



# THE JANUARY CHALLENGE 2026

Creativity Champions Pack

for Creative Ageing



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

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Graphic Design by Nathan Canty

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To save on paper and print only the creative prompts and posters - select print pages 18 - 51.

# What is The January Challenge?

**The January Challenge is 31 creative prompts to help you explore your imagination - each designed by people and communities from across the UK. Creativity Champions (that's people like you!) use the prompts to nurture creative cultures in workplace and community settings.**

At 64 Million Artists, we believe in creativity as a tool for change. Being creative, even in a quick 5 minute activity, can help us change our mood, our mind, our perspective. It can help us better understand and express ourselves - and it can help us better understand and listen to others, too. In times of stress, uncertainty or turbulence, taking small moments for creativity can have larger ripple effects. It can shift our mindset, where we are better able to problem solve, reimagine or communicate; it can help us make friends or build community; it can support us to develop the technical and soft skills needed to navigate complex situations. It can also just be...fun! An opportunity to spark joy or calm, and reconnect with our human instinct to play and explore.

You can use this pack to create the conditions for the people around you to be creative together. But that doesn't mean you're doing this alone - you're part of a community of thousands of people who also believe in creativity as a powerful tool for change, and we hope you'll draw on their support and encouragement on our social media channels throughout January.



We hope this Pack feels like a useful resource for community groups, friends, family and offices alike. In this Pack you'll find top tips, a framework for gathering, and all the prompts ahead of time and ways to adapt them for your setting. We warmly invite you to share [the download link](#) with your networks.

We also have an Easy Read resource, and Welsh Language resource to support engagement if helpful. Find the [Easy Read Pack here](#) and the [Welsh Language Pack here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)

# Why take part?

The world today feels complex, deeply divided, and (often) an exhausting place to be. We're living through crisis after crisis: from the pandemic to the climate emergency, political polarisation to rising inequality. It's easy to feel like we're running out of time, energy, and hope.

But we are not running out of our capacity to be creative. **Creativity is our abundance. It's what makes us human. It fuels our ability to imagine, to collaborate and act.** The January Challenge (and our new toolkit for gathering, which you can find on page 16) is one way of activating that collective creative power, because conversation isn't enough. We need creativity to catapult us further. We need inclusive and accessible spaces to explore what comes next.

**As a Champion, you can use this guide to spark creativity, build connections, and create ripples of change in your workplace, community, or home.** You don't need to be an expert, or to have loads of time and energy to commit to it. Small can be mighty! All you need is curiosity, care, and the belief that creativity belongs to everyone. Thank you for being a part of The January Challenge.



Photo Credit: Lucian Koncz



Photo c/o Rashilee Care Home



Collage by Ruth Nixon

# The January Challenge 2026 will be our last

As many of you will know, it has been a challenging couple of years for anyone running a social enterprise. Grants are hard to come by, and whilst our creative facilitation and training work continues to thrive, it has become more and more challenging to support our public programme. For this reason The January Challenge 2026 will be our last. We are immensely proud of everything we have achieved. We have helped over 750,000 people reconnect with their creativity; supported a change in cultural policy with our Everyday Creativity and Cultural Democracy in Practice reports and done significant research into the impacts of creativity.

Having courage to make change even when it feels challenging feels like an important legacy to hand on. So, the last ever January Challenge has the theme of courageous change - supporting you to make bold decisions too in your communities, organisations, settings and personal lives. We want to end the public programme as we started it, as a bold, loud campaign for everyday creativity and its power to make change.

To find out more about this decision, and our onwards plans, visit [64millionartists.com/blog](http://64millionartists.com/blog).

Here are a few words from our CEO Jo Hunter, on the journey it has taken over the years.

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If you had told me 12 years ago that I'd be writing the introduction to the final January Challenge I wouldn't have believed you. Not because I thought it would be ending, but because I couldn't have imagined the amazing journey it would have gone on in between.

It started as an idea just for me. I was struggling with career indecision, and a big break up and feeling lost. So I decided to take a month off and asked friends, colleagues and family to set me a creative challenge to do every day. It helped me throw off my perfectionism, take risks, feel freer and develop new ideas. And it made me want to do that for many many more people.

The first January Challenge was me putting a post on Facebook saying 'I've got some challenges left over from my month and I'd love to do them in January - if anyone fancies joining me let me know.' It started off with around 200 friends (and a few strangers) and the following year we jumped to 750, then 1500, then more and more.

Last year we had 360,000 people taking part in schools, workplaces, communities and families up and down the country, and beyond! We've made so many amazing partnerships with artists, community groups, and national campaigns and we are so proud of the legacy of everyday creativity we've left. We will miss you all next January but we hope you'll keep up the tradition. The world needs creativity now more than ever, and your creativity can and will change the world.



# Creativity in action: The impact of The January Challenge

The [data](#) that we have collected over the years tells us that The January Challenge sparks imagination, connection and courageous change across communities, workplaces, and organisations.

Through the support of Creativity Champions, hundreds of thousands of people have engaged with the creative prompts over the years, building creative confidence, boosting wellbeing and a lasting momentum that continues well beyond January.

We have been working with our Research Associates [tialt](#) to explore and make the case for Creativity for Change and we are proud of the legacy that this research and data will continue to have in the sector and in the world.

Tialt have been working with us to develop an 'Impact Wheel', pictured right. We are testing it as a way for organisations (and individuals) to think about the different ways that creativity has an impact on people.

Different parts of the wheel explore all the ways that creativity has been shown to affect people. The wheel is linked to a set of questions you might like to explore as when taking part in creative activities to see what impact it's having on you or the people you work with. You can explore the wheel on the beta version of the website at [readymag.website/u38253527/5011467/](http://readymag.website/u38253527/5011467/)



**tialt**  
THERE IS AN ALTERNATIVE

# Our Creative Ageing Partners

Luminate and  
Graeme Roger



luminate



Ensuring that older people's creativity can flourish whatever their circumstances, experience, interests or ambitions is at the centre of Luminate's work. Evidence shows us that participation in the arts reduces as we age, particularly over the age of 75 but we believe that every older person has a right to engage and enjoy creativity. That is why opportunities, such as The January Challenge, that present 'every day', accessible creative activities, that seek to include older people, are so important."

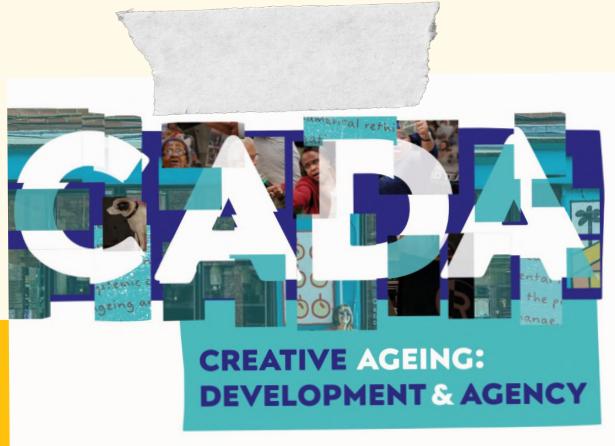
This resource is designed for Creativity Champions who engage with older people - whether in care settings or community groups - to use and make the Challenge their own. We also have an Easy Read resource to support engagement if helpful. [Find the Easy Read Pack here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge).

It has been kindly informed by Luminate Scotland, CADA and HIVEMIND, but also draws on the wisdom of care homes and care-focussed organisations 64 Million Artists have worked with over the previous few years, boom saloon, Hill Care Homes, and Learning for the Fourth Age. You will find relevant top tips, ideas and suggested adaptations throughout the prompt pages.

Luminate works across Scotland to ensure that older people's creativity can flourish whatever their circumstances, experience, interests and ambitions. Luminate works with people and organisations to explore new ways of working that help more older people participate in the arts and be creative. They provide a range of professional development opportunities for those who work creatively with older people, as well as for older artists themselves.

Luminate has commissioned artist Graeme Roger, who collaborates with them on creative projects to set a prompt for this year's programme! Graeme is a visual artist and producer working across digital arts, film, theatre, public art, video projection, and arts engagement. He works with communities across diverse settings—including schools, the justice system, care homes, and grassroots organisations, developing and delivering a wide range of interdisciplinary projects that fuse creativity with community engagement.

# Our Creative Ageing Partners continued...



CADA is a leading organisation committed to championing the cultural contributions of older people while driving systemic change for underrepresented creatives and communities. By fostering partnerships, delivering impactful research, and showcasing innovative projects, CADA highlights the transformative potential of creativity in later life.



For us as an organisation, creativity provides a platform for voices too often left unheard. It is not just an artform, but a catalyst for growth, connection, and change. Through our work, we see creativity opening doors to new possibilities, building stronger communities, and celebrating the wisdom of lived experience. Above all, we hope it reminds us all that imagination has no age limit.”



HIVEMIND exists to inspire, empower and mobilise a broad constituency of voices connected to social care: service users, carers, providers, staff, activists, and concerned citizens. The collaborative envisages social care not as a fixed, bureaucratic system, but as a terrain open to creative transformation, progressive policy change, and meaningful connection.

They frame their identity around “provocations” — reflective prompts, blog posts, public questions and play that unsettle assumptions and invite inquiry. Their output includes writings on social care, reimagining policy, manifestos, professional play and engagement reimagining traditional care structures.

# Who else has designed the creative prompts this year?

We have worked with several brilliant people and organisations to co-create The January Challenge 2026. We have had lots of fun designing this year's campaign and are excited to be working with these fantastic people to bring the Challenge to life.

[You can read more about them all on our website](#) – it's a treat!



Jackson's



hapus

Ar gyfer ein  
lles meddyliol  
For our mental  
wellbeing



Pearson



The Charity Learning Consortium



Wales Arts  
Health & Well-being  
Network  
Rhywdaith Iechyd a  
Llesiant Celfyddydau  
Cymru



Libraries  
Connected





Here are some examples of how The January Challenge has been used in a creative ageing setting in the past...



Our residents become really engaged and excited about what is coming each day. As an activity coordinator we are always trying to resource activities. The pack comes up with great ideas that I would not think of myself and I am always surprised at how our residents engage with them and live with them, it also becomes a great talking point with families and friends.

*Hazelgrove Court Carehome*  
Creativity Champion 2025



Photo c/o Rashilee Care Home

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The Challenge helped engagement with grandchildren with purpose.

*January Challenge Participant  
2025*



# Using the pack

This Pack includes the 31 creative prompts, alongside lots of top tips, ideas and resources like posters and signposted links. To make the most of your Pack we recommend you follow these steps:

1.

## Explore the prompts

Read through the 31 prompts. What are you drawn to? What ideas come to mind about how you could get creative with the people around you.

Remember, you don't have to take part in all 31! Pick and choose your favourites, swap around the order...make it work for you.

## Be inspired by the Top Tips

We have included tailored top tips for groups and teams on page 13-15. Also, you'll notice that on some of the prompts our partners have suggested ways to adapt or use them in your setting.

Take the time to read through and take inspiration (and remember, you can keep it as simple as you want - there's no right or wrong way to Champion the Challenge!)

2.

## Discover the Toolkit for Gathering

The theme of this year's Challenge is Courageous Change, and we hope the prompts inspire you to make small (and big!) changes in your world.

We have written a toolkit for gathering, in which you can use the prompts to spark meaningful conversation and positive action. Find the toolkit on page 16 and consider how you could gather the people around you...

3.

# Before we begin

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The January Challenge is a celebration of creativity - 31 accessible creative activities to help inspire doing, thinking and sharing in the (long!) month of January. Each prompt is designed by different people and communities, and they are activities that belong 'in the everyday' - you should be able to take part no matter who you are, where you are, how old you are, or how creative you believe you are.

Creativity is a big word! It's a word that can make people recoil, or make people feel at home. You have probably seen both happen in real time. How do you feel about your own creativity?

**We believe in eight guiding principles that help you create the conditions for a creative, change-inspiring January for the people you want to get creative with:**

1. **Creativity belongs to everyone.** No special training or talent is needed to participate in The January Challenge and associating workshops or meetings.
2. **Safety and care are essential.** People must feel respected to participate fully.
3. **Let it flow.** The creative prompts will open doors for conversation and ideas. Let your participants shape where things go.
4. **Small steps count.** Focus on connection and small actions, not big outcomes.

5. **Keep it simple.** People and conversation matters more than materials.
6. **Keep it free.** We know that we all have free access to our creativity. Limit as many barriers to participation as possible and demonstrate that creativity is something that belongs to all of us.
7. **Keep it accessible.** Consider timing, childcare, translation, step-free access. Ask your audience what they need to take part.
8. **Make it work for YOU, too.** This guide is simply a guide, make it your own, use it within your capacity and bite off only what you can chew.

## **Get to know your community better:**

Participating in the Challenge can provide valuable insights into community interests and preferences, helping shape future programming. Stay open to adjusting the format or focus based on participant feedback, and promote sharing to build confidence and community spirit.

## **Tailor, tailor, tailor:**

Although we've designed the prompts to be as accessible as possible, you understand the preferences, abilities, and interests of the people you're working with. Tailor prompts to ensure everyone can participate meaningfully - we've offered adaptations throughout to inspire you.

## **Start small:**

Begin with the simpler prompts that require minimal materials and time. Warm up yours and others creative muscles before you get stuck into the Challenge! If someone shows interest in a particular activity, explore it further, even if it means deviating from the original prompt.

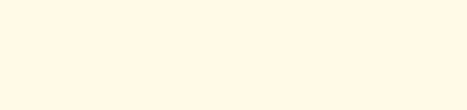
## **Create a schedule:**

Designate specific times for creative activities throughout the month. Consistency can help groups anticipate and look forward to these sessions.

# Some Top Tips!

## Use available resources:

Recognize and celebrate efforts, regardless of the outcome. After completing the activity, take time to appreciate everyone's contributions. This can be through simple acknowledgments, displaying creations, or even hosting a small exhibition. Invite discussions about how people feel about the experience.



## Let them lead:

Encourage your groups to tell you what they might want to do, how and when. Let them have some control of the schedule and plans based on their interests. If helpful, you could share with them some ideas for them to choose from.



## Collaboration opportunities:

The January Challenge could open up avenues for partnerships with local artists, schools, libraries or community organisations. Spread the word and let people know you're taking part! Perhaps a local school would like to join you, and (if appropriate to the group) you can invite classes in to get creative together with your group or residents.

## Compliment your community:

Align your creative activities you might already offer, with local events or themes relevant to the community to increase engagement and interest. Remember - you don't need to do them in order, and you can adapt them if they inspire a thought or connection! You could introduce weekly themes ("Mindful Mondays") to create anticipation and routine.

What would you add to the mix...?

## Collaborative creativity:

Encourage community involvement through collaborative creativity, like a community mural or collage, or a shared piece of writing, where everyone can contribute. Several of the prompts can be adapted for use in this way - and we've left a note on the ones we think might work nicely!

More Top Tips!

open more doors

## Document and Share:

Capture moments from creative sessions with photos or notes. This can be shared with families and used for reflections on progress and engagement. You could also highlight what you've been up to in newsletters or social media. This can showcase your work and connect you to other organisations taking part.

## Fun incentives:

Could you offer simple things for people taking part, like entry into a raffle for (chocolate) goodies or creative supplies. Small incentives can encourage more people to join in.

# A Toolkit for Gathering

The January Challenge offers 31 days of free, accessible creative prompts. With lots of change in the air at 64 Million Artists, and in the world, this year's theme is around 'Courageous Change' - supporting you to make bold decisions too in your communities, organisations, settings and personal lives.

So, new for this year, we have written a toolkit for gathering that suggests how you could use the prompts (or create your own prompts) to bring people together to explore issues that matter locally and at scale, and to mobilise change.

**You can use the toolkit to support people to:**

- **Feel seen, heard and welcome in creative spaces.**
- **Unlock their creativity (no special skills required!)**
- **Use creative prompts to spark reflection, dialogue, and ideas.**
- **Explore the issues that matter to you and to them and take small, meaningful steps towards active change.**

You'll also find helpful tips on how to facilitate inclusive spaces, and creatively evaluate your sessions.

**There are 7 key steps in the toolkit. We encourage you to take from this guide whatever feels helpful to you - and let us know how you get on by keeping in touch at [hello@64millionartists.com](mailto:hello@64millionartists.com).**



**Download the  
toolkit [here](#).**

If this Pack is printed, find the toolkit at  
[64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



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# The Creative Prompts



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# Versions of You



## Day 1:

Imagine you are in a photobooth, ready to capture four different images of you. Capture four photos or drawings of yourself, in four different ways.

We all have different sides to ourselves, moods we find ourselves in, roles we might play in communities or relationships, or ways we respond to our environment.

You could choose to capture the four versions of you during one day... waking up, on a commute, eating lunch, relaxing at home. It could be four feelings...silly, angry, surprised, relieved. It could be the four versions of you during one week...in solitude, in a public place, caregiving or socialising.

Today's creative prompt has been dreamed up by:  
64 Million Artists.

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



### Top tip:



This prompt is a gateway for exploring identity and life stories.

Ask; 'what version of you might we not see straight away?'



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# Find Your Rainbow



## Day 2:

Create a rainbow.

Find a selection of materials around you that are different colours and layer them to build your own rainbow. Size, shape, colours and materials are up to you!

You could find your materials in nature, and build your rainbow outdoors for someone else to discover...

Today's creative prompt has been dreamed up by:  
Bexley Wellbeing Partnership



**Bexley Wellbeing**  
Partnership

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)

### Top tip:



If working in a group, create a shared rainbow. Use coloured fabrics, buttons, or magazine cuttings.

Encourage conversation about memories or feelings linked to each colour.



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# Hope in the Dark



Day 3:

January can feel long, cold and dark. It might not feel like there is much hope to be found in the world right now. Or you might feel full of hope for the year ahead!

Take 5 minutes to draw or create something in response to the prompt title 'Hope/light in the Dark.'

You might collage, sketch, create with words, food or pencils.

Today's creative prompt has been dreamed up by:  
Gloucester Community Building Collective

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



Top tip:



Reflect on the colours you (or your group) have chosen. What do they symbolise?

Consider sensory elements in this prompt - you could light candles in the dark, or consider what smells are hopeful?



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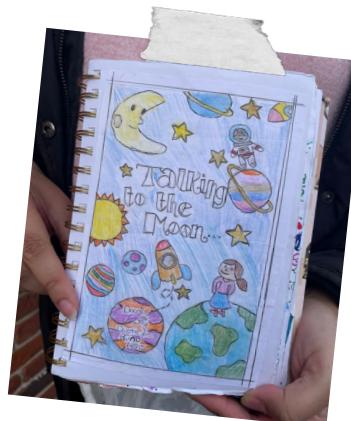
# Draw the Lyric

## Day 4:

Choose a quote or song lyric that is meaningful to you.

Write the words down, and surround it with doodles and drawings that represent its significance.

If it's a song lyric, why not play the song whilst you create!



Here is an example from Young Pioneer, Renee!

Today's creative prompt has been dreamed up by:  
Young Pioneers at Wiltshire Centre for Independent Living.  
In partnership Disability Rights UK

Read more about them [here](#)  
or visit [64millionartists.com/  
thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



### Top tip:



This is a nice opportunity to share musical memories - what pictures, images, moments come to mind when we reflect on songs?



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# Tear and Transform

Today's creative  
prompt has been  
dreamed up by:  
Pearson Subject  
Advisors

Pearson

Read more about  
them [here](#) or visit  
64millionartists.com/  
thejanuarychallenge

## Day 5:

Take a piece of paper - anything will do (plain, lined, scrap, newspaper, leaflet, post-it...)

Tear, cut or fold the paper to create a shape or object inspired by your plans for today - Monday 5th January 2026. Perhaps your back to school or work today, or perhaps something else entirely is on the agenda. Transform the paper into something new for the week ahead.

### Top tip:



Tearing and folding can be a nice tactile experience - and this is also an opportunity to talk about transformation and themes of renewal, change, resilience...



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# Text to Song



Day 6:

Sing what you see! Perhaps it's words you can find around you - a utility bill, newspaper, a street sign. Perhaps it's things - you might describe your view, your outfit, or the person next to you in your melody!

Experiment with quiet and loud sounds. What rhythm do the words inspire? How does what you see make you feel? Perhaps you can express different feelings with different sounds.

Today's creative prompt has been dreamed up by: the 64 Million Artists Community.

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



Top tip:



People can be really nervous to sing in front of each other - or might need a hook to get started.

Start with the simple repetition of a phrase like 'It's a good day' as a warm up.



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# Bold Thoughts, Bold Images



## Day 7:

Today's challenge is for you, however old you are now. Take a moment to sit comfortably, pause, and connect with yourself. Let your imagination lead you.

Now, imagine a future version of yourself, older than you are now. What are you doing? How are you being creative? Does that image of the future make you feel **BOLD**?

Create an image about your future older self. You could include images of yourself, objects or symbols that represent you, words or statements that matter to you, and your inspirations - music, poems, art, dance, anything you love.

You could have a go at turning your creation into a collage or a zine.

Today's creative prompt has been dreamed up by:  
CADA; Creative Ageing Development & Agency

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



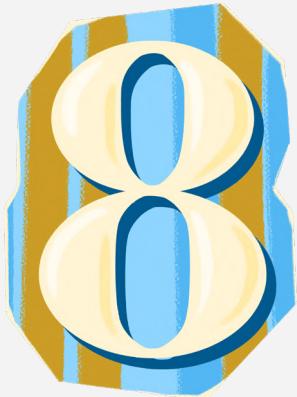
### Top tip:



Ask all participants, of all ages, "What would you still love to learn or create? What could you teach me?"

"What does creative courage look like in your older self? What does radical creative aging mean to you?"

[Explore CADA's radical creative ageing fanzines](#) - celebrations of creative reflections on ageing that invite us to think differently about later life.



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# One Brush Stroke



## Day 8:

Make an image with one continuous stroke, using a brush, pen or another mark making tool. Focus on capturing the essence of whatever it is you are drawing. Think about simplicity and let your marks flow. Focus on the process, not the outcome.

Share your creation with others, 'I challenged myself to express everything in a single brush stroke - no edits, no layers, just presence. Want to try? Pick up a brush, take a breath, and share your own.'

Today's creative prompt has been dreamed up by:  
Jackson's Art Supplies

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



### Top tip:



Focus on movement and flow, not precision.

This can become a mindfulness exercise when breathing with each stroke, and is nice in groups - adding one line to each persons work.



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# Flag of Unity

Day 9:

A flag is a sign, signal or symbol of something. Design a flag that symbolises unity, as a demonstration of love, inclusivity and belonging.

Think about what messages or images you'd like to share on your flag. Maybe it's words of welcome or affirmation, or symbols or imagery of different things that represent unity in your neighborhood. Design your flag using whichever materials you like.

Today's creative prompt has been dreamed up by:  
Pearson Subject Advisors

 Pearson

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)

Top tip:



If you are working in a group setting, invite everyone to contribute their own symbols, images and words to create a flag that celebrates group identity.



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# Your Journey

## Day 10:

Your body takes you on a journey throughout every day. Today, take up to 10 pictures of where you are at different points. Notice where your feet are throughout your day. What are you standing, sitting or lying on? Do your feet move a lot, or a little? What can you see or not see?

At the end of the day, reflect on your 10 pictures or drawings. Does anything surprise you? Write down any thoughts or feelings that come up.

Today's creative prompt has been dreamed up by:  
Gloucester Community Building Collective

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



### Top tip:



Encourage reflection on the daily journeys we take - big and small. And, how those journeys might have changed over time and continue to change. C

ould you find a collection of great books about great journeys?



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# Body Portrait

Day 11:

Draw a picture of your body, but not of how it looks, rather how it feels to be in it.

You might want to draw your picture with your eyes closed so you can use all your senses to feel into your body, or maybe even use your other hand to feel it as you draw.

Today's creative prompt has been dreamed up by: the 64 Million Artists Community.

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



Top tip:



This exercise could be used as a wellbeing check-in, especially in care or support groups.



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## Paper Planes

Day 12:

Find a piece of paper, and on it write down one intention for the year ahead. It could be a place you'd like to go, a connection you'd like to make, or a feeling you'd like to foster in yourself or those around you.

Once you've written it down, turn it into a paper plane and fly it high in the sky!

Find a quick paper plane video tutorial [here](#), or search for one online.

Today's creative prompt has been dreamed up by: Charities Learning Consortium.

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



The  
Charity Learning  
Consortium

Top tip:



If folding is tricky, adapt this prompt to create a shared wish bowl filled with written notes.

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# Shape the Day

Day 13:

Today's prompt is to create shapes using your body. You could put on a song, and make big or small shapes in response to the beat and rhythm.

You could draw a shape on a map, then go for a stroll or run and let the shape determine your route.

Today's creative prompt has been dreamed up by:  
Bexley Wellbeing Partnership



**Bexley  
Wellbeing**  
Partnership

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)

Top tip:



From the team at Luminate Scotland: This could be done seated or standing if you have participants with differing levels of mobility.



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# Blwyddyn Newydd / A New Year

Day 14:

Does the new year inspire change in you? What kind of change (or not)? Write a short poem that captures how you feel about the new year. You could call it 2026.

“Poetry is integral to our culture as Welsh speakers, as is clear from the National Eisteddfod and the popularity of poetry in radio programmes and live events. This is an opportunity for our advanced learners to get to know one of the foremost practitioners in modern Wales and encourage them to engage more with this aspect of being a Welsh speaker.”

Today's creative  
prompt has been  
dreamed up by:  
National Centre for  
Learning Welsh



Read more about  
them [here](#) or visit  
64millionartists.com/  
thejanuarychallenge

Top tip:



Ask - what do you want to  
bring with you into the new  
year?



THE  
JANUARY  
CHALLENGE

# Creativity is Potential!

Day 15:

Look around you, and find one small object that stands out. Observe its color, texture and shape. What else could it be?

Change it to something outside of its normal use. Can you transform into something new - a sculpture, a poem or a story?

What are the hidden potentials in the object? Did this change the way you see it and open up new possibilities? How does it relate to other objects around it?

Share a photo of the object and a short story description that explains the exciting new possibilities it might offer the world. Invite others to think about what else the object could become, and explore more potential in the object together.

Today's creative prompt has been dreamed up by:  
The Agency of Change

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



Top tip:



From the team at Luminate Scotland:  
This would be a lovely activity to help with getting to know an older person in a 1-1 setting, to allow conversation to flow.

If working with a group of older people or residents in a care home, could staff, artists, or volunteers scribe people's thoughts and read it back to them as a group. Or be guided by them to draw something if anyone was unsure or unable to write/draw something.

# 16

THE  
JANUARY  
CHALLENGE

## Messy Play

Day 16:

Lay out a big piece of paper or an old sheet, or old newspaper - anything that can cover a large surface area.

Now get messy!

Use paints or any mark making materials around you to throw them at your canvas..."yes, even in a library!"

You could gather people together for a messy party...crack on and get the energy out!

Today's creative prompt has been dreamed up by:  
Public Libraries with Libraries Connected



Libraries  
Connected

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)

Top tip:



The fun is in the freedom! Go for it - experience the sensory process, don't focus on the product.



THE  
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CHALLENGE

# Your Favourite Place

Day 17:

Visit a favourite nearby place - it could be a quiet park, a bustling museum, a cosy kitchen or a windy countryside trail. Pause, close your eyes and listen. You might hear the chirping of birds, the crunch of leaves underfoot, the hum of a microwave or the soft chatter of voices.

Use your phone (or any recording device) and capture some of these sounds. Then add your own contribution to the sounds around you - recite a poem, sing a song or play an instrument. Let your voice or melody blend with the sounds around you. Record it all at once or mix the sounds later on your phone (or computer) to create your own unique soundscape - capturing the magic of your special place and how it feels in that moment.

Today's creative prompt has been dreamed up by:  
National Youth Arts Wales. In Partnership with Hapus

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



Top tip:



From the team at Hapus: Soundscapes can be a lovely way to trigger memories and encourage conversation or singing, helping people reconnect with meaningful moments or places.



THE  
JANUARY  
CHALLENGE

# Treasure Hunt

Day 18:

What treasures are there in your home, place of work, community or local neighbourhood?

Spend 5 minutes or more exploring and collect anything you consider precious (that you are allowed to take!)

Gather your items and photograph, draw them or make a sculpture out of them, make a display to share with your neighbors or community. You could invite others to build on your treasure drawing or sculpture to build a bigger picture of what is treasured and spark connections.

Today's creative prompt has been dreamed up by:  
Gloucester Community Building Collective

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



Top tip:



This could be a lovely storytelling prompt. Ask; "why is this a treasure to you?"

# 19

THE  
JANUARY  
CHALLENGE

## Chain of Hope

Day 19:

Create a Chain of Hope. The chains could be paper chains or textile chains, or linked paper dolls - anything that links together to demonstrate a sense of connection and belonging.

In Warm Welcome Spaces up and down the country, friendships are forged and community is built. Who can you invite to continue your chain of hope?

Share an image of your chain of hope during [Warm Welcome Week](#) - 19 to 25 January 2026, let's chase the winter blues away with a surge of colour.

Today's creative prompt has been dreamed up by: Warm Welcome Campaign.

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](https://64millionartists.com/thejanuarychallenge)



Top tip:



You could level up this prompt with a 'chain mail' theme and encourage participants to send bits of their chain in the post to be added on to somewhere else altogether.



THE  
JANUARY  
CHALLENGE

## Find a Face



### Day 20:

Find a face or a smile hidden in the things around you. It might be hidden in the objects on your table, a pattern you find in a wall or pavement, or perhaps you even find your hidden face in nature.

When you notice a 'smile' say something kind to yourself in your mind, or one positive thing about yourself "I am..."

If you can't find a smile in the things around you, how might you make someone smile today?

Today's creative prompt has been dreamed up by:  
Hapus

hapus

Ar gyfer ein  
illes meddylol  
For our mental  
wellbeing

#### Top tip:



This activity promotes mindfulness and noticing - so could be a nice tool to use to encourage rest or release in moments of stress or uncertainty.



THE  
JANUARY  
CHALLENGE

# Turn It Up

Day 21:

Listen to a piece of music that makes your heart SOAR!  
Turn it up and listen again.

Respond to the music in any way you desire - dance, sing, lie down, share it with someone and invite them to share a song with you.

Today's creative prompt has been dreamed up by:  
Bexley Wellbeing Partnership

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



**Bexley  
Wellbeing**  
Partnership

Top tip:



Music can stimulate memory and emotional connection - and this prompt is an opportunity to revisit or tune into happy times, past and present! Let the heart soar!

22

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JANUARY  
CHALLENGE

# I Aspire...

Day 21:

Use the writing template below to explore the things that you can do, or the things that you know, because of the place or community you are from.

I come from....therefore I CAN.....

“In my library, I notice that local young people can lack aspiration, and tell me it’s because of where they’re from. They say if they were from a big city they could do this, and that, but not here. I want them to think about what they CAN do, because of what they know about themselves and the world, BECAUSE of where they’re from. It could be a really small thing!”

Today's creative prompt has been dreamed up by:  
Public Libraries with Libraries Connected



Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)

Top tip:



From the team at Luminate Scotland: This could be a lovely basis for an intergenerational project to learn about people's history, knowledge and skills.

Too often we assume older people cannot join in or engage in things when they actually have a huge amount to contribute to society, so starting from a place of positivity and 'I can' is a great way to learn about a generation who are older than us.



THE  
JANUARY  
CHALLENGE

# Pen Explorer

Day 23:

Imagine your pen is an explorer.

Begin on the left hand side of a page, what kind of landscape or path does the explorer first encounter? Spiky mountains, winding squiggly roads, a deep sea? Continue to take your pen through a landscape of textures until you reach the end of the page.

Can you recognise any patterns in the journey of your pen, and any journeys you have taken in your life?

Today's creative prompt has been dreamed up by: Hannah Gorf, NHS Gloucestershire

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



Top tip:



This could be adapted to support your group to reflect on their life journey.

Ask them to consider their journeys and timelines as they draw and perhaps to have fun exploring where they are yet to go.



THE  
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CHALLENGE

# A Funeral for...

Day 24:

Think of something you have been meaning to let go of. It might be a chapter in your life, a piece of clothing or an old banana in the fruit bowl...

Hold a funeral for it. Celebrate or mark the time you had together with it. If it's a feeling or event in your life, you might write your thoughts down and speak it aloud - letting it go into the wind. If it's an object, you might pass it forwards, re-purpose it, or simply take the time to say thank you, and goodbye.

This prompt was co-created in a 64MA community group with DEAD GOOD, creative death workers and arts-based death educators.

Today's creative prompt has been dreamed up by: the 64 Million Artists Community.

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



Top tip:



This prompt is a useful tool to support transitions and endings, so keep it in your toolbox for moments of change.

If needed, approach with sensitivity - with a framing around celebrating the things around us.

# 25

THE  
JANUARY  
CHALLENGE

## Window Reflection

Day 25:

Use your phone or camera to capture either the view from your window. Don't overthink! Take what feels honest, not perfect.

Consider how light, shadow, time of day, or weather influence the view. Take multiple shots, from different angles, with/without you in it.

Has your view of the world, or yourself, changed over time? How does the world appear through your current lens?

"I collaborate on creative projects with people of all ages and I've had the privilege of working with older people in care home settings. I use cameras and technology and this has been a very accessible way to make work. This prompt is designed in a way that can be done as a solo challenge or one with a carer, friend or relative. Participants of all ages can give it a try."

Today's creative prompt has been dreamed up by: Graeme Roger. In Partnership with Luminate.

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



Top tip:



This could be a helpful prompt to engage in a deeper level of conversation about shifting perspective and understanding another point of view.

Ask the group what that teaches us, or makes us think about?



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CHALLENGE

# Connect the Object

Day 26:

Pick 5 random objects around you and gather them together. Find a connection between all of them, no matter how random your selection! What do they have in common?

Write about what connects them. The connection might just be you! You could write about what they all mean to you. Do you feel differently about them now you see them together and in relation to one another?

If you can't make a connection between them, create one! Write a story that includes all the items and link them through a narrative.

Today's creative prompt has been dreamed up by: the 64 Million Artists Community.

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



Top tip:



This could be a fun storytelling game.

Groups collect random objects, then create a story connecting them, boosting teamwork and imagination.



THE  
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CHALLENGE

# Weave Together

Day 27:

Today's theme is 'weave'. To create a weave, use natural materials like sticks or leaves and weave them together to create a simple pattern. WAHWN are working with Chris Elliot to explore the craft of weaving - [learn more about weaving and find instructions on how to create a weave in nature here!](#)

You could also use strips of paper or material or pastry...or your fingers!

Reflect on what you have woven together in your life - the people, places, ideas and experiences. What do you hope to weave together in the future? What weaves are you part of?

Today's creative prompt has been dreamed up by: Wales Arts Health and Well-being Network. In Partnership with Hapus.

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)

[Weave | Gwehyddu](#) is Wales' national arts, health and wellbeing conference. The conference organised by WAHWN in partnership with Wrexham University and Betsi Cadwaladr University Health Board, aims to bring together 150+ creative practitioners, health and social care professionals, and policy makers from across the country.



Wales Arts  
Health & Well-being  
Network  
Rhwydwaith Iechyd a  
Llesiant Celfyddydau  
Cymru

Top tip:



Encourage reflection on symbolism of the weave - which people, memories, experiences does each section represent?



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# My Book

Today's creative prompt has been dreamed up by:  
Public Libraries with Libraries Connected



Libraries  
Connected

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)

## Day 28:

Imagine the title of the book you've always wanted to write or read.

Create the front cover and title front cover of that book. What images, symbols and colours could you use to represent the themes in the book? What do you imagine the characters or world in the book to look like? If you like, you could create a simple zine to further imagine the book you want in the world

[Here](#) is a quick tutorial on how to make a zine, or search for one online!

### Top tip:



If working in a group setting, you could creative a 'library of lives' - with the titles of each persons fantasy book.



THE  
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CHALLENGE

# A Quiet Conversation

Day 29:

"In social care, and in life, no one thrives alone. People, objects, and environments are constantly in quiet conversation, supporting us in ways we sometimes overlook. A hand reaching for another, the comfort of a familiar chair, the shared rhythm of daily routines, these connections help us all get through the day. For people living in care, these moments of interdependence are not only vital, they are deeply human.

Sometimes, what stands out most is something that looks or feels

different from its surroundings. A single flower breaking through concrete, a person whose story takes another path, an object placed out of place. Yet even in difference, connection and support hold these things steady, just as the care system helps carry those who need it most."

Your challenge: Look closely for hidden connections.

- Where do you notice people, objects, or places relying on each other?
- How do small, ordinary interactions create extraordinary meaning?

Today's creative prompt has been dreamed up by:  
HIVEMIND

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



- Where does difference find its strength through connection?
- What stories do these connections tell us about belonging, care, and resilience?

Respond in any form that speaks to you, a photograph, a sketch, a poem, or a reflection.

**Top Tip:** Encourage gratitude and awareness of interdependence, and use this prompt as a reflection exercise. This could also work as a gentle journaling prompt - written down or shared verbally.

# 30

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CHALLENGE

## Pass It On



### Day 30:

Write a letter to someone. Anyone of your choice. Pick the first person who came into your mind.

Express how you feel about them or share something you'd like to tell them.

Once you've written your letter, think about what you'd like to do with it. You could hand deliver it, post it, read it aloud whilst thinking about or remembering them - or you could burn it!

Today's creative prompt has been dreamed up by: Charities Learning Consortium.

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](http://64millionartists.com/thejanuarychallenge)



The  
Charity Learning  
Consortium

### Top tip:



From Hapus: Writing a letter to someone, could work well for those in care homes or for people experiencing long inpatient stays, as a way to enable them to connect with loved ones outside of the setting, or indeed to express something (thanks) to health or care professionals caring for them.



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# Creativity for Change

Day 31:

Today is the last day of The January Challenge 2026 - and the final day of the final January Challenge! We have LOVED the last 12 years of creativity, and hearing about, seeing and sharing so many wonderful moments of creativity with everyone who has taken part. We know that moments of creativity create ripple effects in the world. We'd love to hear about yours.

**Today, your prompt is to take a moment to reflect, and then share a story about how creativity has made a change for you in your life.**

Use this link [padlet.com/64MA/thejanuarychallenge2026](https://padlet.com/64MA/thejanuarychallenge2026) to share your story or upload images or a voice note about a moment of impact creativity has had in your life. You might choose to write or talk about The January Challenge - or any of the (64 Million) ways creativity shows up in the world.

Today's creative prompt has been dreamed up by:  
64 Million Artists.

Read more about them [here](#) or visit [64millionartists.com/thejanuarychallenge](https://64millionartists.com/thejanuarychallenge)



Top tip:



Let's celebrate! Display stories, recordings or artworks as part of a closing exhibition or scrapbook event.

# Share what creativity is... to you!



Thousands of people take part in The January Challenge and we love connecting with those people online. We've built an incredible community over the years, and by giving away these resources and toolkits we hope that you will carry on the creativity long after we've stopped hosting The January Challenge! Next year, using the ideas and frameworks in this Pack, you can be running your very own January Challenges wherever you are. You can find a wonderful creative community on Facebook [here](#).

Share your experiences with The January Challenge loudly and proudly online, in person and with whoever will listen to you! Who knows, you might inspire others to Champion creativity in their own ways, in their own communities, too.

To share what creativity means to you - you can print the next page, fill it in and take a picture with it. Include your groups and colleagues - or fly solo! Tag us @64millionartists



[Instagram](#)



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CREATIV!T iS ...



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64 Million  
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WE ARE  
ALL CREATIVE

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# Let's connect

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The January Challenge 2026 will be the last hosted by 64 Million Artists - so we want to hear from you more than ever!

Let us know how you get on, what you're celebrating and your ideas for the future.

**Thank you for being 1 of 64 Million Artists.**



[www.64MillionArtists.com](http://www.64MillionArtists.com)

Contact us via email:  
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# Thank you!



We hope you enjoyed The January Challenge 2026 and exploring how creativity can be a tool for courageous change in the world.

Although the Public Programme and The January Challenge as we know it is ending, 64 Million Artists continues to offer creative facilitation and training opportunities. [Sign up to our mailing list](#) to be in the loop of our next steps, and we hope to walk alongside you soon.

**We are so grateful for your support during The January Challenges past and present and are so proud of everything this amazing community has achieved.**

With love and courage,  
64 Million Artists



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**