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Sandwell CAHMS

**NATIONAL LOTTERY PROJECT GRANTS  
INFORMATION SHEET**

# Creative health projects

Arts Council National Lottery Project Grants is funding programme for arts, museums and libraries projects

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# What's Inside

This information sheet provides **additional information** for your Arts Council England's National Lottery Project Grants application.

Make sure that you have also read the main **Guidance for applicants**. See our [website](#) for more information about Project Grants.

In this information sheet, we will talk about the following:

<b>Creative health</b> .....	<b>3</b>
The Creative Health and Wellbeing Plan .....	3
<b>What can you apply for</b> .....	<b>4</b>
<b>What you cannot apply for</b> .....	<b>5</b>
<b>Who can apply</b> .....	<b>6</b>
<b>Key things to remember about Creative health projects</b> .....	<b>6</b>
<b>Resources</b> .....	<b>7</b>
<b>Contact us</b> .....	<b>8</b>

# Creative health

Creative health refers to the use of creative and cultural activities, processes, and assets to improve the health and wellbeing of individuals and communities.

Creative health activities can take place in clinical settings such as hospitals, community settings such as village halls, or cultural venues such as theatres, libraries, museums and galleries.

Research has shown that engaging in cultural and creative activities supports health and wellbeing across the lifespan, for a range of conditions, using a range of artforms and disciplines. There is strong evidence for the positive impact of culture and creativity at all levels; from preventing ill health, treatment of acute and chronic conditions, supporting people to manage long term conditions and end of life care.

Research demonstrates that creativity and culture have positive impacts on the health and wellbeing of people living in a particular place. Understanding the health priorities of a place can help to ensure that creative and cultural provision is relevant and sustainable.

## **The Creative Health and Wellbeing Plan**

In 2022 we launched the “Creative Health and Wellbeing Plan”, our strategy detailing how we’ll work within health and social care, and how we’ll promote collaborations between organisations and practitioners in the creative and health sectors.

Arts Council England believes that creative health has a role to play at every level of public health and is a fundamental part of living well. It can support health in prevention, acute care, treatment and recovery.

You can read our Creative Health and Wellbeing Plan [here](#).

# What can you apply for

Creative health projects vary in size, location, discipline, audience, and outcome. They can address specific conditions or wider issues which impact on health and wellbeing.

As the development agency for creativity and culture in England, it is important to us that the creative and cultural content and purpose of the project is a **valued, core** component. National Lottery Project Grants is about making a difference to the creative and cultural lives of people in England. We'd expect to see creative and cultural practitioners involved in the design and delivery of any activities we support, and that people participating in and benefiting from a project are having a high quality creative or cultural experience.

Creative and cultural outcomes sit alongside health and wellbeing, clinical or medical aims and outcomes in a creative health project, but to be eligible for Project Grants:

- **the focus of your activity and your application must clearly be on the creative or cultural content of the project; and**
- **the creative or cultural focus of the project must sit within our supported disciplines.**

Examples of the types of creative health project we can generally support include

- Public programming including displays or exhibitions in which creativity or culture is used to address a health condition or group of people.
- Outreach activity or community engagement projects which are linked to addressing a health or wellbeing condition, or reaching a specific group of people, through use of creative or cultural activities.
- Provision of creative or cultural activities in a clinical setting in which creativity is an integral outcome.
- Group based projects which use creativity or culture that address a health condition or are aimed at a specific group.

- Projects which are delivered to people in their own homes or one to one.
- Digital and technology-based projects which address a health condition or are aimed at a specific group of people.
- Provision of creative or cultural projects for people in the community using social prescribing services.
- Participant led creative or cultural projects in cultural, community or clinical settings.
- Touring activity or activity which is focused on scaling up existing creative health provision.
- Research and Development projects which develop a new idea or explore a new way of working in creative health.
  - For example, projects which identify gaps in provision, developing and testing new ways of working.

## What you cannot apply for

- Any creative health activity where health or clinical outcomes are the only or primary outputs of the project, or where the creative and cultural focus of the activity is not clear.

# Who can apply

Anyone can apply for a Creative health project as long as you're eligible to apply to Project Grants. You can read about who is eligible in our [Guidance for applicants](#).

Examples of individuals or organisations who might apply for a Creative health project are:

- Creative or cultural practitioners
- Health or social care professionals
- Creative and cultural organisations
- Health care organisations including social care and care homes.
- Consortia such as cultural compacts
- Local authorities
- Social prescribing link workers or commissioners

# Key things to remember about Creative health projects

- You might want to use data or research to explain why your project is addressing a specific health condition or aimed at a particular group of people.
- Be clear on how your creative or cultural activity addresses the identified health condition or group of people.
  - For example, what are the positive impacts on the health or wellbeing of participants?
- Make sure you have appropriate safeguarding policies and procedures in place for participants, practitioners and any other people involved.
- Make sure you have considered the physical and emotional safety of participants and practitioners.
- Are the practitioners involved in this project experienced with the identified health need or participant group?

- Is there a way to support non clinically trained practitioners (such as supervision)?
- Having partnerships in place, for example with health or social care organisations, provides health and wellbeing expertise and can help to demonstrate the value of the project.
- Does your project incorporate the voice of people with lived experience in the planning and delivery of the project?

## Resources

Arts Council England has a creative health webpage which includes the Creative Health and Wellbeing Plan, alongside a range case studies and resources available to view on the website:

[Creative health | Arts Council England](#)

Arts Council England has two Investment Principle Support Organisations (IPSOs) who work primarily in the area of creative health:

- [Culture Health and Wellbeing Alliance](#)  
The Culture, Health and Wellbeing Alliance is the sole free-to-join membership organisation for creative health across England. They provide networked, collaborative advocacy, support and resources, supporting health and wellbeing for all through creative and cultural practice.
- [London Arts and Health](#)  
London Arts and Health is a sector support organisation supporting freelancers, lone practitioners, artists, organisations and healthcare professionals engage in creative health. They offer a free national festival, training, policy and networking events as well as a bi-weekly newsletter of opportunities to support the sector.

[Arts and Health Evaluation: Navigating the Landscape](#)

Produced by the UCL Social Behavioural Research Group, this evaluation guide aims to give a clear approach to arts and health evaluation. It includes examples of evaluation tools alongside guidance for selecting the right tool and advice on analysing your data.

## Creative Health Quality Framework

The Creative Health Quality Framework is a new tool developed by The Culture, Health and Wellbeing Alliance and creative health consultant Jane Willis. Funded by National Lottery Project Grants, the Creative Health Quality Framework is a new resource which enables those who work in creative health to better articulate and advocate for good practice principles to be upheld, resourced, and delivered. It aims to support practitioners to situate and benchmark their work; and to identify strengths and areas for development as well as training and support needs.

The Framework outlines eight creative health quality principles which drive good practice.

The principles are:

- Person-centred
- Equitable
- Safe
- Creative
- Collaborative
- Realistic
- Reflective
- Sustainable

Applicants are not required to use or reference the framework in their application; however, it is recommended as a tool when planning your project and application.

## Contact us

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You can also Live Chat with our customer services team by clicking the icon on our Project Grants page on our website.