

Engagement Assurance Committee Cover sheet

Title	Engagement to inform the development of the creative health programme					
Meeting date	26 November 2025	Agenda item Number	3	Paper Enclosure Ref	C	
Author	Flora Faith-Kelly, SEL Creative Health Lead					
Executive lead	Ranjeet Kaile, Director fo Communications and Engagement					
Paper is for:	Assurance	X	Decicion		Information	
Purpose of paper	To present findings from SEL ICS engagement on Creative Health and outline implications for future strategy and delivery of creative health programme in SEL ICS.					
Summary of main points	<p>Engagement Findings:</p> <ul style="list-style-type: none"> - 89% surveyed residents agree creativity supports health & wellbeing. - Activities most valued: arts, music, gardening, storytelling. - Opportunities in making creativity a health behaviour: insights into what creativity is doing for residents' health – destressing, keeping positive, relaxing, making happy, keeping active - Barriers to access – e.g. cost, cultural relevance, availability of information or lack of awareness, caring responsibilities. <p>Programme Overview:</p> <ul style="list-style-type: none"> - SEL ICB Creative Health programme supporting development at Place and System level - Opportunities for integration into prevention and long-term condition management - Creative Health as a key element of neighbourhood health 					
Potential conflicts of Interest	None					
Sharing and confidentiality	For sharing					
Relevant to these boroughs	Bexely	X	Bromely	X	Greenwich	X
	Lambeth	X	Lewisham	X	Southwark	X
Equalities Impact	Creative Health approaches can support residents to keep well or manage long term conditions in creative ways, in turn reducing health inequalities. Creative engagement can support those who may not engage with traditional/medical models of care due to stigmatism or fears of discrimination in innovative ways – can support health education through creative engagement methodologies e.g. storytelling, theatre, gardening groups etc.. Mental Health is supported through creativity – evidence of stress reduction by taking part in creative programmes or engaging with art. Social connection a key output of holistic, community-centred creative initiatives.					



Financial Impact	<p>Potential cost avoidance through improved wellbeing and reduced demand on clinical services.</p> <p>E.g. ArtLift Gloucestershire model evaluation demonstrated 37% reduction in GP consultation rates, 27% decrease hospital admissions (£216 saving per patient). (Summary of Evaluation of Artlift 2009-2012)</p> <p>Arts on Prescriptions schemes estimated to give return on investment of £2.30 for every £1 invested. (cost-and-value-the-economics-of-creative-health.pdf)</p> <p>Annual society-wide benefit of adults general engagement with culture/heritage estimated at £8.08 billion. Annual per-person benefit of daily arts activities to support young people's mental health is £1240. Annual per-person benefit of arts-based museum activities on older adults general health valued at £1310. (Frontiers Culture and Heritage Capital Report, 2024)</p>
Public Patient Engagement:	Public Engagement
Outline timelines of engagement	Engagement conducted across SEL boroughs during 2024-2025
Outline key engagement mechanisms used	People's Panel Survey, Co-Production Sessions with residents group, engagement at community events.
Outline engagement with diverse communities and / or people with lived experience	Targeted recruitment into co-production group to platform diverse voices – carers, those with lived experience of managing long-term conditions and mental health conditions, community leaders from global majority backgrounds.
Outline key themes from insight gained	Creativity supports mental health, reduces isolation, connects people, relaxes people. Struggle to access creative health due to availability of information, cost of activities, caring responsibilities.
Outline how findings have influenced decision making	Insights informing delivery of SEL ICB Creative Health programme development – advocating for accessible creative health through neighbourhood health design
Outline how feedback to participants has taken place	Report published on SEL let's talk on-line engagement platform, promoted via the Get Involved monthly newsletter and community partners informed.
Committee engagement	Discussion at EAC for assurance and alignment with engagement principles
Recommendation	That the committee provides assurance on the engagement to inform the development of the creative health programme.

