

Shared Territories

Audit and Analysis of the Arts and Health Sector in the South West



A research report by Ruth Hecht
for Arts Council England and Arts & Health South West

June 2006



Front cover photos from top left, clockwise:

Art for Life, Taunton & Somerset NHS Trust

Art of Wellbeing, Bristol – Lightwave (pic: Jo Hansford)

Dorset County Hospital – Mark Storor, Gabriella Sancisi (pic. Andrew Whittuck)

Bournemouth Arts Development – Tea Dance

Effervescent, Cornwall – ‘Hansel and Gretel’

Great Western Hospital, Swindon – Sasha Ward

Insider Art, Devon – Art Psychotherapy image

Upstream Healthy Living Centre – Drum School

Vita Nova, Bournemouth – ‘It’s About Time’

Live Music Now – Paul Sartin at Williton Hospital, Somerset (pic Anita Corbin)

Gloucestershire Royal Hospital Artists in Schools Programme

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Foreword

The inspiration of the arts is all around us and forms a vital part of what it is to be happy and healthy.

A moving score of music, a striking performance or a challenging piece of visual art can all help make us feel good about ourselves and our surroundings.

This welcome piece of research has shown that the arts can support health in many ways. It can reach out to communities, support people with

specific needs and engage with people who too often fall outside the traditional boundaries of services. The report moves our definition of health well beyond concepts of disease and illness.

The challenge is for all agencies who impact on people's health to embrace this approach and allow the arts to reach its full potential in keeping people happy and healthy.

Dr Gabriel Scally

Regional Director of Public Health for the South West

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The research was funded by Arts Council England South West.

Finally thanks to the Chair of Arts Council England South West, Professor Alan Livingston who unwittingly gave the report its title when giving an introductory address at the Association for Medical Humanities annual conference in July 2005 and talked about the 'shared territories' which both artists and health workers need to inhabit in order to create original work of quality and integrity.

Ruth Hecht, June 2006

Executive Summary

Introduction

In April 2005 Arts Council England South West and the South West Arts and Health Forum (now called Arts & Health South West) commissioned independent arts consultant Ruth Hecht to undertake an audit and analysis of Arts and Health activity in the South West.

The research that took place between May and September 2005 forms the basis of this summary report published in June 2006 to celebrate the official launch of Arts & Health South West.

The information has been used to inform an action plan for Arts and Health in the region that is being developed by Arts Council England South West and has also helped inform the work of Arts & Health South West.

Definition of 'Arts and Health'

For the purposes of the research 'Arts and Health' refers to any creative collaboration between artists and people working in health and social care; and any creative initiative that directly enhances people's health and well-being.

Results of the audit

- ▶ There are hundreds of people involved in Arts and Health work in the South West.
- ▶ The work has had both a direct and indirect impact on literally hundreds of thousands of people across the region.
- ▶ A large percentage of the Arts and Health work in the region is aimed at tackling some of the Government's key health themes and targets, for example in relation to drugs and alcohol use, improving people's mental health, supporting families, mothers and children, and engaging individuals and communities.
- ▶ The Arts and Health sector is extremely diverse – particularly in terms of the type of work being done, the art-forms used, the client groups with whom people work, and the scale and sustainability of the work.
- ▶ People initiating Arts and Health work include artists, arts therapists, arts organisations, Local Authorities (including Social Services, Arts Development, LEAs, and the Youth Service), voluntary sector health and social care organisations, Primary, Acute and Mental Health Trusts, public health agencies, General Practitioners, teaching hospitals, F.E. and H.E. colleges.
- ▶ The sector as a whole has many sub-sectors such as people working in the medical humanities; people using creative writing and poetry in a health context; GPs developing arts initiatives; the different arts therapies; people developing PFI public art projects; arts co-ordinators employed by Acute Trusts; people working in hospices; theatre companies doing issue-based work; people working within the criminal justice system; work with people with mental health needs; work with people with learning disabilities.
- ▶ There are many examples of good practice across the region: initiatives of high artistic quality which deliver measurable health outcomes; excellent cross-sector partnership working; credible research and evaluation; sustainable integration of the arts in health settings.
- ▶ For most Arts and Health initiatives in the region the main aims are to enhance people's psychological and spiritual well-being, improve people's self-esteem and self-confidence, and enhance social relationships.

Summary of key issues

- ▶ The sector needs more advocates at a regional level, particularly from within the NHS.
- ▶ There is very little strategic work going on at a sub-regional or regional level – until this changes the work will never gain real acceptance from policy makers who ultimately are responsible for the long-term sustainability of the sector. Local Authorities could have a key role to play with this through Local Area Agreements, and there could be much greater engagement with Local Strategic Partnerships.
- ▶ Although some people are well networked and supported, many people working within the Sector feel isolated, under-valued, and under-funded.
- ▶ A large amount of the work which is taking place is funded on a project by project basis; there are very few revenue funded strategic and sustainable projects in the region.
- ▶ There is a perception that there is little evidence base which proves the impact of the arts on improving health outcomes; however, it is more the case that the extensive research and evaluation which does exist is not being widely disseminated.
- ▶ The demographic of the region is going to change dramatically over the next few years (by 2013 41% of the population in the South West will be over 50); currently there is very little evidence of Arts and Health work with older people in the region.
- ▶ Arts therapists and artists are working in different, but equally valuable ways within the sector, and both acknowledge there are real opportunities for mutual learning which will strengthen and give 'added value' to both.
- ▶ There is a need for the arts sector to accept the health sector's desire for measurable outcomes in relation to health; there is a need for the health sector to accept that working with the arts sector is about challenging how people look at the world, and about producing work of quality and integrity (in relation to both process and product).

1 Introduction

“The arts contribute in a vital way to improving people’s health and well-being. This research, which we are pleased to have undertaken in partnership with Arts & Health South West, shows ACE’s commitment to helping to develop a thriving arts and health sector in the region.”

Nick Capaldi, Executive Director, Arts Council England South West

1.1 Aim of research

In April 2005 Arts Council England South West and the South West Arts and Health Forum (now called Arts & Health South West) commissioned independent arts consultant Ruth Hecht to undertake an audit and analysis of Arts and Health activity in the South West in order to:

- ▶ define the scope of Arts and Health activity in the region by identifying individuals and organisations working in the sector including those involved in mental health, health promotion, substance abuse, sexual health, acute hospitals, GP surgeries, therapy, hospices, culturally diverse health groups, social care, older people, and health specific support groups;
- ▶ identify existing partnerships at a strategic level and explore the policies and strategies that have facilitated or supported these partnerships;
- ▶ identify best practice and gaps in the sector;
- ▶ present a minimum of five case studies that illustrate the range of activity and the key issues faced by the sector;
- ▶ make recommendations on how the Arts Council can best advocate for and support Arts and Health in the region.

1.2 Background

In 2003 Regional Arts Boards and the Arts Council restructured to become Arts Council England: the national development agency for the arts in England, distributing public money from Government and the National Lottery. Arts Council England is producing a national arts and health strategy, which is due to be published in 2006. Regional offices will produce individual action plans in order to take forward the Arts and Health remit.

With the restructure and the planned national arts and health strategy Arts Council England South West (ACESW) commissioned a feasibility study on the setting up of an Arts and Health forum. Willis Newson carried out this work in 2003. As a result the South West Arts and Health Forum was set up with the recognition that there was a gap in provision for disseminating good practice across arts and healthcare in the South West that the National Network for Arts in Health based in London was not able to provide.

The Forum has had representation from various healthcare and strategic bodies. It is constituted as a Company Limited by Guarantee with five directors and Gabriel Scally, Regional Director of Public Health, is Honorary Chair. In November 2005 it formally changed its name to Arts & Health South West, and in January 2006 was awarded an Arts Council Grant for the Arts for three years’ running costs.

1.3 Definition of Arts and Health

It is acknowledged that there are many different approaches to Arts and Health work, and that there is a range of practice taking place both within and outside dedicated healthcare settings.

Arts and Health work can be initiated for a wide variety of reasons – the following were cited by people interviewed for the research:

- ▶ Artists provide innovative ways of working, and are good at fulfilling a number of different agendas and working across sectors/different interest groups.
- ▶ The arts can help the health sector deliver its targets against specific national, regional and local strategies such as:
 - National Framework for Older People (particularly standard eight: the promotion of health and active life in older age);
 - public health targets;
 - patient and public involvement targets;
 - NHS Estates Strategy;
 - *Youth Matters* (Government Green Paper);
 - Local Area Agreements.
- ▶ The arts can help deliver different partners' shared priorities, for example in relation to engaging disaffected young people, tackling obesity, nurturing user-led advocacy, supporting independent living and helping to regenerate communities.
- ▶ It helps improve people's quality of life and can be used in a preventative way to promote good health and general well-being.
- ▶ The arts can be used to educate people about specific health issues.
- ▶ The arts can make people feel better, improve people's self-esteem and self-confidence.
- ▶ The arts are a good way to include staff, and can improve staff morale.

- ▶ The arts promote a well cared for and welcoming environment and create public spaces of distinction.
- ▶ The arts help Health Trusts build links with the local community.
- ▶ A relatively small financial investment can lever in significant amounts of additional cash and support in kind.

For the purposes of this research 'Arts and Health' refers to any creative collaboration between artists and people working in health and social care; and any creative initiative that directly enhances people's health and well-being.

1.4 Methodology

Between May and September 2005 the following was done to inform the audit and analysis:

- ▶ A detailed questionnaire was sent out via a wide variety of networks in the Arts and Health sector. (213 were received by the July deadline. See Appendix 3 p.18.)
- ▶ In-depth interviews took place with a selection of 15 individuals/organisations (see Appendix 3 p.18).
- ▶ PEST and SWOT analyses on the sector were done (see Appendix 1 p.13).
- ▶ There was research into cross-cutting national strategies.

The analysis of this material forms the basis of this summary report originally completed in September 2005, and published in June 2006 to celebrate the official launch of Arts & Health South West.

*All the research material is in the full report, available from Denise Sparkes, Arts Council England South West. Tel: 01392 229257
Email: denise.sparkes@artscouncil.org.uk*

2 Overview of Arts and Health activity in the South West

There are hundreds of people involved in Arts and Health work in the South West, and the work has had both a direct and indirect impact on literally hundreds of thousands of people in the region.

The Arts and Health sector is extremely diverse – particularly in terms of the type of work being done, the art-forms used, the client groups with whom people work, and the scale and sustainability of the work. Whilst there are some individuals and organisations whose sole focus is Arts and Health, the majority of initiatives are being undertaken by people working either in the arts or health and social care sectors for whom it is only one aspect of their work.

Generally there appears to be a good understanding of the different approaches to Arts and Health work – particularly there is a clear distinction between the value and approach of arts therapies as distinct from other types of Arts and Health work.

There are many examples of best practice, particularly in relation to partnership working, innovation and evaluation. Within the sector as a whole there are thriving sub-sectors (for example the various arts therapies, people using creative writing in health care, theatre companies producing issue-based work, people working in the medical humanities, work targeted at young people, work in hospices, work with people with mental health needs). There is a strong desire to develop the work across the region in a sustainable way; it is widely acknowledged that there could be far more sharing of skills and experience across the sector.

Although some people are extremely well networked and informed, many people working in the sector feel isolated and undervalued, and find it hard to get access to relevant information and training, as well as to sources of sustainable funding.

The sector as a whole is under-funded – just over half the questionnaire respondents, who answered a question about what prevents them from doing more work, cited funding. Most Arts and Health funding is project-based and comes from a wide variety of sources – NHS Trusts, charitable Trusts,

the Arts Council, the National Lottery and Local Authorities are the most common funders – only 25% of respondents to the questionnaire receive revenue funding.

Within the region there is a handful of health practitioners who are strong advocates for the value of Arts and Health; however, within Health Trusts and other parts of the health and social care sector it is clear that there are not enough advocates for the work. This is reflected in the fact that there were only a few questionnaires filled in by anyone working directly for a Health Trust, other than those working as arts psychotherapists and arts managers/co-ordinators employed by Trusts. There

was no response from any of the three Strategic Health Authorities in the region.

The majority of Arts and Health initiatives in the region aim to enhance people's psychological and spiritual well-being, and to improve people's self-esteem and self-confidence. A large percentage of the work is aimed at tackling some of the Government's key health themes and targets, for example in relation to drugs and alcohol use, improving people's mental health, supporting families, and engaging individuals and communities. However there appears to be little work in the region targeted at tackling obesity, or reducing coronary heart disease. (This might reflect the fact that there was a poor response to the research from the region's dance development agencies.)

“...the work has had both a direct and indirect impact on literally hundreds of thousands of people in the region.”

There are real opportunities for people to link their work more closely to national health and social care strategies such as *Choosing Health – Making Healthy Choices Easier*; *Tackling Health Inequalities: a Programme for Action*; *Independence, Well-being and Choice*; and the *National Framework for Older People*. Similarly opportunities exist for greater advocacy and promotion of the Arts and Health sector in the region through various regional agencies such as Culture South West, NIMHESW (National Institute

for Mental Health in England South West), South West Public Health Observatory, Creating Excellence and the South West Forum.

The research has raised a number of issues which Arts Council England South West, Arts & Health South West, and people working in the sector need to address in relation to the development and sustainability of the sector. These are listed below (see page 10).



Effervescent, Cornwall – ‘Hansel and Gretel’

3 Snapshot of the region

Below is a 'snapshot' of Arts and Health work taking place across the South West to give a flavour of the diversity of activity...

In Cornwall...

The WILD young parent's project uses multi-media arts projects to look at issues which affect young parents... **Creative Expression** uses arts psychotherapy with a variety of client groups engaged in anti-social behaviour such as adolescent boys who are at risk of self-harm... **Arts For Health Cornwall & Isles Of Scilly** is the UK's only county-wide Arts and Health organisation – it advocates for the role of creativity in improving health and well-being as well as developing specific projects to deliver health improvement... **Rethink Cornwall** encourages mental health service users to 'play' with art materials... **The Peninsula Medical School** hosted the third annual conference of the Association of Medical Humanities in August 2005 under the theme *Metaphors for Practice: the Art of Healthcare...* **Effervescent**, a contemporary multi-media performing arts company, works with children and young people on issues such as depression, bullying and sexuality... **Poet Victoria Field** is one of the first people in the UK to have qualified as a poetry therapist under the US-based National Association of Poetry... **Cornwall Mental Health Forum** is developing an Arts and Mental Health Strategy in tandem with running arts projects... **Rob Marshall Consultant Pathologist at Royal Cornwall Hospital** and teacher at the Peninsula Medical School has worked with a visual artist examining how individuals reach decisions, which has changed his clinical practice...

In Devon...

Insider Art encourages dialogue, respect and understanding between people working within diverse aspects of Arts and Health practice by running workshops, courses and conferences... **North Devon College** is piloting an Arts on Prescription scheme as part of a mixture of Arts and Health initiatives which it develops and manages... **The Creative Therapy Team** within the Devon Partnership Trust is one of several teams of arts therapists across the region working within a variety of NHS settings... **The Amber Foundation** has initiated a range of arts projects at their residential training centre for 18–30 year-olds at risk because of drug misuse, unemployment and/or homelessness... **Upstream Health Living Centre** identifies isolated older people and engages them in creative, stimulating and social activities in partnership with a range of agencies and is undertaking formal research to evaluate the impact of the work... **The Vanguard Programme** is a major capital development modernising healthcare in the Plymouth area with an integrated arts programme... **Malcolm Learmonth** is an art psychotherapist within the NHS, trainer for Insider Art, activist, and Chair of the local Self Heal Association, a charity committed to the arts and mental health... **Exstream Theatre Company** has won the NHS Southern Region Health and Social Care award for 'On the Edge', an interactive theatre programme which toured England in 2004/5 about a 17 year-old who experiences a first episode of psychosis... **Graham Cooper** is Chair of Art and Architecture and an advocate for designing therapeutic spaces which promote health and well-being – he is the author of *Art and Nature: Healing. Cultivating Health in the UK and Japan* published in 2006... **Exeter Healthcare Arts** based at Royal Devon and Exeter hospital programmes exhibitions, commissions artworks and promotes a programme of performances and workshops with patients and staff... **Sculptor Luke Shepherd** teaches plastic and maxillo facial surgeons how to better understand 3D form, observation and seeing from a sculptor's viewpoint in order to improve their surgical practice... **Jeannette MacDonald** has pioneered Dance Movement Therapy within the NHS, teaches and lectures nationally and internationally...

In Somerset...

Take Art, an Arts Development Agency established in 1987, initiates a number of Arts and Health projects with a range of partners in health and social care... The regional branch of national agency **Live Music Now!** organises performances by young professional musicians in a range of health and social care settings across the region... **Art for Life** based at Musgrove Park Hospital in Taunton has developed a varied arts programme and is currently working on a major PFI public art project to transform the hospital over the coming years... **Taunton Mencap** provides a range of arts courses for their members who have learning disabilities... **Nicola Grove** runs training courses in using literature and storytelling with children and adults with learning disabilities, part funded by Mendip District Council and run by the British Institute for Learning Disabilities... **Art Psychotherapy** is used with students who have emotional and behavioural difficulties at St Augustine's of Canterbury School, Taunton...



Live Music Now – Paul Sartin at Williton Hospital, Somerset (pic Anita Corbin)

In Bristol...

Studio Upstairs provides a studio space and exhibition opportunities for its members who have mental health needs, supported by a number of trained art psychotherapists... **Willis Newson** is one of the few specialist arts in healthcare consultancies in England providing project management, public art commissioning, research, training and consultancy services to the arts and healthcare sectors... **At Wellspring Healthy Living Centre** health workers and GPs are working with the resident arts team to develop a range of projects with local residents... **Bristol Musicspace** works with many individuals and small groups using music and song-writing therapeutically... **Artists Annie Lovejoy** and **Mac Dunlop** responded to the needs of staff and patients when producing artworks for a GP practice when it moved into new premises... **The Art of Wellbeing** uses the arts to draw people into a health park and give them more confidence about accessing services in an area of high health need... **Photographer Kamina Walton** and **poet Allyson Hallett** were commissioned to produce work for Musgrove Park Hospital exploring the scientific and emotional impact of genetic disorders on individuals and their families...

Dance Voice has played a key role nationally in the development of dance movement therapy, runs a variety of full and part-time courses for people who want to join the profession, and provides supervision for qualified dance movement therapists... **Myrtle Theatre Company** works in partnership with local and national agencies to develop theatre which explores social and health issues... There has been extensive evaluation of the **Public Art project at the Bristol Royal Hospital for Children** which continues to run an on-going arts programme... **Fiona Hamilton** uses creative writing and poetry with therapeutic content in healthcare environments and with fellow writers **Rose Flint** and **Claire Williamson** she has written core competencies for working with the literary arts for personal development, health and well-being... **The Black Carers Project** runs arts workshops with its clients... **Stepping Out Theatre Company** is one of the country's leading mental health theatre groups which has produced a wide range of work on mental health themes and is open to people who have used mental health services and their allies... **Safer South Gloucestershire** has used the arts with young carers and worked with artists on a number of projects for young people about drugs misuse...

In Bath and North East Somerset...

Writer Rose Flint works in a wide variety of healthcare settings to help people imaginatively relate to their personal history... **My Time, My Space** provides arts activity for women with severe post-natal depression, mainly living in rural communities, one of several Arts and Health projects set up by the Arts Development organisation **nesa**... **The Royal United Hospital** employs an exhibitions' curator who organises a changing programme of temporary exhibitions as well as workshops for patients and staff... **Artist Lorna Brunstein** exhibits work exploring her health and well-being and is currently working on a piece about her diagnosis and treatment of breast cancer... **The Creative Learning Agency** website lists dozens of artists with experience of working with children and young people with physical disabilities, emotional and behavioural difficulties, and learning disabilities.



Wellspring Healthy Living Centre, Bristol



Art of Wellbeing, Bristol – Lightwave (pic: Jo Hansford)

In Gloucestershire...

The arts programme at Gloucestershire Hospitals NHS Foundation Trust, **Arts in Trust**, grew out of a belief that the arts and the hospital environment are inextricably linked and so the Cheltenham General Hospital and Gloucestershire Royal Hospital now have art features in nearly every department... The Trust also has a **Music and Performance Co-ordinator** promoting a varied programme of live events... **Tewkesbury Borough Council** is trying to attract people to the dual use Bridges Cleeve Sports and Arts Centre, encouraging a crossover between dance, drama and physical activity... **The Everyman Theatre** in Cheltenham works with a range of service providers including hospitals, the local PCT, Sure Start, Special Schools, Day Centres, Social Services and the Prison Service... **Art Shape** have developed a unique training course for care workers enabling them to use their own creativity to facilitate activities with their clients... **GP Dr. Simon Opher** has worked in partnership with **Prema** to bring artists into the surgery to work with patients and is planning to take a sabbatical to research arts in Primary Care... **At Cinderford Arts Space** they run regular workshops with a wide range of adults and children in the belief that creativity is essential to the health and well being of individuals and communities... **At the Roses Theatre in Tewkesbury** they initiate a wide variety of Arts and Health projects, the most recent of which was a film looking at how people with mental health needs are socially included and reintegrated into the community... **Gloucestershire Youth Service** uses the arts as a vehicle for personal development and health promotion... **Drama therapist Felicity Morris** works for Cotswold Care Hospice and Gloucester Family Mediation to empower people to explore problem issues in their lives and to become more self aware... **The Tonalis Music Centre** is based at the Centre for Science and Arts in Stroud and runs a wide variety of music courses including Music as a Therapeutic Practice, Metaphysical and Sacred Perspectives in Music, and the Inner Musician...

In Dorset, Bournemouth and Poole...

Help the Aged has worked with artists and older people whose short term memory is failing due to dementia... **The Disability Arts Officer at Dorset County Council** works in partnership with Social Care and Health to develop sustainable ways in which the arts can be used within social service centres for clients, their carers and staff...

At HMP the Verne there is a voluntary arts promoter who uses a variety of art forms in response to the changing needs of prisoners to enhance social relationships and improve their psychological well-being... **Vita Nova** is a charity in Bournemouth which works with people recovering from addiction and raises awareness about alcohol and drugs in schools, youth clubs, prisons and other locations – one way it does this is through the arts, particularly drama... **At Dorset County Hospital** in 1998 Arts in Hospital received a major Lottery award to commission work by nineteen contemporary artists for the public spaces in the new hospital wings – it was subsequently a winner of the Art & Work Award 2000 and has contributed to the success of the hospital in being given Exemplar Site status for patient environment...

Tom Weld is an artist-in-residence in Dorset hospices for **Rosetta Life** an artist-led organisation that enables those with a life threatening illness and their families to explore life experiences through the art form of their choice...

Artsreach is producing a touring exhibition of work focusing on body and body image based on work produced by an artist-in-residence who worked with four diverse health groups... **WAVE**

Arts Education Agency has initiated a range of educational dance activities for young people that promote healthy living and lifestyle...

Bournemouth Borough Council runs tea-dances as part of its Arts Development Programme in partnership with Bournemouth Symphony Orchestra and the Boscombe and Springbourne Healthy Living Project... **EDDAAS (East Dorset Drug and Alcohol Advisory Service)** uses the arts for people to address their addiction and as a medium for them to look at the relationship between themselves and substance misuse... Over 2000 students, teachers and parents have seen a theatre piece about substance misuse organised by the **Poole Drug Action Team**...

In Wiltshire...

Young people have been involved in a number of Arts and Health projects with **Wiltshire Youth Arts Partnership** including a film made by young people to teach their peers about sexual health for which they were given Princess Diana Memorial Fund Awards... This is one of three **Arts 4 Life** projects organised in partnership with Salisbury District Council and **ArtCare (Salisbury Hospital Arts)**, another is a planned animation project with primary schools around drug and alcohol abuse... **Contact a Family** gives young people with learning disabilities the opportunity to be creative and a platform to celebrate their talents in front of a live audience...

Soundwell Music Therapy Trust works with people of all ages with severe mental health needs living in the community... **Glass artist Sasha Ward** has completed over 20 commissions for health buildings across the country and is currently working on a piece for the ward reception of **East Somerset NHS Trust's Yeovil District Hospital**, part of the King's Fund's Enhancing the Healing Environment programme...



Great Western Hospital, Swindon – Sasha Ward



*Dorset County Hospital
– Mark Storer, Gabriella Sancisi
(pic. Andrew Whittuck)*

“...it is possible the ‘snapshot’ represents about 10% of Arts and Health work in the region.”

and that’s only the tip of the iceberg!

It’s impossible to say precisely what percentage of Arts and Health activity in the South West this represents. However, those examples are taken from a third of the respondents to the questionnaire, and assuming the response to the questionnaire probably reflects about a quarter of work taking place, then it is possible ‘the snapshot’ represents about 10% of Arts and Health work in the region.

4 Key issues

The following key issues have been identified in relation to the development and sustainability of the Arts and Health sector in the South West:

1. There needs to be more advocacy / a higher profile for the sector – we need to harness the support of health professionals who can talk with passion about the work.
2. Although many people call for more formal and rigorous evaluation, others acknowledge that much already exists, but it isn't being widely disseminated. Is putting resources into evaluation a priority, or should more effort be put into giving a higher profile to what is already there?
3. There is very little strategic work going on at a sub-regional or regional level – until this changes the work will never gain real acceptance from policy makers who ultimately are responsible for the long term sustainability of the sector. Local Authorities could have a key role to play with this through Local Area Agreements, and there could be much greater engagement with Local Strategic Partnerships.
4. Successful partnership working is key to the successful development, delivery and outcome of projects – that takes time and effort to achieve, but there is a great deal of good practice taking place in the region which can be shared.
5. There is a need for the arts sector to accept the health sector's desire for measurable outcomes in relation to health; there is a need for the health sector to accept that working with the arts sector is about challenging how people look at the world, and about producing work of quality and integrity (in relation to both process and product).
6. The Arts and Health sector is in a good position to contribute to some of the Government's key themes and targets in relation to improving the nation's health. Should there be more Arts and Health work targeted towards specific health outcomes, and at specific groups of people?
7. Given the demographic of the South West (by 2013 41% of the population in the South West will be over 50), should there be more emphasis on work with older people?
8. There is both a perceived and real lack of funding in the sector at all levels – from funding for sustainable and strategic initiatives to funding for small, localised projects – what should be done about this? Several people suggested that there should be a percentage of health budgets spent on the arts – is this realistic, and if so, how can it be realised?
9. Arts Council England is developing an Arts and Health strategy and local Action Plan. Will this bring additional resources to the sector? If not, will the expectation be that Arts Council England's Regularly Funded Organisations are asked to deliver Arts and Health work? Is this plausible? Where does it leave people currently doing the work, but not 'on the Arts Council's radar' because they don't receive revenue funding? Given that ACE's portfolio of Regularly Funded Organisations hardly changes year on year, is it realistic to think it can fund Arts and Health work in a strategic and sustainable way?
10. Many people working in the sector feel isolated and under-valued – they want more opportunities to share good practice and network, as well as access to support, formal training, and targeted CPD.
11. There is a danger that some artists and arts organisations are working in the sector who do not necessarily have the skills, knowledge or expertise to do so – how can this be regulated?
12. Arts therapists and artists are working in different, but equally valuable, ways within the sector, and both acknowledge there are real opportunities for mutual learning which will strengthen and give 'added value' to both – how can this be actively encouraged?



Insider Art, Devon – Art Psychotherapy image

13. Within the Arts and Health sector there are some very distinct segments, some of which are well networked, others not (examples of both are people working in the medical humanities; people using creative writing and poetry in a health context; GPs developing arts initiatives; the different arts therapies; people developing PFI public art projects; Arts coordinators employed by Acute Trusts; people working in hospices; theatre companies doing issue-based work; people working within the criminal justice system; work with people with mental health needs; work with people with learning disabilities) – there are real opportunities for cross-fertilisation, as well as opportunities for strengthening the ‘sub-sectors’.
14. ‘Arts and Health’ covers an extremely broad spectrum of work – from a project with a specific client group which addresses a specific health issue, to work which falls under the ‘social inclusion’ banner where one of several outcomes might be ‘increasing people’s sense of well-being’. Some of the work could be labelled ‘Arts and Disability’ or ‘Arts and Criminal Justice’ – is it necessary, or indeed possible, to clearly define the sector?

5 Recommendations to Arts Council England South West

1. ACESW works with colleagues in other regions, ACE national office, regional cultural consortia and DCMS to lobby at a national level for more funding and recognition of the Arts and Health sector.
2. ACESW with Culture South West and the Government Office works with Health and Social Care agencies at a regional level to advocate the value of Arts and Health and to develop a strategic approach to supporting the sector.
3. ACESW finds ways of engaging with and supporting individuals and organisations working in the Arts and Health sector.
4. Art-form and other ACESW officers receive training to give them a better understanding of the Arts and Health sector.
5. ACESW provides training for Local Authority arts officers to give them a better understanding of the Arts and Health sector, and to support them in including Arts and Health in Local Area Agreements.
6. ACESW develops clear policy about prioritising funding for strategic and sustainable Arts and Health initiatives which operate at a county-wide or sub-regional level.
7. ACESW works with other funding bodies (for example through the Community Foundation network in the South West) to establish 'instant access' grants to seed-fund local initiatives.
8. ACESW works with Arts Matrix and other training providers to develop a programme of training and CPD for people working in the sector.
9. ACESW works with Arts & Health South West to provide opportunities for people working in the sector to network, and share good practice.
10. ACESW works with Arts & Health South West to ensure that information is made easily available on funding sources, research and evaluation, and national and regional health and social care policy documents.

Appendix 1 – SWOT and PEST Analysis

Analysis of the political, environmental, socio-cultural and technological factors influencing the Arts and Health sector in the South West

Political

Strategic

- ▶ *Choosing Health* (Department of Health).
- ▶ *Tackling Health Inequalities: A Programme for Action* (DOH).
- ▶ *Valuing People* (Department of Health).
- ▶ *Independence, Well-being and Choice* (Department of Health).
- ▶ *National Framework for Older People* (Department of Health).
- ▶ *Every Child Matters: Change for Children Government*.
- ▶ *Youth Matters* (Department of Education)
- ▶ *Leading the Good Life* (DCMS).
- ▶ *Local Government and the Arts: a Vision for Partnership* (ACE).
- ▶ *Arts, Health and Well-Being: a Strategy for Partnership* (ACE, draft 2005).
- ▶ *Culture South West Corporate Plan 2005–08*.
- ▶ Various specific national health strategies e.g. Healthy Schools, Substance Misuse, Sexual Health, Teenage Pregnancy.
- ▶ DCMS currently undertaking research on Arts and Mental Health.
- ▶ Increased emphasis on improving socio-economic factors which determine ill-health.
- ▶ Increased emphasis on improving health and well-being as well as tackling ill-health.
- ▶ Emphasis on giving patient's more choice and control over services.
- ▶ Development of Healthy Living Centres.
- ▶ More contracting out to voluntary sector and encouragement of partnership working between sectors.
- ▶ Local Area Agreements.
- ▶ Public Service Agreements.

Related regional agencies

- ▶ Culture South West.
- ▶ Government Office for the South West.
- ▶ NIMHESW (National Institute for Mental Health in England South West).
- ▶ CAMHS (Child and Adolescent Mental Health Services).
- ▶ South West Public Health Observatory.
- ▶ South West Regional Development Agency.
- ▶ Arts Council England South West.
- ▶ Creating Excellence (South West centre for regeneration).
- ▶ South West Forum (championing voluntary and community sector).

Related National Agencies

- ▶ Arts Council England.
- ▶ Department of Culture Media and Sport.
- ▶ Department of Health.
- ▶ National Network for Arts in Health.
- ▶ Centre for Arts and Humanities in Health and Medicine.
- ▶ Association for Medical Humanities.
- ▶ Arts therapies professional bodies.

Other

- ▶ Labour Government at least until 2009 (in all likelihood!).
- ▶ Local Government in the region predominantly Lib Dem/Tory.

Economic

- ▶ Local Authority arts budgets at standstill / being cut.
- ▶ Unlikely that there will be funding from ACE to region for Arts and Health work.
- ▶ Will Olympics take money away from arts to sports?
- ▶ PFI initiatives.
- ▶ Many Health Trusts in debt.
- ▶ Funding is directed at specific health and social care initiatives e.g. teenage pregnancies, obesity, physical fitness, substance misuse.
- ▶ GPs are getting more cash incentives.

Socio-cultural

South West region

- ▶ Largest geographically of 9 regions (South West covers 18% of England).
- ▶ Poor transport infrastructure, reliance on cars (quicker to get from north of region to Scotland than to tip of Cornwall).
- ▶ 80% land use is agricultural.
- ▶ 10% land use is urban and suburban.
- ▶ Five million population.
- ▶ Eight largest urban areas account for over one third of the population.
- ▶ Fastest growing population of any region, and projected to continue growing (adults moving into rural areas).
- ▶ Highest employment rates of any region, and above average levels of part-time employment
- ▶ Highest life expectancy of any region.
- ▶ One third of region's population will be aged 60 and over by 2028.
- ▶ Pockets of deprivation (primarily in Bristol, parts of Cornwall and Plymouth).
- ▶ Pockets of BME communities (primarily in Bristol and Gloucester).
- ▶ Over 80% of people attend artistic and cultural events.

Nationally

- ▶ The population is getting older and living longer.
- ▶ Over the last 50 years people have become much richer, they work much less, they have longer holidays, they live longer, and they are healthier. But they are not happier.
- ▶ Only 20–30% of influences on people's health relates to health care – the rest is to do with lifestyle, the environment, social and economic factors.
- ▶ If current trends continue a quarter of adults in England will be obese by 2010.
- ▶ Increased recognition of the impact of arts and culture on people's health and well-being.
- ▶ Increased media attention on health / arts / health and arts.

Technological

- ▶ Increasing levels of 'privatised cultural consumption' through mobile phones, satellite TV, PC broadband connections, etc.
- ▶ Increased use of new technologies for communication e.g. texting, e-mail, chat-rooms.
- ▶ Increase of e-commerce.
- ▶ Increased use of web.

Analysis of the strengths, weaknesses, opportunities and threats affecting the Arts and Health sector in the South West

Strengths

- ▶ Very committed and skilled sector.
- ▶ Very diverse sector (e.g. types of work; scale of initiatives).
- ▶ Large numbers of people are benefiting from the work.
- ▶ Plenty of positive partnership working.
- ▶ Many established initiatives and personnel, particularly in Acute Trusts and Mental Health Trusts.
- ▶ Thriving sub-sectors which are well-networked.
- ▶ Work taking place across the region in both rural and urban areas.
- ▶ Large amount of documentation and evaluation taking place.
- ▶ People keen to network.
- ▶ National recognition that sector is valuable.
- ▶ National strategies and documentation being published.

Weaknesses

- ▶ Not enough high-profile advocates, particularly from the health sector.
- ▶ Some people feel isolated and undervalued.
- ▶ Some people find it hard to get work which is sustainable.
- ▶ Not enough links with NHS strategies.
- ▶ Very few strategic initiatives.
- ▶ Some find it hard to deliver on specific health outcomes.
- ▶ Some find it hard to maintain artistic quality and excellence.
- ▶ Perceived and actual lack of funding, particularly revenue funding.
- ▶ Lack of access to training and CPD.
- ▶ Some artists do not have sufficient skills.
- ▶ Some sub-sectors are not well networked.
- ▶ ACESW no history of working with organisations it doesn't fund.

Opportunities

- ▶ Individuals as advocates for the sector.
- ▶ Promoting the sector including existing evaluation and examples of good practice.
- ▶ More partnership working, particularly at a strategic level.
- ▶ Focus on specific health targets (e.g. obesity).
- ▶ Focus on specific demographics (e.g. older people).
- ▶ Work with other agencies to develop training and CPD.
- ▶ Arts therapists and artists to learn from each other.
- ▶ Cross fertilisation between sub-sectors.
- ▶ Forum could play vital role regionally and nationally.
- ▶ 'Soft boundaries' of sector could be exploited (e.g. Arts and Criminal Justice, Social Inclusion, Disability).
- ▶ Opportunity to work with Local Authorities through Local Area Agreements and Public Service Agreements organisations it doesn't fund.

Threats

- ▶ Pressure on health budgets.
- ▶ No additional income through arts budgets.
- ▶ Pressure on ACE to deliver through R.F.Os*
- ▶ Individual initiatives not sustainable.
- ▶ National priorities change and Arts and Health is no longer 'flavour of the month'.
- ▶ Too much reinventing of wheels.

* Regularly Funded Organisations

Appendix 2 – Summary of responses to the questionnaire

Who were the respondents?

213 questionnaires were returned by the deadline in July 2005 and used in the audit on which the information below is based. Note that people were able to give more than one answer to many of the questions, which were not all mutually exclusive (which is why in some cases the percentages do not add up).

- ▶ Respondents were from across the region with most from Bristol (23%), Devon (19%) and Dorset (15%).
- ▶ Approximately 50% are artists / arts managers / arts therapists; the other 50% are health and voluntary sector managers, teachers, youth workers etc.
- ▶ About 30% work in the arts sector, 30% in health/social care, 20% specifically in Arts and Health, 10% in Local Authorities and 10% in the voluntary sector, education sector and criminal justice.
- ▶ Only 35% are full time employees – everyone else is self-employed and/or a part-time worker.
- ▶ For many people who work on Arts and Health initiatives it is only a small part of their workload (only 25% of respondents spend over 80% of their time on Arts and Health work; 40% spend less than 20% on Arts and Health work).
- ▶ People working in Arts and Health in the region are very experienced, and well qualified (70% of respondents have more than four years experience of working in Arts and Health; 40% more than ten years' experience; 50% are educated to postgraduate level; 21% are qualified arts therapists and HPC registered).

What is the work, who is it with, and what are the benefits?

- ▶ Over 200,000 people have benefited indirectly as well as directly from Arts and Health work since April 2004.
- ▶ There is a wide mixture of art forms being used, though visual arts is used the most (67%); music, theatre and creative writing are also widely used (40% each).
- ▶ People are working with a wide range of partners in the statutory health sector, education (particularly primary and secondary schools), Local Authorities, and the voluntary sector as well as with artists, arts therapists and arts organisations.
- ▶ People benefiting are people with mental health needs (52%), people with learning disabilities (48%), people with physical and sensory impairments (40%), NHS patients attending health facilities (34%) and people with drug and alcohol problems (30%), as well as people with specific health needs including cancer (15%) and teenage pregnancy (12%); only 5% of work is taking place with people with coronary heart disease.
- ▶ 70% of respondents are working with children, young people and parents; exactly a third are working with older people; about a fifth are working with people from BME groups, and a fifth with people in the criminal justice system.
- ▶ The main aims of Arts and Health work are:
 - enhancing people's psychological and spiritual well being (84%);
 - improving self-esteem, self-confidence and personal development (83%);
 - enhancing social relationships (74%).
- ▶ 22% of people are involved in designing and enhancing healthcare environments.

Is the work linked to any strategy, how is it being funded, and how is best practice being monitored and evaluated?

- ▶ Less than 40% of people's work is linked to any strategy (15% are linked to national strategies, the rest are regional or local), although 30% didn't know and almost 10% didn't answer the question.
 - ▶ The majority of people (87%) do some form of monitoring and evaluation with reflective practice being the most popular (69%); half do formal internal evaluation, and a quarter formal external evaluation.
 - ▶ Funding comes from a wide range of sources with the NHS being the most regular funder (41%), closely followed by charitable Trusts, Arts Council England, and Local Authorities (from Arts, Social Services and Education budgets). A quarter of people have received funding from the Lottery. Only 3% have received funding from the Strategic Health Authority and 2% from PFI.
 - ▶ Only 25% receive revenue funding to support their Arts and Health work.
- ▶ Of those that answered the question about CPD needs (only half the respondents), almost a quarter wanted more networking and skill-sharing opportunities; about a fifth wanted specific training in relation to particular client groups / strategic initiatives; another fifth wanted formal training in either arts therapies or Arts and Health (and people were clear that there was a specific need for the latter as well as the former); given the number of people who cite funding as something which prevents them doing more work, only ten people said they wanted more training in fundraising!
 - ▶ Nearly 40% of respondents belong to one or more networks, fora or professional association; fewer than 15% are members of the National Network for Arts in Health.

What prevents people from doing more Arts and Health work, what are people's CPD needs, and which associations/networks do they belong to?

- ▶ Over half of those who responded to the open question about what prevents them from doing more Arts and Health work said money/funding; a quarter said lack of resources in relation to time and staffing; and about 10% said lack of understanding about the sector and lack of opportunities for work.
- ▶ 97% are happy to be contacted by Arts & Health South West in the future, and are most interested in a website, quarterly mailings and briefing sheets and good practice guides. Only 50% said they wanted quarterly meetings, which is strange given the desire for more networking opportunities voiced elsewhere in the research.

Can Arts & Health South West help?

Appendix 3 – List of questionnaire respondents

Organisations included in audit

Access All Arts
Acorns Day Centre
ActorFactor
Amber Foundation (2 received)
Art and Architecture
Art for Change
Art of Wellbeing
Art Shape
Artfull Living
Arts Council England South West
Arts for Health Cornwall and Isles of Scilly
Arts in Trust, Gloucestershire Hospitals NHS Trust
Artsreach
Avon & Wiltshire Mental Health Partnership NHS Trust (5 received)
Beaford Arts
Black Carers Project
Bournemouth Borough Council
Bournemouth Theatre in Education
Bristol MusicSpace (3 received)
Bristol Royal Hospital for Children
British Institute of Learning Disabilities
Cascade Theatre Company
Christchurch Communitiy Partnership
Cinderford Artspace
Common Players
Community at Heart (2 received)
Contact-a-Family Charity
Cornwall Child & Family Services, CAMHS
Cornwall Deaf Association
Cornwall Mental Health Forum
Cornwall Partnership NHS Trust (4 received)
Cotswold Care Hospice & Glos. Family Mediation
Creative Expression
Creative Learning Agency
Crediton Neighbourhood Family Centre
Devon Arts in Schools Initiative
Devon County Council
Devon Partnership NHS Trust (4 received)
Dorset County Council (4 received)
Dorset Healthcare NHS Trust
East Dorset District Council (2 received)
East Dorset Heritage Trust
EDDAAS
Educational Psychology Service
Effervescent
Everyman Theatre
Exeter City Council
Exeter Dance Consultancy
Exeter Healthcare Arts
Exeter Youth Offending team
Fairgame Theatre Company
Folk South West
Forest of Dean Music Makers
GLOSS
Gloucestershire Hospitals NHS Foundation Trust
Gloucestershire Youth Service
Headbangers Theatre Company
Help the Aged
Highcliffe Castle, Christchurch Borough Council
HMP The Verne
Humdrumstrum
Hypatia Trust / Truro Hospital Radio
IMULE, Peninsula Medical School
Insider Art
Joseph Weld Hospice
Lapidus
Lifeforce Storytelling
Live Music Now! South West
Magic Carpet
May Lane Surgery
MoCo
Multi A
Music 4 All and JB Kidz
Music and Dance Education
Myrtle Theatre Company
nesa
No Added Sugar
North Devon College
Open Space Therapies
Opera Circus
Pentreath Ltd
Play It!
Plymouth Area Health Community
Plymouth Teaching NHS Primary Care Trust
Poetry Can
Poetry Remedy
Poole Drug Action Team
Prema
Public Art South West
ReCreative Education
Rethink Cornwall Services
Roses Theatre
Rosetta Life
Royal Cornwall Hospital & Peninsula Medical School
Royal United Hospital
Rural Community Link Project
Safer South Gloucestershires Young Carers Project

Organisations included in audit *(continued)*

Safer South Gloucestershire
 Salisbury District Council
 Silverleaf Associates
 Somerset Children & Young People's Services
 Somerset County Council & District Councils
 Somerset County Council, Adult Learning & Leisure
 Soundwell Music Therapy Trust
 South Devon Healthcare NHS Trust
 South West Arts Marketing
 St Augustines of Canterbury School, Taunton
 Studio Upstairs (6 received)
 Swamp Circus
 Swindon Borough Council
 Take Art (3 received)
 Taunton & Somerset NHS Trust
 Taunton Deane Borough Council
 Taunton Mencap
 Tewkesbury Borough Council
 The Creative Therapies Service
 The Feltmaker's Retreat
 The Queensway Centre for Children with Autism
 The Study Gallery
 Theatre Royal Plymouth
 Tonalis Music Centre
 Travelling Light Theatre Company
 Treliske RCH
 Truro City Council
 University of Exeter/Exstream Theatre Co.
 Unlimited Company
 Upstream Healthy Living Centre (2 received)
 UWE Bristol
 Vita Nova
 Walford Mill Crafts
 Walter Jack Studio
 Wave - Arts Education Agency
 West Dorset District Council
 West Dorset General Hospitals NHS Trust (3 received)
 West Mendip Hospital Art Group
 WILD Young Parents Project
 Willis Newson
 Wiltshire County Council
 Wiltshire Youth Arts Partnership
 Wren Music
 Writing in Healthcare
 Young People's Centre, Mount Gould Hospital
 Youth Offending Team, Exeter & East Devon
 Zephyrian Woodwind Orchestra

42 individuals returned the questionnaires and were included in the audit.

They described themselves as follows (13 people described themselves as 2 or more things):

Artist	–	33
Arts Therapist	–	12
Other	–	7
Arts Co-ordinator	–	4
NHS	–	2
Voluntary Sector	–	1

The following people took part in the follow-up interviews:

Angela Conlan, Wiltshire Youth Arts Partnership
 Bronwen Gwillim, Taunton & Somerset NHS Trust
 Cathy Poole, nesa
 Guy Patterson, Help the Aged
 Heather Williams, Myrtle Theatre Company
 Helen Rimmer, Art Shape
 Jane Lings, Bristol MusicSpace
 Jayne Howard, Arts for Health Cornwall and Isles of Scilly
 Kamaljit Nandra, Dorset County Council
 Malcolm Learmonth, The Creative Therapies Service
 Robert Marshall, Royal Cornwall Hospital & Peninsula Medical School
 Rose Flint, writer
 Simon Goodenough, Upstream Healthy Living Centre
 Simon Opher, May Lane Surgery
 Thrisha Haldar, Arts in Trust, Gloucestershire Hospitals NHS Trust

Any names in this report were used with the person's consent.

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All the research material is in the full report,
available from Denise Sparkes (see above).



Upstream Healthy Living Centre, Devon – Drum School



Vita Nova, Bournemouth – 'It's About Time'

This publication is available in both electronic and alternative formats including: Braille and Large Print. For further information please contact:

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