

Living a larger life

Using creative activities to help
people live well in Calderdale

Debs Teale



*Silver lining - I still have the rough turbulent sea of life but I
look at the hope breaking through the darkness...*



Thank you to those involved in the development of this document:

South West Yorkshire Partnership NHS Foundation Trust
Calderdale Council
West Yorkshire and Harrogate Health and Care Partnership
Calderdale CCG
Creative Minds
All our creative partners involved in this work



Introduction

Matt Walsh – Chief executive of Calderdale CCG

We are at an important moment in the story of Calderdale. There is a sense of vitality and possibility in the air. The leadership of the key organisations acting to improve health and care within Calderdale are responding to this, and have established new partnership arrangements based upon humanity, trust and a commitment to collaboration.. We are using five words which we believe represent the values and approach which will work. Those words are **kindness, resilience, talented, enterprising and distinctive**. We want these words and the values which lie behind them to be felt in all of the work that we do as a partnership.



Through this response we hope to demonstrate our commitment to this deeply human agenda, but we want to go further than that. Our support is **a personal commitment from each of us to take responsibility for this work and to champion it** within our organisations, within the wider partnership that each of us is acting within, and to celebrate and to nurture this important dimension of life in Calderdale.

As I talk about Calderdale and the growing confidence I feel about the place, the impact of the rejuvenated Piece Hall upon the experience of living in Calderdale feels more and more important. But to experience the place, to feel the life it has breathed into the town centre of Halifax, and to feel the sense of community which is palpable on the great days when it is full of people drawn from this place and beyond, is extraordinary. It teaches us again that with the right will and determination, it is possible to revitalise that which we already have but had forgotten we had, and to turn it into something beautiful, relevant and significant. It represents, in its architecture, its light, its history and its new purpose, a response to each of those five words. It says '**if we can do this, then we can do anything**'.

We have tremendous talent in Calderdale. We have people who are extraordinarily committed to this place and who express that commitment in myriad ways. **We have energy and creativity in abundance.** The relationship between arts and health is understood in our experience of the world, and for those of us who have spent years of our lives working with people in difficulty with their health and wellbeing, it has always been clear that whilst medicine and related disciplines can help to solve many problems, the fundamental issues which confront us at a human level are to do with to our relationship with ourselves, with those close to us and with the community of which we wish to be a part.

Happiness and love. Pain, longing and loss. Reconciliation and redemption. Our sense of self and our way of connecting to ourselves and to others at an emotional level. That is what art in all its forms can help us with.

Art can heal us. Art can help us to tell new stories which will take us to new places, and art can help us to tell the old stories in a way that connect at a deeper level. I know this is true for me, and I know it to be true for those I love and for those with whom I work. The All-Party Parliamentary Group (APPG) report dutifully and meaningfully categorises the evidence, but we have always known it to be true, in our hearts. In order to empower people and communities to be more resilient, we need to connect people to more of

themselves. Creating relationship is a skill, and it takes time and ability to do it. We know that it is possible to create roles with the purpose of doing exactly that.

We know that there is a profound connection between wealth and health. We know that there is a 10 year gap in life expectancy depending upon where you live in Calderdale. We believe that it is possible to make a relationship between these two agendas, create roles in our system and invite people from our communities in to undertake those roles. In other words, there is a clear link between the arts and health agenda and the inclusive growth agenda. What is our purpose in this work? I think there are three purposes. We can use the creation of the relationship between arts and health to connect people together through a shared purpose. We can use the creation of the relationship between arts and health to create wellbeing and personal resilience, and we can use the creation of a relationship between arts and health to connect people to economic opportunity. As a fourth purpose, and perhaps almost as a by-product of all of this, somebody, somewhere might create something extraordinary.

For me, the most beautiful thing about art, music and performance are the spaces and silences before, during and after. It is in those spaces where the transformation happens. It is there in the spaces where something is created out of nothing. It is in those silences we feel most engaged, most present. There is a space between the worlds of health and art. It is not an empty space. It is one full of potential. I have thought a lot about the relationship between my job and my work lately. Whilst our jobs will continue to challenge us, our work as leaders now is to begin to create connections between those worlds, and in so doing we will remind ourselves of what we always had, but which we had forgotten was so important.

David McQuillan – Director of Square Chapel

I work in the arts and not the health sector and I can freely say: The NHS is one of the best things about our country. We probably all know someone who wouldn't be here without it. As individuals and arts organisations, we can take the weight off the NHS and do our bit, in our way. What we can do is different, but it's important and its potential impacts on the NHS are enormous: **we can free them up to do what they do best by creating stronger, healthier, happier individuals and communities.**

We can improve the access to arts for everyone in Calderdale – and when we do, we'll find out that art can do so much more. **We'll see communities created, strengthened and connected.** Happy people, empowered people and active people are healthier people. People with a sense of place, of belonging, of pride in where they live are healthier and kinder people. Art can help us achieve that. It helps us build the connections, relationships and communities that will do that; people and communities that are resilient and kind.

We have always known all of this to be true, in our hearts. And that being so, we should have complete faith that we will produce the evidence and outcomes required and commit our resources; **there's an opportunity here to create something unique in Calderdale.**



Background and context

This document sets out our plan to make Calderdale a leader in using arts and culture to support people's health and wellbeing, whilst tackling the health inequalities in our area.

Underpinning our plan is a belief that health is much more than the absence of disease. We know that the context in which people live their lives is the most important determinant of life expectancy, and our ambition is to make sure that every place is healthy.



All-Party Parliamentary Group report "Creative Health: The Arts for Health and Wellbeing"

We know from this report that the arts can help:

- Keep us well, aid our recovery and support longer lives better lived.
- Meet major challenges facing health and social care: ageing, long-term conditions, loneliness and mental health.
- Save money in the health service and in social care through building health producing and better connected communities.

This infographic shows evidence taken from the report:

Participatory arts programmes

This refers to individual and group arts activities intended to improve and maintain health and wellbeing in health and social care settings and community locations

After engaging with the arts

79%

of people in deprived communities in London are more healthily

77%

engaged in more physical activity

82%

enjoyed greater wellbeing

Over the past two centuries, life expectancy has increased by two years every decade, meaning that half of people being born in the West can expect to reach 100. Arts participation is a vital part of healthy ageing.



Participatory activities help to alleviate anxiety, depression and stress both within and outside of work.



£1 spent on early care and education has been calculated to save up to £13 in future costs. Participatory arts activities with children improve their cognitive, linguistic, social and emotional development and enhance school readiness.



Arts on prescription

Part of social prescribing, this involves people experiencing psychological or physical distress being referred (or referring themselves) to engage with the arts in the community (including galleries, museums and libraries)

An arts-on-prescription project has shown a 37% drop in GP consultation rates and a 27% reduction in hospital admissions. This represents a saving of

£216

per patient.

A social return on investment of between £4 and £11 has been calculated for every £1 invested in arts on prescription.



Attendance at cultural venues and events

This refers to attendance at concert halls, galleries, heritage sites, libraries, museums and theatres.



Attendance tends to be determined by educational level, prosperity and ethnicity.



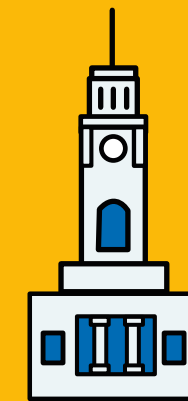
Cultural engagement reduces work-related stress and leads to longer, happier lives.

Of 2,500

museums and galleries in the UK, some

600

have programmes targeting health and wellbeing.



Calderdale

Vision2024 sets out the council's ambition for Calderdale's 50th birthday in 2024: to be a place where people want to live, work and visit and where the borough's communities are healthy and enjoy a good quality of life.

Calderdale Cares is a plan developed with the ambition to improve the health and wellbeing of its residents through joined up care and services. The area also has a rich and vibrant cultural sector. This includes professional artists and cultural organisations, many of whom contribute towards the area's economy, quality of life, sense of place and overall wellbeing. Members of Calderdale's creative sector are already working in healthcare settings and a significant number of organisations and artists are keen to develop this work.

The built and natural environments

Poor-quality built environments have a damaging effect upon health and wellbeing.

85%

of people in England agree that the quality of the built environment influences the way they feel.

Every £1 spent on maintaining parks has been seen to generate

£34

in community benefits.



The built and natural environments

This might be drawing, painting, pottery, sculpture, music or film-making, singing or handicrafts.

There are more than

49,000 amateur arts groups in England

involving

9.4 million people

that is

17% of the population



Established 1974

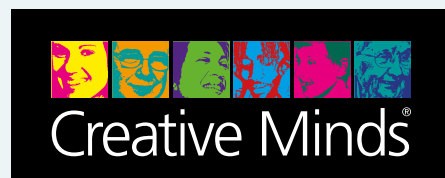
Population 209,800

Mainly urban centres and villages

Largest growing age group: 75 – 84 years



Calderdale is part of this wider regional partnership, which emphasises the importance of place-based plans and collaboration. Its report 'Our Next Steps to Better Health and Care for Everyone' sets out how the partnership will improve health and care for the 2.6 million people living across the area, which includes embracing creative and innovative approaches to health and wellbeing.



Creative Minds is a social movement at South West Yorkshire Partnership NHS Foundation Trust that's transforming lives. It's all about the use of creative approaches and activities in healthcare; increasing self-esteem, providing a sense of

purpose, developing social skills, helping community integration and improving quality of life. Creative Minds has over 50 active creative projects across South West Yorkshire involving arts, sports, recreation and leisure.

Other partners

This work is in partnership with the health and culture sectors, voluntary organisations and many individual volunteers. It is also supported by providers, commissioners and funders across the region.



What we want to achieve

Our vision

For Calderdale to be seen as a beacon of excellence in the arts, culture and health sector that leads the way nationally to demonstrate the impact of this work within a community.

Our mission

We enable people to engage in creative approaches so that they can live well in their community and achieve their potential.

Where we are now

There is significant work being undertaken in Calderdale in the field of arts, culture and health; some examples are listed below.

- **Verd De Gris** – working with people who have dementia and their carers
- **Victoria Theatre** – delivering a Dramatherapy service to adults, children and young people in Calderdale.
- **Café Culture, Hebden Bridge Arts Festival** - combating loneliness and isolation in rural contexts
- **Time Out Project, Healthy Minds** - engaging with young people creatively across Calderdale
- **Molly and Bill** – working with older people and volunteers in care homes
- **Gig Buddies, Square Chapel and partners** – working with people with learning disabilities and autism to reduce isolation through participation in culture
- **Landlines and Watermarks, 509 Arts** – work in the 6 communities affected by the Boxing Day floods 2015
- **Pushing Up Daisies** - a community festival in Todmorden inspiring conversations around death and dying
- **The Artworks 'Art for Wellbeing'** – sessions in visual arts for people with lived experience of mental health issues



Debs Teale, Creative Minds Calderdale project development worker (South West Yorkshire Partnership NHS Foundation Trust) and ex service user.

While I was sat in a psychology waiting room I saw a leaflet, **Creative Minds: Art for Wellbeing**. I'd never done art before, I don't know why I picked the leaflet up but I picked it up. I went along and that's the day my life changed. I started to do art, started to gain confidence, started to gain ability.



I retired 4 years ago and hadn't realised how invisible I'd become in retirement. Doing the **Molly and Bill** voluntary work and being out in the community with the residents has made me visible again and reconnected me with people. It's also great being called a "young woman" at the age of 69.



Calderland (a large scale community opera) was pretty blinking magnificent. Until tonight I hadn't realised how much we needed to come together to remember Boxing Day 2015 in such a defiantly human, creative way.

Stories Are Edible (Square Chapel) is a project which aims to bring people together through their stories and recipes. Whether they're from families who have always lived in Calderdale, just moved here, or from families who moved here one, two, three or four generations ago.



What's great about **Gig Buddies** is how free you feel to plan and do things. It's great to have the socials that are planned and arranged but really it's all about you and your buddy. I love it.

I first came to **Square Chapel** in 2008, as I was recommended to join a music group called Opportunity Rocks. Because of this project I received a lot of confidence from learning how to perform on stage, which later took me down the route of DJing. These days I've returned to the main stage performing a spoken word, which has led me to publish a book of my own poetry, which has been welcomed with critical acclaim.



What more we can do

The parameters for our work are set out below:

- We are talking about arts and cultural activity and not art therapy
- We include visual and performing arts, including crafts, dance, film, literature, music and singing, as well as the culinary arts, gardening and sports
- Culture includes concert halls, galleries, heritage sites, libraries, museums and theatres
- We expect all approaches to incorporate social inclusion, value diversity, enhance cultural expression
- We are particularly focussed on those people who are using health and social care services with mental/physical health issues including learning difficulties and disabilities

The All-Party Parliamentary Group Creative Health report set out **ten recommendations**. Our response and commitments to these recommendations are set out below:

1. Support Arts Council England work with arts and cultural organisations in making health and wellbeing outcomes integral to their work over the next ten years.
2. Work with the culture, health and wellbeing Alliance and the University of Huddersfield to develop a strategic approach to our work regionally and nationally.
3. Empower our leaders and decision makers to become culture, health and wellbeing champions and take responsibility developing policies that integrate arts, health and wellbeing.
4. Integrate arts, culture and health into new models of care through Calderdale Cares, Active Calderdale in line with Calderdale Vision 2024 and ensure that arts and cultural organisations are involved in the delivery of health and wellbeing at a regional and local level.
5. Ensure that transformation and change programmes capitalise on opportunities to work with arts and cultural organisations collaboratively to develop a new type of workforce that values and utilise skills and expertise found in communities and non-health areas.
6. Develop collaborative arrangements with people who have lived experiences of using health and social care services, people engaged in arts and cultural developments and people delivering health and care to develop new community pathways that tap into the interests and strengths of local residents
7. Identify collaborative arrangements to re-design and co-produce new care pathways where appropriate and commission bespoke programmes which respond to the interests and strengths of local residents.
8. Develop strategic relationships with arts, educational and professional bodies to develop joint learning, exchange ideas and develop thought leadership.
9. Ensure that innovation and research opportunities focus on health and wellbeing and creative approaches through links to the Academic Health Science Centre and the Centre for Cultural Value.
10. Work with stakeholders across the region to create an evidence base about the impact of arts engagement on health and wellbeing.
11. Build on the work of South West Yorkshire Partnership NHS Foundation Trust and Creative Minds as part of the health and care partnership to develop an 'Arts on Prescription' model which can be replicated.

Summary

We've used our responses to the APPG report recommendations as a framework to further develop and embed creative approaches in Calderdale.

Our vision is for Calderdale to be seen as a beacon of excellence in the arts, culture and health sector that leads the way nationally to demonstrate the impact of this work within a community.

We'll adopt an integrated approach to arts and health, sharing learning and insights at regional and national level. We'll continue to demonstrate impact and outcomes for individuals, families and communities by reducing health inequalities, improving health outcomes and make more effective use of our collective resources.

