



Cyngor Celfyddydau Cymru
Arts Council of Wales



Arts and Health in Wales

A Mapping study of current activity

Volume 1: Analysis, findings and proposals
January 2018

Nicky Delgado, Re-Live production of 'Age'
Image: Michael Blackwood Barnes



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A high-angle, top-down photograph of a person with short dark hair, wearing large black Sony headphones and a dark t-shirt. They are sitting at a desk, focused on a laptop. Their hands are on the keyboard. The entire image is overlaid with a semi-transparent blue filter. The word "Contents" is written in white, sans-serif font in the upper left quadrant.

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We are living in a time when the importance of the Arts for Health and Wellbeing is widely accepted. As just one significant moment in the discussion, the Creative Health report from the UK All-Party Parliamentary Group, published in July 2017, provided a comprehensive and valuable body of evidence on Arts impacts in keeping people well and in preventing mental and physical illness or deterioration.

In Wales, the Arts Council has been supporting activity in this field for some time. It was particularly gratifying in May 2017 to hear the Director of the Baring Foundation say that Wales 'leads the world' in Arts for older people. But Arts in Health work, so powerful in relation to dementia and the care home experience, is having beneficial impact across the full ranges of age, class and geography in Wales. And we need to do more.

At the Arts Council of Wales, we have been acutely conscious that our resources are small in relation to Health. And while the opportunities are many and varied, we need to be clear about where our interventions will have most impact. So this isn't about inventing new things to do. Instead, we must grasp the need to be more closely aligned with the priorities of Government and Health Boards and to respond to the challenge of making scalable interventions in key areas of wellbeing and health in the Welsh population.

We've made a start. We're in a closer dialogue with the Welsh NHS Confederation (with whom we have a Memorandum of Understanding), with Public Health Wales and with participants in the Cross Party Group on Arts and Health in the National Assembly. This is the context for the present report. It seemed to us that if we were to build a stronger case for Arts and Health impacts in Wales, we needed to begin by mapping current activity. And by showing what's now happening, we hope to generate a debate about the best way forward in partnership with the key interested parties.

A health warning about the report!

For all the richness of evidence here and some impressive case studies, this is not a comprehensive survey of every project in Wales. But it does aim to give a representative flavour of current activity and to begin the framing of shared approaches to greater levels of activity.

Underlying all the practice captured in this report and all the funding which we provide is a deep conviction that the Arts have a particularly powerful contribution to make to a healthy, connected and engaged human life. Along with colleagues working in Sport and getting people physically active, we see the results in breaking through loneliness, isolation and depression. But we also know the way in which the imaginative and emotionally expressive experiences of the Arts can make a distinctive and versatile contribution.

Now, we will want to see continued excellence in the work – we're only interested in supporting the best. But we're equally committed to learning from experts in Health. Together, artists and clinicians can make a massive difference. The potential is truly extraordinary.

A handwritten signature in black ink that reads "Phil George". The signature is written in a cursive, flowing style with a large initial 'P'.

Phil George
Chair, Arts Council of Wales

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Summary of proposals

(Note: A more detailed explanation of the principal findings and proposals can be found in section 10 of this report, page 84.)

The Arts Council's approach to Arts and Health should be based around partnership and collaboration, cutting with the grain of existing policies and strategies rather than inventing new ones. The work should be guided by the over-arching goals of the Well-being of Future Generations Act to which both the Arts Council of Wales and the Welsh Government are subject.

1. The Arts Council of Wales should work with the Welsh NHS Confederation to translate the recently signed Memorandum of Understanding into mutually agreed programmes of activity.
2. For 2018-2021, we propose that the Arts Council and Welsh NHS Confederation should produce an Arts and Health Action Plan. Our research suggests we should focus on four areas:
 - i. Investment targeted on those activities that promote **Prevention, Well-being and Recovery** particularly in relation to:
 - Mental Health including early interventions with Children and Young People
 - Dementia
 - ii. Strengthening the **evidence** base
 - iii. Raising **awareness** of the benefits of Arts and Health
 - iv. Researching **sustainable financial models of practice**
3. A wide range of different organisations have an interest in Arts and Health activities. This calls for a high degree of close collaboration. The Arts Council should agree Memorandums of Understanding with Public Health Wales and the Welsh Local Government Association to jointly advance work around Arts and Health.
4. The arts should be a core component of **social prescribing** schemes across Wales. Specific action research should be undertaken to identify the necessary steps to develop sustainable models for arts programmes so that a more comprehensive 'arts on prescription' offer is embedded and available across Wales.
5. The Arts Council will need to be clear about the value it adds and the purpose of its funding. It will, by necessity, have to be selective in the projects that it is able to support. It should aim to support exemplary projects that advance practice, address strategic priorities and establish a quality benchmark for other projects to aspire to. It should pay particular attention to projects that demonstrate the potential to be 'scalable' whilst continuing to support smaller-scale projects that are innovative and respond to local needs.

6. Each Health Board should be encouraged to appoint a designated full time Coordinator for Arts and Health. The Arts Council should consider offering a financial incentive as part of a partnership funding strategy. Such funding might be offered on a three year tapering basis.
7. Funding should be provided to the Wales Arts for Health Network (WAHN) to enable it to develop its services and resources so that it can better support and underpin the activities of those working in the field.
8. Discussions should take place with Higher Education in Wales to identify who is best placed to establish:
 - i. a Wales Arts and Health Research Alliance – this might comprise Arts Council, Public Health Wales, Higher Education, the Welsh Government
 - ii. research partnerships with appropriate Universities and Research Institutes
 - iii. research criteria/standards of evidence agreed between partners
9. The Arts Council is committed to partnering with relevant trusts and foundations to support its programme of work around Arts and Health. It should also establish a funding strategy for investing in Arts and Health activities. This should include:
 - i. clarity of outcomes for any Arts Portfolio Wales organisation that is routinely engaged in Arts and Health activity
 - ii. clear and consistent criteria for supporting Arts and Health projects
10. The Arts Council and its partners should work together to develop and pilot appropriate initiatives that build capacity and skills required by those working in the arts and health sectors.
11. The Arts Council, working with appropriate partners, should develop an advocacy and campaigns strategy underpinned by its wider communications activities.

Creativity, life story and dementia care

TRANSFORMING ATTITUDES TO DEMENTIA THROUGH LIFE STORY THEATRE



Re-Live is an award-winning charity providing a dynamic programme of Life Story Theatre.

In 2010 Karin Diamond travelled to Japan to research the innovative Japanese approach to dementia care with Dr Yukimi Uchide. She returned full of new ideas and Re-Live began a journey into creativity and dementia.

Memoria brought together people living with dementia, family members and professional carers to share their experiences through theatre. They performed their stories of living with dementia with courage and determination, witnessed by live audiences in Cardiff and live streamed to 4000 audience

members in 12 countries. Memoria won Age Cymru’s Community Award 2015.

The Memoria project evolved into an ongoing weekly programme of life story theatre with people recently diagnosed with dementia and their families.

In 2016, Karin wrote a bilingual play about dementia, inspired by the Memoria project. **Belonging/Perthyn** toured to theatres across Wales and connected health and social care professionals and theatre audiences with the experiences of people living with dementia. The play received an outstanding response from audiences and critics, winning two Theatre in Wales Awards (2017).

Key Outcomes:

- Lived experience of dementia is heard by policy makers, professionals and general public in Wales, increasing awareness of the needs of people living with dementia
- Isolation is reduced for families affected by dementia through the transformative power of the arts
- Health and social care workforce access high quality theatre and experiential training in dementia care, developing compassion and highlighting best practice
- Stigma and fear of dementia are reduced, conversations and connections are sparked in communities across Wales and beyond

“This process allowed us to start to transform our relationship with dementia, the fear, the terror, the loneliness. We need this opportunity to express what we’re going through”. Memoria participant

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About this research

The Arts have the potential to make a significant contribution to people's well-being and quality of life. Arts and Health is a developing area of practice in Wales. The range of opportunity is as large as it's exciting, reflecting the growing body of international evidence showing the impact of creative activity on individual well-being. However, finding the appropriate point of intervention for public arts funding is important if value for money is to be demonstrated. This research is part of our wider consideration of where attention in the future should be focused. In this section we explain why we have undertaken this research and how we went about it.

Background

Arts and Health projects have been taking place in Wales for more than three decades. Practice has developed steadily, as has the understanding of the health and well-being benefits to be gained from taking part in creative activity. The Arts Council of Wales invests in Arts and Health projects across Wales. In 2016/17, Arts Council Lottery funding for this work had grown to around £685,000.

Much of this activity has developed, and been funded, on a rather ad hoc basis. In 2016, the Welsh Government asked the Arts Council of Wales to explore how a more strategic approach to Arts and Health might be developed. This was not a wholly new request – the Arts Council had published a previous joint strategy with the Welsh Government in 2006. However, that strategy had stalled, and it was agreed that a new approach was needed to bring fresh impetus to an area of work that was clearly growing in significance and reach.

In April 2017, we commissioned the Mapping that forms the basis of this research. Essentially a fact-finding task, the focus was on intelligence gathering and the identification of activity on the ground. The aim was to produce a representative audit of the principal Arts and Health activities currently taking place in Wales. It's therefore a snapshot of activity rather than a comprehensive listing of every known project.

Our reason for wanting such an analysis is straightforward.

We want to look in more detail at the ways that the arts can make a greater contribution to the health and well-being of people in Wales. We also want to consider where our energy might best be focused moving forward. Our resources, in comparison with those in the health sector, are very small. So it's important that what we choose to fund adds value to what already exists.

We hope that this report will provide useful information for those working in both the Arts and Health sectors. It will also inform the strategic discussions currently taking place between the Welsh Government, the Arts Council of Wales and a range of other partners active in Arts and Health.

As part of this review, specialists in the field, Frances Williams, PhD Candidate and Clive Parkinson, Director of Arts for Health at Manchester Metropolitan University, were commissioned to undertake detailed field research. Naoko Skiada, later joined the team to work on the data analysis. This initial phase of work was completed in July 2017. We're grateful for their assistance.

The next phase of work – leading to the publication of this document – was undertaken by the Arts Council of Wales. We identified a number of outcomes. In particular, we wanted to consider in more detail the Health Board perspective. We gathered case study material to highlight the range of work taking place. We also completed further analysis of the data from an online survey. This final report (including any views, omissions and commentary that it contains) is, therefore, the responsibility of the Arts Council of Wales.

The research: approach and methodology

We used a mix of research methods, combining an online survey with desk research. The online survey was compiled and distributed to colleagues working in the arts, health and academic sectors. Recipients included:

- Arts Portfolio Wales revenue funded organisations
- Health Boards
- Higher Education contacts
- the Arts Council's e-mailing list of artists, local authorities and other stakeholders
- the Wales Arts for Health Network

A copy of the survey questions is included in the [Appendices](#).

The survey was supplemented by discussions with a cross-section of Arts and Health practitioners. And a selection of case studies was gathered from arts organisations, health boards and Higher Education Institutions. Case studies were chosen on the basis of geography, artform and activity type. They are inter woven throughout the text of this report.

In addition, the seven Health Boards were contacted and asked to provide information around resources and staffing arrangements for Arts and Health. They were also invited to tell us about any noteworthy strategies and activities being advanced in their locality.

The scope

The Mapping exercise aims to capture information on Wales-based programmes and projects that set out to deliver health and well-being outcomes for participants. Our period of enquiry was 1 April 2016 – 31 March 2018. Capital projects that had engaged artists to improve the physical environment of healthcare settings were included.

An important part of the Mapping was the gathering of information on the people and expertise within the sector – those doing the work on the ground. We gathered information through the survey from a wide range of individual practitioners, clinicians and NHS staff, academics and health care professionals.

We decided that some activity would be outside the scope of this work.

For example, mapping the specific field of Arts Therapy was not included in this work. Arts Therapy is an important and well established area of clinical practice. We took the view that Arts Therapy is a clinically-recognised service; funded from within core NHS funds; and, subject to specific professional qualifications. We therefore felt that the focus for our attention should lie elsewhere and focus on practice where artists are central to the activity.



Image: Fiona Edwards ABMU Arts team

Region: ABERTAWE BRO MORGANNWG UNIVERSITY HEALTH BOARD

Positive Healthcare Environments

ART BY SCHOOL CHILDREN FOR A HOSPITAL, BRIGHTENING THE ENVIRONMENT AND CREATING POSITIVE HOSPITAL EXPERIENCES

Pupils from 15 schools across Swansea contributed to a 60 metre artwork at Morriston Hospital in July 2017. The artwork meanders along construction hoardings installed while the hospital's major redevelopment work continues.

The project was organised by the capital arts manager at ABMU, working with arts organisation, Locws International, who linked up with schools and site construction firm, Interserve. The project gave hundreds of children an opportunity to take part and to make a difference to the hospital environment during this period of change.

The project aimed to make a positive impact on the experience and well-being of patients, staff, visitors and contributors. An initial survey of responses to the project and artwork has shown 100% positive feedback. School teachers felt their pupils had benefitted from the opportunity to take part and to visit the hospital for a positive reason. Health board staff said the project had raised levels of cooperation, had been invigorating and uplifting. The parent of a patient commented that the mural created a bright, cheerful place.

Key Outcomes:

- Art used to enhance the hospital environment
- De-mystifying hospitals for children
- Enthusiastic support from workforce teams
- Raising pupils' aspirations, pride and confidence
- Community cohesion through sharing event

"It's been good to get the children involved and to be able to bring them to a hospital for a positive reason. They will take this experience away with them. They are very proud to see their artwork on display in a public place where it will get a wider audience."

Oystermouth Primary School teacher Debbie Webster said coming to the event was very important for her pupils.

We must be careful to acknowledge the limitations of this work.

Not everyone working in Arts and Health within Wales will have responded, or indeed have been reached by our survey. Some respondents reported technical difficulties in completing the online form. Where possible these were addressed through phone calls to gather information, but gaps might still remain.

Our existing connections enabled good reach within the arts sector. However, penetrating the NHS proved more challenging, although direct approaches to each Health Board provided most of the basic information that we needed.

The Mapping project was a short-term and focused piece of work. As such it can only claim to offer a partial snapshot of what's actually happening across Wales. Nevertheless, taken overall, we're confident that the response rate and sample size provide us with enough detailed data to provide a useful starting point from which to consider our next steps.

Additional data and research findings are available in the separately published [Appendices](#) that form Volume 2 of this research.

Avoiding the temptation to re-invent the wheel

This report is not an unique examination of Arts and Health. A considerable – and growing – body of rich and compelling evidence already exists, in the UK and internationally. One of the most impressive and comprehensive studies of the field was published in 2017 by UK All-Party Parliamentary Group on Arts, Health and Well-being chaired by the Rt.Hon. Lord Howarth of Newport¹. Following a two year inquiry, it marks the most thorough investigation to date of Arts and Health as a field of practice.

Through the inquiry, 300 experts were interviewed. The report – *Creative Health: The Arts for Health and Well-being* – contains a wealth of persuasive research evidence. And whilst the focus of the report is England, representatives from Wales were invited to give evidence and the report references Arts and Health activity taking place in Wales.

Creative Health calls for a change in thinking round Arts and Health:

“the arts can make an invaluable contribution to a healthy and health creating society. They offer a potential resource that should be embraced in health and social care systems which are under great pressure and in need of fresh thinking and cost-effective methods. Policy should work towards creative activity being part of all our lives.”

¹ <http://www.artshealthandwellbeing.org.uk/appg-inquiry/>

Reaching out drawing in

DEVELOPING AND EVALUATING NEW WAYS OF USING THE ARTS TO REDUCE ISOLATION AND IMPROVE WELL-BEING



Key Outcomes:

The benefits to the participants include:

- Feeling less isolated as a result of the arts workshops
- Being stimulated by engaging in new activities
- Increased enjoyment

Family carers also value the additional support the project offers them.

Jointly funded by Arwain (Rural Development Plan for Wales) and Arts Council Wales, REACHING OUT DRAWING IN is a two-year pilot project that aims to combat rural isolation and increase well-being through high quality participatory arts sessions. Run by Llandrindod Wells-based arts charity, Celf o Gwmpas, REACHING OUT DRAWING IN offers a range of professionally-led, arts workshops in a safe and friendly space for participants to explore and enjoy.

Two parallel programme strands, offering weekly creative workshops, run concurrently at Celf o Gwmpas' Centre Celf in Llandrindod: one designed for

people living with dementia and their carers; the other for learning disabled adults.

The workshops are led by experienced artist facilitators who introduce participants to a variety of artforms including painting, collage, mosaic, print-making and music. Further creative sessions take place in different community settings - including in people's own homes- throughout Powys. REACHING OUT DRAWING IN is also enriched by the work of artists in residence (poet & visual artist, Helen Ivory, and poet, Ira Lightman) who lead activities for groups with a range of support needs at Gilfach Nature Reserve and at Centre Celf.

As well as evaluating the impact on participants' well-being, the programme is exploring the potential of adopting a social prescribing model by developing new referral routes into the programme in partnership with health and social care professionals and statutory bodies.

"At home he just wants to lie down. He doesn't even want to go to the day centre now. But he looks forward to coming to you. He's in a better mood after he's been. It does have a therapeutic effect."

Participant's spouse

The Group also advances three key messages:

1. The arts can help keep us well, aid our recovery and support lives better lived
2. The arts can help meet major challenges facing health and social care: ageing, long term conditions, loneliness and mental health
3. The arts can help save money in the health service and in social care

We endorse these views and commend to the reader the evidence referred to in the report.

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Matters of definition

Arts and Health activity has evolved organically over the last 40-50 years. The movement first began with works of art introduced into hospital settings in the 1960s, but now happens through a varied set of artistic practices in different healthcare settings. This section suggests some basic definitions to help explain the approach that we're taking.

A field of activity growing in visibility

Arts and Health projects were originally developed by forward thinking artists and health workers. The marked growth in recent years has been supported by the development of (largely regional) Arts and Health networks founded around pioneering centres of activity that started to emerge in the 1970s. One such example is Manchester and the creation of Arts for Health, which brings together groups through the North West Arts and Health Network. Arts and Health South West (AHSW) has also proved to be a very influential model.

In 2012, The London Arts in Health Network helped forge the National Alliance of Arts in Health. From March 2018, this will merge with the National Alliance for Museums, Health and Well-being to become a new Sector Support Organisation – the Culture, Health and Well-being Alliance (CHWA). Funded by Arts Council England as part of the National Portfolio Fund for 2018 2022, this new organisation will be led by Arts and Health South West.

The increased visibility of Arts and Health reflects an area of practice whose time has undoubtedly come.

The insistent determination of the publicly funded arts to engage wider audiences has coincided with the need to find new and more urgent solutions to a range of public health issues. Arts and Health offers innovative ways of meeting this dual challenge.

Arts, Health and Well-being

For the purposes of this work, we're adopting the following definitions:

- **The Arts** – one, a combination, or all of the following – music, drama, dance, the visual arts and applied arts, photography, film, circus, street arts, carnival arts, literature, digital arts, crafts, multi-media, sculpture, poetry, music theatre, singing, community arts.
- **Health** – “state of complete physical, mental and social well-being and not merely the absence of disease or infirmity” (the World Health Organisation 1948).
- **Well-being** – there are many ways to define well-being. Working on the Foresight Mental Capital and Well-being Project in 2008, the New Economics Foundation (NEF) viewed well-being as comprising two main elements: “**feeling good and functioning well**”. As part of the same project, the NEF was commissioned to develop a set of evidence-based actions aimed at improving well-being. This resulted in the ‘five ways to well-being’ a framework which has since been widely adopted, which boils advice down to ‘connect; be active; take notice; keep learning and give.’²

² Aked J, Marks N, Cordon C & Thompson S (2008). *Five Ways to Well-being: a report presented to the Foresight Project on communicating the evidence base for improving people's well being*. London (New Economics Foundation)

Caban Sgriblio

CREATIVE WRITING FOR WELL-BEING FOR DISADVANTAGED CHILDREN IN RURAL AREAS



Image: Siôn Marshall-Waters

Caban Sgriblio is an Arts Alive Wales project funded by Children in Need, led by professional writer, Emma Beynon, with a team of creative writers, film-makers and artists. The project offers a tailored programme of creative writing, film-making and visual arts specifically aimed at supporting rurally-based children who are coping with poor well-being and / or mental health. Participants are typically children who are failing to thrive, and are isolated and may be exhibiting aggressive and negative behaviours. They include young carers, children who have been bereaved and some who have experienced abuse.

In a series of weekly workshops for up to 12 children, participants work both individually and collaboratively in writing, drawing, filming and performance activities. The aim is to enable participants to articulate their ideas, thoughts and feelings orally and on paper, and to unlock their potential as young creators.

Current partners include schools, mental health teams, young carers and youth advocacy workers. They identify and refer children who would benefit from participation, support their weekly attendance, help tailor provision and evaluate the impact of the project on the individual.

Key Outcomes:

The young participants demonstrate:

- Improved self-expression
- Improved interaction between peers and with adults
- Improved confidence, pride in their achievements and readiness to participate

The project also helps children to develop writing as a coping strategy and support beyond the life of the project, and to enable new and positive friendships for children who are often isolated in their day to day lives.

“P can now control her emotions and volunteers to help. . . she herself reported how much she enjoyed the support and attention of the small group work with her peers during the project. She had been described as ‘really truculent’, but will now talk actively about her work with staff and peers. She is using some of the new techniques that she discovered through Caban Sgriblio to cope with her darker emotions. She continues to use free writing, and will go off and free write on her own.”

Head Teacher

Interestingly, Powys has extended the fifth of the NEF actions to 'be creative and give' following a Children's Society's research³ report which showed that creativity was also important in relation to children's well-being. Powys' Mental Health Partnership uses this version.

"Feelings of happiness, contentment, enjoyment, curiosity and engagement are characteristic of someone who has a positive experience of their life. Equally important for well-being is our functioning in the world. Experiencing positive relationships, having some control over one's life and having a sense of purpose are all important attributes of well-being."⁴ Felicia Huppert

The Arts

There are as many definitions of the arts as there are people who enjoy and take part in creative activities. Attempts at definition risk becoming reductive and restrictive, limiting dimensions of experience rather than expanding them.

At their best – and it's the best that we're interested in – the arts inspire and excite. They also, on occasions, encourage us to think and feel more deeply, unlocking a sense of awareness and understanding about the world around us that might ordinarily lie unnoticed or forgotten. When the arts work well they strike a chord. This can mean nothing more than a moment of release or distraction. But it can also mean a challenge to our imagination and self awareness, having a fundamental impact on how we interpret and react to the life changes that confront us. This is not about the "instrumentalisation" of art but rather the longer term impact that can result from an authentic experience.

The social determinants of health

A person's health is conditioned by a wide range of societal factors – personal wealth, education, age, environment. Many people face systemic disadvantage caused by the particular circumstances that affect their lives. For them, the unfair distribution of resources, poor access to public services, and the life choices they face can create (avoidable) health inequalities. Social, economic, and environmental factors, as well as political and cultural factors, constitute the '**social determinants of health**'.

³ Abdallah, S., Main, G., Pople, L., & Rees., G. (2014) Ways to well-being: Exploring the links between children's activities and their subjective well-being, The Children's Society

⁴ Huppert F (2008) *Psychological well-being: evidence regarding its causes and its consequences* (London: Foresight Mental Capital and Well-being Project 2008).



NATIONAL

cARTrefu

CREATING ARTISTS IN RESIDENTS; A NATIONAL ART IN CARE HOME PARTICIPATORY AND MENTORING PROGRAMME

Between 2015 and 2017, Age Cymru recruited 16 professional artists across the Performing Arts, Visual Arts, Words and Music to each deliver eight 8-week residencies in care homes across Wales. Each artist received 1-2-1 mentoring from an experienced practitioner, accompanied by regular forums and training.

In 2017, cARTrefu re-launched with a new team of 12 artists, now working in care homes for 12 weeks. cARTrefu continues to push the boundaries of what is possible in care homes, and hopes to inspire bold and striking new art work from all involved; the residents, staff, families and artists.

cARTrefu's aim is to improve the quality of participatory arts in care homes, residents' experiences of art and to improve their emotional health and well-being.

cARTrefu has fostered a greater appreciation of the arts among care home staff, who have gained more confidence and acquired new skills, sharing and practicing them in their daily work with residents.

cARTrefu is supported by Arts Council of Wales and the Baring Foundation.

Key Outcomes:

- cARTrefu has delivered over 1,000 art workshops in over 120 care homes around Wales making it one of the largest projects of its kind in Europe
- Statistically proven to improve residents' emotional health and well-being
- Staff more inclined to take part in cultural activity outside of work as a result of taking part in residency
- A cARTrefu activity pack featuring 20 simple creative activities is available free to all care homes in Wales to inspire greater creativity in care home settings

"I was having a perfectly horrible day today until we did this. I feel completely different now." Resident

This is one of the key concepts that underpin the contribution that Arts and Health projects can make in addressing well-being. First developed by Professor Michael Marmot and David Wilkinson in the 1980s⁵, they linked social justice to good health outcomes through studying the effects of social inequality. Public health campaigners who have taken up this analysis internationally believe that individual choices (both healthy and unhealthy ones) are explicitly linked to the collective social conditions that cause ill-health. Marmot argued that having a sense of personal control is key to well-being as it enables people to make choices that empower them and give meaning to their lives.

Marmot's approach is cited in the UK All-Parliamentary Group report *Creative Health, The Arts for Health and Well-being*. This argues that arts practice – especially that which draws on the collective models of creativity and collaboration – is uniquely placed to help people to gain a greater sense of control over their lives.

The Social Determinants of Health are highly relevant to the Welsh context given the high and stubborn levels of poverty across Wales and the health inequalities that follow.

Research from Public Health Wales shows that people in the most deprived areas of Wales live more years in poor health compared to those in the least deprived areas.⁶ For example, a man living in a deprived area in Wales spends 23% of his life in poor health (compared to 11% for men in least deprived areas). Similarly, the comparative figures for women are 26% / 14% respectively.

⁵ Social Determinants of Health, 2nd Edition. M Marmot and R Wilkinson (eds). Oxford: Oxford University Press, 2006

⁶ Public Health Wales NHS Trust (2016) Making a Difference: Investing in Sustainable Health and Well-being for the People of Wales, Supporting Evidence.

Addressing Health Inequalities in Wales

In Wales, **people in the most deprived areas live more years in poor health**, compared to people in the least deprived areas

Percentage of life spent in poor health⁷



Health inequalities affect a **country's prospects** and **growth**



Estimated costs of health inequalities to the Welsh economy



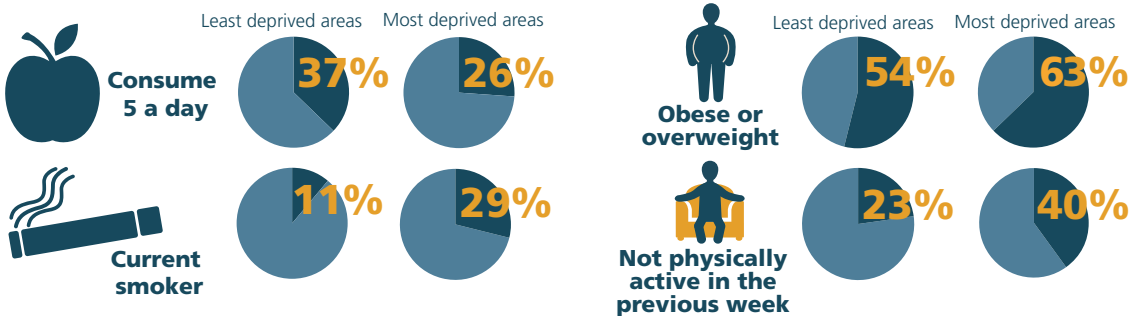
Health inequalities can cross generations

Children from low income families are at a higher risk of poor health outcomes throughout their lives

Health inequalities amongst **young people in Wales** are one of the **highest in Europe**



A greater proportion of people living in the most **deprived areas** in Wales adopt **unhealthy behaviours**



Death rates due to smoking are X2 higher in deprived areas

⁷ As percentage of life expected to live
 Infographic reproduced courtesy of Public Health Wales NHS Trust



Region: CWM TAF UNIVERSITY HEALTH BOARD

Your Medicines Your Health

COMMUNICATING SAFE MEDICINES USE THROUGH CREATIVE PRACTICE

The World Health Organisation reports that around 40% of prescription medicines do not get taken as directed, causing concern for the impact this has on the health of the nation. Educating young people about the correct use of medicines has been central to this project, as well as recognising the powerful positions of young people as advocates within families and the wider community and the potential of art to engage, embed and disseminate learning.

In spring 2015, a pilot art and medicine awareness project began. Seven schools made large, textile banners and a regional poster campaign,

showcased around South Wales.

The art project was devised and developed between the Health Board Pharmacy Team, the Artist in Residence and a local primary school teacher. It was delivered by creative artist, Nancy Evans. The project model has been developed into a teaching pack and has been adopted for delivery in all schools in the region, linking in with the Healthy Schools Scheme National Quality Award. The project has also been promoted by Community Pharmacy Wales, the Welsh Ambulance Service and the Rotary Club of Wales.

Key Outcomes:

- Large textile banners and vibrant poster campaign
- Pupils' knowledge of safe medicines use increased
- Art skills development
- Raising pupils' aspirations, pride and confidence
- Regional public health awareness raising

“The Your medicine Your Health art project helped us to deliver our art curriculum, not only were we able to tick all the boxes, but we could do so knowing that the artwork was of high quality.”

Teacher

5

The policy context

A number of different bodies promote public health in Wales and the UK. In this section we summarise some of the key areas of public policy in Wales which inform the development of Arts and Health activity.

Well-being of Future Generations (Wales) Act 2015

The reinvigorated interest in Arts and Health coincides with the introduction by the Welsh Government of this new and radical piece of legislation.

The Act requires selected public bodies in Wales (of which the Arts Council of Wales is one of those identified) to think more about the longer-term. The Act urges public bodies to work better and more collaboratively with citizens and communities. It also provides a framework for public bodies to work together to help prevent problems and take a more joined up approach.

It is the Arts Council's strong belief that the arts contribute to all aspects of public life. The arts illuminate and animate the wide range of strategies that underpin civil society. They also enrich our lives, increasing our sense of well-being by improving our quality of life.

One of the key objectives of the Act is to achieve [A Healthier Wales](#). This, then, is a timely opportunity to promote the particular benefits of Arts and Health.

Welsh Government priorities for Health

The Welsh Government published *Prosperity for All*⁸ in September 2017. This provides one single, over-arching national strategy. It takes the key commitments contained in the Programme for Government for the current Assembly term, *Taking Wales Forward 2016-2021*, and places them in a longer-term context. It explains how delivering in a more integrated and collaborative way, Welsh public services and voluntary sector partners can enhance the well-being of the people of Wales.

The strategy emphasises prevention, early intervention and a people-centred approach – the essential requirements for the delivery of long-term outcomes. Other key messages include involving people in shaping the services they use every day.

Prosperity for All focuses on four key themes:

- Prosperous and Secure
- Healthy and Active
- Ambitious and Learning
- United and Connected

The [Healthy and Active](#) theme is defined by three high level objectives:

- delivering quality health and care services
- promoting good health and well-being
- building healthier communities and better environments

⁸ Welsh Government; (2017) *Prosperity for All: The National Strategy, Taking Wales Forward*

Evident in the Government's approach is an overall shift away from treatment to prevention. In other words, as much emphasis is placed on helping people staying fit and well as on treating them when they are ill.

Key to the future sustainability of the strategy will be people taking greater personal responsibility for their own health and well-being, and a more active role in shaping it. Promoting good health and well-being means supporting people to adopt healthy lifestyles and encouraging a substantial increase in people's physical activity.

The Welsh Government's ambitions in relation to Health extend to the Arts Council.

As a Welsh Government Sponsored Body we work within a strategic framework agreed with the Government. The Welsh Government's expectations of us are set out in an annual Remit Letter. The Remit Letter describes the Welsh Government's priorities and provides the framework for our actions and provides the basis for our programme of work throughout the year. Developing a new strategic approach to Arts and Health is one of the requirements described in the Remit Letter.

A copy of our Remit Letter for 2016/17 can be found on our [website](#).

Mental Health

The increasing deterioration in the population's mental health has seen this issue move quickly up the public health agenda:

- 1 in 4 people in Wales will experience mental ill health at some point in their lives
- referrals to child mental health services have almost doubled over recent years
- 40% of work-related illness is reported as stress

These statistics are very stark.

They pose a massive challenge for the NHS and for society more generally. *Prosperity for All* sets out actions to break down the stigma surrounding mental health conditions. It advocates alternative approaches to medication for mental health issues and commits to delivering a pilot to explore how **Social Prescribing** might help to treat mental health conditions. (Social Prescribing is covered in more detail later in this report.)

Schools will play a bigger part in tackling poor mental health in children through the design of the new curriculum. This will place a meaningful focus on well-being, and developing young people's mental resilience. There is potential here to link with the Arts Council's *Creative Learning through the Arts programme*.

Bloom: Creativity and Well-being in Age

A GROUP EXHIBITION WITH LINKED DRAMA AND MOVEMENT THERAPY WORKSHOPS TO COINCIDE WITH THE GWANWYN FESTIVAL



A professional group exhibition in Oriel yr Aelwyd : The Hearth Gallery in May 2017 provided the rich stimulus for patients, service-users, visitors and staff at University Hospital Llandough to respond creatively through a series of drama, dance and tactile art workshops both within the gallery space and at the Mental Health Services for Older People unit (MHSOP). The project provided access to artworks for patients with long term conditions such as Dementia.

Working with Drama Therapist, Eysyllt George; Illustrator, Helen Turnbull and Movement artist, Cai Tomos, the project explored how creative and therapeutic

sessions could elicit an emotional interpretation and produce a new perspective on the displayed artworks. The project created opportunities for engagement and self-expression, and led to further creative possibilities for the elderly participants. Cai's movement-based activities were designed to improve confidence and self-esteem and contribute to improved mobility.

The artwork and responses created in the drama workshops were displayed on a 'live' art wall in the gallery, together with the illustrator's observational sketches. Video film footage from the workshops can be found on the [website](#).

Key Outcomes:

Participants benefitted from:

- a sense of real achievement, producing exquisite artworks and having them displayed;
- having an outlet for meaningful, personal expression through the creative activities;
- a greater connection with other members of the group;
- creative activities that stimulated their memories and thoughts;
- having enjoyable, focused, meaningful time with the artworks and contact with the artists;
- experiencing new ways of responding to art through collage, storytelling, poetry, movement.

Bloom also increased the profile and demand for art engagement amongst staff, visitors and patients whilst extending the hospital's network and connections both within the hospital and beyond (with third sector groups).

"Inspiring and amazing. Thank you" ^{Ann}

There are also plans to help people with **Dementia** and their families and carers to access information, advice and support to maintain their independence by a joint health service/local authority 'team around the family approach'. Following recent consultation, a national dementia strategy, *Together for a Dementia Friendly Wales 2017/22* is expected to be published early in 2018.

Social Care

Many of the current themes and priorities within social care policy in Wales mirror those in health – sustainability, the focus on providing preventative and integrated services in the community, and supporting people to lead independent lives. But with an ageing population and the demand for (and cost of) care projected to increase, funding is a key challenge.

The **Social Services and Well-being (Wales) Act 2014** came into force in April 2016. Setting out to transform social services, the Act supports people who have care and support needs to achieve well-being. It imposes duties on local authorities, health boards and Welsh Ministers, requiring them to work to promote the well-being of those who need care and support, or carers who need support. Forward thinking care providers have recognised the potential of Arts and Health.

In March 2017 the Welsh Government established a Parliamentary Review of Health and Social Care in Wales. An expert panel is led by Chief Medical Officer for Wales, Dr Ruth Hussey. The interim report, published in July 2017, describes the case for change as “compelling” and calls for “a bold and unified vision for the whole health and social care system”.

Promoting Prevention

A key aspect of public health policy is the increased emphasis being placed on Prevention. There are three potential points of intervention:⁹

1. Influencing the behaviour of those who are at a high risk of encountering a health issue for the first time
2. Helping those who have already encountered a health issue to avoid it recurring
3. Addressing the needs of those undergoing treatment

⁹ World Health Organisation Regional Office for Europe. Essential Health Operation 5: Disease prevention, including early detection of illness. <http://www.euro.who.int/>

While prevention is difficult to evidence, there's a growing body of evidence that provides examples of ways in which the arts can make a discernible contribution in all of these areas.

The importance attached to Prevention is set out in detail in Public Health Wales' *Prevention and Promotion Programme*.¹⁰

- The scope of the Programme is Prevention and promotion action that complements the strategic goals of the five year plan rather than all health promotion action
- Upstream action and includes only primary and secondary prevention
- Those areas with the greatest impact on population health outcomes or inequalities
- Those areas likely to impact directly on utilisation of health and other public sector services
- Interventions where there is proven effectiveness that can be quantified
- A return on investment within the five year period of the plan
- Those areas where the powers exist currently in Wales to take action and are deliverable within the time-frame outlined

These goals offer numerous opportunities for partnership working with the arts, including Public Health Wales *1000 Lives*¹¹ improvement programme.

¹⁰ <http://www.wales.nhs.uk/sitesplus/888/page/59338>

¹¹ <http://www.1000livesplus.wales.nhs.uk/home>

6

Types of activity

As Arts and Health activity has developed, the umbrella title has come to include a wide variety of different types of practice. This section summarises some of the main types of activity that can currently be seen in Wales.

Arts and Health in Wales

Arts and Health work has developed organically within Wales over many years. The work has largely been driven forward by passionate individual artists and arts and health practitioners, as well as a number of arts organisations and charities that have embraced this work (such as ArtsCare Gofal Celf, Live Music Now, Celf o Gwmpas, Arts Alive, Valley and Vale, Haul).

Local authority arts teams have also led the charge (in particular Denbighshire, Conwy, Gwynedd, Rhondda Cynon Taf) and individual Health Boards have recognised the importance of this work. Some Health Boards (including Betsi Cadwaldr and Abertawe Bro Morgannwg) now have well-developed strategies and active programmes of work.

Ways of working

The term Arts and Health encompasses a broad range of activities including;

- **Participatory arts programmes** for people experiencing physical or mental illness as well as preventative projects to support well-being across a wide range of settings – for example in the community; in hospitals; care homes; arts settings; GP surgeries.
- **Art in healthcare environments:** for example public art, paintings, sculpture, seating, art exhibitions to enhance the experience of patients, service users and staff in hospitals and other healthcare environments. It may also include artists working on designing the lighting, stairwells, way-finding, gardens, foyer spaces and clinical areas.
- **Performances, exhibitions and concerts** in hospitals, care homes and other settings. This includes performances that highlight or promote health related subjects or issues (for example, National Theatre Wales' *Before I Leave*; Cwmni'r Fran Wen's *Anweledig*; Re-Live's *Belonging*; Arad Goch's *Nid Fi*)
- **Artist residencies** (in all artforms) in hospitals and healthcare settings
- **Social Prescribing / Arts on Prescription:** schemes that refer patients to creative activities as a non-clinical alternative / adjunct to treatment. Often offered to people experiencing mental health problems and social isolation, this reflects a growing body of research that suggests 20% of patients visit GPs for what is primarily a welfare, rather than medical, problem.
- **Medical training and Medical Humanities:** the arts have long played a part in developing the practice of medicine and the understanding of well-being.
- **Research activity** linked to specific areas of Arts and Health work

Storytelling for Health

FOUR STORYTELLING RESIDENCIES IN ABMU HEALTH BOARD
LEADING TO AN INTERNATIONAL CONFERENCE



They delivered four Storyteller in Residence projects:

Daniel Morden and Oliver Wilson-Dickson worked in cancer services.

Steve Killick and Nicola Grove worked in foster care.

Jess Wilson worked in forensic mental health.

Prue Thimbleby worked in community mental health.

The projects culminated in a two day conference.

In Cancer services, Daniel and Oliver shared stories and music related to overcoming adversity. Daniel himself had recently completed treatment from cancer and he used all this experience to inform the conference keynote performance of 'Stolen'.

In the further three residencies, patients, foster carers and professionals were taught to tell traditional stories. The feedback was collated through a collection of ethnographic poems, mini flip books, snap shot tag statements & case study feedback.

These are displayed through the Stories for Change website <http://stories-for-change.weebly.com/>, which became an ongoing place of evaluation throughout the residencies so that students could review their work.

The conference in June 2017 attracted 220 delegates comprising a cross section of artists, academics, health professional and patients from more than 10 countries.

Key Outcomes:

- A new monthly storytelling for well-being cafe
- Storytelling clubs on forensic mental health wards
- 82% of conference delegates completing the feedback survey reported that they were making changes in their practices as a result of attending the conference
- A new and active Story4Health facebook group supporting further development

“I had no idea storytelling was so powerful. I told my foster daughter one of the stories and we had the deepest connection that we have had in the whole six years she has been with us”.

A parent at one of the foster carers workshops

- **Arts interventions to support staff well-being** (especially within the Health and the Arts sectors)
- **Creative approaches to addressing system challenges within Health** – using creative techniques to help resolve operational challenges
- **Artists developing socially-engaged practice** (in healthcare contexts)
- **Arts Therapy:** Arts therapists are registered with the Health Professions Council and practice accredited forms of therapy which use the arts as their primary form of communication. The arts therapies (drama, music and visual art) are an established psychotherapeutic tool for use by qualified therapists with clients, usually on a one to one basis (as seen in work by organisations such as The Touch Trust in Wales).

Examples and case studies illustrating the range of activities are included throughout this report.

7

The key players

Drawing on the mapping survey data and our desk research, we introduce some of the key players and stakeholders within Arts and Health in Wales. We explain who does what and how organisations relate to each other. We consider some of the structural strengths as well as the challenges.

The NHS in Wales

Health is a devolved area of government for Wales. The Welsh Government sets the strategic framework and formulates health and social care policy. NHS Wales and its partners are responsible for implementing the strategy, delivering services for the people of Wales.

Healthcare in Wales is provided by:

- **NHS Wales** – one service made up of a number of organisations. It employs around 85,000 staff, which makes it Wales' biggest employer
- the seven **Health Boards** and three **NHS Trusts** in Wales

The seven Local Health Boards are responsible for planning and securing the delivery of primary, community and secondary care services alongside specialist services for their areas. These services include dental, optical, pharmacy and mental health services.

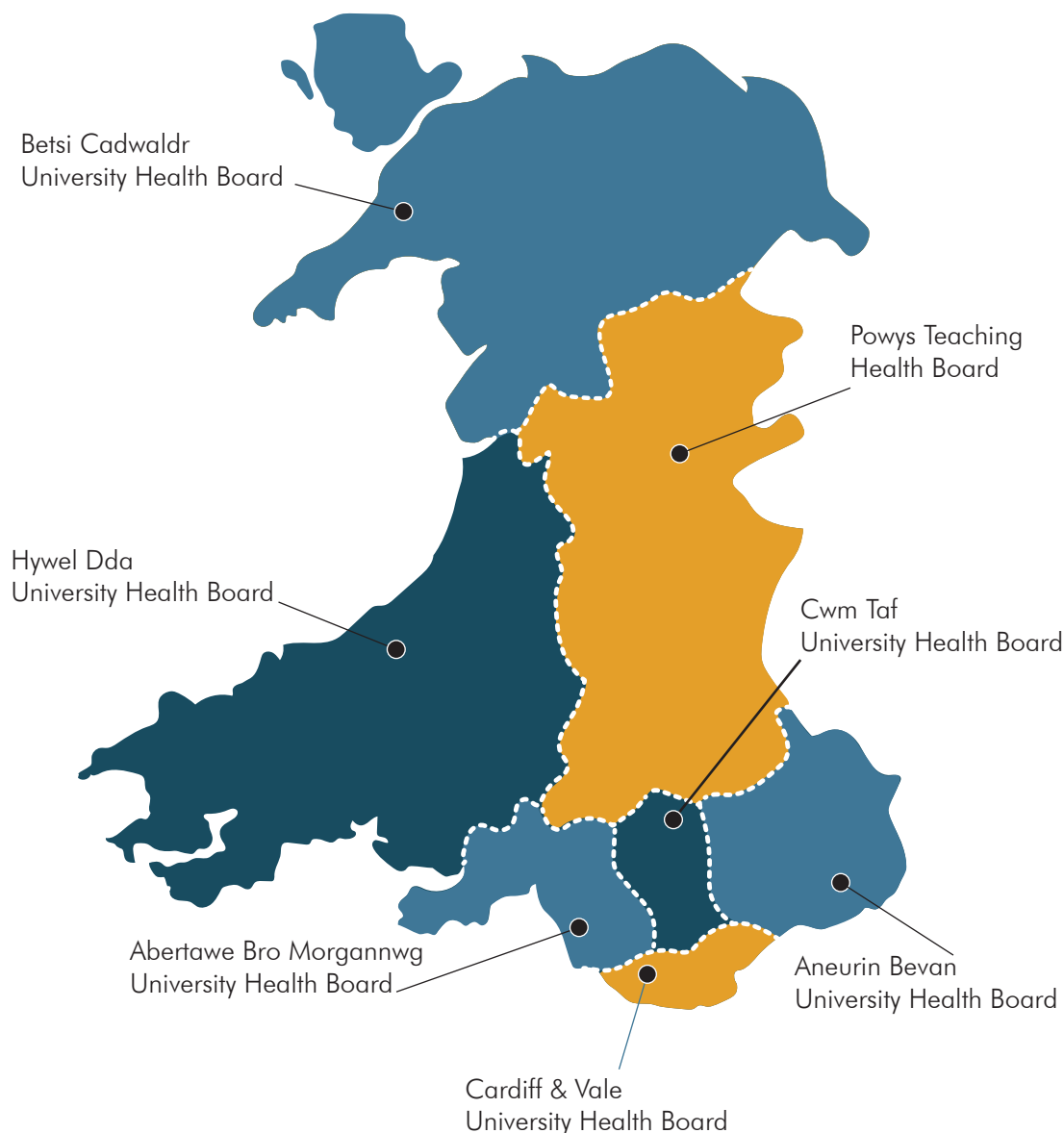
In addition to the seven Health Boards, there are three NHS Trusts with an all-Wales remit:

- **Welsh Ambulance Services Trust** – for emergency services and NHS Direct Wales
- **Velindre NHS Trust** – offering specialist services in cancer care and a range of national support services including the Welsh Blood Service
- **Public Health Wales** – providing professional, independent public health advice and services to protect and improve the health and well-being of the population of Wales

Health Boards

Wales' Health Boards are the essential partners supporting Arts and Health. The profiles of Health Board activity (set out in the [Appendices](#)) show the delivery of a rich range and diversity of work. These include programmes of exemplary, award winning practice. There are also some well-developed systems, strategies and structures in place to advance this work.

Five out of the seven Health Boards have a department designated to lead on Arts and Health, although their location within the Health Board departmental structure varies. Three are based within Planning / Planning & Partnership Directorates; one sits within Arts Therapies (but has clear links to Planning); another is situated within the Nursing & Patient Experience Team (but also has staff embedded across other teams and reports into a steering group).



Two health boards (Abertawe Bro Morgannwg UHB and Betsi Cadwaldr UHB) have active strategies and dedicated Steering Boards for Arts and Health. A few other Health Boards have strategies that have either lapsed or are specifically tied to previous capital development projects (as in Cardiff & Vale’s case). Aneurin Bevan UHB, Cwm Taf UHB and Hywel Dda UHB are currently reviewing their work in this area with a view to developing new strategies in the near future. Powys Teaching Board doesn’t appear to have a specific approach to Arts and Health work.

Three of the seven Health Boards benefit from having Chairs who are active champions of Arts and Health work. Andrew Davies (AMBU); Peter Higson (BCUHB) and Maria Battle (CVUHB) all chair Steering Boards that oversee work that includes the arts. This enables issues relating to Arts and Health to be visible at the top of the organisation and to feature in main Board discussions.

Some Health Boards fund posts. However, none of the Health Boards in Wales reported a ring-fenced budget for Arts and Health activities. In nearly all instances, projects were funded through the Health Board's charitable funds or external trusts, charities and foundations.

Public Health Wales

Public Health Wales is the national agency in Wales that protects and improves health and well-being across the Welsh population. Its purpose also includes the reduction of health inequalities.

Part of the NHS, with 1,700 staff and a budget of £106 million, the organisation employs the majority of the specialist public health resource in Wales.

Public Health Wales provides advice, expertise and specialist services to Welsh Government, the seven health boards, two NHS Trusts, 22 local authorities as well as other agencies. It also exists to serve the population of Wales.

Each of the seven health boards in Wales employs a Director of Public Health who is supported by the expertise at Public Health Wales at the local and community level. Under an honorary contract, they manage locally based Public Health Wales staff.

Arts Council Wales is developing links with Public Health Wales to explore areas of shared collaboration. Discussion is at an early stage, but areas of potential collaboration include:

- promoting healthy living and lifestyles
- promoting positive messages around public health issues
- contributing to health, well-being and prevention
- improving the mental, emotional and physical state of Health Service users
- creating or improving environments in healthcare settings for staff and service users
- helping medical staff, carers, patients and families to communicate more effectively with each other
- providing opportunities for artists to develop their practice, in particular in collaborative working and communication techniques
- using creativity in, and creative approaches to, continuing professional development for healthcare staff
- enhancing the Arts Council's Creative Learning through the Arts by partnering with Public Health Wales' initiatives such as Healthy Schools

Creative Communities

PROVIDING ADULTS WHO HAVE EXPERIENCED MENTAL HEALTH PROBLEMS WITH ACCESS TO PROFESSIONALLY LED ARTS WORKSHOPS



Key Outcomes:

- Increased confidence
- Greater self-esteem
- Heightened motivation
- Improved Well-being
- Greater networking and social opportunities leading to improved people skills and wider support networks.
- Participants learn new skills and develop new interests and hobbies.

The Community Mental Health Programme 'Creative Communities' provides individuals living in Carmarthenshire with the opportunity to benefit from working with ArtsCare professional artists in a friendly, non-threatening community environment.

Workshops take place in Llanelli, Carmarthen and Llandovery and activities are tailored to the needs of the people in the local area (through information gathered via carefully designed questionnaires as well as through conversations with staff and individuals).

The programme usually consists of a mix of popular art forms such as ceramics, felt-making, jewellery making, creative writing, music and wood crafts resulting in a varied and exciting programme enabling people to try something new as well as expand on skills already gained. Each programme enables participants to access workshops on a near weekly basis and according to demand thus providing the option to access as little or as regular provision as appropriate. They work to create an environment that supports and inspires learning, creativity, social interaction and improves well-being.

"I can't wait for the next time, the artist was very good, knowledgeable and helpful".

Participant

"It was an excellent workshop and it helped ease my depression and made me feel very positive".

Participant

The Welsh NHS Confederation

[The Welsh NHS Confederation](#) is an independent membership body for the full range of organisations that make up the NHS in Wales. It works with its members to affect positive change through:

- strong representation
- the promotion of an understanding of the health system within the political landscape and the influencing of health and social care policy

It also shares best practice and partnership working with a wide range of other health and social care organisations and arranges an annual conference and other events to bring the NHS in Wales and its partners together.

In September 2017, The Welsh NHS Confederation and Arts Council Wales signed a Memorandum of Understanding. This committed us both to work together to support the advance of practice, understanding, research and policy around the benefits that the arts can bring to people's health and well-being. Shared areas of work are likely to include initiatives around prevention, social prescribing, mental health and resilience. It's also intended that there will be a review of the impact that being creatively active can have on people's health and well-being.

The Memorandum of Understanding will lead to a joint work-plan for the Arts Council of Wales and the Welsh NHS Confederation and its partners. This will include the production of relevant joint briefings or reports around the benefits of the arts to people's health and well-being.

Both organisations will work together to raise awareness of the drive for a mass shift in public thinking about health. An important part of this will be supporting Wales to become a creatively active nation.

A copy of the Memorandum of Understanding is included in the [Appendices](#) to this report.

Local Government

Local Government plays a vitally important part in the lives of every person in Wales. Councils provide the services which educate our children, look after our elderly, dispose of our waste and light our streets.

Local councils work with a range of local and national partners and bodies in delivering local services, providing democratic representation and providing strategic leadership. Many of these partners are local third sector or community groups, but a range will be public sector bodies or other levels of government. Local authorities also play an active role in matters of health and social care.

Councils also work with public service partners such as:

- Fire and Rescue Authorities
- Police and Crime Commissioners
- National Park Authorities
- National Resources Wales

The Partnership between the Arts Council of Wales and local government is just one of these relationships. It provides the foundation of the arts in Wales. Between us, we have the potential to touch the lives of everyone in Wales.

Local authorities bring to the table their local knowledge, broad range of responsibilities, their citizen focused delivery and their democratic representation. The Arts Council brings specialist expertise and a national and international perspective on arts practice and development. Both of us provide funding and investment that enable creative activity.

Local Government is central to the provision of social care. Social care for the elderly takes up around a third of councils' budgets – more than £550m in 2016/17. Local authorities have long advocated more effective synergy between health and social care – the arts could potentially provide connections between these two areas as part of a wider strategic approach.

A digest of Arts and Health activity currently being initiated and delivered by local authorities across Wales (identified through our Mapping survey) is included in the appendices to this report.

Public Service Boards

The Well-being of Future Generations (Wales) Act 2015 established statutory Public Service Boards. These replaced the voluntary Local Service Boards in each local authority area. The purpose of Public Service Boards is to improve economic, social, environmental and cultural well-being of citizens in its area by strengthening joint working across all public services in Wales.

The Public Service Boards are required to assess the state of economic, social, environmental and cultural well-being in its area and set objectives to maximise the Public Service Boards' contribution to the well-being goals. Each Public Services Board must prepare a Local Well-being Plan.

A variety of specialist organisations sit on each Public Services Board including statutory partners (the Local Authority, the Local Health Board, the Welsh Fire and Rescue Authority and Natural Resources Wales). Representatives from the Police and relevant voluntary organisations are also invited to attend.

Public Service Boards across Wales are currently developing their Well-being plans. These will consider the collaborative actions they will take in the short, medium and long term to improve the well-being of their citizens and communities.

Each Public Service Board is approaching this challenge differently based on their well-being assessments completed at the beginning of 2017 and guided by wide ranging consultations with local citizens and organisations.

Well-being plans are currently being consulted upon and are expected to be published in May 2018. The Arts Council is contributing to each of the consultations.

Arts Council of Wales

The Arts Council of Wales is the country's official funding and development organisation for the arts. Our principal sponsor is the Welsh Government. We also distribute funding from the National Lottery and raise additional money where we can from other public and private sector sources.

Working together with the Welsh Government, we support and promote the important contribution that the arts make to Wales. We also help to show how the arts are able to help the enactment of wider Government policy, including cultural, social and economic renewal.

Our vision is of a creative Wales where the arts are central to the life and well-being of the nation.

We provide a range of professional services in and through the arts:

- **We support and develop high quality arts activity** – we invest public funding, provided by the taxpayer, and allocated to us by the Welsh Government. We use these funds to create opportunities for people to enjoy and take part in the arts
- **We distribute Lottery funds** – through applications to our Lottery funding programmes we're able to invest in projects that develop new arts activity, supporting individuals, communities and organisations
- **We provide expert advice about the arts** – through our Council, staff and National Advisers we have the largest concentration of specialist arts expertise in Wales
- **We share information** – we're the national centre of a network of information and intelligence about the arts in Wales. We also have strong international links in the UK and beyond
- **We raise the profile of the arts in Wales** – we're the national voice for the arts in Wales, making sure that people are aware of the quality, value and importance of the country's artists and arts organisations

- **We generate more money for the arts economy** – we manage initiatives such as *Collectorplan* (our scheme to encourage more people to buy art); we secure European funding to grow the arts in Wales; and manage major projects such as *Creative Learning through the Arts* (a joint initiative with the Welsh Government to promote creativity in Welsh schools)
- **We influence planners and decision-makers** – the arts take place in many different settings. They can have a dramatic impact on the quality of people’s lives, and the places in which they live and work. The arts are also frequently at the heart of initiatives for economic and social regeneration. Our job is to ensure that the contribution that the arts can make is recognised, valued and celebrated
- **We develop international opportunities in the arts** – through our specialist agency, *Wales Arts International*, we develop partnerships with cultural organisations such as the British Council, we promote internationally the contemporary culture of Wales, and we encourage international exchange and collaboration between artists and arts organisations
- **We promote small scale performances in local communities** – our *Night Out* scheme provides financial incentives to encourage the promotion of high quality arts activity in local community venues

Wales Arts for Health Network

Wales Arts for Health Network is the national network for arts and health professionals across Wales. 69.5% of respondents to our Mapping survey were members of this network. Coordinated by Angela Rogers, of ENGAGE Cymru, it is free to join and open to anyone working in, or with an interest in the field. Since setting up in 2013, it has developed into a vital face-to-face and virtual meeting place of arts and health professionals.

There are currently some 130 members. The majority (100) are based in the six Health Board regions across South, Mid and West Wales, with a further 30 members based in North Wales (BCUHB region). Membership is drawn mainly from the arts sector (including 49 artists and 34 arts organisations).

In addition, there are 7 local authority arts officers represented on the Network, 19 academics and 15 professionals connected to the NHS including Health Board arts coordinators and Public Health Wales staff.

Wales Arts for Health Network offers online and face-to-face networking opportunities through its regular information-sharing emails and meetings.

Additional symposia and training events provide an opportunity for a range of experts in the field (from within Wales and beyond) to contribute presentations on specific themes whilst members share case studies and ongoing projects.

The Network has been successful in securing two rounds of Artworks Cymru seed funding to enable it to develop the [Artists in Hospitals Toolkit](#). This is a practical handbook aimed at supporting artists new to health environments.

The Wales Arts Health & Well-being Network has been funded through Arts Council Sharing Together grants since 2013 and annual running and activity costs amount to £5,000. This covers an average of 6 meetings a year and enables ENGAGE Cymru's Coordinator to allocate 10 days of her time to coordinating the network and facilitating activities.

The Network isn't currently set up or constituted in such a way that allows it to apply for grant funding in its own right. Instead, it works in partnership with ENGAGE (which acts as the accountable body and fulfils the coordination role). This has proved to be an efficient, stable and cost-effective arrangement.

Whilst Arts Council funding has proved invaluable in establishing the network, the need to re-apply at 6-monthly intervals hampers long-term planning. Furthermore, as it is a modest funding stream designed to support the start-up costs of new networks rather than provide ongoing, long-term funding for established ones, Sharing Together only offers a short-term funding solution. As Wales looks to develop its work around Arts and Health, the challenge for the Network will be how to move to a more sustainable and secure financial footing.

The Wales Arts Health & Well-being Network (WAHN) is proving a vital part of the emerging infrastructure, supporting practitioners who are active in this field. It is enabling the sector to find its voice and raise the profile of Arts & Health practice. WAHN is a key mechanism for sharing expertise and disseminating best practice in the field. However, with modest levels of short-term funding limiting its scope and preventing it from realising its full potential, further investment would make a significant contribution to the development of Arts and Health practice in Wales.

Assembly Cross Party Group on Arts & Health

A Cross-Party Group on Arts & Health (Chaired by Eluned Morgan AM) was established by the National Assembly for Wales in 2016. In even a short space of time it has brought valuable political influence, visibility and momentum to the Arts & Health field.

Put simply, its purpose is "to promote and encourage the arts as a way of improving health outcomes." Members include

[Eluned Morgan AM](#) (Labour, Mid & West Wales);

[Jayne Bryant AM](#) (Labour, Newport West);

[Dafydd Elis-Thomas AM](#); (Independent, Dwyfor Meirionnydd)

[Nick Ramsay AM](#) (Conservative Party, Monmouth);

[Julie Morgan AM](#) (Labour, Cardiff North);

[Mike Hedges AM](#) (Labour, Swansea East).

The secretariat is provided by Live Music Now Cymru.

The Arts Council of Wales is an active member of the Group.

A wide cross-section of key individuals and organisations from the arts, health, voluntary and local government sectors have joined meetings in the Group's inaugural year. Also attending have been the Cabinet Secretary for Health, Well-being and Sport, Vaughan Gething AM, and Dai Lloyd AM, Chair of the Assembly's Health, Social Care and Sport Committee. 30.5% of respondents to the Mapping Survey reported that they were members of the Cross Party Group.

The Cross Party Group is currently refining its priorities and membership to best complement the work of existing groups and networks. [Further information](#)



Image: Brian Tarr

NATIONAL

The Forget-me-not-Chorus

A LIFE-AFFIRMING, ARTISTIC EXPERIENCE THAT STIMULATES BOTH THE MIND AND BODY OF THOSE LIVING WITH AND ALONGSIDE DEMENTIA

Since forming in 2010, (after a successful joint project with WNO and the Vale of Glamorgan Alzheimer's Society) demand for the work of The Forget-me-not-Chorus has expanded rapidly and the charity now works in a range of community and care home settings involving 170 participants weekly through its five choirs. The Forget-me-not-Chorus offers unique opportunities for those living with dementia and their loved ones to share in creative experiences in a safe and 'normalising' environment full of fun, laughter and singing. Rehearsals and performance provide a focus to the week; a topic of conversation for family

and friends; a sense of purpose and pride for all participants as well as an ongoing community of support and understanding.

Working with professionals across a wide artistic spectrum, the Forget Me Not Chorus creates new performance pieces that empower its choristers and gives them a real and resonant voice.

Most importantly, The Forget-me-not-Chorus is a life-line for those who may otherwise be isolated and excluded from everyday shared activities, enabling partners and families to create new memories and essentially celebrate life in the moment.

Key Outcomes:

- Regaining lost confidence
- An increased willingness and facility to communicate verbally with each other
- An opportunity to socialise in a safe, supportive and relaxed environment
- Sharing and experiencing a special time with loved ones
- Enhancing the quality of life for people living with dementia

"It is perfect, no pressure, just fun. For us, choir evening is our happiness fix. It is a spa for the soul."

Participant

8

The practice on the ground

This section looks at work that's been identified through the online survey. It draws out some of the key findings and provides an overview of the practice on the ground. It highlights the main strengths of this work as well as its challenges.

Overview

Taken together, the Mapping responses paint a picture of a lively and diverse spread of Arts and Health activity across Wales. Programmes range from Silver Circus workshops for elderly residents in Care Homes in Cardiff to *Made in North Wales*, an innovative and ambitious social prescription model offering the arts as part of a menu of non-medical alternatives to health challenges.

Across Port Talbot and Swansea, storytelling is being used to help improve mental health following the appointment of ABMU's clinical nurse specialist in storytelling (a world first as far as we know); whilst at Theatr Hafren in Newtown, art workshops for young people with poor mental health are helping participants to develop portfolios of work that form the basis for their applications to higher education.

Other examples of activity include:

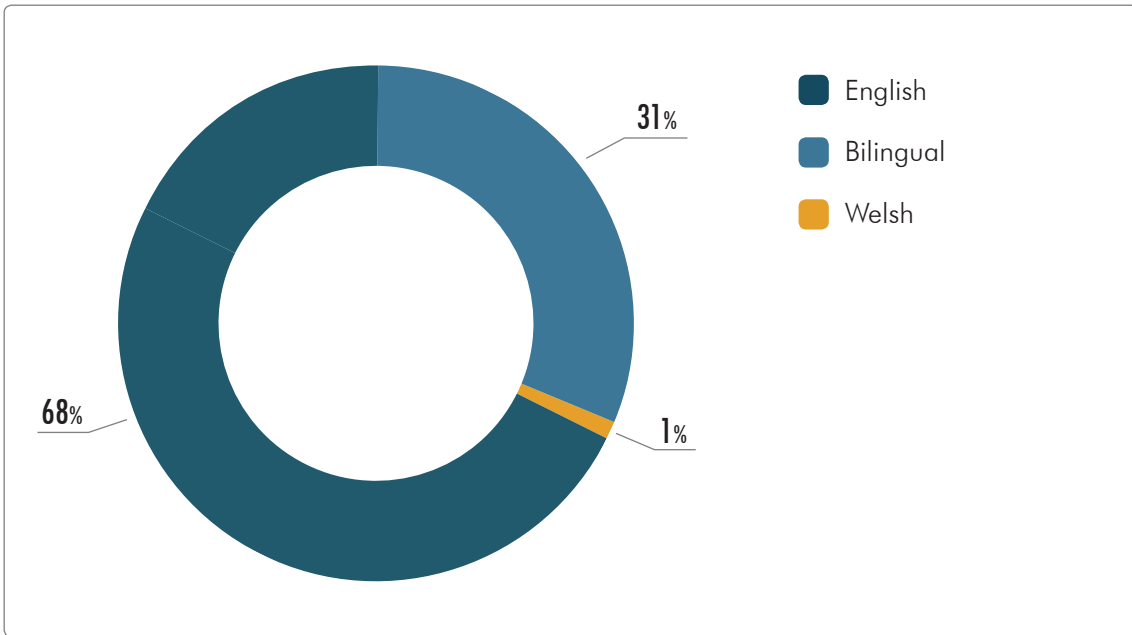
- a vibrant mix of choirs supporting people's well-being as well as particular health conditions (Dementia; Stroke and lung / breathing)
- participatory dance programmes that are helping to prevent falls and increase mobility for people with Parkinson's
- socially engaged artists are delivering high quality interventions in a variety of settings, such as dance artist, Cai Tomos' work with older members of *Cain and Estyneto* at Galeri
- public art that enriches healthcare buildings for those who use them
- professionally staged work
- academics who are grappling with – and raising awareness of – some of the big health issues of the day (including mental health and dementia)

Judging by the feedback from the survey, these arts and health interventions are bringing fun, pleasure, stimulation and meaning to people's lives. They're also helping to building personal resilience and contributing to people's general sense of well-being and quality of life.

Prevention was a key driver behind many of the projects:

- 48.8% (101 projects) described their main focus as preventing people from becoming ill; helping people stay as well as possible or promoting the health and well-being of the public
- 29% (60 projects) focused mainly on treatment or recovery (arts interventions that seek to complement conventional medical treatment when someone is unwell)

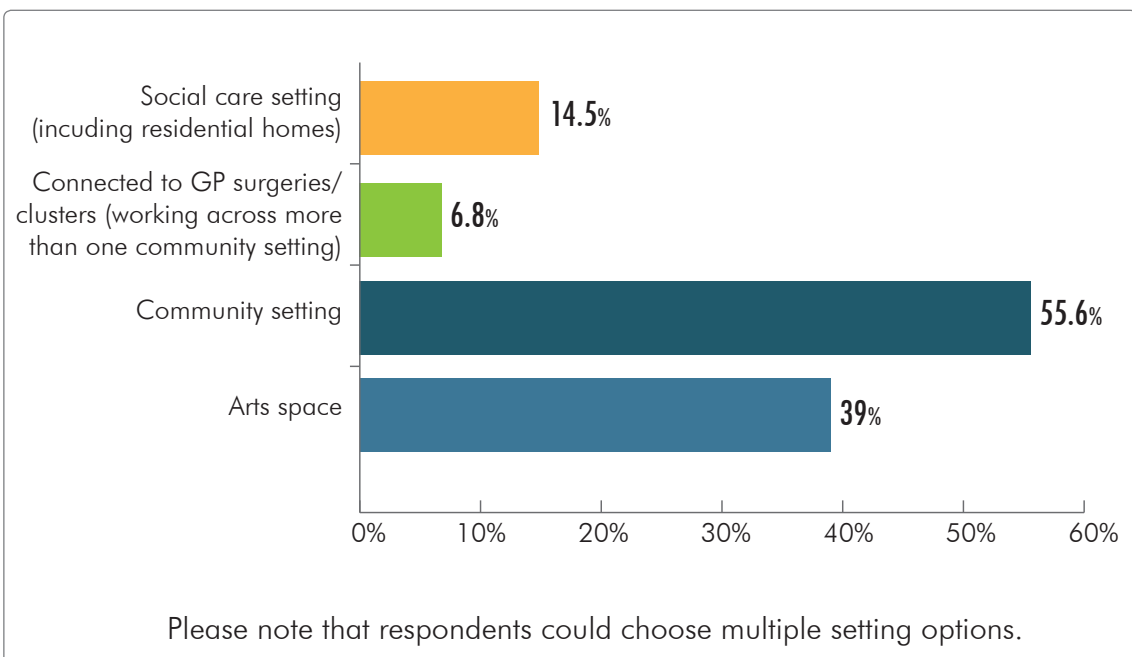
The language through which projects are delivered roughly reflected the language speaking profile of Wales:



Regional variations were, however, evident in Welsh-speaking heartland areas. Projects in West Wales and North Wales had a higher percentage of projects delivered bilingually.

Hywel Dda was the region that delivered most projects bilingually (57.7% of projects compared to 42.3% delivered through English). The Betsi Cadwaldr UHB region also has a strong bilingual offer with 49.4% of projects being delivered bilingually and an equal percentage with those being delivered in English.

The majority of Arts and Health projects took place in **primary care settings**:

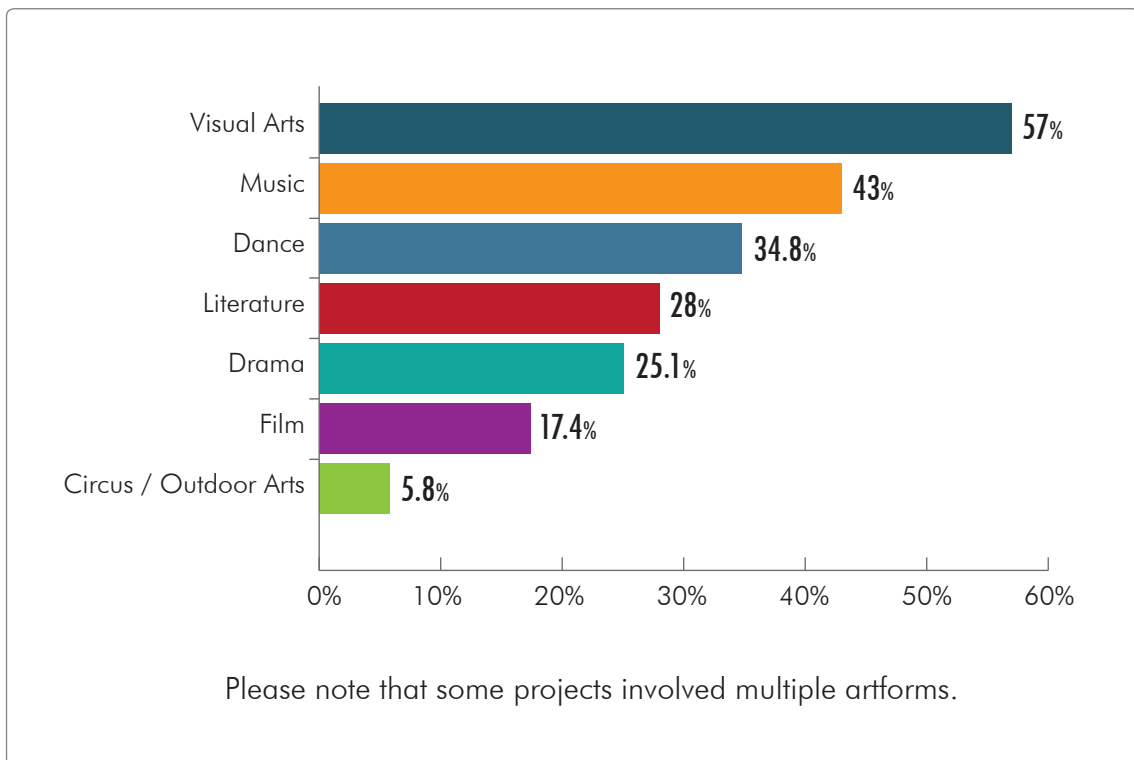


23.2% took place in hospitals (secondary care). For example, Rubicon Dance runs a weekly programme for children at Noah Ark’s Children’s Hospital for Wales at University Hospital Wales. Sessions are tailored for children aged 6 months - 11 years who are patients in oncology, on the renal ward, and general medical ward.

Arts and Health work in Wales is inter-disciplinary and collaborative with many projects working across artforms.

A total of 207 projects were reported on through the online Mapping Survey.

Most were confined to one health board. 32% took place across 2-3 health board areas and 15 projects were national projects delivering across all seven health board regions.



Visual Arts was the artform most commonly featured within arts and health projects with 57% or (118 projects) including the visual arts within its programme of activities. (This comprises both participatory projects in the visual and applied arts as well as capital projects involving the commissioning of public art to enhance healthcare environments).

Music also featured strongly (43%) as did Dance (34.8%). A number of projects included Literature / Creative Writing / storytelling (28%) and Drama (25.1%).

Film featured in 17.4% of projects whilst Circus / Outdoor Arts were less prevalent at 5.8%.



image: Victory Line Media

Region: HYWEL DDA UNIVERSITY HEALTH BOARD

In The Loop

A SONGWRITING PROJECT WITH RESIDENTS FROM SIX CARE HOMES ACROSS PEMBROKESHIRE, USING LOOP PEDAL AND GUITAR

As part of the Gwanwyn Festival in July 2017, Live Music Now Wales were funded by Age Cymru to deliver a week of performance and loop pedal workshops with elderly residents in care homes across Pembrokeshire. LMN Wales singer/songwriter, John Nicholas, led the sessions using vocals, guitar, loop pedal and percussion to create and record a new song with residents. The sessions were so successful that LMN funded another week with residents in August to further develop the project. The resulting song *“I’ve Got Soul”* features residents singing the

chorus and playing percussion, with John performing the verses which speak of the challenges of old age, whilst celebrating the heart and passion that remains even when bodies may fail us. Residents’ mental and emotional health improved as a result of the project, as it provided them with a voice to express their thoughts and feelings.

The inclusive nature of the loop pedal and percussion elements allowed everyone to take part regardless of ability. The song was released as a charity single with video via online stores in September 2017.

Key Outcomes

- Combatting isolation and loneliness, the project provided opportunities for participants to socialise with others, leading to the formation of new and deeper friendships between residents and staff, which acted as a support between sessions
- An outlet for creative energy and self-expression, positively affecting mood and emotions
- Participants gained a sense of achievement and pride from creating a music single and video
- Improved physical and mental well-being through taking part in songwriting, singing, percussion and dancing

Although we identified 15 national programmes, most activity is small-scale, delivered locally and confined to one health board region. There is a particularly strong offer across North Wales with most projects identified in the survey being delivered across the Betsi Cadwaladr UHB region.

Work is mainly concentrated within Primary care settings with a strong focus on prevention. Nearly all projects were concerned with mental health and well-being with importance attached to the social dimension and benefits of arts interventions.

Dementia figures large within the survey and emerges as a central focus nationally. There is also the sense of a growing emphasis on projects designed around young people's mental and emotional health.

Although, in many instances, professional arts organisations, arts and health practitioners and socially-engaged artists are centrally involved, they form only part of the picture. A broader range of organisations and delivery agents (drawn from health, local authorities, Housing Associations and the voluntary sector) are combining forces around Arts and Health to make things happen.

With signs of a social movement developing around Arts and Health, communities themselves are setting up and sustaining well-being drop-in clubs and support groups with an arts focus. This is a sector that values and depends on partnerships. Health and well-being is the common goal around which a 'melting-pot' of stakeholders are collaborating.

Project examples

Projects ranged considerably in terms of size, scale and duration. Some of the longer term interventions would more accurately be labelled as 'programmes'. Consequently, it's not possible to compare like with like or helpful to read too much into the number of projects in isolation. People's definition of what constitutes a 'project' varies considerably, as does their duration.

In the case of Chapter Arts Centre's *Tinted Lens*, for example, an imaginative day's programming was provided for people living with Dementia. It comprised workshops, lectures and screenings and was designed to coincide with Dementia Awareness Week and the centre's wider dementia-friendly initiatives.

Whilst the final staged production of a piece of work may be short, they are invariably researched, created and incubated over a lengthy period of time. Paul Whittaker's theatre piece *Of Gods and Kings*, which powerfully challenged perceptions of what it's like to live with mental illness, is one such example.



Image: Sión Marshall-Waters

Region: POWYS TEACHING HEALTH BOARD

Hwyl / Fun

A COMMUNITY HOSPITAL- BASED ARTS PROJECT SUPPORTING ADULTS TO LIVE WELL WITH DEMENTIA

Hwyl / Fun is a well-being project based at Brecon War Memorial Hospital. Initially funded through Big Lottery Awards for All and the Hospital's League of Friends, the project supports the well-being of both adults living with a dementia diagnosis, and those that care for them – family, healthcare workers, carers and volunteers.

The project is a partnership between Arts Alive Wales and Dementia Matters in Powys, who continue to work with the hospital and community partners to extend good practice. Both organisations believe that creativity is fundamental to well-being and that participation in the arts can help people live well with dementia.

Weekly sessions of an hour and a half in a hospital day room are run by one of a team of four professional creative practitioners – a visual artist (Tessa Waite, who led the project and attended every session), a writer, a movement practitioner and a musician. They offered a warm welcoming atmosphere for creative, collaborative sessions that comprised music making, gentle movement, song, reminiscence, poetry, visual arts and craft.

“focusing on the present and offering new skills and activities rather than just those based around memory had a really positive impact”

Tessa Waite, Lead Artist

Key Outcomes:

- Improved communication, understanding and interaction; the activities ‘unlocked’ patients stuck in repetitive, and often distressing cycles of anxiety and confusion
- Improved mood and enjoyment for all those taking part, whatever their role
- Reduced sense of isolation as well as providing a sense of routine for participants
- Sense of achievement for those taking part.

A vast range of [participatory programmes](#) are run across Wales on a regular weekly/monthly basis such as:

- [Men in Dens](#) – part of Head4Arts' Menu4 Life, providing woodcraft workshops for men with low levels of mental health or facing isolation in Abertillery
- [Aimee's Fridays Art Group](#) – an informal adult art group that meets at the Old Library in Prestatyn, using mixed-media to create work on different themes
- [RAY Ceredigion Clonc a Chreff/Craft & Chat](#) – a weekly creative, craft session for people recovering from illness as well as those suffering poor mental and emotional health
- [Strictly Parkinson's](#) – Parkinson's UK's (South Powys branch) weekly movement and dance sessions led by dance practitioner, Heidi Wilson, in Builth Wells (and elsewhere across Wales too)
- [The Arts and Friendship group](#) – weekly arts activities to tackle social isolation at the Carriageworks in Denbigh in partnership with Denbighshire's Community Arts Team and the GP Partnership

A small handful of [projects delivered on a larger scale](#).

Age Cymru's [cARTrefu](#) programme of work, for instance, has delivered a total of 1,024 workshops in 122 care homes across Wales since 2015.

The programme involves a team of 16 professional artists and mentors across the Performing Arts, Visual Arts, Words and Music. Each artist undertakes 8 residencies (each lasting two months) in care homes across Wales.

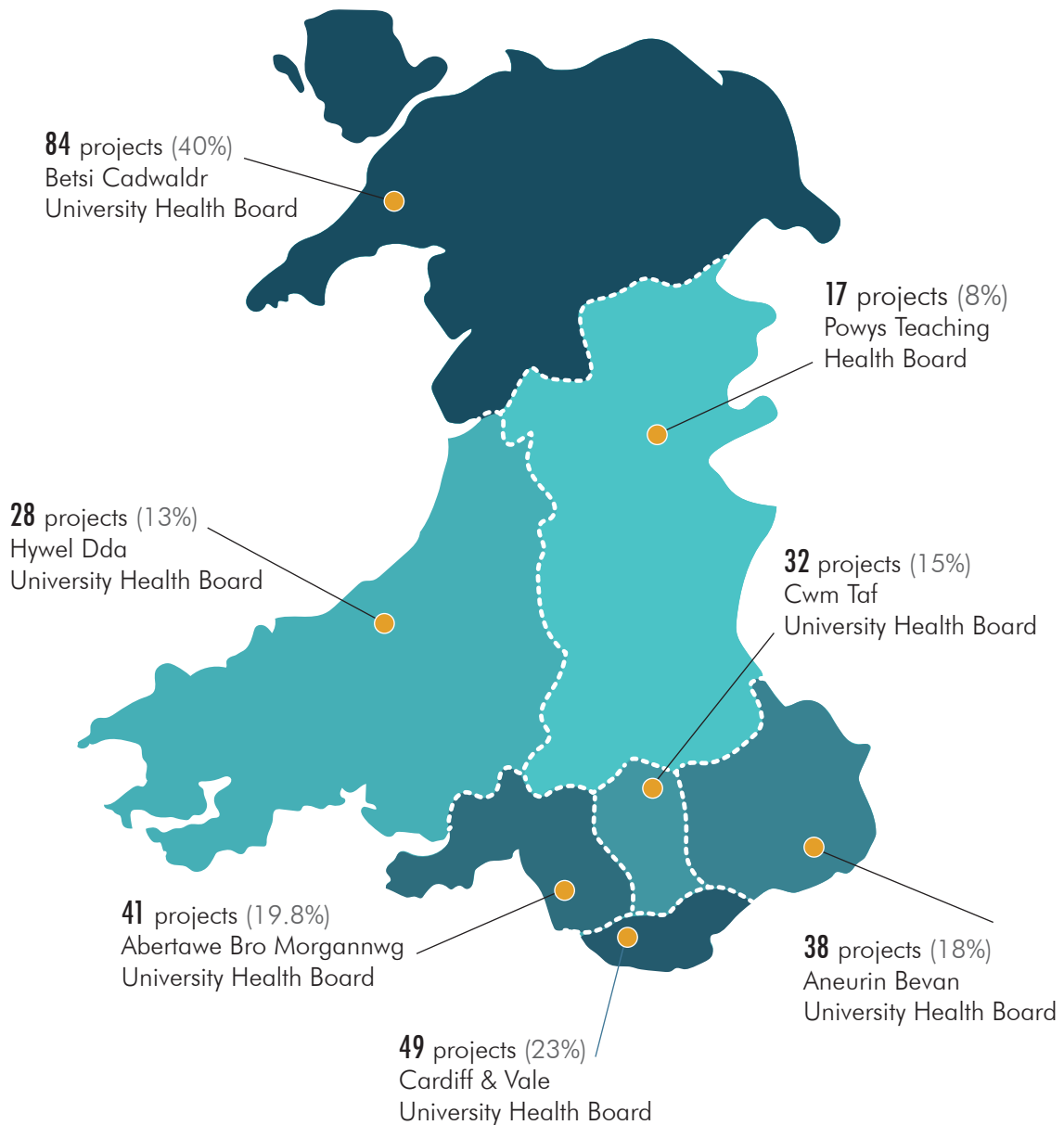
[Creative Well](#) – is BCUHB's extensive Arts, Health and Well-being Programme. This over-arching programme of work and partnership projects extends across all six local authority areas in North Wales. Built up over 10 years, it aims to bring clinicians, academics, artists and the cultural sector together to put the arts at the heart of healthcare.

[Live Music Now](#) works nationally taking live music to all 22 local authority areas throughout 2016/17, delivering a total of 201 sessions in hospitals, care homes and other community settings for older people.

[Music in Hospitals](#) also delivers nationally, providing an average of 500 performances annually in hospitals across Wales.

Geographical Spread

The survey revealed noticeable differences in terms of the extent of activity across different regions of Wales:



To some extent, these statistics must be treated with caution.

The short-term survey that accompanied this Mapping doesn't claim to be a comprehensive audit of all that's currently going on within Arts and Health in Wales.

It's interesting to note, however, that the four regions with the most project activity are those where there's a dedicated Arts and Health coordinator. Where dedicated staff are in post, they're able to cultivate projects, broker links across sectors and fund-raise. These areas also tend to have more developed or established support structures for Arts and Health (such as a strategy and /or a Steering Board) within the Health Board.

The Well-being benefits of Arts and Health projects identified in our survey

We wanted to explore people's understanding of the benefits that they felt were being gained through Arts and Health activity.

Our survey invited respondents to identify their top three project **strengths and challenges**.

Pleasure was highlighted as a major strength amongst those taking part in Arts and Health projects. Enjoyment, having fun, feeling good, relaxed and happy featured strongly in responses suggesting that pleasure is an intrinsic part of what makes Art and Health projects work – an active ingredient that engenders positive health outcomes for participants and affirms a broader sense of well-being.

The opportunity for participants to **connect** and **socialise** with others through participatory arts and health projects was also a striking feature amongst responses. Respondents mentioned the increased sense of community that arts and health projects enabled. Building social networks and support networks; working together and making friends were all strengths highly prized for participants. For staff and practitioners, the connection came through partnerships with other colleagues and the chance to co-produce and collaborate. These responses indicated an inter-disciplinary field of practice, very well placed to bring sectors together across silos and build on existing connections between individuals and organisations.

Building confidence and self-esteem as well as new skills were also cited as key strengths as was **the inclusive and non-judgemental** nature of arts interventions. This helped create an informal, relaxed setting which helped participants feel safe and welcome.

Other strengths that were frequently highlighted included:

- **empowering / giving participants and patients a voice**, including developing communication skills
- helping people to develop **coping mechanisms** and **take greater control** over their own health and well-being
- Providing opportunities for people to **be creative**, providing **stimulation**, and **an artistic outlet to express emotions**
- giving **meaning** and **purpose** to people's lives
- high quality **professional practitioners**
- changing and **challenging perceptions** of what people can achieve
- **Increased mobility and physical health** was cited as a strength for many of the dance projects with older people

These strengths underline how well placed Arts and Health projects are to contribute to the prevention and well-being agenda around person-centred care and enabling people to take greater control of their own well-being, themes very much in line with current government and NHS priorities.

Nurture - Celebrating the Nursing Profession at St Woolos Hospital

A CREATIVE COLLABORATION BETWEEN GWENT ARTS IN HEALTH (GARTH) AND BA (HONS) STUDENTS ON THE CREATIVE AND THERAPEUTIC ARTS COURSE AT THE UNIVERSITY OF SOUTH WALES (USW)



Senior Nurse Mary Hopkins and Ward Manager Tina Veater with student Elizabeth Anne Gardner's artwork 'The Unknown Soldier' installed in St Woolos Hospital. Image: Sarah Goodey

GARTH invited Year 2 Creative and Therapeutic Arts students to respond to a professional brief to create artwork for St Woolos Hospital that both brightened the walls and celebrated the nursing profession.

Students explored different elements of the brief, drawing on visits to the hospital, historical research and (very importantly) dialogues with the nurses of St Woolos themselves. This provided a valuable opportunity for students to develop their understanding of the therapeutic potential of artworks in hospitals through professional engagement with the established arts in health organisation, Gwent Arts in Health.

The students appreciated the contact with members of the nursing profession at St Woolos, whose insight and personal stories provided much of the inspiration for the exhibition. Key themes that emerged from these exchanges (and which were depicted in the resulting artworks) illuminated the role of the nurse as compassionate, nurturing and resilient – a person working for the greater good through compassion and teamwork.

The exhibition was opened in May 2017 by members of nursing staff from ABUHB at an event that brought staff and students together to share and discuss the work.

Key Outcomes:

- Students gained professional experience of working in a hospital context, making high quality and meaningful work
- The project celebrated Staff Voice - Nurses and ex-nurses were able to tell their stories and have them featured in public artwork
- A range of Health Board staff (from Facilities, Works & Estates, Medical Photography) came together through a creative project to enhance their workplace
- The production of quality visual art enhanced a sterile public environment
- The exhibition provided an off-ward walking destination for long stay patients as well as a reflective space for staff and relatives
- A successful co-production project to meet shared aims and objectives which will be repeated in 2018

We also wanted to explore people's perception of some of the [challenges](#).

18% of respondents to our survey didn't provide any information on challenges. Of those who did, about a third singled-out [funding and resources](#) as one of the main challenges they face. Much of this activity is under-resourced and reliant on passionate and dedicated individuals who make possible their work on very modest means, depending on social assets, drawing on social capital and goodwill.

[Communication](#) was also raised as a problem, with information not always well shared. There was also a concern that sector meetings were sometimes scheduled at late notice or located more often in South Wales or in hard-to-reach locations. A lack of co-ordinated communication across the country as a whole was cited by many, leading to isolation and unconnected pockets of work in different regions and health boards.

Lastly, many respondents raised [ethical uncertainties](#) through their work, wondering what kinds of (art) practice were appropriate to healthcare services. More support and training could also be facilitated in relation to sensitive areas such as working with vulnerable people, those with mental health issues, or patients with dementia.

Protected characteristics

In terms of equalities, 45.9% of Arts and Health projects sought to involve people on the basis of their age – tailoring activities either for young people or those over 50. The survey form didn't differentiate between these age groups, but reading through the responses, the largest proportion of work is clearly focused on the elderly, including those with Dementia and Parkinson's.

However, the survey also reveals a growing number of programmes focused on young people, particularly in relation to mental health and well-being.

The other protected characteristic that drew a significant response from respondents was disability.

Many survey responses (33.8%) identified their work as specifically involving disabled people. However, on reading through the project descriptions, it's clear that whilst many are clearly focused on health and well-being, others appeared to be more general arts activities involving disabled participants.

This suggests that some people are unclear about when (and if) disability crosses over into health. Since plenty of disabled people consider themselves to be perfectly healthy, some of the work reported on might more accurately be described as Equalities projects. Moving forward, more clarity and training around this would be helpful for the sector.



Image: Rob Spaul

Region: BETSI CADWALADR UNIVERSITY HEALTH BOARD

Creu / Create

AN ARTS PROJECT FOR YOUNG PEOPLE EXPERIENCING EMOTIONAL AND MENTAL HEALTH DIFFICULTIES

Creu / Create is an arts project providing opportunities for young people age 12 to 16 who are experiencing mental health and emotional difficulties. Participants attend Creu / Create fortnightly at Venue Cymru in Llandudno. At each session they engage with a broad range of arts genres led by the interests of the young people. Participants, who are all referred by health practitioners, learn new skills, improve their confidence, creativity and engagement skills. They have opportunities to attend theatre shows and to produce, if they wish to, their own exhibitions, books, videos or performances.

At the beginning of each session, the leaders and participants sit together to eat a healthy meal and to discuss their week, what they are going to do in the session and plan future sessions.

They work with two groups of young people and have seen improvements in mood and well-being for the overwhelming majority of participants.

Creu / Create is a Conwy Arts Trust project, run in conjunction with Venue Cymru, Child and Adolescent Mental Health Services (CAMHS) and Conwy County Borough Council.

Outcomes:

Young people participating in Creu / Create benefit from:

- Improved mental well-being
- Increased engagement
- Developing new skills

“Create has provided a really brilliant and unique kind of opportunity for a number of the young people that are known to CAMHS in Conwy. I believe that the project has contributed significantly to their recovery and maintenance of their well-being”

Dr Helen Fitzpatrick (Consultant Child & Adolescent Psychiatrist)

Mental Health – a key area of activity

Mental Health was a focus of nearly all projects, with

99%

of arts and health projects aiming to have an impact on the participants' mental health and well-being.

Most projects (122 or 58.9%) aimed to impact positively on both the participants' mental and physical health. This suggests that arts and health practitioners take a holistic view of mental and physical health. They regard them as inextricably linked, with improvements in mental health and well-being having a positive knock-on effect on people's physical health and vice versa.

85 projects (41%) were solely focused on mental and emotional health / well-being. Only 2 projects stated that the main impact of the project focused on physical health / well-being alone. Dance activity, in particular, reports positive impacts on both physical and mental health. There is a rich seam of regular participatory dance on offer from the network of community dance organisations throughout Wales, reaching people of all ages.

Mental Health was a universal concern. Arts and health activity in this area ranged from regular groups undertaking participatory arts activities to research projects and productions. Some work focused on acute mental health conditions within specialist hospital units.

Examples of programmes reported on include:

- **Creu / Create** – a fortnightly arts project at Venue Cymru, Llandudno for young people aged 12-16 who are experiencing emotional and mental health difficulties. Young people are referred by health professionals and the project is run in partnership with Child and Adolescent Mental Health Services (CAMHS) and Conwy County Borough Council. BBC Children in Need has recently awarded the project a grant of £97,944 to develop the programme over the next three years.
- **Inside Out Cymru** – a mental health and arts charity that offers a varied programme of workshops across Gwent for people experiencing mental distress. Sessions are led by professional artists across various artforms.
- **Betsi Cadwaldr University Health Board Mental Health and Capital Estates redevelopment project** – an extensive programme of arts projects, capital art commissions, creative public consultation including service user artwork as part of a major capital redevelopment to provide an enhanced environment for approximately 23 wards and hospitals across the health board.



Sycamore Ward staff Vicki Richards and Nadine Jenkins decorate walking frames
Image: Sarah Goodey, GARTH/ABUHB

Region: ANEURIN BEVAN UNIVERSITY HEALTH BOARD

Pimp My Zimmer!

A FUN, CREATIVE ACTIVITY INVOLVING PATIENTS, CARERS AND STAFF DURING DEMENTIA AWARENESS WEEK

Led by the Occupational Therapy team of Sycamore, the Dementia Assessment Ward at St Woolos Hospital, Newport, this project involved staff and patients in decorating their walking frames. Tailoring the designs to individual patients, staff used lights, textiles, crochet, flags, tape, bicycle bells, flowers and other materials to create a series of joyful and distinct walking frames for their patients.

The project enabled staff to showcase their creativity and innovation and the frames were well received by the patients, remaining in place for a long time after the event. Pimp my Zimmer proved to be a failure-free activity that boosted the staff's creative confidence.

The decorated frames were attractive, personalised and individual which meant that they were more likely to be used by the patients – a critical factor in falls prevention.

'Pimp My Zimmer' complemented the Sycamore Ward's ongoing programme of activities and events for patients, families and carers which included a May Ball featuring live music and hairdressing. The programme of activities aims to maintain and/or regain everyday skills; re-connect with people's past and increase social skills and maintain cognitive and physical abilities through meaningful activities.

Key Outcomes:

- Older people were more likely to recognise and use their own walking frame, helping with falls prevention
- Personalisation helped people living with a cognitive impairment or dementia to connect with their frames.
- A fun activity for patients which contributed to well-being whilst improving patient safety.

- Tim Iliffe's *In our minds there are many rooms* project aims to engage with up to 1000 people across North Wales in converting medication boxes [K sized] into the state or contents of their mind for installations at Bangor Cathedral, Venue Cymru, MOMA Machynlleth and Wrexham Methodist Art Space.
- Arad Goch's bilingual theatre productions for young people - *Nid Fi*, *SXTO* and *SXPLO* – that explore issues such as cyber bullying, sexting and young people's mental health.
- *Virtual Embodiments* – a Research and Development collaboration focusing on youth mental health between Prof Karen Ingham and Dr Ann John of Swansea Medical School. The project worked with 18-24 year old participants who were also gamers and used the participants' knowledge of digital realities and avatars to assist them in creating unique virtual versions of their negative feelings.

Plays and staged work are increasingly broaching subjects around mental health. Sara Lewis' *Killer Cells* deals with recurrent miscarriage and the affect it has on mental health. Maternal mental health is also the preoccupation of *Gravida*, Aleksandra Jones and the *Republic of the Imagination*. This project – which includes films, exhibitions and performances – explores issues around depression and anxiety within new mothers.

Dementia

The Mapping found a very substantial amount of work around Dementia with projects spanning the full spectrum of activities. Examples included:

- **participatory work in a range of arts, community and primary care settings** (AGE Cymru's *Gwanwyn* festival; Denbighshire CC's *Lost in Art* ; Llantarnam Grange Art Centre's *Happy Mondays*; Celf of Gwmpas' *Reaching Out Drawing in*; Chapter's *Tinted Lens*; Dawns i Bawb's *Dyddiau Braf* ; National Theatre Wales' *I'll Sing this Song*; The Forget-me-not Choruses; Canolfan Gerdd's *Music for the Mind*; Re-live's *Memoria*; Literature Wales' *Reading Friends*)
- **Artists' residencies and interventions in hospitals** (Arts Alive's *Hwyl*; the HeARTH Gallery's *Bloom*; Ticky Lowe / Conwy CBC's *Time to Remember*; Valley & Vale's *Creativi tea*; Music in Hospitals).
- **Activity in care home settings** (Live Music Now; AGE Cymru's *cARTrefu* programme; Cyngor Gwynedd's *Arts for People Living with Dementia*);
- **Staged work** on Dementia (Re-Live's *Belonging*; National Theatre Wales's *Before I Leave Home*; BCUHB's *The D word*).

This rich range of work allied with the Welsh Government's strategy on dementia *Together for a Dementia Friendly Wales*' 2017-22 suggests that there is a strong basis and shared interest for further work to be developed in this field. It's also an area that crosses over and brings further opportunities to work with partners in social care.



Image: Rachel Cherry

Region: [CARDIFF AND VALE UNIVERSITY HEALTH BOARD](#)

Dance For Parkinson's

A DANCE PROJECT THAT AIMS TO HELP IMPROVE THE LIVES OF PEOPLE LIVING WITH PARKINSON'S DISEASE

Dance for Parkinson's invites people with Parkinson's and their carers/family to take part in a high quality dance course three terms a year that is creatively driven by the repertoire of National Dance Company Wales and English National Ballet. This provides a framework for participants to explore narrative, characters, themes, concepts and music which in turn stimulates imagination and encourages freedom of expression.

Since the project began, participants (those living with Parkinson's and their carers) have not only gained a deeper understanding of dance and of the work of NDCWales, they have also developed lasting friendships which have greatly improved their confidence and reduced feelings of isolation. This happens alongside the main benefit of an involvement in physical activity that helps participants cope with their symptoms and learn to understand the level of ability their bodies are still able to achieve. Dance for Parkinson's was created in partnership with English National Ballet.

Key Outcomes:

- Access to cultural provision for people with Parkinson's
- Aids people with Parkinson's physically, mentally and socially
- Training carried out within this project has led to many other groups being formed, creating a Dance for Parkinson's network
- Oversubscribed classes with a strong demand to expand the project across Wales. They have 38 regular attenders at the Dance House in Cardiff.

'It's remarkable that sometimes you can't walk but you can dance'

Dance for Parkinson's Participant

Parkinson's

The Dance sector in Wales is taking a particular lead in this area of work with National Dance Company Wales' [Dance for Parkinson's](#) regular sessions at the Dance House in Cardiff being complemented by the community dance sector's growing offer across Wales.

Rubicon Dance's Wales Wide Training Programme has helped bring dance practitioners together to develop the work and share practice. Classes run in Builth Wells, Pontypool, in Denbighshire as well as in Carmarthenshire.

Several other arts organisations are delivering participatory work around Parkinson's including Valley & Vale Community Arts at Bridgend Hospital.

Social Prescribing

Social prescribing, sometimes referred to as community referral, is a means of enabling GPs, nurses and other primary care professionals to refer people to a range of local, non clinical services. Just over a quarter of respondents (25.9% or 50 projects) said that their projects focused on Social Prescribing. This is a growing and live area of interest. However, although various Social Prescribing models involving the arts are in action across Wales, most are still at quite an early pilot phase and none appear to have been fully evaluated for effectiveness as yet.

Momentum around social prescribing is nevertheless building within Wales following publication of the latest Programme for Government *Taking Wales Forward 2016 – 2021*. The programme identifies the key priorities moving forward and includes an intention to "prioritise mental health treatment, support, prevention and de-escalation, including a pilot Social Prescription scheme".

Elsewhere, arts on prescription schemes are becoming more established and the benefits more widely acknowledged amongst healthcare professionals. Significant programmes have been developed including in Stockton, Bromley by Bow and Gloucestershire. Although Public Health Wales' 2017 Social Prescribing Evidence Map found that the evidence base for the examples (outside Wales) that it considered were insufficiently robust to measure effectiveness, research undertaken by the University of Westminster is more encouraging. 'Making Sense of Social Prescribing' found that social prescribing led to a 28% reduction in demand for GP services; a 24% fall in A and E attendance as well as a drop in secondary care referrals at 12 months (55%) and 18 months (64%). In addition, it estimated that the average Social Return on Investment was £2.30 per £1 invested in the first year.¹²

¹² Polley, M.J., Fleming, J., Anfilogoff, T. and Carpenter, A. (2017) *Making Sense of Social Prescribing*. Technical Report. University of Westminster, London



Region: CWM TAF UNIVERSITY HEALTH BOARD

Creative Well-being Social Prescribing pilot

AN EXPLORATION OF THE BENEFITS THAT REGULAR PARTICIPATION IN CREATIVE ACTIVITY CAN BRING TO WELL-BEING

Voluntary Arts Wales is working in partnership with Artis Community, Valleys Steps and local arts groups in the Cwm Taf area on this social prescribing project. The aim is to explore how people with low-level mental health problems might benefit from being prescribed creative activities in order to help maintain good mental well-being.

Participants in the arts activities - which include singing, dancing, visual arts and crafts - are being asked to report anonymously on their sense of well-being over a six-week period. The project is using this feedback to determine whether - and the degree to which -

active and regular participation in the arts demonstrates a sustained benefit in reported mental well-being.

Initial feedback has been very positive, and the intention is to demonstrate that people experiencing social isolation and those at risk of developing mental health problems can be 'prescribed' community-based creative activities as a preventative measure or complement to medication.

Valleys Steps, a mental health charity, was established with a Wales Well-being Bond, so the partners are also exploring the considerations for an arts-based manifestation of the Well-being Bond.

Key Outcomes:

- Improvements in self-reported well-being
- Improved social networks
- Development of a creative activity complement the maintenance of good mental health
- Improved links between creative groups and healthcare providers

"I've got a reason to get up in the morning, a purpose, and I'm learning stuff"

Participant

Our Mapping and wider field work suggests that there's no commonly agreed understanding of what social prescribing means within the arts sector. However, it's often described, or thought of, as a way of signposting and linking patients with local, non-clinical activities and support within the community.

Often a GP (or another healthcare worker within Primary Care) refers patients to such services, particularly in instances where the patient has an emotional or social issue (rather than a medical condition) or is presenting with mild mental health problems. Some participants self refer to arts projects.

In its briefing paper on Social Prescribing the Welsh NHS Confederation states:

“As it stands there is no clear agreement about what is meant by social prescribing but it does include any intervention that promotes well-being and self-care, encourages social inclusion and builds resilience for the individual and the community. Social prescribing is about treating the patient – not the illness.”¹³

The paper goes on to suggest that social prescribing should take an ‘assets-based approach’ to addressing health challenges by bringing people and communities together to focus on wellness rather than illness. Social Prescribing facilitates personal choice and control over achieving and maintaining well-being and thus represents a shift from:

“Traditional top-down models of care delivered in hospitals and GP surgeries to a non-medical, more networked approach by placing the patient at the centre of their care.”

Given how broad this area of work potentially is, and how closely Arts and Health practice aligns with its aims, a large number of existing arts and health programmes within Primary Care settings might be grouped or viewed under the over-arching banner of social prescribing. Indeed, a number of promising models are already at different stages of development across Wales (and highlighted in section 3 of the appendices).

Social Prescribing offers a significant and exciting opportunity for the arts to have a positive impact on people's health and well-being. It's also an area of work that the NHS and Welsh Government are increasingly exploring to relieve the pressure on primary care. However, the extent to which the arts can become embedded within social prescribing schemes will not just depend on there being effective referral mechanisms in place. It will also depend on the availability of continuous, high-quality arts provision underpinned by sustainable funding models and robust evaluation.

¹³ Welsh NHS Confederation (2017) Briefing paper on Social Prescribing and Health and Well-being



Person-Centred Creativity for Wellbeing' training course

NATIONAL

Person-Centred Creativity for Well-being training programme

CREATIVITY TRAINING FOR HEALTH AND SOCIAL CARE WORKERS TO SUPPORT STAFF AND THEIR CLIENTS' WELLBEING

PCC training uses creativity (For example 'River of Life' paintings and drawings; creative writing; 'moment of change' clay sculptures and creative movement to music) as an intervention based upon humanistic principles to improve participants' self-awareness, self-esteem and well-being. In line with the aspirations of the Social Services and Well-being Act, the approach promotes Person-Centred care, relational work, enriched care environments, strengths-based interventions, outcome-focused approaches and staff well-being.

Valley and Vale Community Arts believes creativity offers a unique way of delivering Social Pedagogy. The PCC approach provides Health and Care staff with a way of managing the dynamics of care relationships in

order to encourage the voice of, and give control to, the individual/client.

This training programme is delivered over 3 days and is supported by the Social Care workforce Development Programme. To date, Local Authorities across South Wales have commissioned over 20 courses. Participants are drawn from all areas of Social Care/ Health, and include managers as well as front-line staff.

Feedback from participants has shown that this course has had an impact on their levels of job satisfaction. Implementation in the work place has led to enriched professional relationships and improved levels of communication both within organisations and between staff and clients.

Key Outcomes:

- Enhanced job satisfaction for NHS and care staff
- Improved well-being for staff and their clients
- Improved collaboration in the delivery of person-centred care by staff
- Positive impact on individuals' isolation

"The training is excellent – it gives you ideas that you can really expand on in work and makes a real change to people's lives."

The mapping suggests that there is a genuine appetite on the ground to respond to the social prescribing challenge. However, concerted action will be required to support the arts if it is to make the leap from being a sporadic offer to a universal core component of the social prescribing menu within Wales.

Capacity and expertise in the sector

We've tried, through the survey, to get a sense of how many people are working within the Arts and Health field in Wales. A total of **204** individuals active and /or interested in this field completed this part of the survey.

However, a number of organisations act as gateways to wider networks and pools of artists which were not reflected in the survey figures.

For example, ArtsCare GofalCelf has over 100 artists in its network that it can draw on. Live Music Now has 45 Wales-based musicians on its scheme and can call on up to a further 250 young musicians from other branches across the UK when necessary. Celf o Gwmpas has a pool of 40 artists in its network while Arts Alive, Helfa Gelf, Canolfan Gelf William Mathias and Music in Hospitals all similarly have networks of practitioners that broaden the overall practitioner pool available for this field within Wales.

The responses revealed a rich and diverse – but nevertheless fairly small – pool of people working across the field.

It included:

- arts and health specialists, therapists, arts practitioners and arts administrators
- academics, researchers and evaluators
- authority arts officers
- clinicians
- educators
- care professionals, NHS staff and professionals working in community development and the third sector

From the narratives supplied, most were not engaged in Arts and Health work as a full time endeavour. Just 8 respondents described themselves as Arts, Health and Well-being specialists. Most were hybrids, working across sectors and disciplines, often balancing part-time work in arts and health with other professional commitments (for example, as an arts practitioner, healthcare specialist, lecturer or other part-time work within community or educational settings). This suggests a sector that is highly versatile. Responses also suggest a range of experience spanning the experienced expert to students and to those for whom Arts and Health is part of a wider portfolio career.

The majority responding to this part of the survey (57.5%) were drawn from the arts sector. Artists and arts practitioners accounted for 34.8% whilst those involved in arts management / administration making up another 22.7%. Many were also engaged in community / participatory arts. A few artists described their work as socially engaged artistic practice.

The survey data suggests that there are more people working in this sector with an arts background than a health background. The membership profile of the Wales Arts Health & Well-being Network also supports this, with 64% of their membership being drawn from the arts.

Relatively few researchers and academics (7) and evaluators (2) responded to the survey. This does not reflect the wider pool of academics who contributed papers at recent Arts and Health conferences (including the Good Health Wales 2017 Conference at Lampeter University) and those identified through wider desk research. Greater coordination with academics, researchers and evaluators would help to ensure that more robust research was integrated into programmes of work. This would help to build a more comprehensive evidence base.

Whilst there is a growing pool of experienced experts within the Arts and Health sector, human capacity remains fairly limited.

The challenge coming from the health sector is for an assurance of quality and impact, and a continuous supply of highly skilled arts practitioners who understand how to work within health settings. Only with that level of confidence will clinicians be likely to commit to long-term programmes or signpost patients to participatory arts programmes. The need to value expertise, address training and build greater capacity on the arts side is therefore coming into ever-sharper focus.

Wales needs to grow its pool of high quality Arts and Health practitioners if it wants firstly, to expand the amount of work in this field and secondly, to meet the growing opportunities with the shift to social prescribing and community-based arts interventions.

Training will be key for both sectors if successful models and programmes are to be scaled up across the Health Boards and across the country. Coupled with this, a high-profile awareness campaign, explaining the health and well-being benefits of arts engagement – both amongst the public and within the NHS system is needed to drive real change. Having Arts and Health Coordinators within each Health Board would also help build bridges and links to arts practitioners across their region, knowing who to mobilise for which project.

Evaluation and Research

In recent years, the evidence base for Arts and Health has grown exponentially, internationally as well as within the UK. It is not the purpose of this report to analyse the evidence and justify the case for investment. This doesn't mean, however, that the evidence doesn't exist. *The Oxford Textbook of Creative Arts, Health and Well-Being*¹⁴, provides a firm evidence base, growing out of long-established academic publications such as, *The Applied Journal of Arts and Health*¹⁵, which has showcased international research in this field since 2009.

¹⁴ Stephen Clift; Paul M Camic; Oxford Textbook of Creative Arts, Health and Well-Being: International Perspectives on Practice, Policy & Research (2016) Oxford Textbooks in Public Health

¹⁵ <http://www.artshealthandwellbeing.org.uk/directory/journal-applied-arts-and-health>

Dementia and Imagination

VISUAL ARTS FOR CREATING SOCIAL CONNECTIONS,
WELL-BEING AND QUALITY OF LIFE



Dementia and Imagination, led by the Dementia Services Development Centre Wales (DSDC) at Bangor University, was a large-scale arts and science collaboration of universities, charities and arts organisations across England and Wales. A key aim was to address gaps in the evidence base for using the arts in dementia care. The project developed a 12-week visual art programme and evaluated the impact on 125 people living with dementia. Project delivery partners - Nottingham Contemporary, Denbighshire Council Community Arts Team and Equal Arts in Newcastle - were central to the project, delivering a range of the visual arts sessions in care homes, hospital settings and community venues.

Photo of artist, Sian Hughes, with research participant. Image: Jo McGregor, Denbighshire County Council

The results suggest that this stimulating activity was equally beneficial to people at all stages of their condition. As far as they are aware, this is the largest investigation of its kind and they have published their findings in scientific journals and produced a resource to enable other practitioners to successfully implement art activities for people living with dementia. Research suggests that service providers and practitioners could consider an arts programme as an effective follow-on or perhaps an alternative to a conventional cognitive stimulation group, currently recommended by the National Institute of Health and Clinical Excellence (NICE).

Key Outcomes:

- Taking part in a visual arts activity was better for well-being than just taking part in a social activity, highlighting the unique contribution of the arts.
- Quality of life scores were significantly higher at the end of the programme compared to the start.
- The programme was a stimulating experience, enabling personal resilience and social connectedness.
- The return on investment analysis indicates the arts programme was good value for money.
- Arts and cultural organisations and community venues are ideally situated for delivering high quality, socially inclusive, mentally stimulating activities for people living with dementia.

“The group sucks you out of the abyss, lifted me out of depression”.

Participant living with dementia

Creative Health, The All Party Parliamentary Group on Arts, Health and Well-being's July 2017 report further advances the case, bringing together an impressive and substantial body of evidence. This includes a number of strong case studies that demonstrate the powerful contribution that the arts can make to health and well-being.

However, whilst the expansion in research is encouraging, the *Creative Health* report warns that more needs to be done to consolidate the evidence base, "especially with regards to prevention and the management of long-term diseases over an extended period".

It also recognises that, within the scientific culture of medicine, randomised controlled trials (RCTs) are considered the gold standard and top of the hierarchy of evidence. There are issues relating to the reliability and consistency of research undertaken in Wales. However, this doesn't mean that evidence is not available.

The Cochrane Database of Systematic Reviews¹⁶ has more than 1,000 RCTs relating to Arts and Health. Where resources can be identified, RCTs offer a more persuasive argument for the efficacy of Arts and Health. However, this poses a particular challenge for participatory arts interventions in Wales where evaluations tend towards small sample sizes and anecdotal findings without a control group.

There are no consistently used evaluation frameworks for arts in health and well-being within Wales, although examples of such frameworks do exist (and are listed in the Appendices). Evaluation tends to draw on many different methodologies from arts practice, the humanities and social sciences as well as healthcare. Until a more coherent approach becomes common place, the benefits of Arts and Health won't be readily understood by those whose responsibility it is to commission and develop services.

Creative Health calls for greater coordination and collaboration around research, urging arts and health researchers and practitioners to register as stakeholders with NICE to remedy the current near absence of the arts within NICE published guidance. It also suggests that a change of belief amongst policy makers could be as important as nailing the evidence base.

Creative Health is a very substantial and significant piece of work. Primarily focused on England, it includes a plethora of well-researched information, evidence, inspiring practice and guiding principles around Arts and Health that are relevant to Wales too. It's a resource that will be enormously helpful as we plot our own distinct Welsh path forward.

¹⁶ The Cochrane Database of Systematic Reviews is the leading resource for systematic reviews in health care.
<http://www.cochranelibrary.com/cochrane-database-of-systematic-reviews/>

Evaluation and research is an area of difficulty and challenge for Arts and Health practitioners in Wales.

The survey found that although 62.9% of Arts and Health projects were being evaluated, only 22 projects resulted in published research. Despite a general understanding of the importance of evaluation, less than two thirds were able to undertake this task as well as deliver on their projects. The overall picture is one of assessments being self-generated rather than engaging independent evaluators.

Although there are recognised evaluation approaches and frameworks available for Arts and Health projects, few seem to be utilising these at present in Wales. Responses indicated that a lack of resource was the overriding reason for not undertaking evaluation. This is compounded by a lack of clarity around which methods and approaches were best suited to the work (reflecting a sector-wide debate not confined to Wales). Responses also revealed a lack of clarity around distinguishing between evaluation and research, with the pressure for (positive) self-advocacy keenly felt.

Although a great deal of research didn't necessarily surface through the mapping survey itself, further desk-research into academic networks around Arts and Health activity in Wales uncovered some significant, robust and innovative academic research at a number of Universities.

One such example is Gill Windle and Bangor University's Dementia Services Development Centre's 2017 published research; *The impact of a visual arts program on quality of life, communication, and well-being of people living with dementia: a mixed-methods longitudinal investigation*, developed in partnership with academic partners at Manchester Metropolitan University; Liverpool John Moores; Newcastle University as well as VU University Medical Center, Amsterdam. The findings highlight the benefits of art activities within dementia care and advocates embedding art activities within routine dementia care provision.

Further examples of ongoing research and research specialisms are detailed in section 5 of the Appendices.

Too often however, research around arts and health is poorly-shared and disseminated, especially within any distinct Welsh context. An Arts and Health Research Alliance in Wales could help encourage greater joint research and concentrated effort on key areas pertinent to Wales. There is also scope to feed relevant research presentations into sector conferences and to the Repository for Arts and Health Resources.¹⁷

This online repository has been developed for the Sidney De Haan Research Centre for Arts and Health, Canterbury Christ Church University on behalf of the Special Interest Group for Arts, Health and Well-being within the Royal Society for Public Health. It provides a chronological overview of the significant publications not captured by major research databases, that have documented and guided the development of the

¹⁷ <http://www.artshealthresources.org.uk/history-timeline/>

Arts and Health field in the UK over the last twenty years. It also has links to the key research centres and departments pivotal to the development and establishment of evaluation and research to explain and document the benefits that the arts can bring to health and well-being.

As we look to develop the evidence base for arts and health, we will need to facilitate greater networking and partnerships between academics and practitioners active in the Arts and Health field within Wales. Hywel Dda UHB and University of Wales Trinity St David's have recently co-funded a post to help broker research connections across West Wales and there is scope to work towards greater connectivity between research and practice in other parts of Wales too.



Region: BETSI CADWALADR UNIVERSITY HEALTH BOARD

Arts from the Armchair (AFTA)

THEATRE BASED MULTI-ARTS INTERVENTION FOR PEOPLE WITH MILD COGNITIVE IMPAIRMENT AND THEIR CARERS

A collaboration between BCUHB and Theatr Clwyd (led by Creative Well AHWB Programme), this project aims to provide a positive, creative and participant-led experience, with workshops and performances facilitated by professional arts practitioners, within a theatre context.

AFTA supports participants/patients and their carers to design activities which help in their management of a life changing prognosis. It avoids risk of isolation and loss of meaningful social interaction. Participants are directly referred to the project through the Community Mental Health and Learning Disability Team Memory Clinic. This ensures a clearly governed and appropriately delivered experience for all.

The group meets weekly at Theatr Clwyd and engages in a wide range of arts-based workshop activities led by a professional creative producer. The aim is to engage everyone's interest and intellectual faculties through performance activities. Each week, different practitioners - actors, musicians, costume makers, lighting and sound technicians, scene painters etc, join the group to share and encourage active involvement with the live performance processes. It aims to provide an opportunity for creative experiences in a safe, supported and structured way and promote well-being through improved engagement. The content of the sessions emerges from the activities which are taking place within the Theatr Clwyd building. Creative sessions were often tailored to participants' personal experiences.

Key Outcomes:

- Quality of the relationship with the creative team
- It's fun!
- Participants come to regard the theatre as 'home'
- Participants gain support to live with their new 'normality'
- Creative challenges stimulate participants' declining cognitive functions and help build self confidence

"(AFTA) is a beacon in our lives. It is something all the group members look forward to. It offers us some stability and gives us shape to our week." Participant's Carer

9

Funding for Arts and Health in Wales

As part of the Mapping, we asked partners for information on the cost and financing of their Arts and Health projects. Unfortunately, this element of the survey was completed partially or inconsistently making direct comparison difficult. Nevertheless, we draw some broad conclusions about the scale and types of funding.

The limitations of our survey

We set out to gather information on the cost and financing of Arts and Health projects. Respondents were asked to record the total cost of their project and list any investment from funding partners. Unfortunately, this element of the survey was inconsistently completed with many respondents either skipping this section altogether or providing an incomplete response. Consequently, it was not possible to properly analyse the results in an entirely authoritative fashion.

It's possible that the gap in financial information was simply the result of survey fatigue – respondents might have been too busy to complete all elements of the survey. Equally, it could point to a lack of awareness around project costs more generally. However, a number of responses also indicated that rather than a financial cost, their contribution was the staff time absorbed by the organisation in delivering the activity.

The Health Board information on funding (detailed in the Health Board profiles contained in the separately available [Appendices](#) to this report) provides a possible explanation for the lack of empirical information on funding.

None of the Health Boards has ring-fenced budgets for Arts and Health work. Often, costs are absorbed within existing departmental budgets / people's day jobs and not separately accounted for. Similarly on the arts side, it's likely that many Arts Portfolio Wales organisations deliver Arts and Health work but absorb some of their costs within their overall revenue budgets.

The difficulties of making the case

The Arts and Health sectors in Wales have experienced either standstill funding or real terms reductions over recent years. With the pressure growing to deliver ever intensifying priorities around health and social care, the case for innovative new approaches has become more challenging to advocate.

We believe that sufficient evidence exists, nationally and internationally, to demonstrate that the arts can save money in health and social care by enhancing strategies for prevention, reducing the need for medication and shortening hospital stays. However, the lack of enthusiasm in some quarters to invest in these activities demonstrates that the case is still not being made (or heard). As a result, only relatively small sums of money are invested from non arts sources.

Arts Council of Wales funding

Arts Council Wales funds arts and health projects under the *Taking Part* strand within its Lottery funding programmes.

Lottery funding supports the Arts Council's open to application schemes encouraging work that "provides more ways for people to take part in high quality arts activity."

The maximum award is usually £30,000 and there are three broad areas in which projects can apply:

- Projects that promote well-being among all age groups by facilitating arts participation (which may or may not involve presenting finished work to audiences)
- Projects that promote and strengthen partnership working between the arts sector and other relevant organisations in Wales (e.g. the health and social services sectors and the Third Sector)
- Projects that increase arts opportunities for groups at risk of poor mental well-being, particularly among older people and people living in disadvantaged communities

Since 2005, the Arts Council has made more than 210 Lottery awards for projects that are focused (at least partly) on Arts, Health and Well-being. This amounts to an around £3,990,000 of funding over this 12 year period. (48 applications for Arts and Health projects over the same period were unsuccessful.)

The average annual spend over this period was £332,501. The last two years have seen the biggest annual investment in Arts and Health projects, with a total of £476,573 awarded in 2015/16 growing to £685,758 in 2016/17.

Within this period, two large awards were made for public art commissions as part of major capital projects in hospitals – at Ysbyty Cwm Rhondda in Llwynypia and Ysbysty Alltwen in Portmadog. Since 2006, however, large grants for public art within Healthcare settings have not been a significant feature of our Lottery funding.

In the absence of an explicit strategy specific to Arts and Health, we have responded to applications on a case-by-case basis rather than proactively advancing a Wales wide programme of supported work. This has led to an uneven pattern of funding across the country.

The lack of a national strategy for funding Arts and Health commitments has resulted in unwitting inequality across the Health Board areas. Three Health Board regions have not received any funding (or made any applications to the Arts Council) in the past 12 years whilst North Wales has benefitted substantially from 8 awards over the same period.

Region: ABERTAWE BRO MORGANNWG UNIVERSITY HEALTH BOARD

Virtual Embodiments (2017)

AN INNOVATIVE VIRTUAL REALITY PILOT TO HELP YOUNG PEOPLE EXPRESS THEIR NEGATIVE STATES OF MIND

There are fears that we are 'medicalising unhappiness'. This is particularly relevant for young people who sometimes find it difficult to talk about their negative feelings. In this pilot project, funded by ACW, interdisciplinary artist Prof. Karen Ingham collaborated with youth mental health expert Prof. Ann John of Swansea Medical School. They worked with 18-24 years olds with experience of mental health anxieties. Using a Virtual Reality headset with 3D painting and sculpting software, participants created in real time a 3D immersive version of their negative state of mind that they

could 'step out of' and re-enter at will. They could 'share their environment' with project researchers with the VR headset. Participant feedback was wholly positive. The project successfully piloted a method of using immersive virtual 3D technology to help participants recognise, express, and visually represent their unique emotional environment. Culminating in an exhibition of film, stills, 3D objects and a public arts and mental health forum, it won an award from the Science As Art Research Competition and has been disseminated in press and in journals.

"The project was very helpful. In the virtual reality space I created a happy, stress free environment. Whenever I am feeling low I think about these images and it calms me down." Participant

Key Outcomes:

- A promising pilot that explored how innovative art technology might enable young people to express, externalise and communicate their feelings
- The creation of individual 3D environments allowed participants to explore the idea that they could 'step outside' of negative states of mind and manage their own feelings
- The resulting imagery (film, photography, and 3D prints) has engendered conversations about young peoples mental health issues, which are often hidden, raising awareness and tackling stigma
- It is possible that this could be a new setting to deliver therapeutic interventions

The need for a new financial strategy

In taking forward our work around Arts and Health, we need urgently to overhaul collective approaches to funding so that a more equitable pattern of support can be achieved.

One model might be to replicate the [Criw Celf](#) fund, developed by the Arts Council to support educational projects targeted at more able and talented young people. The fund, if operated on a similar basis for Arts & Health, would seek consortia bids from an alliance of Arts organisations, Health Boards and research partners in each region. Whatever the appropriate funding mechanism, it would need to bring all potential investors to the table and couldn't rely solely on Arts Council funding.

As well as support through its Lottery programme, the Arts Council also invests in Arts and Health activity that is delivered by [Arts Portfolio Wales \(APW\)](#) organisations. These are arts organisations in receipt of recurrent revenue grants, awarded on an annual basis, towards their core activities. At least 26 out of 67 APWs are actively advancing work around Arts and Health.

For some APWs, Arts and Health will represent particular strands of work within the wider programme, such as:

- Theatr Clwyd's *Arts From the Armchair* programme
- Rubicon Dance's movement programme within Noah's Ark Children's Hospital for Wales
- Theatr Genedlaethol's productions of *Y Taid* and *Nyrsys* to coincide with the 70th Anniversary of the NHS)

For others, it's absolutely central to their activities and work (seen particularly in the work of organisations such as Arts Care, Arts Alive, Valley & Vale, Live Music Now, Head4Arts, Artis Community).

The funding challenge

Funding emerged as the single biggest challenge from the survey – from all quarters. Securing funding, finding partnership funding, having the time and capacity to make applications, the difficulty in securing anything beyond the short-term were all issues that repeatedly surfaced and were cited as factors restricting activity in this field of work.

Our field research suggests that few arts and health initiatives have managed to attract large scale investment from Sponsors / Trusts or Research Councils. And the projects that do secure larger-scale investment tend to be those that:

- are working nationally on a large scale (eg AGE Cymru's *cARTrefu* project which has delivered over 1000 workshops in care homes across Wales over two years has attracted funding from the Baring Foundation and Arts Council Wales).

- have high quality research and partnerships built into the project (eg Bangor University's Dementia & Imagination programme which is a partnership between 6 Universities, charities and arts organisations across England and Wales and has received funding from the Arts and Humanities Research Council).
- are linked with broader UK-wide initiatives such as Ae-sop's Dance to Health Falls Prevention programme (led in Wales by Abertawe Bro Morgannwg UHB, National Dance Company Wales and Arts Care) but linked to five others regions in England- Birmingham, Cheshire, Yorkshire, Norfolk, Oxfordshire. This initiative has received a £2.3m investment from BIG Lottery for the roll-out phase.

Further research needs to be undertaken to understand in greater detail how Arts and Health activity at all scales are being financed; the range of funders currently supporting this work as well as potential future sources and models of funding for this work.

Considered alongside the impacts and benefits, this would help build a picture of the cost-effectiveness (or otherwise) of Arts and Health work. What is abundantly clear is that, with arts funding dwarfed by the resources within Health, the arts sector can't hope to develop this vital field of work single-handedly. Greater work needs to be done to look at co-produced and co-funded models moving forward.

10

Findings and proposals

Moving forward: why now?

There's a definite sense of momentum building around Arts and Health in Wales. It reflects broader developments in the sector across the UK, but is given particular impetus by a resurgence of activity on the ground and a serendipitous alignment of a number of relevant public policy priorities. This offers the opportunity to achieve a step-change within Arts and Health in Wales.

This conclusion is informed by what we've learnt in conducting this research:

- The [Well-being of Future Generations \(Wales\) Act 2015](#) is proving to be a powerful catalyst and driver for talking forward work around Arts and Health. In placing a duty on all public bodies to focus on the long-term prevention of problems through a more joined-up approach, new partnerships and possibilities are opening up for both the arts and health sectors.
- Individual practitioners experienced and committed in the field are mobilising and networking more effectively. The establishment in 2013 of the [Wales Arts for Health Network](#) (WAHN) now provides opportunities for colleagues to network and plan joint activity on a national basis.
- The establishment, by Eluned Morgan AM, of a [Cross Party Group on Arts and Health](#) in 2016 has brought fresh visibility and energy in moving the agenda forward, bringing arts and health to the attention of politicians and decision-makers.
- The outcome of a Parliamentary Review of Health and Social Care in Wales is expected imminently.
- Delivery partners for [Fusion](#), (Welsh Government's flagship poverty prevention programme), are using cultural activities aimed at delivering health and well-being outcomes for participants in some of our poorest communities across Wales.
- In December 2016, Ken Skates AM, the Cabinet Secretary for Economy and Infrastructure, published his vision and ambitions for culture, [Light Springs through the Dark: A Vision for Culture in Wales](#). One of the key themes highlighted was health and well-being and the scope for the arts and culture to make a significant contribution in this area.
- The [Arts Council of Wales](#) has been encouraged in its Remit Letter for 2017/18 to explore the potential for greater collaboration between the arts and health sectors.
- In September 2017, the [Welsh NHS Confederation](#) and Arts Council Wales signed a Memorandum of Understanding to develop joint areas of work to raise awareness of the benefits that the arts can bring to health and well-being.

A partnership approach to delivery

Arts and Health is a wide ranging field of activity – there are as many different ways in which this work is described as there are types of activity. All have value. However, as the official public body charged with developing and funding the arts in Wales, the rationale for our involvement must be clear.

As a taxpayer funded organisation we should complement and reflect the strategy of the Welsh Government, in particular its enactment of the Well-being of Future Generations Act and *Prosperity for All*. With their emphasis on public benefit and quality of life, the Government’s priorities are a natural fit with Arts Council objectives.

The approach should be clear and practical. However, it should also be ‘light touch’. Within a complex and challenging policy environment we sense no enthusiasm for another complicated strategy document. The emphasis instead should be on providing a clear framework that enables collaboration and partnership rather than coercion and control.

There’s little merit in adding to an already crowded landscape of policies and strategies. So instead we propose that the Arts Council’s approach should be based around partnership and collaboration, cutting with the grain of existing partnerships and relationships rather than inventing new ones.

It is suggested that the Memorandum of Understanding between the Arts Council and the Welsh NHS Confederation offers a ready made basis for collaborative working.

1

The Arts Council of Wales should work with the Welsh NHS Confederation to translate the recently signed Memorandum of Understanding into mutually agreed programmes of activity.

Making choices, setting priorities

We have big ambitions, but these must be attuned to the level of resources that are likely to be available. Health funding is a notoriously contested aspect of public investment in which many different opinions are put forward about the effectiveness of health spending.

We must be mindful at all times of the many competing demands. Our approach must focus on a manageable number of specific priorities, agreed with partners. If we don’t, we risk spreading our efforts too thinly and diluting the impact.

We're especially mindful of the importance attached to Prevention as set out in detail in Public Health Wales' *Prevention and Promotion Programme*, but we also know that in some cases engaging with creative activity can aid recovery and rehabilitation. We are therefore interested in exploring good practice across Primary and Secondary Care. We also want to examine the relationship between the Arts Council's support for activities in Health and Social Care.

2

For 2018-2021, we propose that the Arts Council and Welsh NHS Confederation should produce an Arts and Health Action Plan. Our research suggests we should focus on four areas:

- i. Investment targeted on those activities that promote **Prevention**, **Well-being** and **Recovery** particularly in relation to:
 - Mental Health including early interventions with Children and Young People
 - Dementia
- ii. Strengthening the **evidence** base
- iii. Raising **awareness** of the benefits of Arts and Health
- iv. Researching **sustainable financial models of practice**

An enabling approach is important. This is not a field of activity in which the Arts Council acts alone. Other important national organisations play an influential role. This must be acknowledged and respected.

It will therefore be important that appropriate opportunities for collaboration and joint action are agreed with other bodies, using the existing relationship between the Arts Council and the Welsh NHS Confederation as a model. In the short term, priorities should be the building of appropriate partnerships with Public Health Wales, and the Welsh Local Government Association. This reflects the very close linkages between Health and Social Care and the Arts Council's active involvement in both.

3

The Arts Council should agree Memorandums of Understanding with Public Health Wales and the Welsh Local Government Association.

Developing the social prescription model

Social prescribing represents a huge opportunity for the arts to contribute to reach a wider range of people. Participatory Arts are instinctively person-centred in approach and well-placed to contribute to people's well-being, resilience, empowerment and mental good health.

However, there is still work to be done in relation to researching and evaluating the effectiveness of Social Prescribing interventions. This was highlighted in Public Health Wales' 2017 Social Prescribing Map¹⁸ which aims to examine the effectiveness of various social prescribing models within primary and community care settings across Wales.

Where the arts were concerned, the report focused on initiatives outside of Wales that were further developed in terms of evaluation. Even so, the report found that the evaluation approach attached to many community arts interventions (characterised by before and after evaluations without a control group) meant that they were unable to arrive at any useful conclusions or measure the effectiveness of social prescribing schemes for people's health and well-being. Sharpening the evaluation methodology around Arts and Health work will be critical to gain the confidence of the health sector.

4

The arts should be a core component of social prescribing schemes across Wales. Specific action research should be undertaken to identify the necessary steps to develop sustainable models for arts programmes so that a more comprehensive 'arts on prescription' offer is embedded and available across Wales.

A commitment to quality, excellence and impact

With limited resources the Arts Council mustn't encourage the impression that it can support a universality of provision in the many healthcare settings across Wales. Instead, we need to be as certain as possible that the select number of activities we invest in are of high quality. Our goal is therefore to support exemplary projects – those that aspire to excellence and that aim for a high quality of experience for the artist, health service staff, service users and their families.

¹⁸ <http://www.arts.nhs.uk/sitesplus/888/news/45383>

For us, exemplary projects will be those that:

- fit with our strategic priorities for Arts and Health
- deliver the highest quality arts experiences in ways that offer measurable benefits for participants
- promote an inclusive participant / patient centred approach
- encourage deeper partnerships, pointing the way to the benefits of longer term delivery
- achieve meaningful and appropriate integration into the healthcare environment
- monitor and evaluate their success (ideally in partnership with a recognised research body or institution)
- document and promote their achievements, lessons learned or pilot new ways of working

We're also keen to understand which of these might be 'scalable' – by which we mean projects or programmes that can be delivered on a large scale without a major reduction in their effectiveness. Our goal must be to invest in those types of activity that have the potential to offer the greatest benefits to the largest number of people.

5

The Arts Council will need to be clear about the purpose of funding and the value it adds. It will, by necessity, have to be selective in the projects that it is able to support. It should aim to support exemplary projects that advance practice, address strategic priorities and establish a quality benchmark for other projects to aspire to. It should pay particular attention to projects that demonstrate the potential to be 'scalable' whilst continuing to support smaller-scale projects that are innovative and respond to local needs.

Developing support structures

There is an uneven staffing picture across the Health Boards. There are currently seven Arts and Health Co ordinator posts across five Health Boards. Six of these are part-time (with contracts ranging from 1 – 3 days a week). Betsi Cadwaldr is the only Health Board to have a full-time Co ordinator post. A further 17 NHS posts were reported to either include some ongoing element of Arts and Health work within the role, or have touched upon projects alongside their day job. A couple of Health Boards involved volunteers in their Arts and Health work. ABMU had the highest number of staff whose work to a varying extent connected to Arts and Health (8 in total, all part-time, including 3 secondments).

Our research suggests that arts and health activity thrives where there is a dedicated member of staff within a Health Board who is responsible for this work. Committed, passionate people make extraordinary things happen. They are the ones that argue the case, battle for resources, and help embryonic projects to graft on and take root. They also ensure that projects are delivered properly and that they meet Health Boards' overarching vision and priorities.

6

Each Health Board should be encouraged to appoint a designated full time Coordinator for Arts and Health. The Arts Council should consider offering a financial incentive as part of a partnership funding strategy. Such funding might be offered on a three year tapering basis.

Professional life can be lonely and isolated for the individual creative practitioner. We believe therefore that there would be benefit in connecting up these individuals so that arts practitioners can develop and share best practice, network, provide a voice for the sector linking to national initiatives (such as the National Assembly's Cross Party Group on Arts and Health).

Given the disparate nature of the work, opportunities for arts and health practitioners to meet together and network are important. 33.9% of the survey respondents were members of a Health Board forum / reference group on Arts and Health and 69.5% were members of the All Wales Arts for Health Network.

The Wales Arts for Health Network would appear to be ideally placed to fulfil this role.

7

Funding should be provided to the Wales Arts for Health Network (WAHN) to enable it to develop its services and resources so that it can better support and underpin the activities of those working in the field.

Strengthening the evidence base

It's clear from the Mapping that there needs to be strengthening of the evidence base. The major step forward that we're hoping to see in access to Arts and Health will depend very much on an explicit demonstration of the health and well-being benefits of engaging in the arts.

63% of those surveyed through this Mapping reported that they were undertaking evaluation. However, just 11% resulted in published research.

Given how fundamental robust evaluation and research is to the health sector, it's clear that there needs to be a sharpening up our collective approach.

We must strengthen the evidence base. If we don't, we risk not being able to demonstrate confidently the impact that arts engagements are having on people's health and well-being. And without appropriate and reliable evidence, it will be hard to gain real traction with our health partners or secure significant investment to grow the work. Evaluation should therefore be an integral part of future projects.

In terms of research, we should encourage greater collaboration and coordination between Arts and Health practitioners, Health Boards and relevant university research departments / research councils.

We should look to build on existing strengths and research interests, especially around Dementia and seek out research partners with an interest in prevention, social prescribing and mental health.

We should facilitate greater dissemination of the research being done across Wales. We should look outwards to learn from international research in the Arts and Health field and connect, if possible, with the new Strategic Centre proposed for England (through the *Creative Health* report). But whilst we shouldn't duplicate other areas of provision, we believe that there is benefit in developing research capacity that is specific to Wales.

8

Discussions should take place with Higher Education in Wales to identify who is best placed to establish:

- i. a Wales Arts and Health Research Alliance – this might comprise Arts Council, Public Health Wales, Higher Education, the Welsh Government
- ii. research partnerships with appropriate Universities and Research Institutes
- iii. research criteria/standards of evidence agreed between partners

Research topics might include:

- establishing, on a longitudinal basis, whether there is a prevention premium (or social return on investment) delivered by arts interventions in health
- linking outcomes and impact to the Well-being of Future Generations Act
- examining whether there are signature characteristics/benefits of arts interventions that distinguish it from sports activities or other activities that produce generic well-being outcomes
- develop a bank of case studies, building on the work of the Wales Arts for Health Network in Wales
- contribute to sector training
- contribute arts evidence / research to NICE database / NHS Evidence online/
[Repository for Arts and Health Resources](#)

Funding the work

Arts and Health activity is funded through a variety of different mechanisms and by a range of different agencies. If good work is to develop and take root, this combining of resources will continue to be important.

The Arts Council currently funds Arts and Health activity in two ways: investment in organisations who work in a healthcare setting and / or projects that deliver health and well-being outcomes for participants; and, specific arts and health projects funded through support from the National Lottery. It is unlikely that the Arts Council will be able to significantly increase its funding, but we believe that there are opportunities to work with partners to ensure that existing funding is used to best effect.

In order to ensure value for money and the delivery of useful and relevant outcomes a clear funding strategy will be needed. Such a strategy should also explore how investment in these activities might be supported on a more financial sustainable basis that is less dependent on public subsidy.

9

The Arts Council is committed to partnering with relevant trusts and foundations to support its programme of work around Arts and Health. It should also establish a funding strategy for investing in Arts and Health activities. This should include:

- i. clarity of outcomes for any Arts Portfolio Wales organisation that is routinely engaged in Arts and Health activity
- ii. clear and consistent criteria for supporting Arts and Health projects

Training and Quality Assurance

Much excellent work is happening across Wales. However, in many parts of the country this work is still in its infancy. Training for both arts and health sector professionals will develop capacity and provide assurance that projects are being developed to an appropriate level of quality.

10

The Arts Council and its partners should work together to develop and pilot appropriate initiatives that build capacity and skills required by those working in the arts and health sectors.

Making the case – raising awareness of arts and health

The Arts Council's interest in Arts and Health reflects our strong belief that the arts should be central to the life and well-being of the nation. Advocacy and campaigning are central to securing the kind of lasting change that will enable us to take a step closer to this objective.

11

The Arts Council, working with appropriate partners, should develop an advocacy and campaigns strategy underpinned by its wider communications activities.



Cyngor Celfyddydau Cymru
Arts Council of Wales

arts.wales