



Bristol History with Colin - Concorde



Guided Reminiscence with Nicola - Books



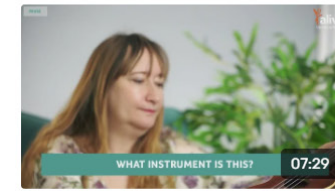
Tynesfield house - Historical housekeeping with Nicola



06:45



14:05



WHAT INSTRUMENT IS THIS? 07:29



10:43



Memory Lane

A system that assists caregivers and older adults with dementia through reminiscence

Benchmarking

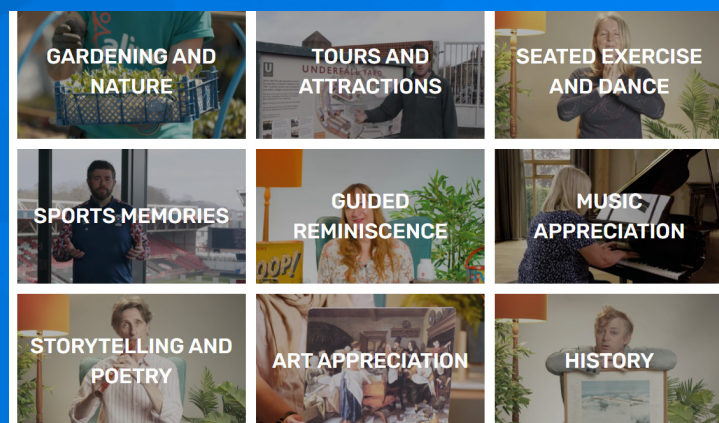
Category	Features	My Life TV	Nostalgic America	Dementia UK	RITA	Alive on Demand	Memory Lane	
Technical	Form of Media	Video	Printed Picture	Video / Picture /	App	Video	Game	
	Fit for purpose	Yes	Yes	Yes	Yes	Yes	Yes	
	Narration	Yes	No	No	No	Yes	Yes	
	Audio	Yes	No	Yes	Yes	Yes	Yes	
Content	Provides Reminiscent	Yes	Yes	Yes	Yes	Yes	Yes	
	Ease of consumption	Medium	Medium	Easy	Easy	Medium	Medium	
	Allows for discussion	Medium	Easy	Easy	Hard	Hard	Medium	
	Northern Ireland Based	Yes	No	Yes	No	No	No	
	Aesthetically Pleasing	No	Yes	Yes	No	Yes	No	
Aesthetics	Long or short form	Long	Short	Both	Long	Both	Short	
	Video / Picture Ratio	4:3	N/A	4:3	16:9	16:9	16:9	
	Archive Video / Picture Enhancements	No	Yes	No	No	No	No	
	Topical	Yes	Yes	Yes	No	Yes	Yes	
	Colour	Both	Both	Both	Yes	Yes	Yes	
	Accessibility	Subtitles	Yes	No	No	No	No	Yes
		Audio Descriptive	Yes	No	Yes	No	Yes	Yes
Vision Aid		Yes	Yes	Yes	Yes	Yes	Yes	
Ease of use		Medium	Easy	Medium	Hard	Medium	Medium	
Ease of Setup		Medium	Easy	Medium	Medium	Medium	Hard	
Portable		Yes	Yes	Yes	Yes	No	Yes	
Accessible Online		Yes	No	No	No	Yes	No	
Overall Score		57%	52%	57%	33%	62%	57%	

Benchmarking Summary

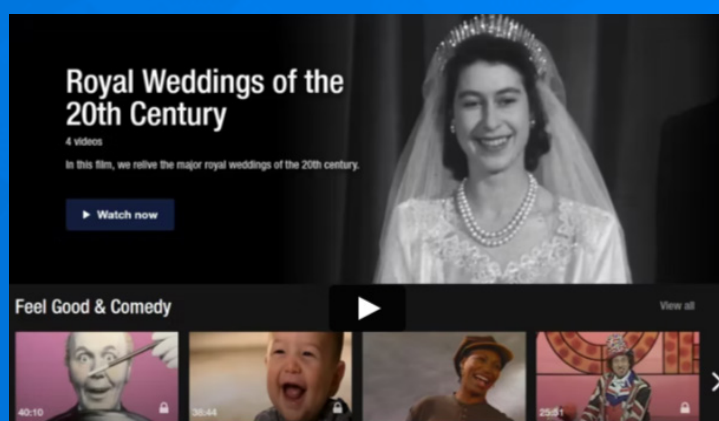
After benchmarking across six different agencies that provide a similar reminiscence therapy treatment and comparing what they do in comparison to the Tea and Memories programme it is clear that **Alive on Demand** is the best example of a product/ service that allows for reminiscence experience. While they are the best in this benchmarking with an overall score of 62% there is still plenty of room for improvement.

Alive on Demand is a live subscription service that provides access to a wide range of video content that will entertain, educate and engage older people with dementia. These videos are broken up into various topics such as guided tours around popular attractions that will allow the viewers to reminisce about those places and remember back to when they were younger and in said locations.

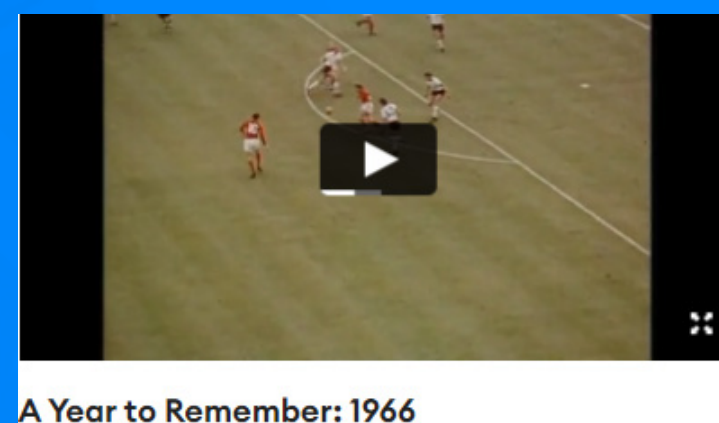
The service ticks a lot of boxes using up-to-date videography while also allowing the viewer to engage, reminisce and discuss a wide range of relatable topics which is something that the Tea and Memories programme is very much aligned with.



My Life TV shares an overall benchmarking score of 57% along with **Dementia UK** and **Memory Lane**. **My Life TV** is a similar service to **Alive on Demand**. It's a subscription-based streaming service for people living with dementia. It provides content that will allow for viewer reminiscence, from old archived footage of news and popular shows to engaging content that will spark discussions such as world landmark quizzes and sing-alongs.



An issue with **My Life TV** is that some of the videos seem to be in long formats ranging from twenty minutes to over an hour long in length which does not lend itself to ease of consumption and might not allow for the same value of a discussion that short format videos would. Along with that the quality of the archive footage is far from current day standards being 4:3 and grainy which isn't ideal which is why it scored lower than **Alive on Demand**. yet there are still good aspects of **My Life TV** that should not be forgotten.



Dementia UK has a programme similar to Tea and Memories, where they bring elderly people in and have them interact with media of a bygone era to engage them in a reminiscent experience that will allow for discussion. However, they make use of not just archived footage but also audio/ music and pictures/ images. This broadens the available resources

that can be utilised and can be more easily attained as pictures and music were more readily available in the 1950s-1970s than video footage.

Likewise, the viewer/ listener might reminisce better if they hear a popular song as it could remind them of anywhere like a dancehall or where they were when they heard it on the radio. Similarly to **My Life TV**, the footage used would be aged and wouldn't be as easily accessible as an online service.

Memory Lane is a reminiscence-based game that covers a range of topics such as classic cars, hobbies, music, cities, towns, animals, sports, local foods and more. The style of the game is question-based where the user will be given a question such as "What Belfast street is this" with an accompanying picture that was taken years ago and a selection of answers.



This allows the user to reminisce while engaging in an enjoyable experience and allow for discussion at the same time.

A great feature of the game is that it can be made personalised, allowing for the carer/ family member to create their own questions and upload their own images to make the game more personalised for the user. But while this is a great added feature it does mean that it would be harder to set up making the use of the product more difficult as a result.



Nostalgic America is a printed book that holds a large collection of famous moments captured in pictures that happened. From the moon landing to some of the greatest pop stars of a bygone generation. This product holds a score of 52% overall and while a great product it misses many of the specifications of the benchmarking, a primary one being that it misses the

ideal media format. The book is easy to use and will allow for discussion as many could reminisce about some of the most popular events captured in the book yet it isn't locally based enough and does cover the range of topics that Abbeyfield and Wesley have specified.



RITA is the lowest-scoring product in the benchmarking at 33%, it is an all-in-one system that is meant to provide a reminiscent experience through the use of games, music, images, video, and personal life stories. While the product provides a reminiscent experience it does have issues when met with the specifications of the brief.



RITA is not very portable, and cannot be accessed online. Users setting it up and making use of it might find it difficult due to it being an all-in-one computer system. The software design isn't attractive and provides too many options to someone with dementia. One great feature of **RITA** is the personal life story which is a personalised slide show that will help the user reminisce with personal pictures.

Benchmarking Conclusion

Throughout the benchmarking process the best practices have been identified for a media product that provides a reminiscence experience. While **Alive on Demand** stands out as the overall best practice of a reminiscence product it only scored a 62%. Analysing the results of this benchmarking shows a great opportunity for Abbeyfield and Wesley's Tea and Memories programme to become the best possible reminiscent therapy programme possible.



Tone, Message and Style

The tone of the Tea and Memories project will aim to be upbeat with a mixture of light and serious tones, diving into topics and events in Northern Ireland which were relatable or impacted the resident's life in any way. As much happened in their era not all of it was easy meaning the tone in some of the clips may switch depending on the story being told.

For the light-hearted section of the project, The video will prompt reminiscence about how life was for residents, including possible holidays, day trips, local stores landmarks or events in Northern Ireland.

The message of the project is to reminisce on the past and to connect and experience that past with others. Socialising and learning from one another creating a dialogue. The hope is for the audience to reflect what transpired and how these events influenced their life choices, personal journey and memories.

Task	Aim	Action	Completion
Project Brief	Create a document that will outline the project that will be completed, how the project will be completed, and what will be potentially delivered and in what format and the creative thinking behind it.	<p>Research Abbeyfield and Wesley to ensure an understanding of them and what they might want.</p> <p>Summarize the project, mention the target audience, and list the goals for the desired outcome.</p> <p>Outline what it will be delivered at the end of production. Identify similar agencies and compare them to the client, see what works best using a benchmark and draw conclusions.</p> <p>Provide a timing and budget.</p>	14/10/22

Pitch Development	Create ideas/concepts on how to handle the challenge presented by the client.	<p>Make use of the benchmarking from the brief to see what is popular and what works well for the problem, from there develop three potential ideas that are separate from each other to provide a wide range of possible outcomes which the client can choose between.</p> <p>Fine archive footage that can be used, ensuring that it falls under the specifications of the brief (topical, 1950s-70s, Northern Ireland based).</p> <p>Storyboard how each of the videos will look, ensure Abbeyfield will be able to see what is envisioned.</p>	21/10/22 - 28/10/22
Project Pitch	Pitch potential ideas for the solution of the project.	Present three ideas which are different from one another which allows Abbeyfield and Wesley to see a wide variety of concepts and what is possible.	04/11/22
Gather Media	Gather all the media required for the creation of the product.	<p>Collect the archived footage from the various identified sources e.g. Digital Film Archive.</p> <p>Gather any music and images that will be used to create the final product.</p>	11/11/22

Product Development	Create the first iteration of the product that will be delivered.	Use the gathered footage to create a video that will showcase the archive footage in a way that will promote reminiscence.	18/11/22 - 25/11/22
Test Product	Complete some testing on the product to see where improvements can be made.	Have the video viewed by testers and see where they interact with the video the most. See what works and what doesn't.	25/11/22 - 02/12/22
Final Development	Make improvements based on testing.	Make changes and improvements wherever necessary. Provide finishing touches to the product.	02/12/22 - 09/12/22
Final Presentation	Present the final product to the client.	Present the final product client.	16/12/22

The Budget

We have no budget for this project. Ulster University offer students the adobe package for free.



Adobe Suite

Adobe Creative Cloud
Adobe Premiere Pro

The Team

The Project consists of Claire Mulrone as Project Manager, Adrian Hickey as Creative Director, with Andrew Brown and Jack Burden being the Video producers/Editors of the Tea and Memories Campaign.

As a group, we have years of experience working with different forms of media such as Motion Graphics, Videography, Digital Graphics, and Web and UI Design. By working with all these factors our team can approach the project with an understanding of the background that goes into the content. Due to our unique individual styles, we will be able to produce contrasting forms of content to test as a team and cooperate with the community partner to produce a piece of work that is satisfactory.



Andrew has a talent for most forms of media. Most recently working as a videographer filming and capturing audio for a weekly video, managing and maintaining the publication of the product. Furthermore, Andrew was hired alongside his main placement as a UI designer creating progressive web applications.



Jack has worked with the company Kaizen Brand Evolution (as placement), a print-based company that focused on the media web presence. Developing skills in building Web design and editing short video content. Furthermore, Jack has filmed and edited a short video advertisement for Savage and Whitten Wholesale, a retailing company that covers fresh food and frozen.

After Andrew and Jack create the project Claire and Adrian will review the content before introducing it to the community partner.

Claire: Project Manager

Adrian Hickey: Creative Director

