

Ben Found | Senior Archaeological Officer, Kent County Council

Heritage & Health

The Value of Heritage – May 2017



Health & Wellbeing



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Challenges & Pressures

- rapidly changing health and social care landscape
- time of financial stringency
- increasing demands on the system
- ageing population
- unhealthy lifestyle behaviours
- rise in mental health problems

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Vision, priorities & outcomes

- raising public awareness – more choice, more independence and more control
- Stronger emphasis on prevention and early intervention
- joint working – cohesive delivery and commissioning
- integrated health and social care

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‘To improve health and wellbeing outcomes, deliver better coordinated quality care, improve the public’s experience of integrated health and social care services, and ensure that the individual is involved and at the heart of everything we do.’

Kent Joint Health & Wellbeing Strategy

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A positive role for Heritage



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‘Heritage plays a significant role in society - enhancing our wellbeing and quality of life, improving the way places are perceived, and engaging the general public.’

Historic England

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Heritage Counts: heritage & society

- 93% of residents say that local heritage has an impact on their personal quality of life
- People who visit heritage sites are happier than those who do not
- Over 90% of Heritage Lottery Fund (HLF) volunteers benefitted from socialising on heritage projects

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heritage makes you HAPPY



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Heritage's role

- Reducing social exclusion
- Reducing health inequalities
- Increasing community engagement
- Increasing physical activity



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Kent's rich heritage

Kent benefits from an exceptionally rich historic environment



Buildings, Landscapes, Townscapes, Seascapes, Structures, Archaeology,
Artefacts, Museums, Stories & Memories

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Example projects & activities

- Museums on Prescription
- Operation Nightingale
- Shepway Green Gym



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Museums on Prescription



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Operation Nightingale



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Shepway Green Gym



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Challenges & next steps

- Need to generate awareness of what heritage can offer
- Need to better evaluate and measure health outcomes in a formal and clinical way
- Need to establish closer working relationships between heritage and health
- Need to establish referral pathways

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Heritage Strategies

Maximising heritage **benefits**

- Where are we?
- Where do we want to be?
- How do we get there?

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