



Creative Industries Council Health & Wellbeing Forum



July 2025



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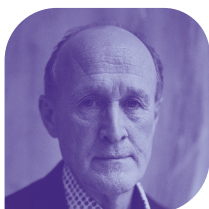
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Foreword



As industry Chair of the Creative Industries Council, I am delighted to introduce this report. I am very grateful to Arts Council England, Darren Henley as our Chair, and our expert forum members, for their work in producing it.

As the report highlights, creative businesses from TV to publishing, music to virtual reality are working in partnership with health professionals up and down the country. They are deploying both creativity and innovation, to prevent ill health, to support the new ten-year plan for health and an NHS that is fit for the future, helping us all live well for longer.

This report builds on existing evidence which demonstrates how much the creative outputs of our sector can benefit health and wellbeing. By sharing projects that are having real im-pact, identifying priorities for action and using the reach of the Council to raise awareness, we can move this important agenda forwards.

The Creative Industries Sector Plan sets out the significant growth opportunity for our sec-tor, but the creative industries are not only an economic proposition, they also deliver enormous social 'spillover' benefits, making our lives and our communities so much richer too.

The returns on investing in creative health are impressive, delivering new opportunities for creative practitioners and new solutions to persistent problems for our health service.

In many ways, the UK is at the forefront of global work on this agenda. The creative health sector adds another string to the bow of UK 'soft power'.

Most of all, this report backs the important policy shift from cure to prevention.

Sir Peter Bazalgette

Industry Chair, Creative Industries Council



At Arts Council England, we believe that access to creative and cultural activities is a fundamental part of living well. Public investment in arts, museums and libraries can help people lead happier, healthier, more fulfilling lives. No matter your age or where you live, when creativity and culture flourish, so do we all.

Over the past decade, I have spent much of my time visiting villages, towns and cities across England, hearing first-hand about the positive impacts on health, wellbeing and happiness that come as a result of taking part in creative activities.

The work is broad and meaningful: from the musicians of Manchester Camerata performing for people living with dementia to the Reading Agency's *Reading Well* programme in libraries; and from English National Ballet's *Dance for Parkinson's* to the visual artists working in healthcare settings through the Hospital Rooms programme. By joining together, the creative industries, Arts Council-supported cultural organisations, health partners, artists and local communities are enabling more people to live well for longer – and to flourish.

There is a growing acknowledgement of the health benefits of the arts and creative industries, backed up by an increasingly robust body of evidence. A recent campaign from the National Centre for Creative Health, *Creative health at a glance*, highlights research published in 2023 showing an NHS saving of around £150 million annually thanks to movement and dance programmes that reduce the risk of developing dementia or type 2 diabetes. Research in 2021 from Society of London Theatre (SOLT) & UK Theatre and HOME in Manchester showed that the mental and physical health benefits of visiting a theatre equate to annual NHS savings of £102 million. And as far back as 2017, an 'arts on prescription' scheme in Gloucestershire and Wiltshire led to a 37 per cent drop in GP consultation rates and a 27 per cent reduction in hospital admissions, representing a saving for the NHS of £216 per patient.

Now is the right time for the creative industries to come together to effect change and support the growing links between creativity and health. The ambitious new ten-year plan for health will put more emphasis on three changes: an increased focus on the prevention of ill health and health promotion; shifting care out of hospitals and into community settings; and greater use of technology. Creative health can play a positive role in all three of those goals.

I am delighted to chair the CIC Health and Wellbeing Forum and am grateful to its members, who have generously shared their time, expertise and ideas to build this report. Together, through our collective efforts over recent years, we have made great strides in setting out the distinctive contribution that our world-class creative industries can make to supporting the health, happiness and wellbeing of individuals and communities. This report builds on that body of work to make recommendations that accelerate progress.

We look forward to working with industry, health and government partners to develop and deliver the recommendations.

Dr Darren Henley CBE

Chief Executive, Arts Council England

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Introduction

Many of us know, instinctively, that culture and creativity make us feel good. Nine out of 10 adults experienced an arts event last year and felt the exhilaration of watching live theatre or a great film, the joy and social connections from attending a gig or singing in a choir, the wonder of reading a good book, exploring a museum or discovering new worlds through creative technology.

This feeling – that our lives and our communities are enriched, happier and healthier when creativity and culture are a part of them – is increasingly backed up by evidence, with the health and wellbeing benefits of experiencing and taking part in creative activities now well established.

Creativity is life-enhancing, at all stages of our lives. It supports healthy habits that help maintain wellness, from our earliest years through to adulthood and older age. It has a role to play in tackling health inequalities and improving population health by addressing the social determinants of health. Children are happier and healthier when they take part in creative activities, in and out of school, and there is a positive correlation between arts education and academic performance. Creativity can support treatment, long-term health management and recovery from illness and it improves outcomes for patients in hospital, as well as their families and carers.

The implementation of creative health is gaining momentum within the creative industries and in health systems. It is now a vital building block for change in the NHS and social care. It can be part of the solution for tackling the complex health and wellbeing challenges faced by the UK and offers exciting, cost-effective opportunities for innovation in healthcare and cross-disciplinary partnerships that enable more people to live well for longer.

This report sets out a summary of the evidence around the role of creativity and culture for health and wellbeing, shares examples of how artists and creative practitioners work with the public, charitable and private sectors to support our nation's health and sets out recommendations for future action.

Our goal is to ensure everyone, whatever their age and wherever they live, can benefit from creative health.

Our approach

The Creative Industries Council (CIC) is a joint forum between the creative industries and government. Set up to be a voice for creative industries, the Council focuses on addressing the challenges and opportunities facing the UK's creative industries. The CIC helps to drive forward progress on key areas of growth for the sector.

The CIC set up the Health & Wellbeing Forum following the publication in June 2023 of the government's *Creative Industries Sector Vision*, a report from the Department for Culture, Media and Sport (DCMS) in partnership with CIC.

The Health & Wellbeing Forum aims to maximise the unique and positive impact of the creative industries on physical and mental health and wellbeing, by facilitating the sharing and dissemination of ideas, evidence and best practice, and identifying suggested priorities for further action by the creative industries, alongside partners in health, government, universities and the wider community. This report is a first step on this journey.

The Forum's membership includes representatives from creative industry networks and businesses, cultural organisations, policy-makers, academics and health practitioners.

Through our discussions in 2024, working within the context of a new government and its five missions, we identified broad areas of focus and set out a number of recommendations. These are ideas and ambitions. The next step for the Health & Wellbeing Forum will be to develop the ideas into deliverable, resourced and (where appropriate) costed proposals. We will work collaboratively across the creative industries, government and health to make this happen.

"The creative industries have a proven link with health and wellbeing. We want all individuals and communities to be able to consume creative content and participate in creative activities, in physical spaces and online. We also want to strengthen the evidence base to inform stronger direct links between the creative industries and the health service. In this way we can increase the impact of the sector on our mental and physical health. In short, we can help people live healthier, more productive lives."

Creative Industries Sector Vision, June 2023

Current picture

Improved health is often a positive but unintended outcome of taking part in creative and cultural activity. For many of us, it is a part of living well and something we enjoy without thinking about why or how it is good for us.

However, demand is also growing for planned and targeted interventions as Integrated Care Systems and Public Health officials seek innovative, creative ways to relieve pressure on services, support their local health needs, focus on personalised care and enhance their work in community, primary and secondary settings. Cost-efficient and effective, this may be through social prescribing, working in schools, community interventions, or commissioning pathways. From dancing for falls prevention to singing for lung health, from art clubs for young people suffering mental health issues to music performances at hospital bedsides, creativity is becoming an integral and innovative part of our health and care systems.

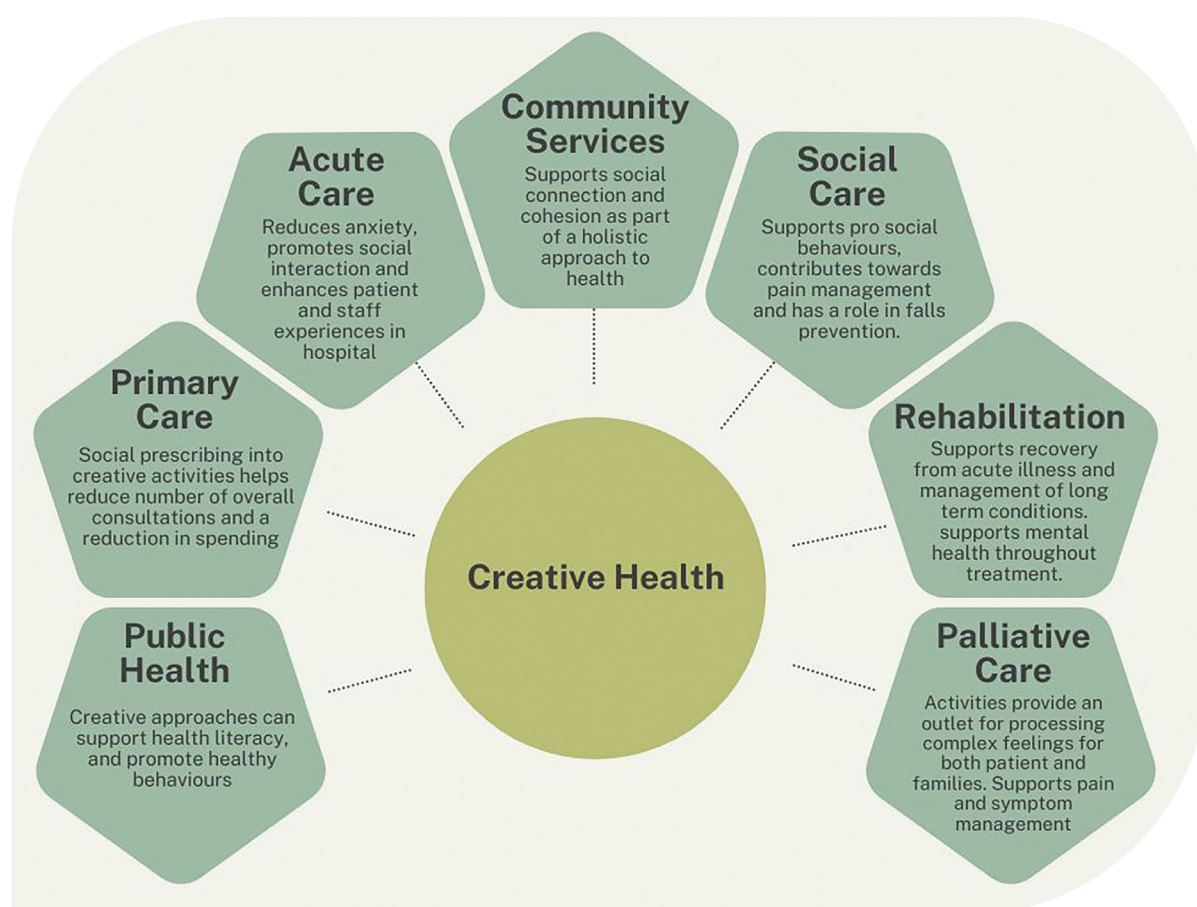
Creative health is defined by Arts Council England as

“the use of creative and cultural activities, processes, and assets to improve the health and wellbeing of individuals and communities.” This can help prevent illness by supporting healthy habits and behaviours, such as addressing social isolation and loneliness. It can be in treatment and recovery via targeted interventions for specific conditions, and it can be in acute care, through arts in hospitals programmes.

Creative health activity is widespread and takes place across the UK. It can happen anywhere: in cultural venues such as museums, libraries, theatres and concert halls, and in community centres, schools, hospitals and people's homes. Embracing the power of individuals to manage their own good health and of communities to take care of one other through social connections, shared faith and traditions, the best examples of creative health programmes are designed and delivered with participants and local communities, including those with lived experience.

Many large cultural and commercial organisations deliver or sponsor creative health programmes and many NHS Trusts have their own hospital arts programmes. However, in the main, the sector is characterised by very small organisations and individual practitioners funded through grants. Appendix 1 gives a snapshot of the vibrancy of the creative health sector in the UK with a range of examples.

These practitioners are supported through industry bodies, such as the Culture, Health and Wellbeing Alliance, and Musicians' Union, and through discipline-specific networks, such as the Association of British Orchestras or the National Arts in Hospitals Network. The National Centre for Creative Health and National Academy for Social Prescribing, alongside the national arts councils, are shaping and influencing national and devolved policy developments, connecting across health, culture and creative industries.



Recommendations

Our recommendations aim to support the government's mission-driven approach, by growing and strengthening the creative health sector.

We believe the creative industries could play a greater role in promoting healthy behaviours and supporting prevention of poor health at both an individual and community level, as well as offering targeted, innovative interventions for treating and managing specific health conditions. Increasing access to creative health can help more people in more places lead happy, fulfilled and productive lives, saving money further downstream within our health systems and opening up opportunity for all. Poor health is one of the greatest barriers to opportunity; creative health can help support efforts to tackle this complex challenge as part of a 21st century health and social care system.

To achieve this, we need to strengthen and support the skills, fair treatment, diversity and wellbeing of the talented, professional creative workforce who are at the heart of delivering this work and who bring unique perspectives, including lived experience, to a robust, future-facing health and care system. We need to listen to health professionals to help us understand the pressures and priorities they face, and broker dialogue between culture and health to build trust, understanding and mutual professional respect. We need to share the evidence base for the role of creativity, raising awareness among national and devolved policy-makers, health professionals and the public about why getting creative can support our health and wellbeing.

The recommendations below build on previous work and reflect the need to develop a joined up, holistic approach to creative health. In December 2023, a major review was published by the All-Party Parliamentary Group (APPG) on Arts, Health and Wellbeing. This cross-party group worked with National Centre for Creative Health (NCCH) to consider the impact of creativity and culture throughout our lives and what needs to happen to ensure health and social care maximise the impact of creativity in health prevention, treatment and acute care. We endorse the report and its recommendations, particularly the need for a national, cross-departmental creative health strategy that recognises how essential creativity is for the future of our NHS. We also support greater links with Metro Mayors and combined authorities to move beyond siloed working, ensure the benefits of creativity are available to all communities and, ultimately, support people to live well for longer.

1 Get your 'cultural vitamins': Supporting better health for children and young people through increased access to creative activities

- 1A Arts Council England and the CIC will work with government, across departments, to support and shape new programmes which can expand, scale and test innovative ideas for provision of high-quality creative activities to support young people's mental health. We recommend these are co-designed, promoted and delivered through a partnership between young people, schools, health providers, cultural, creative and community organisations, public and charitable funders and the wider creative industries sector, such as media partners.
- 1B Through its networks, the CIC will raise awareness of the work of the National Arts in Hospitals Network to enhance the provision of high-quality creative activities for children and young people in hospital in the UK, to support their wellbeing, tackle boredom, worries and loneliness, and help aid recovery.
- 1C We welcome the Children's Wellbeing Bill, including its commitment to a review of the national curriculum, and will encourage CIC members to contribute to the consultation to ensure the health and wellbeing benefits of creativity and culture are central to children and young people's school experience.

2 Get creative, stay healthy: Encouraging more people to take part by raising awareness of the health and wellbeing benefits of creativity

- 2A We will draw on the creativity, communication skills and reach of our sector to explore how an evidence-backed, public campaign could be funded and delivered, with the aim of raising awareness of the health and wellbeing benefits of taking part in creative and cultural activities. This approach could help show how easy and fun it is to develop everyday 'healthy habits' by getting creative – wherever you live, whatever your age and whatever your budget.
- 2B We will use our industry and cross-government networks to promote creative health programmes that are already proving impactful, to share good practice and innovation and help increase reach. We recommend that industry, government and other partners in universities and across the health sector work together to further support and develop recognised interventions, so that successful programmes can be scaled up across more places.

3 Building and sharing the evidence

- 3A We will support DCMS to share the findings and raise awareness of the Culture & Heritage Capital research programme, which sets out in detail the strength of evidence and cost-effectiveness of creative health interventions.
- 3B The CIC can work with industry and media networks to share research, raising awareness with health leaders and policy-makers of the efficacy of creative health and ensure they have the latest data and research to inform decision-making.

4 Understanding the needs of the health sector

- 4A The ten-year plan for health is a 'once in a generation' opportunity for change, that will focus on goals where creative health can play a critical role: prevention of poor health; more local, community-based care; and a shift towards greater use of digital technology. We will convene a symposium between the CIC, national and devolved government, NHS and creative health practitioners to build mutual understanding of challenges and opportunities, support stronger collaboration and develop shared next steps, including routes to more sustainable investment in creative health.
- 4B To connect more people to creativity, culture and good health, we will build on and support the networks and partnerships already in place between culture and health, including the national programmes of NCCH and the Metro Mayors' Creative Health network.

5. Supporting artists and creative practitioners to thrive

- 5A We recommend a collaboration between devolved and national skills' programmes, health and social care and industry partners to map the training needs of the creative health workforce. This would help build professional development programmes that ensure creative businesses, freelancers and not-for-profit organisations are entrepreneurial, fairly

rewarded and have high job satisfaction – by testing new business models, investing in innovation and expanding into new markets that grow their work in creative health.

- 5B The CIC will help ensure artists and creative practitioners are well equipped to respond to this ‘new creative industry’ by sharing the work of the Culture, Health and Wellbeing Alliance’s *Creative Health Quality Framework* through trade and industry networks. We also recommend expanding and developing programmes of training, self-care, guidance and advice that build talent development pathways to support growth and diversity. This would support practitioners in working to the highest standards and ensure the best outcomes and experiences for both creative practitioners and participants.
- 5C The CIC Health & Wellbeing Forum will ensure its work is aligned with the CIC’s *Good Work* review, which is taking place concurrently. It is well established that people work more effectively and productively when they are healthy and happy. It is therefore important to support the physical and mental health of our creative industries’ workforce, whose own wellbeing is vital to so much of the delivery of these recommendations.

Appendix 1

Case studies

Hospital Rooms X Winsor & Newton

Arts and mental health charity Hospital Rooms has recently announced an ongoing partnership with art supply company Winsor & Newton.

In spring 2024, Hospital Rooms launched its latest project, *Digital Art School*, funded by Arts Council England, which aims to reach 180,000 people over three years. All 58 NHS mental health trusts in England have signed up to participate in the programme of online creative workshops, each one hosted by a different, internationally renowned artist. These sessions are designed to develop creative skills and enable participants to have inspiring and engaging art experiences. The activities enable participants to express their feelings, build relationships through creating with other patients and staff on the ward, and build their confidence in creative activities.

Hospital Rooms is sending beautiful artist-designed boxes containing over £300,000 worth of professional quality art materials provided by Winsor & Newton, to every trust, enabling patients to participate in the *Digital Art School* sessions, with support from ward staff.



“Art is so important for stimulating that sense of wanting to go on” –

Service user,
Mother and Baby Unit.

The Reading Agency – Reading Well

The Reading Agency is a UK-wide charity with a mission to empower people of all ages to read. Working with public libraries, prisons, hospitals, community settings and commercial partners including publishers and the BBC, they reach over two million people a year.

Reading Well is their national 'books on prescription' programme, developed and delivered in partnership with Libraries Connected and local libraries. The scheme provides recommended reading to help people understand and manage their health and wellbeing.

The development of each *Reading Well* book list is evidence-based; books are mapped against National Institute for Health and Care Excellence guidelines and relevant policies. All the books are then chosen by health professionals and people with lived experience, through a bespoke book selection panel. Book lists are endorsed by numerous professional health bodies and partners, and publishers work closely with The Reading Agency to promote the scheme.

Reading Well book lists are available from bookshops or free from public libraries, supporting people outside of clinical settings or while awaiting treatment. In Wales, the Welsh Government funds universal access to *Reading Well* through public libraries, including the translation of books and materials into Welsh.

Over 3.8 million *Reading Well* books have been issued from public libraries since 2013. In surveys, 92 per cent of adults found their *Reading Well* book helpful, and 90 per cent of health professionals said the books helped support people outside of consultation time.



Royal Shakespeare Company

Drawing on its mission to connect, bring joy and create opportunities through storytelling, the Royal Shakespeare Company works with over 1,000 schools and reaches a staggering 500,000 children and young people annually. This work includes longstanding partnerships with 280 schools and 16 regional theatres in areas where structural disadvantage – including health inequalities – otherwise limit opportunities.

Through a landmark study, *Time To Listen* (2018), in partnership with Tate and University of Nottingham, 5,500 young people aged 14-18 talked about the importance of arts and cultural education in their school lives. It showed that taking part in creative activities greatly supports educational attainment, but the impact is much broader and makes an important contribution to their health and wellbeing too.

Loud and clear, young people told researchers that arts subjects are where they develop a greater sense of their own identity, develop their own agency, self-belief, confidence, communication skills, empathy and appreciation of difference and diversity. Furthermore, arts subjects acted as a valve for releasing pressures they experience elsewhere in their lives, helping to improve their health, wellbeing and happiness.

This survey is backed up by a research review commissioned by DCMS (2020) which explored the role of arts in improving health and wellbeing. It concluded, “the evidence on arts and wellbeing in young people is strong and can be trusted to guide policy development in most situations.”

["Since working with the RSC [from 2012 onwards]..., children's behaviour has undoubtedly improved along with their self-esteem, attendance, and wellbeing. Children's skills as learners have improved: we've noticed a sharp increase in resilience and co-operation, and the quality of children's writing...has improved enormously and enabled more children to achieve expected and beyond by the end of Key Stage Two."

Deputy headteacher, primary school, North Staffordshire



The Power of Music

In 2022, the Power of Music report was published to amplify how music can improve the lives of people living with dementia. A Power of Music consortium then came together to implement the report's recommendations, one of which centred around the need for funding.

To address this, the National Academy for Social Prescribing set up the Power of Music Fund, now a £2.6 million fund. It launched in 2023 and has since made 200 grants to support music activities for people living with dementia. These will benefit over 6,500 people in areas of high need and champion best practice through a national community of practice.

In 2024, England's first Centre of Excellence for Music and Dementia was launched, hosted by the orchestra Manchester Camerata. They were awarded a grant of £500,000 and secured a further £771,000 in match funding. Over three years, the programme will deliver music sessions, research impact and link health systems with community groups, to benefit people living with dementia across Greater Manchester and beyond. The devolved Greater Manchester authority was able to provide funding through their healthcare budget, connecting this work across sectors.

In April 2025, a second Centre of Excellence was announced for Hertfordshire, focusing on training the health and social care workforce to integrate music into dementia care.

The Power of Music's impact is possible thanks to funding, expertise and support from a range of partners: The Utley Foundation, Rayne Foundation, Arts Council England, UK Music, Music for All, Greater Manchester Mayor and GMCA, Greater Manchester ICB, Music for Dementia, grassroots community fundraising and individual donors, as well as commercial creative organisations – notably Universal Music who supported the development of the *Music Can* platform.



Soul Paint

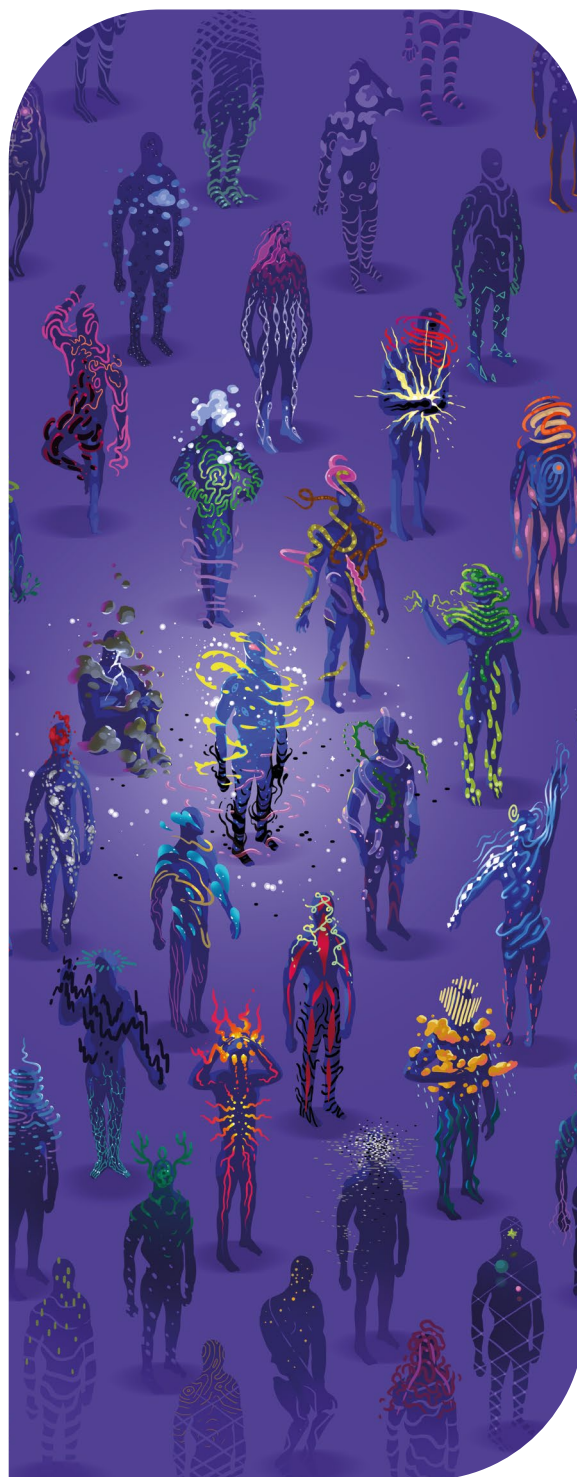
Inspired by her experience of grief, artist Sarah Ticho developed Soul Paint to enable people to explore emotional and sensory experiences within their body.

Soul Paint takes users on an immersive journey, voiced by actress Rosario Dawson, in which emotions and bodily sensations become visible in a virtual space. Participants interact with the virtual world through three-dimensional drawings and body mapping which renders movements.

Research by Story Futures and Royal Holloway University found that people reported a 95 per cent increase in positive feelings after engaging with the experience, and that it was a useful tool for people to check in with their wellbeing. Soul Paint has won awards internationally: the special Jury Prize in the XR Experience Competition for SXSW; Best Health and Wellness at Games for Change; and XR Special Mention, Kaohsiung Film Festival, Taiwan.

The development, delivery, and evaluation of the programme is a collaboration between partners Hatsumi: a creative agency working at the intersection of art, health and science, and Monobanda: an award-winning studio connecting the human body with physical space and the virtual world.

Soul Paint was funded through Creative XR (supported by Arts Council England), Unity for Humanity, and Creative Industries Fund, with additional funding from Creative Industries Fund Netherlands and Netherlands Film Funds.



darts

darts makes high-quality, inclusive, creative experiences across the borough of Doncaster and collaborates with partners locally, regionally and nationally. Their varied programme is rooted in creative health, supporting the physical and mental health of their participants, with groups for all ages.

Their *Tuneful Chatter* programme for children aged 0-5 is facilitated by experienced artists using music, dance and drama activities. These sessions are designed around the Early Years Foundation Stage statutory framework, and support children to improve language, communication skills, and personal, social and emotional development.

This collaborative programme is consortium led, with the City of Doncaster's Early Intervention and Prevention Team alongside Cast Theatre.

Dance On began as a collaboration between darts, One Dance UK, The University of Leeds and Yorkshire Dance, and is now delivered in collaboration



with Get Doncaster Moving with Sport England funding. It is a highly successful model, enhancing the lives of hundreds of older adults. Seven years of research by University of Leeds demonstrated that *Dance On* can decrease social isolation and improve mobility, coordination and balance, alongside reducing fear of falls.

Alongside delivering programmes for its local communities, darts is part of wider national work in developing evidence-based, scalable models for embedding creative health. darts is one of the lead partners in the UK Research and Innovation (UKRI) and Arts and Humanities Research Council (AHRC) funded programme, 'Creative Health Boards: a new model for embedding creative health and community assets in health systems across the UK.' It is a collaborative programme led by darts, Sheffield Hallam University, University of Sheffield, City of Doncaster Council (Heritage Services) and Cast.

The three-year project will establish 'Creative Health Boards' – collaborative forums where cultural and community organisations work with the NHS, local councils, and the private sector to integrate creative activities into health services.

These Boards focus on making creative and cultural programmes accessible to communities at risk of poor health. The project will pilot new approaches to funding, delivering, and measuring the health impacts of these creative activities.

These approaches are essential in establishing sustainable, scalable work, as the darts team reflect:

"We don't need to convince people of the value of creative health anymore; people are on board – the health sector knows we need to move towards prevention but they need models and frameworks for commissioning."

Appendix 2

Evidence & resources

Research from across the globe shows the link between creativity and culture and health and wellbeing. To find out more about the data and evidence behind our recommendations, please see:

APPG on Arts, Health and Wellbeing and NCCH: Creative Health Review, 2023: [National Centre for Creative Health \(ncch.org.uk\)](https://ncch.org.uk)

Arts Council England: Evidence summary, 2018
[Arts and culture in health and wellbeing and in the criminal justice system: a summary of evidence | Arts Council England](#)

Plus: Guidance sheet on applying for Creative Health grants, 2024
[Creative health projects.pdf \(artscouncil.org.uk\)](#)

DCMS: Culture and Heritage Capital: Monetising the impact of culture and heritage on health and wellbeing, 2024
[CULTURE AND HERITAGE CAPITAL: MONETISING THE IMPACT OF CULTURE AND HERITAGE ON HEALTH AND WELLBEING](#)

DCMS: Evidence summary for policy: The role of arts in improving health and wellbeing, 2020
[Evidence summary for policy: The role of arts in improving health and wellbeing – GOV.UK \(www.gov.uk\)](#)

NASP: Evidence – Arts, culture and creativity, 2022
[Creativity and social prescribing – NASP evidence | NASP](#)
[\(socialprescribingacademy.org.uk\)](#)

Royal Shakespeare Company: Time To Listen, 2018
[Time To Listen | RSC Education | Royal Shakespeare Company](#)

Royal Shakespeare Company:
[Time To Act: Randomised Control Trial, Final Report, 2023](#)

UKRI: Mobilising Community Assets to Tackle Health Inequalities:
Interim Findings, 2024
[National Centre for Creative Health \(ncch.org.uk\)](#)
[MCA-Interim-Report.pdf \(ncch.org.uk\)](#)

What Works Wellbeing: various, 2014-24
[» Culture, arts and sport \(whatworkswellbeing.org\)](#)

World Health Organization: Scoping Review, 2019:
[What is the evidence on the role of the arts in improving health and well-being? A scoping review \(who.int\)](#)

Appendix 3

Further information & acknowledgements

About Arts Council England

Arts Council England is the national development agency for creativity and culture. We help people in every corner of the country to experience and benefit from creativity. We do this by investing in artists and organisations that make and deliver exceptional, inspirational work for our communities. Central to this is Let's Create, our strategy for culture and creativity, and the four Investment Principles that underpin all of our work.

About the Creative Industries Council

The Creative Industries Council is a joint forum between the creative industries and government. Set up to be a voice for creative industries, the Council focuses on addressing the challenges and opportunities facing the UK's creative industries. The CIC helps to drive forward progress on key areas of growth for the sector, including access to finance, skills, export markets, innovation and intellectual property (IP).

The reference to creativity as “creative vitamins” was originally heard described as “the other Vitamin C” (p.12) at a conference about youth mental health held at 42nd Street, Manchester in May 2024. The description of creative health as a “new creative industry” (p.14) was made by the late Tim Joss of Aesop – Arts Enterprise with Social Purpose.

Photo credits:

1. Stratford Joint Open Day 2024 © RSC / Photo: Sara Beaumont
2. Sandwell CAMHS workshop © Hospital Rooms
3. Reading Well for Young People © Will Bremridge
4. Stratford Joint Open Day 2024 © RSC / Photo: Sara Beaumont
5. Manchester Camerata's Music in Mind Café © Jay Cipriani
6. Soul Paint © Hatsumi and Monobanda
7. darts © James Mulkeen

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