

A SUPER HAPPY STORY  
(ABOUT FEELING SUPER SAD)

ARTS COUNCIL  
ENGLAND

# How can creativity and culture support your local health agenda?

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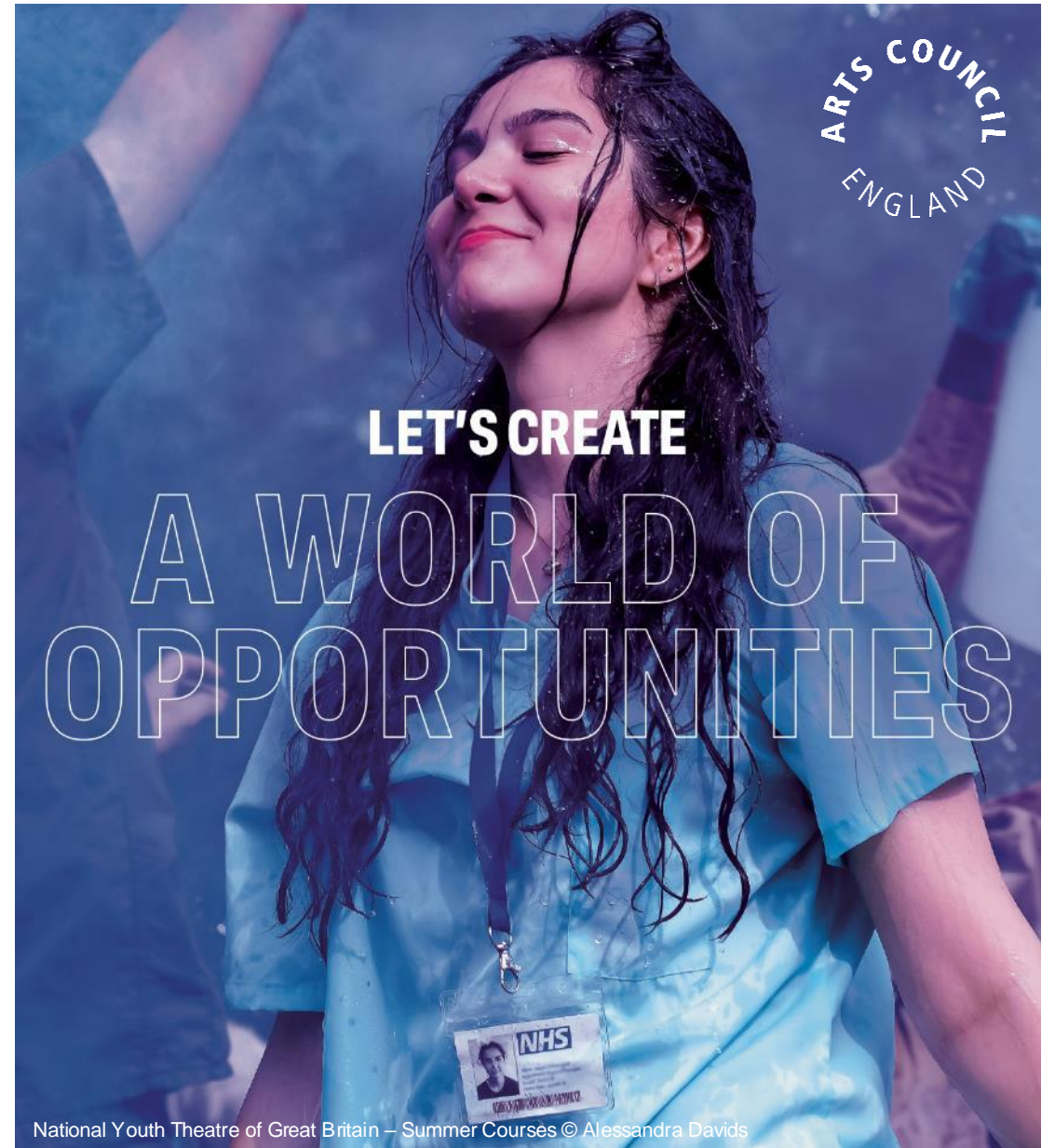
# Let's Create

We are the national development agency for creativity and culture.

In our ten-year strategy, *Let's Create*, we set out our vision for a country transformed by culture and creativity, in which people *live happier, healthier lives*.

*“By 2030, we want England to be a country in which the creativity of each of us is valued and given the chance to flourish. A country where every one of us has access to a remarkable range of high-quality cultural experiences.”*

Let's Create mentions “health” 15 times!



National Youth Theatre of Great Britain – Summer Courses © Alessandra Davids



# Our work in 'place'



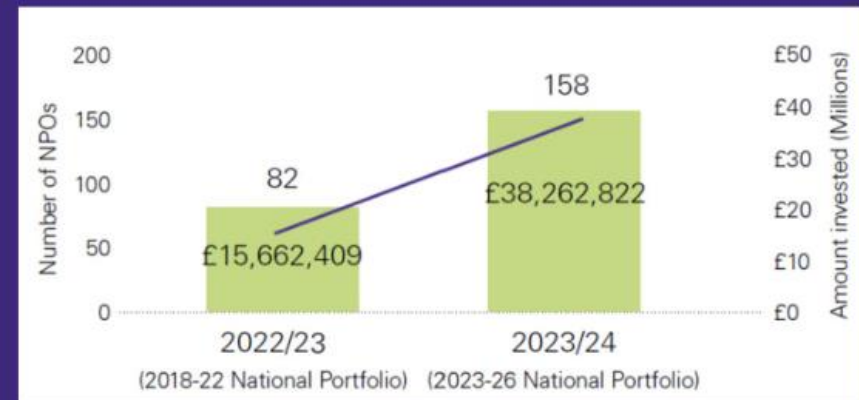
## PRIORITY PLACES

Total investment through National Lottery Project Grants



## PRIORITY PLACES

Total investment through National Portfolio Organisations





# What is Creative Health?

*"Creative Health refers to the concept of utilising creative and cultural activities, processes and assets to enhance the health and wellbeing of individuals and communities."*

*(Creative Health: The Arts for Health and Wellbeing, 2017)*



National Youth Dance Company, photo: Stephen Wright



# Areas of Focus

**Treatment & recovery:** there are a vast range of specialist practitioners and organisations working in partnership with health bodies on more targeted interventions.

- Specialist providers
- Referral
- Planned intervention

**Treatment  
& recovery**

**Prevention**

**Prevention:** across every type of practice, the cultural sector can promote good habits, provide connections to other people, and instil positive behaviours.

- Healthy habits
- Behaviours
- Social connections

**Acute  
care**

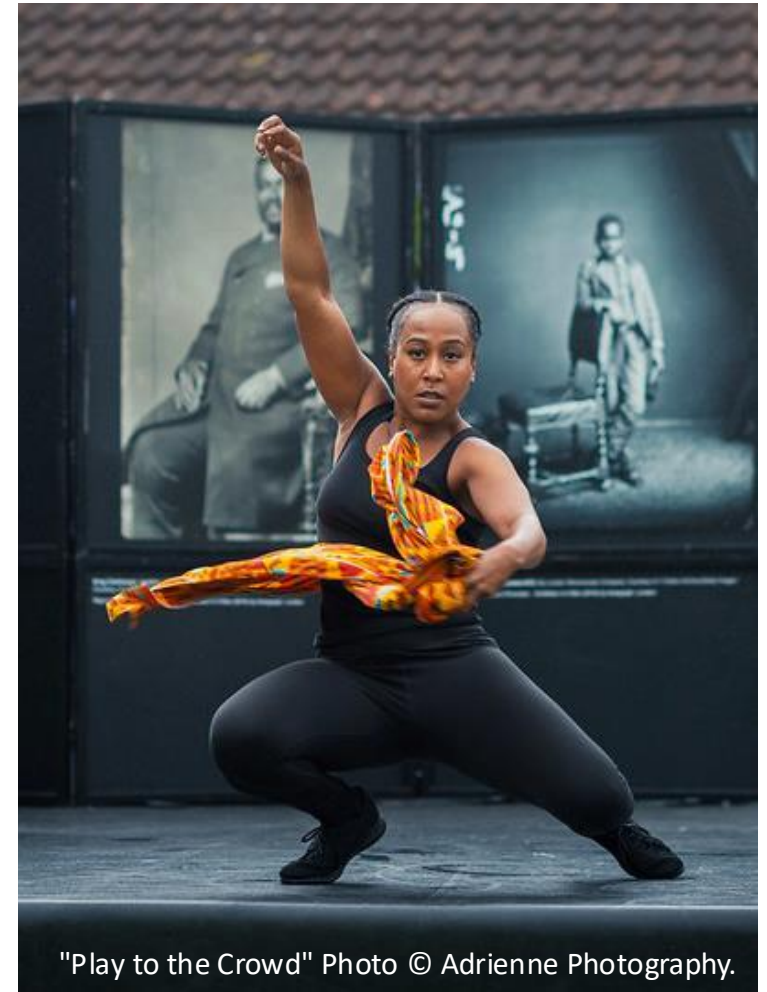
**Acute care:** whilst fewer in number, there are a range of organisations and programmes designed for and with patients in acute care settings.

- NHS Delivery
- Hospital care
- Residential care



# Does it work??

- Supports social development in infants and children
- Supports speech and language development amongst infants and children
- Supports social / community cohesion
- Improves wellbeing in children, young people and adults
- Reduces physical and cognitive decline in older age
- Help with prevention and management of mental and physical health conditions



"Play to the Crowd" Photo © Adrienne Photography.





# Creative Health – a few examples



#LESCREATE

# Towner Eastbourne

- £480k Place Partnership Fund (2023)
- Hosting the *Turner Prize* was a 'moment' to ensure Eastbourne residents had opportunities to engage in creative and cultural activities
- Young people and schools' programmes including CPD for teachers on creativity as a tool for lifelong health and wellbeing
- *Eastbourne ALIVE* worked with East Sussex Public Health team to measure the impacts on young people's emotional wellbeing and mental health through the projects.



Towner Art Gallery photo credit: Pete Jones





# Magic Me

- Joined our National Portfolio in 2023
- Based in Tower Hamlets, working across East London and Essex
- Embrace intergenerational principles – linking with primary schools
- Work with care homes, housing associations, community partners
- Artists in Residence and training for staff in care homes



Dance for Life Photo by Alicia Clarke



# Royal Liverpool Philharmonic Orchestra

- Music and Health programme has been running for 15 years and supported 18,000 people.
- *Music Mondays* provides free music sessions with a philharmonic musician, aiming to reduce isolation.
- *In Harmony* Liverpool Youth Hubs provide musical instruments and lessons to 1,500 young people a week in Liverpool's most deprived areas.



Photo by Mark McNulty - In Harmony Liverpool.



# Useful Links

<https://www.artscouncil.org.uk/developing-creativity-and-culture/health-and-wellbeing>

[Culture Health and Wellbeing Alliance](#)

[London Arts in Health Forum](#)

[The National Academy for Social Prescribing](#)

[National Centre for Creative Health](#)

[Health and care defined | The King's Fund \(kingsfund.org.uk\)](#)







**Thank you!**



**#LETSCREATE**