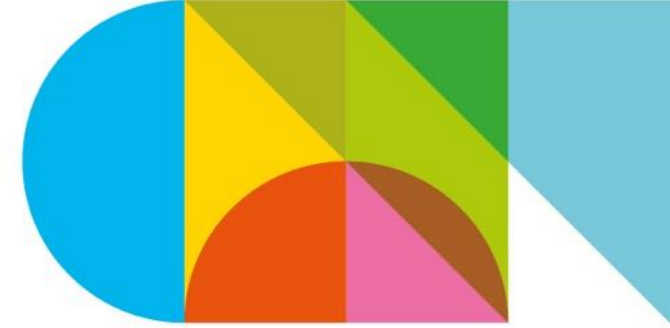


# Culture, Health & Wellbeing Alliance

[Culturehealthandwellbeing  
.org.uk/join-us](http://Culturehealthandwellbeing.org.uk/join-us)



CULTURE  
HEALTH &  
WELLBEING  
ALLIANCE



Supported by  
**ARTS COUNCIL  
ENGLAND**

# Vision, Mission & Values

**Our vision:** A healthy world powered by our creativity and imagination

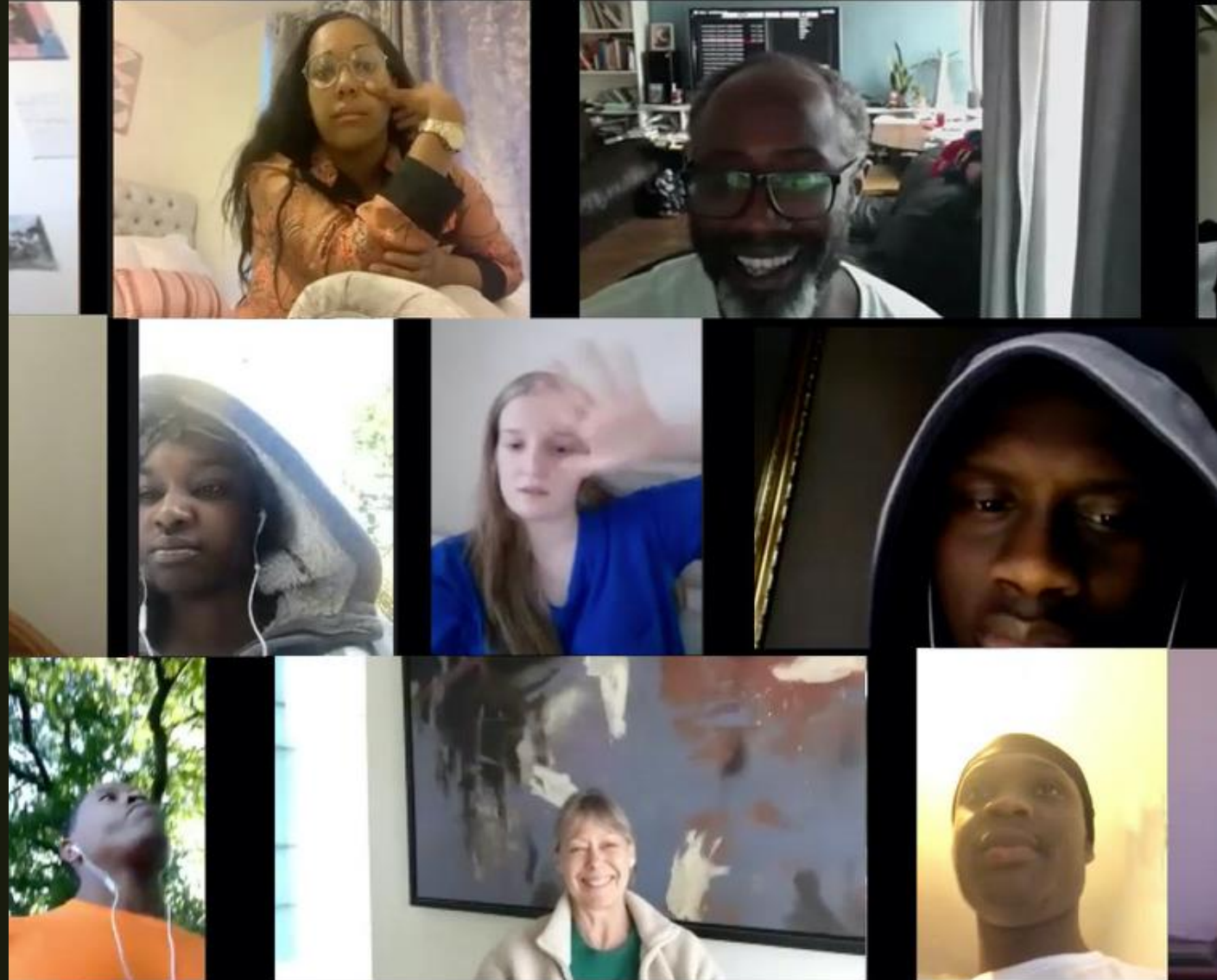
**Our mission:** We want to build a common understanding that creativity and culture are integral to health and wellbeing. This is an approach that engages with prevention and health-creation not just treatment and disease; is asset-based and holistic; and is communal, collective and co-produced.

We want to lead by building national, regional and local collaboration to strengthen the collective power of our members.

**We are:** Collaborative, Generous, Representative,  
Committed to positive social change



# Case studies of work during covid



Intermission Youth – rehearsal for The Tempest

# Creativity and culture for people shielding/vulnerable at home

- [Case studies available here](#) – as well as a related APPG meeting
- 50 organisations, 100,000 people reached
- Phone / post / online
- Museums, arts organisations, recovery colleges etc.
- Tackling variety of health conditions, overwhelmingly addressing loneliness and isolation
- **94% in partnership**
  - 69% with other community organisations
  - 50% with Local Authorities (31% received funding from LAs)
  - 48% in partnership with the NHS (15.5% received funding from NHS)
  - 60% supported by National Lottery distributors
  - 53% supported by Trusts & Foundations

*...the projects have brought forth different perspectives on lockdown ...with a whole host of suggestions from more marginalised voices for what learnings we can take forward, so that 'recovery' also incorporates 'transformation'.*

*Theatre Orchard, north Somerset*



# Creativity and culture for people in ‘institutions’

- [Case studies available here](#)
- 47 case studies, appx 50,000 people reached
- online workshops, pre-recorded performances, activity packs, exhibitions, coproduced artworks, live (online) performance, radio programmes, phone-based workshops, outdoor performance, sometimes one-to-one work.
- aimed to improved participants’ wellbeing / staff wellbeing, loneliness or isolation, supporting social or family connections, meaningful activity, skills development, challenging boredom, and building participants’ confidence.
- **72% in partnership**
  - 35% *with community sector organisations*
  - 26% *with the NHS*
  - 24% *with (other) arts and cultural organisations*
  - 16% *with the care sector*

# cARTrefu, Age Cymru

- Age Cymru's flagship arts in care homes project, cARTrefu, aims to improve access to quality arts experiences for older people in residential care, and develop care home workers' skills in running these sessions.
- cARTrefu has been proven to have a statistically significant impact on residents' wellbeing, as well as supporting socialising and regaining motor skills like using a knife and fork.
- cARTrefu delivers a social value of £6.48 for every pound of investment.



# Garden Museum, London

“The online sessions have been a change of format - lasting one hour - and on zoom. Participants have been taught by demonstrations from Katie [Spragg]. Bags of clay and cutting wires were sent to the homes of the participants and powdered slips more recently for adding colour. Their greenware will be collected for firing and glazing.”

“Being home 24/7, it’s very easy for a person with dementia to decline. There isn’t any outside stimulation, everything has to be artificially created... Clay for Dementia... has, there’s no doubt about it, become even more fantastic during this period”



*Image: Cristina is in her 90s and is shielding with her daughter Marion. They have been coming to Clay for Dementia since Cristina was diagnosed.*

# Yorkshire Dance

- online video dance sessions, weekly Zoom Dance On classes and Monthly Masterclasses (the first session focusing on Voguing, delivered by Darren Pritchard 'Vogue Mother of the House of Ghetto').
- non-digital work: sending 'keep in contact' postcards, setting up a dedicated Dance On telephone line. "We have frequently telephoned participants for a chat."
- ...dancing outdoors in the summer sunshine with the ladies of OPAL (Older People's Action in the Locality)

[Read more and watch the video](#)

"When I found out about the Zoom sessions it was like my prayers were answered. Obviously it's not the same but it was so nice seeing so many faces ... I love hearing the music, it makes you feel free ... It was great trying something new and different and it made me feel young."





# Evidence

- You can link to all the evidence from

<https://www.culturehealthandwellbeing.org.uk/resources/research-and-evaluation>

- [DCMS Evidence Summary for Policy: \*The role of the arts in improving health and wellbeing\* \(Fancourt, Warren & Aughterson, September 2020\)](#)
- [World Health Organization Synthesis Report \(Fancourt & Finn, 2019\)](#)
- [\*Creative Health: The Arts for Health & Wellbeing\* \(All-Party Parliamentary Group for Arts, Health & Wellbeing, 2017\)](#)
- [\*Arts and culture in health and wellbeing and in the criminal justice system: a summary of evidence\* \(Arts Council England, 2018\)](#)
- [\*Heritage and Wellbeing: The State of the Evidence\* \(What Works Centre for Wellbeing, 2019\)](#)
- [\*Museums as Spaces for Wellbeing: A Second Report\* \(National Alliance for Museums, Health and Wellbeing, 2018\)](#)

## Arts in Health and Care Environments

This includes hospitals, GP surgeries, hospices and care homes.



A mental health recovery centre co-designed by service users in Wales is estimated to save the NHS

# £300k

per year.



Visual and performing arts in healthcare environments help to reduce sickness, anxiety and stress.



The heart rate of new-born babies is calmed by the playing of lullabies. The use of live music in neonatal intensive care leads to considerably reduced hospital stays.

## Participatory Arts Programmes

This refers to individual and group arts activities intended to improve and maintain health and wellbeing in health and social care settings and community locations.

After engaging with the arts

**79%** of people in deprived communities in London ate more healthily

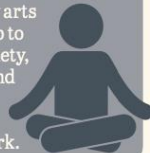
**77%** engaged in more physical activity

**82%** enjoyed greater wellbeing.

£1 spent on early care and education has been calculated to save up to £13 in future costs. Participatory arts activities with children improve their cognitive, linguistic, social and emotional development and enhance school readiness.



Participatory arts activities help to alleviate anxiety, depression and stress both within and outside of work.



## Arts Therapies

This refers to drama, music and visual arts activities offered to individuals, usually in clinical settings, by any of 3,600 practitioners accredited by the Health and Care Professions Council.



## Arts on Prescription

Part of social prescribing, this involves people experiencing psychological or physical distress being referred (or referring themselves) to engage with the arts in the community (including galleries, museums and libraries).

An arts-on-prescription project has shown a 37% drop in GP consultation rates and a 27% reduction in hospital admissions. This represents a saving of

# £216

per patient.

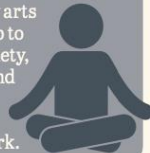


A social return on investment of between £4 and £11 has been calculated for every £1 invested in arts on prescription.

Over the past two centuries, life expectancy has increased by two years every decade, meaning that half of people being born in the West can expect to reach 100. Arts participation is a vital part of healthy ageing.



Participatory arts activities help to alleviate anxiety, depression and stress both within and outside of work.



Music therapy reduces agitation and need for medication in

**67%** of people with dementia.



Arts therapies help people to recover from brain injury and diminish the physical and emotional suffering of cancer patients and the side effects of their treatment.



Arts therapies have been found to alleviate anxiety, depression and stress while increasing resilience and wellbeing.

## Medical Training and Medical Humanities

This refers to inclusion of the arts in the formation and professional development of health and social care professionals.

Within the NHS, some 10 million working days are lost to sick leave every year, costing

# £2.4bn

Arts engagement helps health and care staff to improve their own health and wellbeing and that of their patients.



## Everyday Creativity

This might be drawing, painting, pottery, sculpture, music- or film-making, singing or handicrafts.

There are more than **49,000** amateur arts groups in England

involving **9.4 million** people

that is **17%** of the population.



## Attendance at Cultural Venues and Events

This refers to attendance at concert halls, galleries, heritage sites, libraries, museums and theatres.



Attendance tends to be determined by educational level, prosperity and ethnicity.



Cultural engagement reduces work-related stress and leads to longer, happier lives.

Of **2,500** museums and galleries in the UK, some

**600** have programmes targeting health and wellbeing.



## The Built and Natural Environments

Poor-quality built environments have a damaging effect upon health and wellbeing.

**85%** of people in England agree that the quality of the built environment influences the way they feel.

Every £1 spent on maintaining parks has been seen to generate

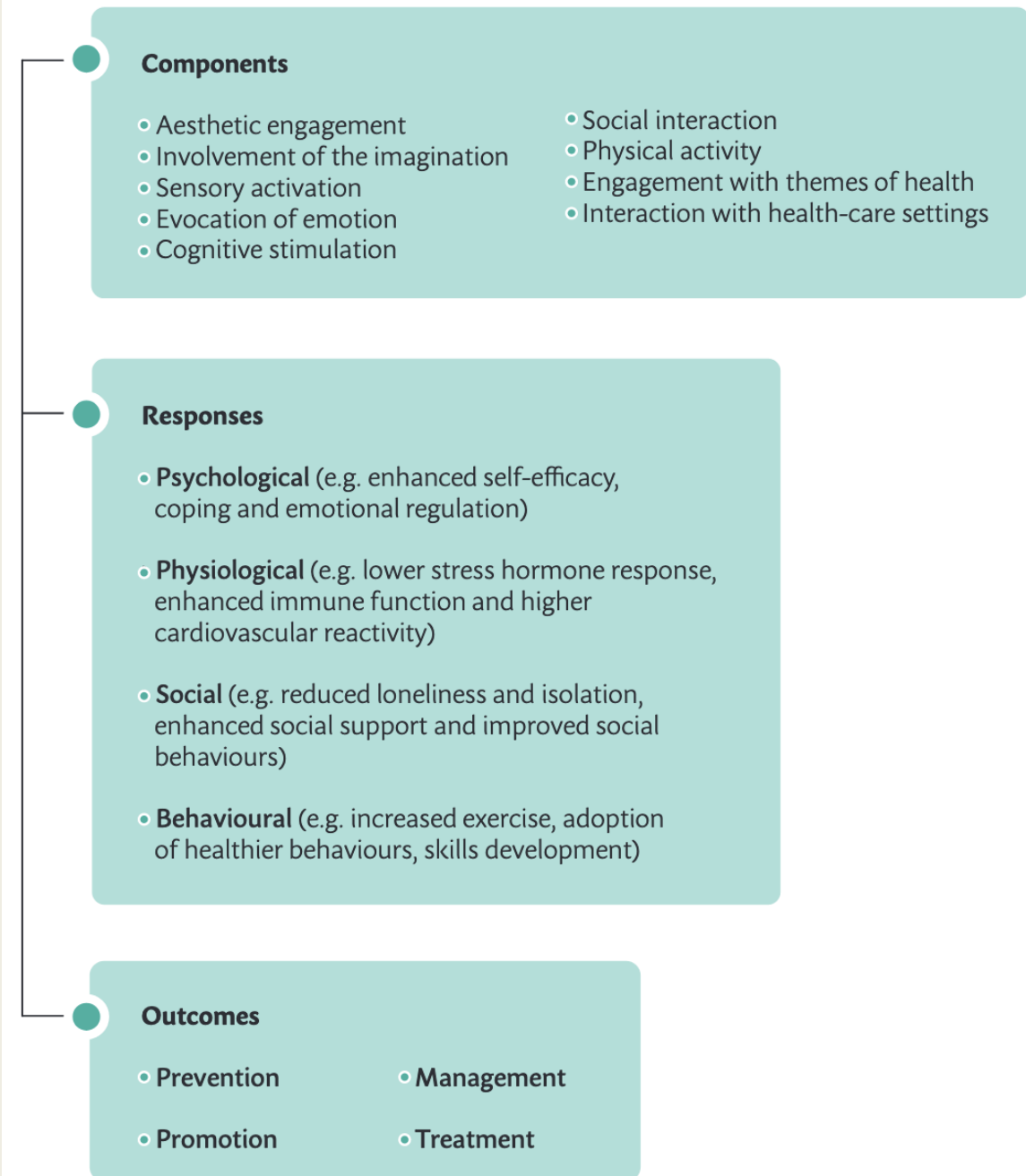
# £34

in community benefits.



# World Health Organization Synthesis Report (2019)

Fig. 1. A logic model linking the arts with health



# DCMS Evidence Summary (2020)

- “strong ‘grade A’ evidence for the following outcomes ... evidence can be trusted to guide policy”
  - *The use of music to support infant social development*
  - *The use of book reading to support child social development*
  - *The use of music or reading for speech and language development amongst infants and children*
  - *The use of the arts to support aspects of social cohesion*
  - *The use of the arts to improve wellbeing (i.e. positive psychological factors) in adults*
  - *The use of the arts to reduce physical decline in older age*

# Age UK index of wellbeing in later life (2017)

50,000 respondents aged 60+

The index found 40 possible wellbeing indicators and assigned weightings to signify their importance... **creative and cultural participation** was the single factor that directly contributed the most out of all 40 of the factors that we found to significantly contribute to wellbeing.

[Read the Index here](#)

and

[Creative and Cultural Activities and Wellbeing in Later Life \(Age UK, 2018\)](#)

# Centre for Cultural Value (Leeds)

<https://www.culturehive.co.uk/CVIresources/culture-on-referral-research-digest/>

[< Back to search](#)

## Research digest: Culture on referral

By Robyn Dowlen, [Centre for Cultural Value](#)

### SUMMARY

Explore the evidence surrounding culture on referral programmes (also known as arts on prescription) and the implications for cultural sector practitioners and policymakers. This research digest reviews and summarises the academic literature and identifies where there is evidence and where further research is needed.



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[Download document](#)

# Latest research

Increasing focus on health equity

<https://equityhealthj.biomedcentral.com/articles/10.1186/s12939-021-01590-4>

Research | [Open Access](#) | [Published: 24 November 2021](#)

# The role of cultural, community and natural assets in addressing societal and structural health inequalities in the UK: future research priorities

[L. J. Thomson](#), [R. Gordon-Nesbitt](#), [E. Elsdon](#) & [H. J. Chatterjee](#) 

*International Journal for Equity in Health* **20**, Article number: 249 (2021) | [Cite this article](#)

**3** Altmetric | [Metrics](#)

## Abstract

### Background

Reducing health inequalities in the UK has been a policy priority for over 20 years, yet, despite efforts to create a more equal society, progress has been limited. Furthermore, some inequalities have widened and become more apparent, particularly during the Covid-19

# Local authority/ICS initiatives

- Greater Manchester Combined Authority: *A Social Glue*: <https://www.youtube.com/watch?v=LaOETwURWz4>
- Greater London Authority: <https://www.london.gov.uk/what-we-do/our-services/culture/creative-health-and-wellbeing>
- Norfolk joint health and wellbeing strategy (p16): <https://www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/partnerships/health-and-wellbeing-board/strategy>
- Cornwall & Isles of Scilly: Creative, Health and Wellbeing Partnership launched in 2020, focused on addressing health inequalities, loneliness and isolation, and improving mental wellbeing
- Brighton & Hove: <https://www3.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/BHCC%20Public%20Health%20Annual%20Report%202018.pdf>
- NCCH 'Hubs': <https://ncch.org.uk/what>
  - *Working with ICSs in Gloucestershire; West Yorkshire and Harrogate; Shropshire, Telford and Wrekin; and Suffolk and North East Essex to explore models for integrating creative health at a systems level – supported by NHS England. Toolkits to be published early 2022.*

Arts on Prescription  
Gloucestershire:  
37% drop in GP  
consultation rates;  
27% reduction in  
hospital admissions.  
Social return on  
investment of £4-£11  
for every £1 invested



# Briefing for Integrated Care System planning

- Briefing from APPG for Arts, Health & Wellbeing and Culture, Health & Wellbeing Alliance and Kent Surrey Sussex Academic Health Science Network “to support and inspire planners to include the arts and culture in their vision for the transformation of care with case studies from One Gloucestershire and West Yorkshire and Harrogate Health and Care Partnership.”
- [Download the briefing here](#)