

# Creativity and culture – how this helps people to have good health and feel well



**Easy read booklet**

# Who we are and what we do



We are the **Arts Council**.

We make sure creativity and culture happen in the UK.

We know that creativity and culture can help everyone to have good health and keep well.



This plan says how we will

- work together with health organisations
- build on the work we have done already with health and creativity
- let more people know about the work we are doing in health and wellbeing



The COVID-19 pandemic has made this work even more important.

We believe that everyone should be able to take part in creativity and culture.



This will help them to be happier and healthier.

# Our Let's Create plan



Our [Let's Create](#) strategy says what we are doing to make people's lives happier and healthier.

Our [Delivery plan](#) says how we will make this happen.

We want every person to

- be creative at every stage of life
- create creativity and culture in the community so everyone can take part
- work together in new ways with people who make creative and cultural work



Our work in Creative Health will

- put creativity at the centre of all lives – especially people who don't always get to take part
- bring people together in the community where creativity and health are not as good



# Our Let's Create plan



Our work in Creative Health will

- support creative people working in creativity and health and let people know more about this around the world



We started thinking about the link between creativity and health in 2007.

We worked with the Department of Health to let people know about creativity and health.

We have worked with lots of different partners in health.

This has helped us to write our plan.



# Three main ways we will work



We will work on creativity and health in 3 main ways

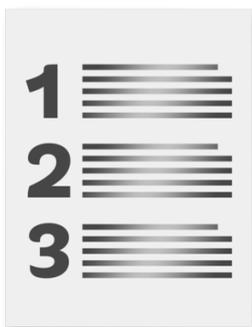
**Partnerships** – we will work closely with health and social care

**Place** – our work will happen in the right place

**Practitioners** – we will build the skills of creativity in health people



These 3 main things are also part of our Delivery Plan.



People and their relationship with health is at the centre of this work.

We know we can feel better if we go to a creative event. But we want to do more to let people know how good this is for health and feeling well.

# Partnerships



We will make sure our **partnerships** work happens by

- have a good partnership with the **National Academy for Social Prescribing** or **NASP** for short
- grow the idea with the NHS that creativity is good for health
- put money into research to find out more
- find new ways of working with other partners and groups
- make stronger link with groups that fund this kind of work
- work more closely with local government health leaders

We will work closely with national Museums, Libraries and other big arts organisations.

# Place



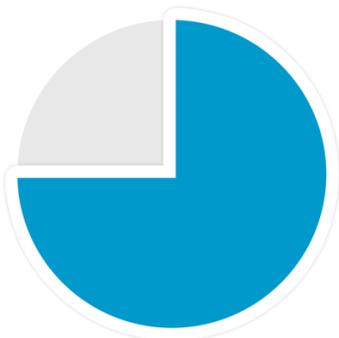
We will make sure our **place** work happens by

- find out more about health and where it happens
- share data with health networks
- include health partners into our projects
- use creative buildings as places where health activities could happen
- understand what people need locally with health and creativity
- get to know leaders in health and social care better



We can use local data to tell us what is going on in a certain place.

This will help us make good connections between the person and what they need from the community.



# Practitioners



We will make sure our **practitioners** work happens by

- growing support and building confidence for the people who apply for funding
- helping practitioners to learn new skills
- Work together to do the best work and find out more information
- keep practitioners safe who are working in hard situations so their health is good



We will give practitioners what they need to do their work in health and wellbeing well.

Creative health work happens across all the arts, Museums and Libraries.



Keeping practitioners safe and healthy is our most important work in this area.

# Using our money and resources

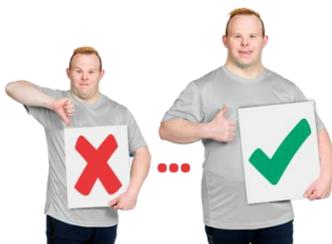


We are already spending money and resources on this work.

We will also support our plans for partnerships, place and practitioners.

Over the next two years we will also

- develop new skills
- share data on creativity and health
- ask the public what they think
- share agreements
- have new leader roles in creativity and health



# Research and development



We want to research and develop our work in creativity and health as much as we can.

We will do this by

- working closely with research organisations who can tell us more about creativity and health
- writing a new plan using what we find out about creativity and health
- looking at gaps in research and talking to the **Centre for Cultural Value**
- looking at examples of new ideas and research so we can share good ideas and make our work bigger
- working with international creativity and health organisations like the **World Health Organisation**



# More about research and development



We will use the research to

- keep good relationships with health and social care organisations
- use the evidence we have that creativity is good for health to get money to fund the work
- help practitioners to make a good case to do more work in creativity and health



# Our Delivery Plan



Our Delivery Plan says how we will include creativity and health in our work.

The plan is running from **2021 – 2024**

We have refreshed the plan in 2022-2023 so that people, place and practitioners are part of this plan.



We will

- look at our creativity and health work every year to check we are still doing this work well
- work with the **National Centre for Creative Health** to look at new ways to connect creativity, health and wellbeing
- deliver the **Thriving Communities Fund** working together with the National Academy for Social Prescribing – this will support new creative work in giving people creativity for their health.

