



Arts, Health and Wellbeing

A National Lottery Arts
Funding Programme



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Accessibility

Arts Council of Wales makes information available in large print, braille, audio, Easy Read and British Sign Language. We'll also try to provide information in languages other than Welsh or English on request.

If you have any access needs and are thinking about making an application, we can help to make sure that you're supported during the application process. Please contact us at grants@arts.wales to discuss how we can help.

Arts Council of Wales operates an equal opportunities policy.



What to do if you're not able to accept money from the National Lottery

If you're unable for any reason to accept Lottery funding, please upload a letter with your online application explaining why this is the case. If your application is successful, we'll try and fund your project from money that we receive from other sources.

Welcome

Welcome to our Arts, Health and Wellbeing National Lottery funding programme.

Here, you'll find all the information you need to prepare your application.

You should also read our guidance note [National Lottery Funding: what you need to know if you're making an application](#). That's where you'll find all the information you need on our priorities, eligibility, and appropriate costs. There are details too of additional support available to help you to submit the best application possible. Please read this guidance first as this will help you to make a better application.

But before we get into the programme detail, what kinds of projects are we looking for?

The aim of this programme is to support partnerships from across the arts, health, nature, social care and third sectors to provide high-quality creative projects that deliver health and wellbeing benefits for the people of Wales.



The context

The powerful contribution the arts can make in supporting our nation's health and wellbeing is increasingly recognised.

Since we published [our study mapping the arts and health landscape in Wales in 2018](#), we've been working closely with colleagues in Health to explore how doing creative things can help build a healthier Wales.

Our Memorandum of Understanding with the Welsh NHS Confederation has enabled us to make great strides forward. Together we've worked with Health Boards across Wales, co-funding Arts & Health Coordinator posts, to help develop greater connections with the arts.

The Welsh Parliament's Cross Party Group on Arts & Health is raising the profile of this activity politically. The rapid growth of the Wales Arts Health & Wellbeing Network (WAHWN) is also driving progress on the ground through providing training, networking opportunities and sharing case studies and best practice across Wales.

Our partnership with Cardiff University and Nesta through the [HARP – Health, Arts, Research, People – programme 2020-2022](#) focused on supporting innovation and research within Arts & Health. HARP explored how we can generate, grow and learn about creative innovations that have an impact in supporting the health and wellbeing of the people of Wales. Its findings and recommendations have directly informed this funding programme.

Arts organisations, individual artists and practitioners, local authorities and Health Boards across Wales are continuing with original initiatives and programmes to develop this area of activity. These are improving the outcomes for participants and patients in exciting ways.

However, we recognise that many of these programmes need funding to be able to respond to changing needs, and continue thriving. Our National Lottery programme for Arts, Health and Wellbeing is here to support this work and get new ideas tested and explored.

Reach and impact

We know that Arts and Health projects reach a wide variety of people, often touching people and communities that don't regularly have any contact with the arts. Arts and Health projects often benefit some of the most marginalised and vulnerable people in our communities. We want to build on this and get an even wider, more diverse range of people, to experience the benefits of the creative arts.

We want to build on the solid foundations we've established, even though that's continually evolving. But with growing challenge and opportunities coming from health and social care and the climate and nature emergencies, we need to do even more.

About this fund

- The Arts, Health and Wellbeing funding programme supports partnerships of organisations across the arts, health, nature social care and third sectors.
- The fund supports high-quality creative projects that deliver health and wellbeing benefits for the people of Wales.
- This funding programme supports our priorities as set out in our corporate plan, "[For the Benefit of All](#)". It will help us to meet our priorities around equalities, diversity and the Welsh language.
- This funding programme continues our commitment to the principles of the [Welsh Government's Wellbeing of Future Generations Act \(Wales\) 2015](#).
- We can accept applications for funding of between £500 and £50,000, depending on the stage your project is at.
- Although projects must involve a partnership of organisations, one of those must take the lead in submitting the application. This must be an eligible organisation. [You can check what this means here](#).

The types of project we want to support

What does a good project look like?

Artistically vibrant and relevant

We want to support projects that are artistically vibrant and relevant to current health and social care priorities. We want the arts interventions that we support to have the best chance of becoming embedded and sustainable. We want them to make a real difference to the participants, patients and healthcare staff for whom they are designed.

This requires cross-sector partnerships. We're interested in supporting new ideas as well as successful models ready to be scaled-up and sustained. We're also especially interested in projects that seek to intervene at a stage that can prevent illness, and projects that have a dual aim of improving people's health and wellbeing and their connection to nature through creativity.

Strong partnerships

The foundation of good arts and health practice is strong partnerships. We want to support projects that involve genuine 'co-production' between arts and health (and nature if applicable) partners. Your project should show how you have a shared sense of purpose; that roles and responsibilities are clear and that there's commitment and 'buy-in' from both sides.

What does a good project look like?

Evaluation

Health is evidence-driven, so evaluation is critical. You'll need to convince us that you have a strong plan to evaluate your project. This should be reflected in your budget and you should allocate at least 10% of your overall project costs for evaluation. You might want to work with a research/academic/evaluation partner or – alternatively – allocate time to undertake the evaluation yourselves.

Either way, you should be aware of the existing evidence base around the work you're undertaking and how your work might contribute to learning in the wider arts and health sector. We've been working with the Wales Arts Health & Wellbeing Network (WAHWN) and have adopted their Case Study approach. You'll be required to complete a case study as part of the completion report that you send us after the project.

Urgent themes and priorities

The health field is vast, but the pandemic has brought to the surface some urgent priorities within health that this funding aims to address.

We're open to all good ideas for high-quality arts activity, but we're particularly interested in supporting creative projects that aim to address the following health challenges:

- **Mental Health** – including tackling loneliness/social isolation and social prescribing schemes that aim to build resilience and address mental ill health.
- **Physical Health and Wellbeing** – arts projects that support improved physical health or keep people physically active through the arts.
- **Health Inequalities** – we're particularly keen to support projects that are designed to bring health and wellbeing benefits through the arts to people from more diverse backgrounds. This includes Deaf and disabled people, neurodiverse people, Ethnically and Culturally diverse people as well as those whose health and wellbeing has been adversely affected through poverty). It's vital to recognise the wider factors that can influence people's health and lead to unequal health outcomes. These are often socio economic: things such as people's education, job, income and housing conditions. We want to support projects that address and mitigate these factors to support people's wellbeing
- **Staff wellbeing** – within the healthcare and/or arts workforce.
- **Nature** – projects that aim to improve people's health and wellbeing through increasing their connection with nature and the arts (see 'Creative Nature and Health' below).

Who can apply?

The Arts, Health and Wellbeing National Lottery fund is open to partnership applications from organisations.

Applications should be developed by a partnership/consortium of organisations and artists and must include both a health and arts partner. One of the partners will need to take the lead as the primary applicant and act as the accountable body.

You should check that your 'lead' organisation is eligible by looking at our ['National Lottery Funding: What you need to know if you're making an application'](#) guidelines and 'Eligibility – Organisations' page before starting an application. Please note that schools are only eligible to apply to our [Creative learning through the arts programmes](#).

A health partner could be a Health Board/NHS Trust/GP cluster/organisation providing social care. Equally, it could be a third sector organisation whose work focuses strongly on health and wellbeing – for example MIND or a housing association looking to improve the wellbeing of its residents. If you're unsure whether your partner would be recognised as a health partner, please discuss this with us before starting your application.

Creative Nature and Health Projects

(in partnership with Natural Resources Wales as part of the Creative Nature Partnership)

Research shows that people with high levels of nature connectedness are more likely to help nature and take action to protect it. Stronger nature connectedness is also associated with improved wellbeing. Within this programme of work, we are looking to support projects that have a dual aim of improving people's connections to nature and improving their health or wellbeing through the arts, particularly people from under-represented groups.

Creative Nature and Health projects must meet all the general criteria for the Arts, Health and Wellbeing fund. In addition, they must have a nature partner as well as health and arts partners. This could be an environmental charity, agency or public body, an organisation that owns or maintains publicly accessible outdoor spaces (such as the National Trust), or organisations that campaign for climate justice.

How much can you apply for?

Proposals are invited at three funding levels:

1. **'Groundwork and test' grants** (from £500 to £15,000 requiring 10% match funding) to support the development of partnerships and new ideas within Arts & Health contexts. You can use funding to form partnerships, gain an understanding of a health challenge, then test and evaluate new ideas.
2. **'Invest' grants** (from £15,001 – £35,000 requiring 25% match funding) to deliver and evaluate an idea you have already tested, with an established partnership who have worked together to develop and test the idea prior to application.
3. **'Scale' grants** (up to £50,000 requiring 40% match funding) to explore and test how a successful project or model can be adapted to new areas, settings, health challenges, or partnerships and sustained. In exceptional cases, where a programme is ready for more significant scaling-up or extends over a few years, applications higher than the £50,000 limit may be considered. You should talk to us if you think you have a programme at this stage.
4. **Training** – organisations can also apply for funding to design and deliver Arts & Health-related training in priority areas. We usually expect organisations to have only one 'live' grant at any one time. However, organisations can apply to deliver training as well as delivering an Arts, Health and Wellbeing project within the same year.

Please refer to the table on the next page for further guidance on these project stages.

There are specific deadlines for this fund. These are published on our website.

If you're applying for £50,000 or under (including additional access costs), we'll try and get a decision to you within 8 weeks from the deadline date.

Applications requesting over £50,000 (including additional access costs) will receive a decision within 12 weeks from the deadline.

What stage is your project at?

Stage	You are at this stage if :	Funding parameters	Funding goals	Activities we expect to fund at this stage
Groundwork and Test	<ul style="list-style-type: none"> The project doesn't exist and you haven't tested ideas yet. There is a clear health challenge that you want to explore further. There is equal commitment from arts and health (and nature) partners to testing and learning about how this challenge can be tackled through the arts. 	<p>£5,000 (groundwork) +</p> <p>£10,000 (testing, to be released once groundwork is completed)</p> <p>Match funding from health: >10% (could be in kind staff time)</p>	<ol style="list-style-type: none"> Build a committed partnership. Gain a deep understanding of health challenge and set clear goals for the change you want to see. Test arts ideas and learn, through success, failure or iteration. 	<p>Groundwork</p> <ul style="list-style-type: none"> Meetings for health and arts (and nature) partners to build relationships, explore the health challenge and referral pathways*, set goals. Researching case studies or academic studies of other projects that have used the arts to address this health challenge. Patient and public involvement in project design. <p>Test</p> <ul style="list-style-type: none"> Meetings for health and arts (and nature) partners to come up with ideas, plan and reflect on progress. Artist commissioning and delivery costs to design and test at least two ideas. Initial evaluation.

* The referral pathway is the way in which health partners will signpost or support people to participate in your project, either through direct or indirect referral to it.

Stage	You are at this stage if :	Funding parameters	Funding goals	Activities we expect to fund at this stage
Invest	<ul style="list-style-type: none"> • As a partnership, you have already tested and evaluated this idea and it shows potential to address the health challenge identified. • You understand how and why your activity will lead to the change you want to see. • You have clear referral pathways* into the project. • You are aiming to reach more people than you did during the testing phase. 	<p>£15,001-£35,000</p> <p>Match funding from health partners expected >25%</p>	<ol style="list-style-type: none"> 1. Deliver and measure impact and outcomes. 2. Collect and share the story of your project. 3. Build resources to embed your project long term. 	<ul style="list-style-type: none"> • Artist commissioning costs to deliver the project. • Other delivery costs. • Full evaluation. • Communications: videos, written materials, content creation to share your project's story. • Sustainability planning. • Future income generation.
Scale	<ul style="list-style-type: none"> • There has been proven impact and uptake of this project in one place. • You now want to explore and test how this project can be adapted to new areas, settings or health challenges, or partnerships and sustained. 	<p>Up to £50,000 (in exceptional cases we may consider more)</p> <p>Match funding from health partners > 40%</p>	<ol style="list-style-type: none"> 1. Build partnerships in new places. 2. Adapt goals for new settings and partners. 3. Continue to learn about, and refine, ways of working. 	<ul style="list-style-type: none"> • Meetings with new partners to explore health challenge/set goals in new places. • Mapping health challenge & pathways in new places. • Training other organisations or teams to deliver similar project in new places. • Artist commissioning costs to test in new places. • Evaluation of scaling. • Ongoing sustainability planning and income raising.

* The referral pathway is the way in which health partners will signpost or support people to participate in your project, either through direct or indirect referral to it.

What are the criteria that apply to this fund?

Applications will be assessed against the following criteria:

- The strength of the creative idea and activity and its potential to deliver health and wellbeing benefits to the participant groups identified.
- The relevance of the health challenge identified, for example in relation to our programme priorities, a Health Board's IMTP (Integrated Medium Term Plan), Welsh Government health priorities (A Healthier Wales) and/or a clear need for which there is evidence.
- The quality and credibility of the partnership as demonstrated in the proposal.
- The track record of the team.
- The strength of the approach and plan for evaluation (whether in-house or independently undertaken). Its potential to contribute to learning/research or build on the existing evidence base.
- The potential for the project to be scaled/sustained.
- Potential benefits to the wider Arts & Health sector.
- A clear and convincing project plan with roles and responsibilities spelt out and a realistic budget.

A note on Evaluation

Grant recipients will need to complete a Completion Report at the end of the project. We want to share the learning from projects with the wider sector and with partners internationally.

We're working closely with WAHWN to include their Arts & Health case study template within the Completion Report. By completing this you'll also have produced a case study of your project that can be uploaded to the [WAHWN online bank of case studies](#).

This will help support and extend learning across the sector. We hope that grant recipients will also find their case study useful in advocating the benefits of arts and health activity. Where larger programmes have a research partner on board as part of the consortium, we'd welcome the submission of a separate evaluation/research report along with your Completion Report.

What questions will you need to answer?

You're ready to start your application.
The application form is set out as follows:

1. Pre-application Checks

Introductory information and pre-application checklist.

2. Contacting You

Contact information for those applying. This includes your language preferences and bank account information.

3. About your Project

Key information about your project, including project title, start and end date and basic budgetary information including costs to support access.

4. Project Proposal

In this section tell us in detail about your activity.

- a. Which of the following Arts & Health priorities does your project aim to address? (You'll be able to select more than one option as you make your application.)
 - Mental Health & Wellbeing
 - Physical Health & Wellbeing
 - Health Inequalities
 - Staff Wellbeing (within the NHS/ Social Care/ Arts Sectors)
 - Creative Nature and Health
- b. Which of the following best describes the stage of your project in terms of its development? (We'll ask you to choose one option)
 - Groundwork and test
 - Invest (this is an existing project that has been successfully tested and is ready for further development)
 - Scale (we want to grow a proven idea to reach more people)
- c. We'll ask you to give us a short summary of your project. (We may use this information in any publicity we produce.)

5. Your Partnership

- a. Who are your partners for this Arts & Health project? Please list your partners in the application form and specify the role each will have in this project. (Please note: there must be at least one arts partner and one health/social care partner for your project to get this funding. In addition, Creative Nature and Health projects need at least one nature partner.)
- b. We want to support strong and equal partnerships between health and arts (and nature) organisations. Please tell us more about the partnership between the partners working on your project – when the partnership was established; what brought you together; the working relationship.

6. Health Challenge

Which health challenge are you wanting to explore through this project? What different perspectives and experience do your partners bring to the project?

7. Your Project

What do you want to do? We'll ask you to be as clear as you can about the creative activity that will take place. Why do you want to do it? Which artists will be involved? Where will the activity take place? Who will benefit? How will participants be recruited/referred to your project?

8. Equalities, diversity, inclusion

We want to support projects that address the longstanding health inequalities that exist across Wales. We're particularly keen to support projects designed to bring health and wellbeing benefits to more diverse groups of people through the arts.

This includes Deaf and disabled people, neurodiverse people and Ethnically and Culturally diverse people, as well as people and communities whose health and wellbeing has been adversely affected through poverty.

We'll want you to explain how you'll make sure your project includes under-represented communities and benefits people who may not usually engage with the arts. We'll also want to hear how you'll monitor diversity and inclusion within your project.

9. Your Impact

In the application form you'll need to complete a table that has fields in it indicating your target outcomes for each of your participant groups

10. Learning & Evaluation

In a sector that is evidence-driven, evaluation is critical and we want to support projects that build in learning from the start. In this section, tell us how you plan to evaluate your project.

Your answer should respond to all the following questions:

- Who will lead on your project evaluation?
- What is the existing evidence base around the work you are undertaking?
- What do you want to find out through this project? (What are the questions you and your partners hope to answer)?
- How will you monitor and measure impact?
- How might your work contribute to wider learning within the Arts & Health sector?

11. What are your hopes for this project beyond the grant funded period?

Tell us how you see the project being further developed and/sustained.

12. Artform

Give us information about the range of artform activity that will be part of your project.

13. Activity Types

Give us information about the types of activity that will be part of your project.

14. Targets

Give us information regarding your proposed project targets, including number of exhibitions, performances, workshops, and audiences/attendees.

15. Language

Explain the impact you think this project will have on the Welsh Language: Positive, Negative or Neutral

16. Location

Tell us where your project activity will take place.

17. Equalities

Give us equalities monitoring information for your project.

Supporting documentation

For applications over £10,000 you may submit one supporting document that is no longer than five A4 pages long written in a font that is 12 points or larger.

Help and advice

We're happy to talk to you about your project and help you develop it. You can email us at artsandhealth@arts.wales for more information or to start a conversation about a project.

You can also contact our Grants and Information team by email, through our website or social media: grants@arts.wales

We'll do our best to respond to all enquiries as promptly as we can. If you want us to call you back, please provide your contact number and we'll arrange to get back to you as soon as possible.

Other ways to contact us:



Telephone: 03301 242733 (all calls charged at local rates)



Hours: 9am-5pm Monday to Thursday, 9am-4.30pm Friday



Website: arts.wales



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