

What is Creative Health?

FAST GROWING - participation in creative activity and engagement with culture and heritage, formally and informally is on the rise.

LONG TERM – creative health helps long-term conditions, treatments and recovery

ALL TYPES OF CREATIVITY - visual and performance arts, film, literature, music, crafts, gardening, natural and built heritage and the culinary and digital arts.

IT'S WHERE WE ARE - it takes place where people meet from health or social care settings, local community spaces, galleries, shopping centres, museums, parks, theatres, cinemas, gardens or at home.

IT'S FLEXIBLE – and can be a mix of in person, digital or hybrid.



Creative Health in London

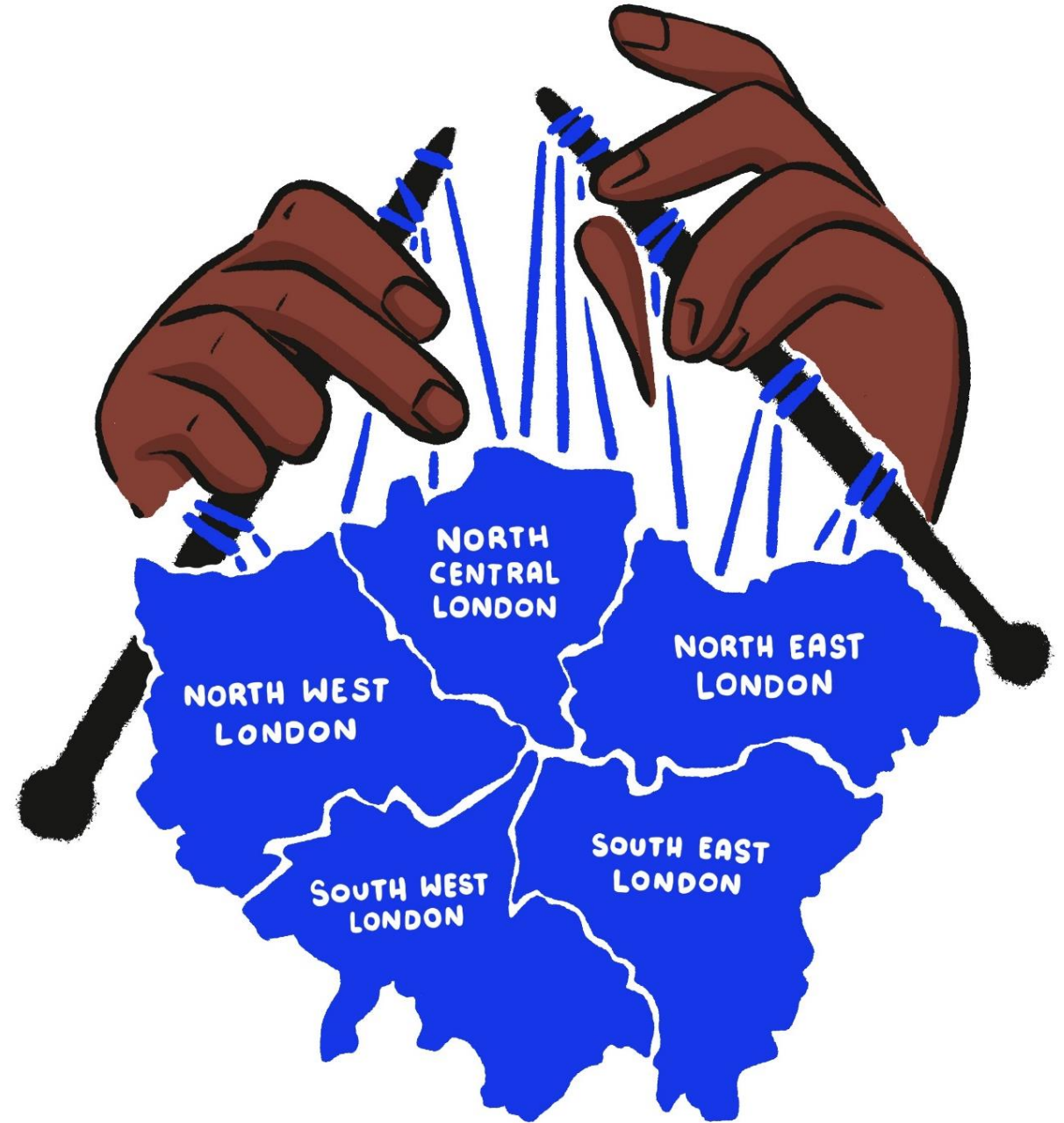
“Londoners face vast inequalities when it comes to their health, with significantly different outcomes and experiences depending on their race, ethnicity and where they live.

This is unacceptable, so I will continue to tackle these inequities through my Health Inequalities Strategy and ensure that City Hall considers the health impacts of all our policies.”

Sadiq Khan, Mayor for London 2024

SUPPORTED BY

MAYOR OF LONDON



We Know!



CULTURE REDUCES DEPRESSION

Adults over 50 who visited cultural venues every few months had a 32% lower risk of developing depression over 10 years.

CULTURE PREVENTS FALLS

There are 3 billion falls a year. Fall risk is reduced by 58% using dance. This could save the NHS £98 million - Aesop Dance to Health

CULTURE SPEEDS UP RECOVERY

After 10 weeks of singing, women with postnatal depression, experience faster reduction of symptoms - Breathe Arts Health Research



We Know!

Library engagement has a positive association with general health.

Library usage across England leads to an NHS cost savings of £27.5 million per year

Across our city, art and culture are transforming Londoners lives for the better – helping us all to thrive.

The All-Party Parliamentary Group on Arts, Health and Wellbeing’s Creative Health Review in 2023 states that:

- Creative health is fundamental to a healthy and prosperous society, and its benefits should be available and accessible to all.
- Creative health should form an integral part of a 21st - century health and social care system – one that is holistic, person-centred, and which focuses on reducing inequalities and supporting people to live well for longer.
- Creating the conditions for creative health flourish requires a joined-up, whole system approach incorporating health systems, local authorities, schools, and the cultural and VCSE sectors.



But...

...despite our best efforts, access to culture and creative health activities is unequal and inconsistent.

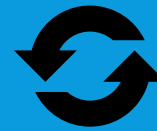
...this work is under resourced and underappreciated, in already stretched health and care systems.



LONDONERS' HEALTH – A FEW FACTS



Healthy life expectancy varies from 58.1 years in Barking and Dagenham to 70.2 years, in Richmond upon Thames for males; and 57.8 years in Tower Hamlets to 70.1 years in Wandsworth for females



High NHS London staff turnover rates of over 20%



Ethnic inequalities in life expectancy and disease are evident - for instance with South Asian and Black people 2-4 times more likely to develop type 2 diabetes



Nearly one in four Londoners aged over 16 report characteristics of poor mental health

Addressing this we are establishing London as a Creative Health Capital City where we...



realise the power of creativity, culture and heritage in addressing inequities and improving the health and wellbeing of Londoners.



celebrate and embrace the unique role that artists play in supporting us all to thrive, not just survive.



work in partnership with our colleagues in health, social care, adult education, Londoners and VCSE sectors to improve access and consistency of delivery.



champion lived experience at the heart of policy development and delivery.

LONDON CREATIVE HEALTH CITY

in the making: key facts and figures

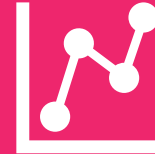
2.9m people engaged in creative health activities through London hospitals



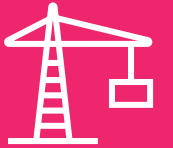
30k creative health practitioners working in London



15 councils actively establishing creative health strategies & LBOC Wandsworth 2025 title borough



5 emerging creative health alliances



500 Londoners involved in creative health policy design sprints



2 Embedded Creative Health roles in London's NHS Integrated Care Systems



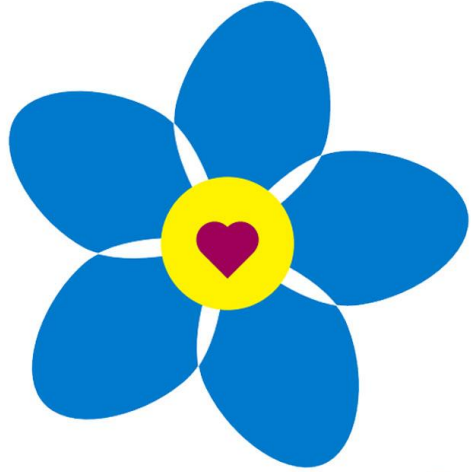
5 academic partners involved



2.3 million footfall for 4 of **123** dementia friendly accredited venues



MAYOR OF LONDON



Dementia Friendly Venues Charter

Supported by Alzheimer's Society

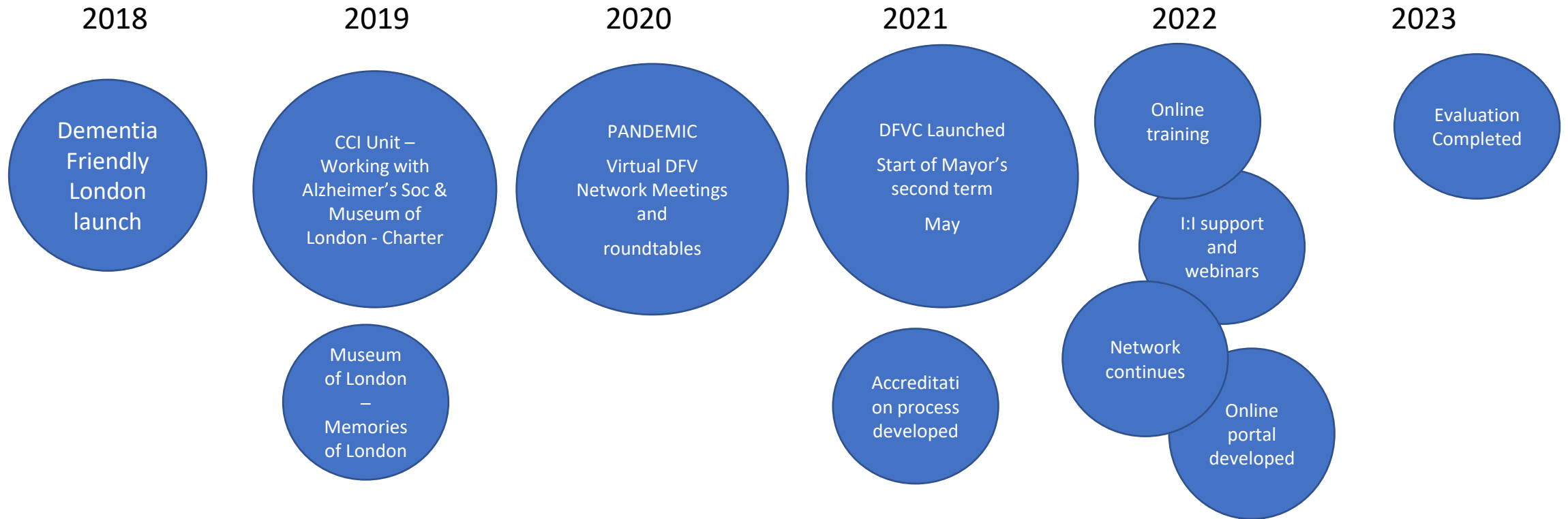


Ronald Amanze, DFVC Champion and audited Museum of London

"With venues that are not dementia friendly, I am very conscious of the environment and aware of my behaviour, making me feel as though I should be reserved...my natural behaviour should be allowed. All venues and all aspects of life should be inclusive and become dementia friendly. Museums and libraries are a place of sanctuary, where you can get away from the hustle and bustle of life.".."



Timeline – a 5 year journey



What is the Charter?

The Charter forms a part of the Mayor's vision creating London as the first Dementia Friendly City and was developed by and for the culture and creative sector.

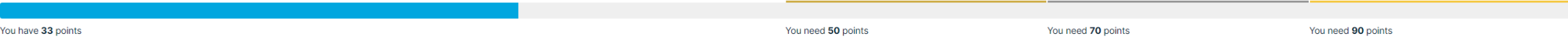
1. The Charter
2. Accreditation - a simple tool assessing your organisation in terms of:
 - **People** [are your staff aware of the signs that someone may have dementia and need a bit of support; and do they understand what would help and take action]
 - **Place** [are there simple, often free steps you could take to make your buildings more friendly and easy to navigate]
 - **Processes** – [can you help people to receive information more easily].

This is your dashboard. Follow your progress in becoming a more dementia friendly venue.

You currently have **33** points.

Answer the questions below to improve your score and become more dementia friendly. A score of 50 points passes the accreditation process. Upon passing this score your venue can be promoted as being Dementia Friendly and will become visible on the Charter Map.

Your progress



Increasing Understanding

6 of 24 points

Develop your knowledge and understanding and improve the awareness of your staff

[See Questions 7](#)

Being Inclusive

0 of 25 points

Create more opportunities to engage users with your venue and work

[See Questions 9](#)

Being Accessible

18 of 29 points

Become a more welcoming venue and improve the experience of your visitors

[See Questions 11](#)

Communicating Clearly

2 of 15 points

Support new audience members with videos and better information for their visit

[See Questions 5](#)

Working Together

7 of 17 points

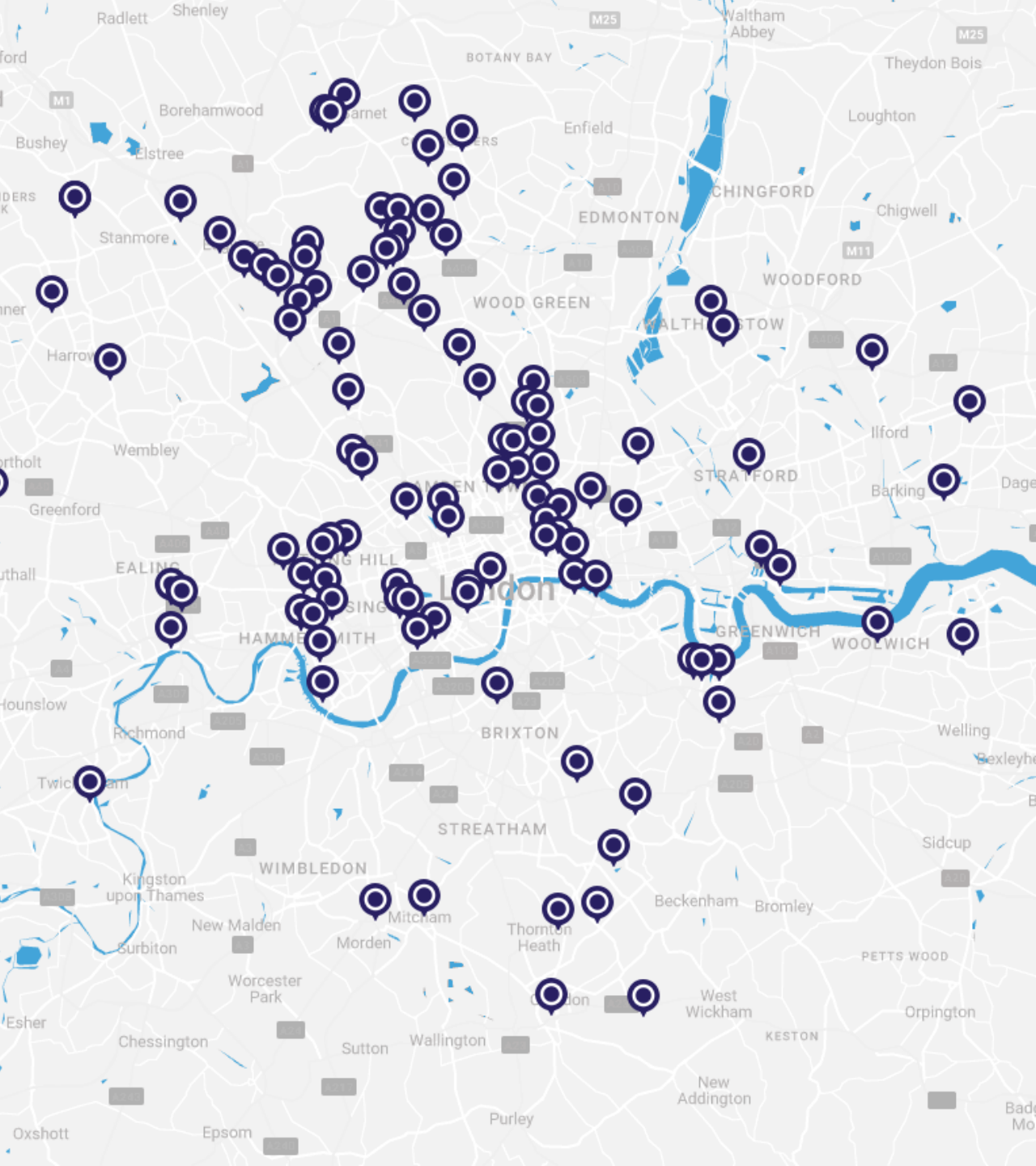
Create more engagement opportunities by learning from others and collaborating locally

[See Questions 5](#)



Benefits of the Dementia Friendly Venues Charter

- Venues have welcomed a set of guidelines to improve their space for visitors.
- Visitors have welcomed the changes to venue facilities.
- Visitors have engaged with new activities and opportunities at the venues.
- Venues are proud to announce their Dementia Friendly Venues Charter accreditation.
- Accreditation status has benefited venues in their strategic activity and to secure funding.



The Dementia Friendly Venues Map

[Venue List - Dementia Friendly Venues Charter](#)

Join the movement!

Launch of a new report Understanding
the Creative Health Sector in London
24 September 2-3:30pm online

Keep in the loop:

- London Arts & Health
- Creative Health and Wellbeing Alliance
- National Centre for Creative Health





Contact us

Clara Giraud

Projects and Policy Officer, Greater London
Authority

Clara.giraud@london.gov.uk and
DFVC@london.gov.uk



Some links to documents and Charter

- [Dementia Friendly Venues Charter | London City Hall](#)
- [Dementia Friendly Venues Charter: One Year On! | London City Hall](#)
- [SBB-Evidence-Brief-Arts-and-ageing.pdf \(sbbresearch.org\)](#)
- [RESONATE ARTS – Home](#)

Baring Foundation – leading funder reports

- [Art and dementia in the UK South Asian Diaspora - The Baring Foundation](#)
- [Celebrating Age - Programme Evaluation - The Baring Foundation](#)
- [Every care home a creative home - The Baring Foundation](#)