

# Arts for Health

Cultuurparticipatie on tour #2



KUNSTLOC  
BRABANT

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Case Study  
Culture, Health and  
Wellbeing  
Programme –  
Culture and Creative  
Industries Unit, GLA



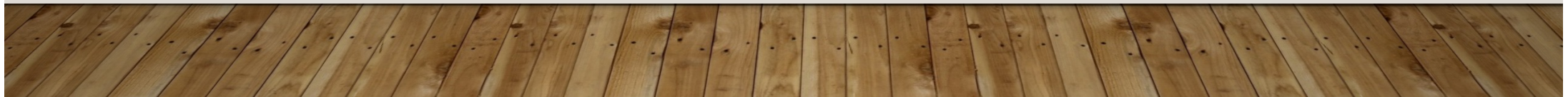
# CULTURE AND CREATIVE INDUSTRY STRATEGY, LAUNCHED DECEMBER 2018

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- **The Mayor believes culture has a key role in improving Londoners' health and wellbeing and should be hardwired into activities.**

[Culture Strategy for London | London City Hall](#)

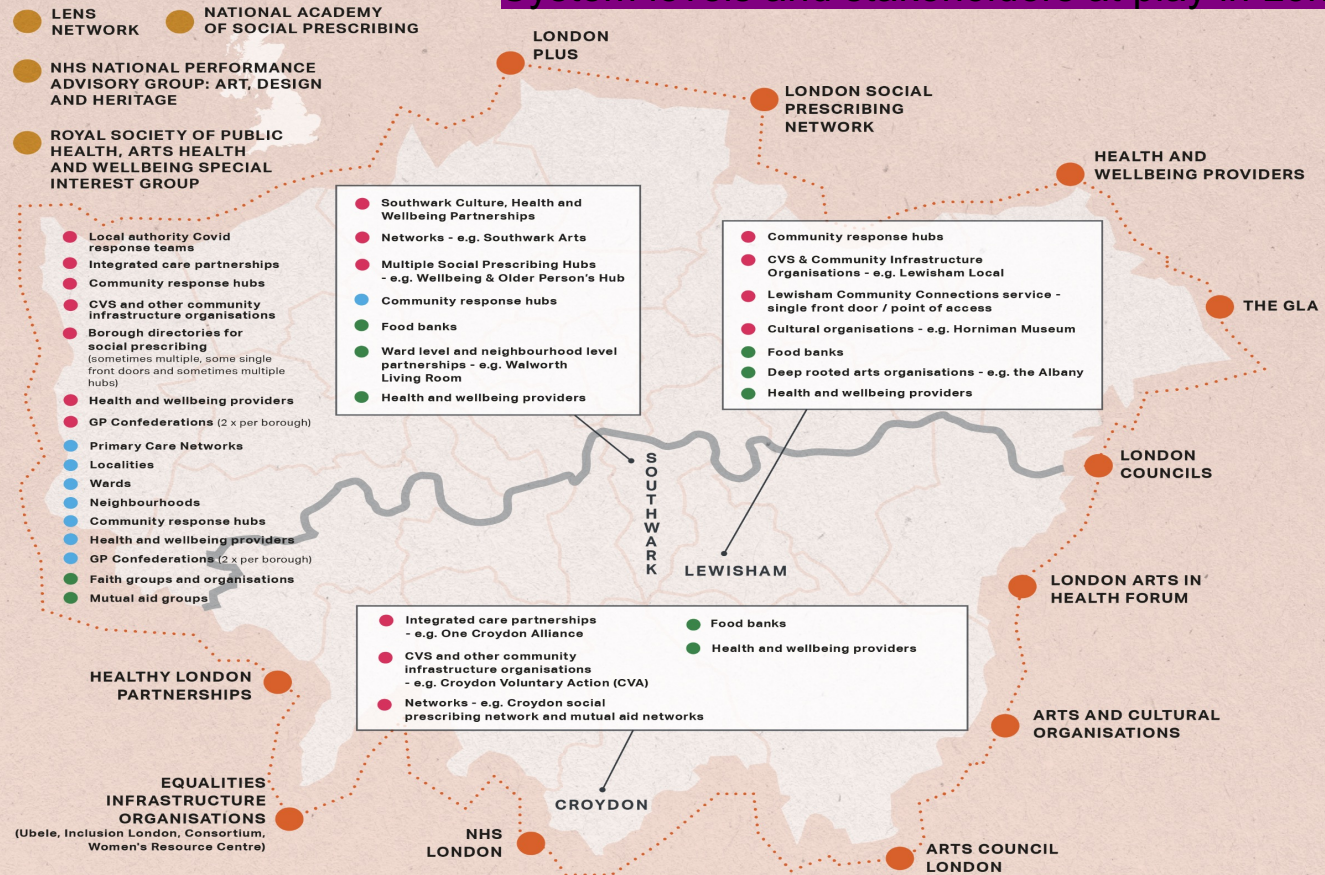
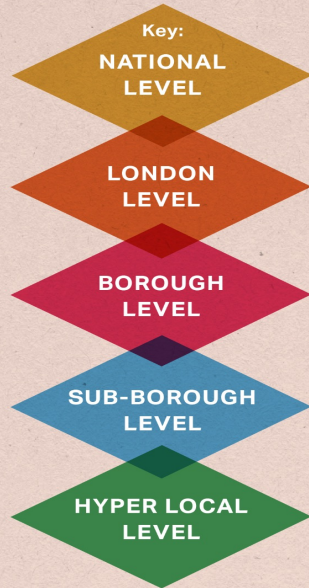
Policy 4: The Mayor will promote the benefits of arts and culture for the health and wellbeing of Londoners





# LONDON

## System levels and stakeholders at play in London

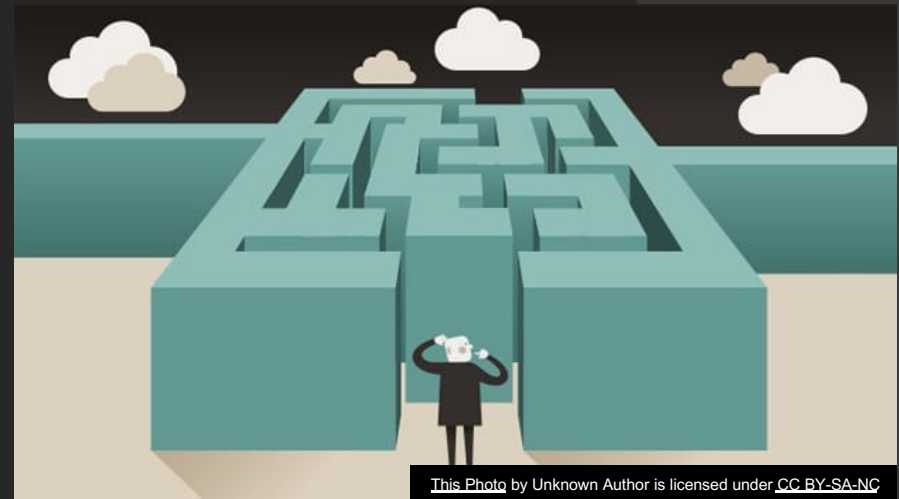


London Community Response Hubs | London City Hall



# Findings we unearthed

1. Fragmented systems and difficult to navigate
2. No time to share
3. What does 'quality' look like in creative health work
4. Where's the training and support?
5. Consistency of access for Londoners
6. Building understanding – different languages clinical/cultural
7. Health Inequalities and diversity in delivery
8. Funding / commissioning – how best to invest
9. Evidence, evidence, evidence



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# Approach to development

- Power of Mayor's convening role
  - Bringing together different parts and levels of the various systems
- Partnership
  - Working with other funders and influencers e.g Healthy London Partnership, Arts Council England, Lived Experience Network
- Participation
  - A listening campaign & experiential learning through:
    - Demonstration projects which enable people to experience possibilities
    - Research & test of concept
    - Showcase best practice through grant funding





# SPOTLIGHT ON BREATHE – ENGLISH NATIONAL OPERA’S LONG COVID PROGRAMME

[ENO Breathe | English National Opera](https://www.eno.org.uk/breathe)

[https://youtu.be/yX1z\\_LneMAo](https://youtu.be/yX1z_LneMAo)

**No prior experience or interest in singing is required to take part in ENO Breathe.**

ENO Breathe is not a choir or singing group. It is a 6 week social prescribing (non-clinical) intervention that uses singing techniques to aid recovery from COVID-19.

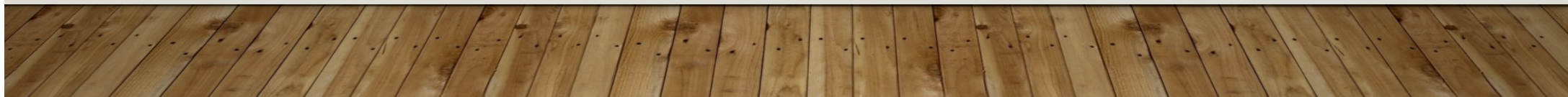
ENO Breathe offers participants:

- An initial one-to-one online conversation with our ENO Breathe team to discuss suitability, introduce you to the work we will be doing and answer any questions you might have.
- Six weekly group online workshop sessions, led by an ENO vocal specialist. Workshops will encourage participants to take part in exercises and activities especially designed to support breathing control, providing tools for self-management of breath and anxiety.
- Access to bespoke online digital resources, designed to support you between sessions. These include exercises, song sheets and audio and video materials, especially recorded by the ENO.

# AIMS OF CULTURE, HEALTH & WELLBEING WORK GREATER LONDON AUTHORITY

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- Hardwire culture into city life through health, establishing London as first Creative Health City
- Where every doctor and link worker is able to prescribe quality cultural social prescribing to all Londoners
- No wrong door - joined up resources and referral pathways for children and young people and all Londoners
- Leadership development in creative health and wellbeing in Councils, Creative Practitioners and Integrated Care Systems

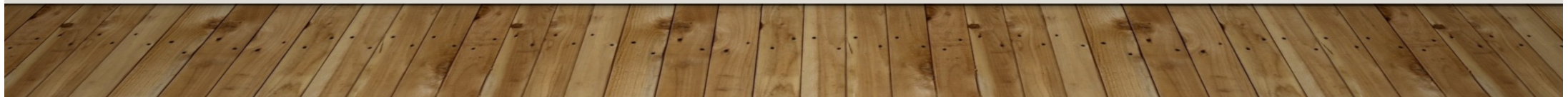




# THEMES EMERGING FROM OUR DEMONSTRATOR PROJECTS

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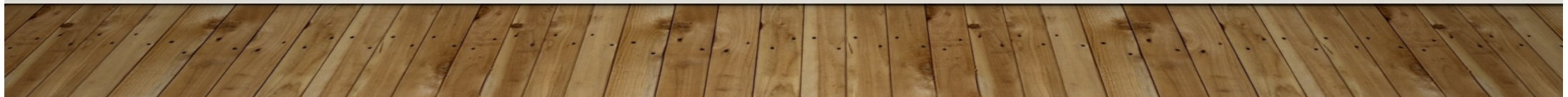
1. Improving understanding of commissioning and how to unlock resources for cultural organisations delivering
2. Mapping activity – where and who is delivering quality creative health work (Health and Culture)
3. Leadership development and champions in boroughs and cultural organisations
4. Welfare of creative workforce, work force pipeline and training
5. Connecting the dots – a strategic approach to support, linking best practice (amplifying place based approaches)
6. Evidencing impact to scale-up – making the case
7. No wrong door – equity of access for all Londoners to quality cultural social prescribing and place based approach



# CULTURE, HEALTH & WELLBEING PROGRAMME – AREAS OF FOCUS

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- Cultural Social Prescribing
- Children and Young People – mental health: Thriving through Culture
- Older Londoners – Dementia Friendly City: Dementia Friendly Venues Charter





## KEY PROJECTS FROM 2021-2025: CULTURAL SOCIAL PRESCRIBING

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- Creative Health and Wellbeing hyperlocal zones building effective connections between communities, culture and health.
- Training between GPs, artists and link workers. Delivered by Clod Ensemble, Performing Medicine in Brent, Hackney, Croydon.
- [Home - Social Prescribing Myth Busters](https://cultureonprescription.org.uk)  
([cultureonprescription.org.uk](https://cultureonprescription.org.uk))



## KEY PROJECTS FROM 2021-2025: CHILDREN AND YOUNG PEOPLE

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“How can young people use art and culture to create change in their mental health and change how mental health care is imagined, delivered and funded?”



# KEY PROJECTS FROM 2021-2025: OLDER LONDONERS

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Dementia Friendly Venues Charter, network and training programme.

[Dementia Friendly Venues Charter | London City Hall](#)



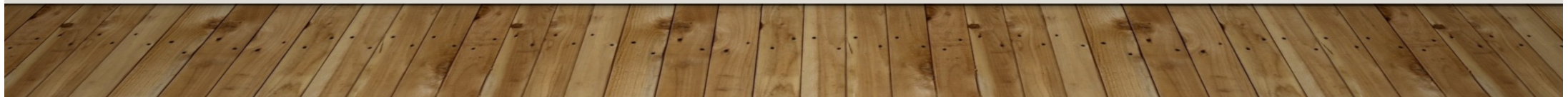


# WHERE NEXT?

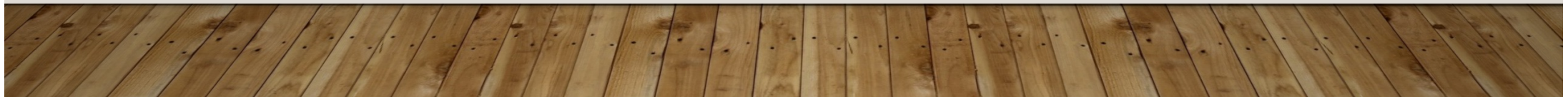
## AREAS OF DEVELOPMENT NOW TO 2024/25

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1. Increase opportunities to connect health and cultural sectors to build trust and understanding
2. Build sustainability of commissioning and strategic funding
3. Explore Integrated Care Systems role and opportunities presented
4. Development of a code of practice framework for Culture / Health sector when developing, delivering and prescribing cultural social prescribing work
5. Convening role, provocations, building evidence and spotlighting best practice – amplifying work



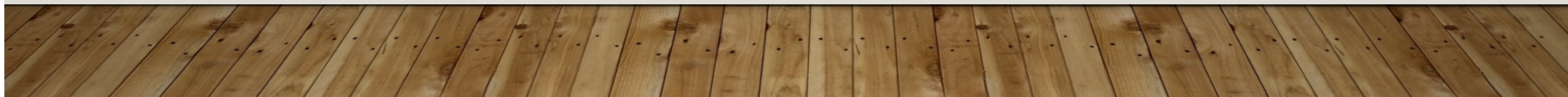
ANY  
REFLECTIONS  
AND  
QUESTIONS?



# ADDITIONAL LINKS AND RESOURCES

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- [The London Assembly | London City Hall](#)
- [London's recovery from the coronavirus crisis | London City Hall](#)
- London Youth Assembly [london\\_youth\\_assembly\\_handbook.pdf](#) and recent report [The impact of COVID-19 on education & opportunities for young people in London](#)
- Details about work of Culture team [Arts and culture | London City Hall](#) and here's the page for Creative Health [Creative health and wellbeing | London City Hall](#)





# WORKING WITH OTHER GLA TEAMS

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- COVID-19 has shown how innovation and hyper-localised approaches can positively impact Londoners.
- A new Implementation Plan for the London Health Inequalities Strategy - launched in December 2021. [Health Inequalities Strategy Implementation Plan 2021-24 | GLA \(london.gov.uk\)](#)
- The Plan consolidates key streams of activity across London for a clear and consistent approach to tackling health inequalities
- Health In All Policies approach [Champion and Challenge | London City Hall](#)
- Good Growth Directorate: The London Plan [Implementing the London Plan | London City Hall](#)