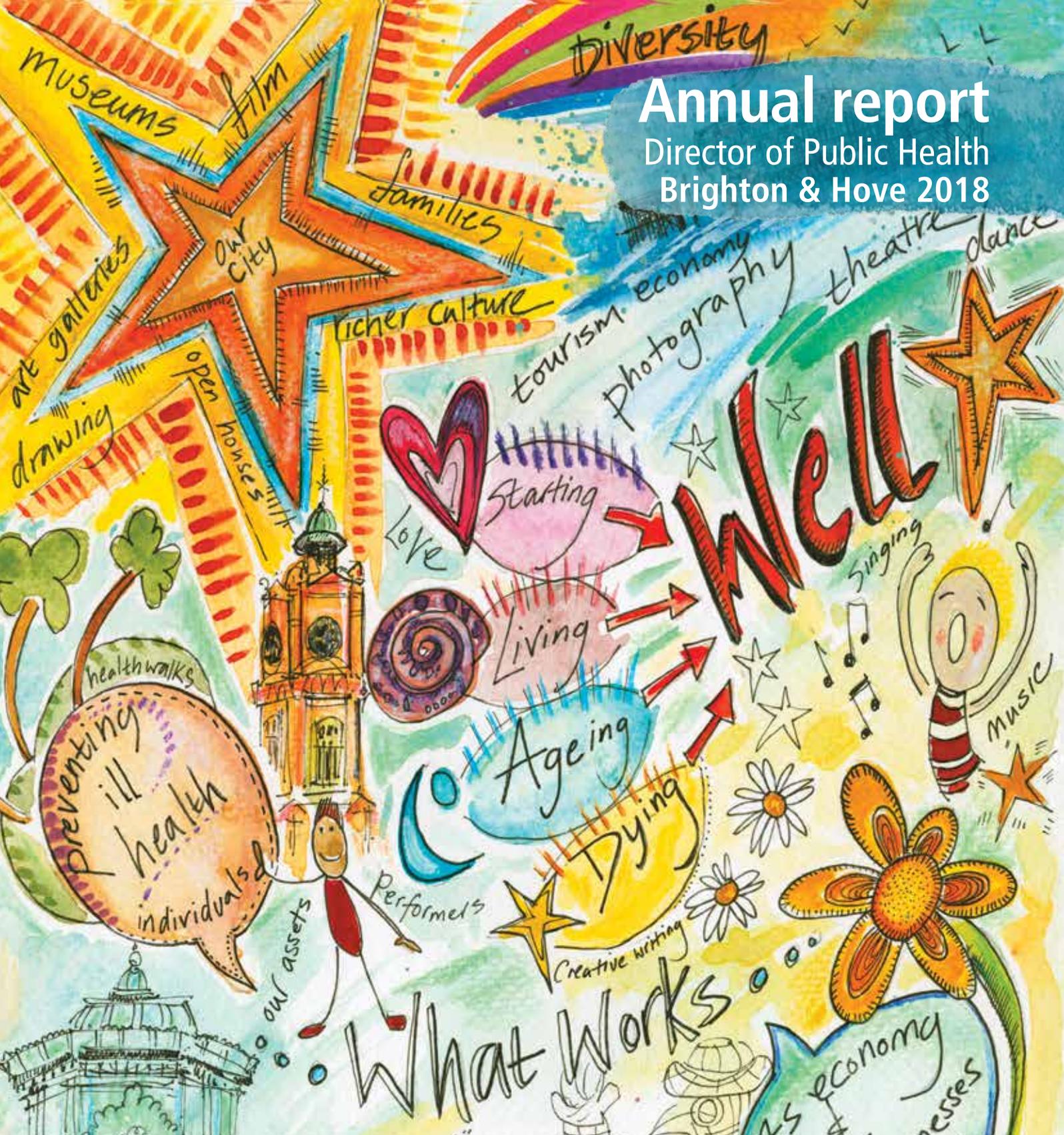


Annual report
Director of Public Health
Brighton & Hove 2018



**The Art of
Good Health**



Brighton & Hove
City Council

Acknowledgements

Contributors

Thank you to everyone who has contributed to the report including the lead authors and steering group members:

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Case studies

We are very grateful to everyone who has provided us with case studies, including those which we have been unable to use due to limited space in the report.

Design

Brighton & Hove City Council Communications Team.

We are particularly grateful to Shanni Collins, from the Healthy Lifestyles Team, for the illustrations that feature on the cover and throughout the report.

References

A list of references with interactive links to online sources are available at www.bhconnected.org.uk/content/reports

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Key to understanding the infographics

The colours of the infographic icons in this report are based on whether Brighton & Hove is significantly lower/higher or better/worse than England (where this judgement can be made):

 Significantly lower than England	 Significantly better than England
 Not significantly different to England	 Not significantly different to England
 Significantly higher than England	 Significantly worse than England
 Significance cannot be calculated	

The online version of this report contains embedded links to the data sources for the infographics.

Foreword

Should we look closer at the role of arts in health?

I argue that that we should, especially in our highly creative city.

The Director of Public Health's annual report is one of the ways in which I can highlight issues and make recommendations related to the health and wellbeing of the people of Brighton & Hove. For my first report I have chosen to focus on the contribution arts and culture make to health and wellbeing locally and what more we could do.

Creative Health, the 2017 report of the All-Party Parliamentary Group on Arts, Health and Wellbeing, concluded: "arts-based approaches can help people stay well, recover faster, manage long-term conditions and experience a better quality of life".

The arts help us to get active, get involved and strengthen our communities. Whoever we are, wherever we live and whatever age we are, the arts can help to provide meaning to our lives, which in turn helps us become more resilient to threats to our health and wellbeing.

This relationship may seem self-evident, but the case for building the arts into our health and care system requires good quality evidence on what works (and is value for money). We have examined the strength of the evidence base and found that there is strong evidence in some areas, but that more research is required in others. The city's thriving cultural and academic sectors represent two of its most prominent assets, so Brighton & Hove has the potential to be an international leader in research in this area.



Although in many aspects we are getting healthier, this hasn't benefitted everyone equally. For example, in Brighton & Hove men in the most deprived areas can expect to live a decade less than those in the least deprived, while for women the gap is six years. However, many of those with the greatest health needs, such as older people and carers, engage less with the arts. Therefore, inclusive and targeted approaches are required to reach those most in need.

This report is structured around the life course through starting, living, ageing and dying well. These sections describe the health and wellbeing priorities for Brighton & Hove and present case studies that showcase local activities which make a contribution to health and wellbeing. I am aware these are only the tip of the iceberg of the extensive and diverse local activities around arts and health. These sections each end with some reflections on where there is the potential to do more.

The report closes with recommendations that support our ambition for Brighton & Hove to become a nationally recognised Centre of Excellence for the arts and culture in supporting wellbeing and reducing health inequalities.

Alistair Hill

Director of Public Health

Brighton & Hove City Council



The arts and cultural landscape of Brighton & Hove

Cultural provision in Brighton & Hove is one of the city's key strengths and an important part of its personality. The quality, depth and range of the arts and culture programme contribute strongly to the city's international reputation as an outward-facing, welcoming, tolerant and creative place. The city is justly proud of its sixty festivals a year (including the Brighton Festival and Brighton Fringe), the spectacular Royal Pavilion and city museums with their designated collections, its venues for drama, dance, visual art and photography, public art, and its host of artists, community arts programmes and creative companies.

Arts and culture encompass a wide range of activities which residents can lead, watch, create, participate in and interpret. Activities take many forms and reflect a diversity of life experiences, enabling us to find common ground with those around us. These can be complex 'high art' experiences (such as professional performances in dedicated art spaces), experiences shared within the community (such as a fun-day in the park), individuals pursuing their own passions at home (such as reading, drawing or crafting), or getting together for a social activity (such as a tea-dance).

Brighton & Hove's strong cultural infrastructure is an asset for the city to enjoy, to use and to draw on to make life richer and more rewarding. It helps us to understand more fully what it means to be human: to share experiences, to reflect, to

laugh and cry and to build strong connections with those around us.

The city's Cultural Framework: *Daring to be Different* (see www.cultureinourcity.com) sets out how public bodies and the cultural and creative sector will work together to have a greater impact on the city's key priorities and to address inequality of access to the arts so more people can benefit from participating. A particular objective is Living Well – an ambition to build on existing good practice in arts and health in partnership with the health and care sector. Achieving this will help realise the potential of arts and culture to improve the wellbeing of residents across the city.



Val Birchall

Arts and Culture Programme Director
Brighton & Hove City Council

1 Health and wellbeing benefits of the arts

How are the arts beneficial to health?

The arts can have a positive impact on health and wellbeing in several different ways:

- As a social determinant of health, good access to arts and culture influences wellbeing across the whole population
- The arts can have a role in improving awareness of health conditions, telling the story of those affected, reducing stigma and influencing attitudes
- Engagement with the arts can prevent ill health – for example, music can enhance mood and reduce stress and anxiety
- Participation in the arts can influence our lifestyle – for example, dance, theatre and music can increase physical activity
- For those already unwell, the arts can improve symptoms – for example, dance can be helpful for those with Parkinson’s disease.

The All Party Parliamentary Group on Arts, Health and Wellbeing report *Creative Health: The Arts for Health and Wellbeing*¹ listed the benefits that can be attributed to the arts and creativity:

inspire change and growth...

build self-identity...

promote healing...

change perspectives...

The arts and creativity can...



Evaluating the impact of the arts on specific health outcomes can be challenging because of the complex and diverse ways in which they are delivered and experienced:



Diversity of engagement
eg

- Short vs long-term involvement
- Observers (audience)
- Participants (acting, dancing, singing, creating)
- Working – voluntary or paid (facilitating, activity leaders)



Diversity of setting
eg

- theatres
- cinemas
- museums & galleries
- health facilities
- communities
- parks



Diversity of form
eg

- visual arts
- music
- theatre
- dance
- literature
- film

The interaction of these on health and wellbeing is complex



...provide opportunities for guided conversations

...result in a sense of belonging

...stimulate imagination and reflection

...increase control of life circumstances

...encourage self-expression

...prompt collective working

...provide a safe place for the release of feelings

There is strong evidence of effectiveness in some areas, for example, the relationship between the arts and mental health. The arts enable people to build the Five Ways to Wellbeing² (give; take notice; be active; connect; keep learning) into their lives.

National evidence reviews^{1,3} have concluded that the arts can:

Evaluating arts and health interventions

 Help meet the challenges of ageing, living with long-term conditions, loneliness and mental ill health (identified priorities for Brighton & Hove)

 Keep people well, aid recovery and support 'longer lives better lived'

 Help save money in health and social care



Health and wellbeing interventions using the arts should be routinely evaluated, and their impact on outcomes should be measured to help commissioners and providers understand what makes a difference and which approaches work best.

To promote best practice, in 2016 Public Health England (PHE) published an *Arts for Health & Wellbeing Evaluation Framework*,⁴ providing guidance on all aspects of evaluation including:

- **monitoring and audit** to assess how projects are doing in relation to established targets
- **formative and process evaluations** which take place during projects with the aim of improving practice
- **outcomes evaluation** which takes place at the end of a project to establish whether it has met its aims and objectives and to assess its effects or impact on participants.

Further work is needed to build the evidence base. This will help commissioners and providers to develop specific health interventions using the arts. Methods commonly used to evaluate health interventions, such as randomised controlled trials (RCTs), can be used in some circumstances, but are not always appropriate in relation to the arts. A variety of other methods may be suitable, including rigorous qualitative research.



Photo: Sarah London for Creative Future

The PHE framework outlines some key aspects of evaluation design to consider:

1. Choose your evaluation design	2. Understand what is already known	3. Understand the change and/or logic model that the intervention is based on	4. If measuring outcomes, use a validated tool
<ul style="list-style-type: none"> • Quantitative • Qualitative • Participatory action research • Case studies • Creative and arts-based methods • Economic evaluation 	<ul style="list-style-type: none"> • Needs assessments • Expert opinions • Review existing projects • Literature reviews 	<ul style="list-style-type: none"> • A theory of change should describe the desired change that a project seeks to make and identify the steps involved in making that change happen • A logic model helps map the resources and the sequence of events that connect the need for a programme with its results 	<ul style="list-style-type: none"> • Warwick-Edinburgh Mental Wellbeing scale • Generic Health Status Measurement (EQ-SD) • Patient Health Questionnaire • Anxiety Questionnaire (GAD-7) • Arts Observational Scale • CORE outcome measure of psychological distress

The framework also describes the elements required in planning an evaluation:

Aims	What are the aims of the evaluation?
Questions	What questions does the evaluation seek to address?
Type and design	What types of evaluation and evaluation design are being used?
Budget	What budget is there for resourcing this?
Monitoring	How is demographic monitoring going to be carried out?
Data collection	What are the data collection procedures?
Sampling and selection	How is the sampling and selection of participants to be completed?
Timeline	What is the evaluation timeline?
Process evaluation	How is the process going to be evaluated?
Participants' views	How are participants' views to be considered?
Ethics and consent	What are the ethical considerations?
Conducting the evaluation	Who is going to undertake the work?
Managing the process	What group will oversee the evaluation process?
Data analysis	How will the data be analysed and interpreted?
Reporting	How will you report your evaluation findings?

Year of Drawing

Part of Make Your Mark, the arts and health programme for Sussex Partnership NHS Foundation Trust.

Designed to increase access to the arts, the project brings together people with mental health challenges, carers, NHS staff and members of the public to support creativity and participation while reducing stigma.

Taking place in pop-up studios in NHS and cultural settings, and with Sussex Recovery College, work has included an innovative screen saver exhibition for mental healthcare staff, three drawing exhibitions, plus a postcard exhibition for people in hospital. A conference at Brighton & Sussex Medical School presented learning about drawing and mental health.

Despite some initial apprehension, many participants have expressed unexpected pleasure in drawing. Some have filled whole books with drawings, while others have made the most tentative and delicate marks. Each mark has been encouraged and creativity and confidence has been built across the year.

What they say:

“I have gained so much, not least the realisation that making a mark for the sheer enjoyment of applying drawing materials to paper is enough.”

Year of Drawing creative team member

WWW.MAKEYOURMARKNHS.CO.UK



Photo: Year of Drawing

Photo: Cathy Maxwell



Network of International Women for Brighton & Hove

Illuminate

Women from over 25 different nationalities shared their creative talents to create a tapestry from individual pieces they crafted based on where they are from, or what it means to be living in the city.

Besides creating a visual representation of the diversity of the city for all to enjoy, sewing sessions enabled people to develop friendships, gain new insights, enhance a sense of belonging, self-esteem, self-confidence and achievement.

Many of the women involved described the positive impact that Illuminate has had as empowering and therapeutic, and they valued meeting and getting to know others with different experiences and backgrounds.

The tapestry has since begun a journey around schools, inspiring children to explore their own 'identity and belonging', create their own tapestry and encourage their families to become part of the school community.

What they say:

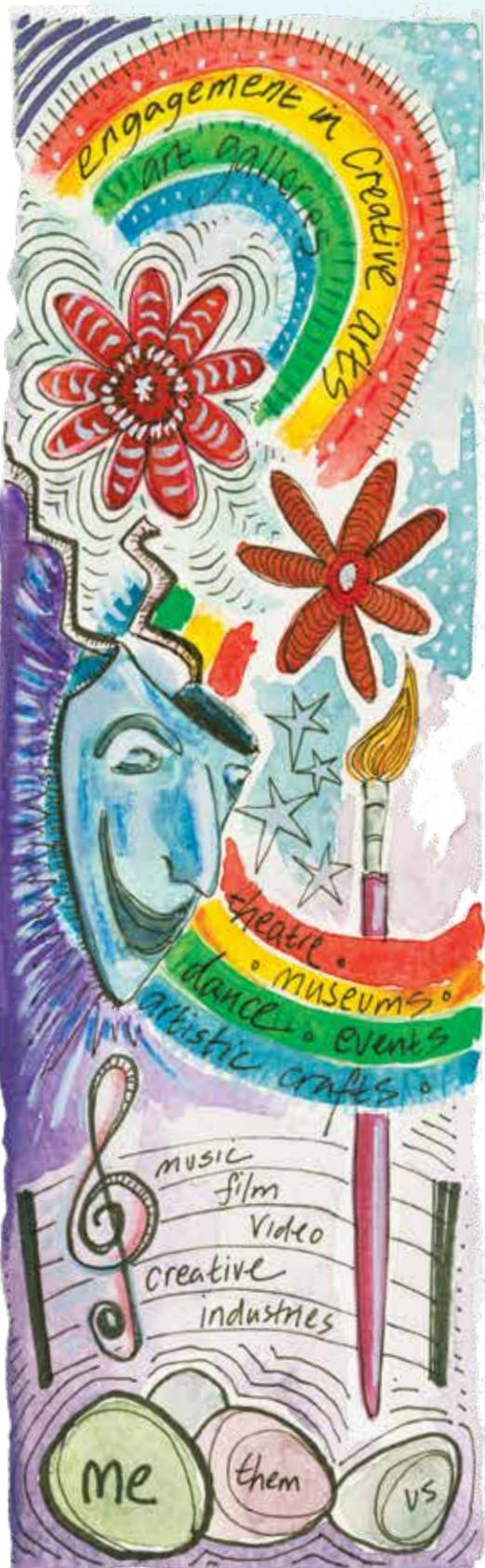
"It was something that got me out and it was really good for my health and mental wellbeing."

Tapestry contributor

WWW.FACEBOOK.COM/INTLWOMENSNETWORK



2 Engagement and inequality of access



How many people get involved in the arts?

Over the course of one year:

- Three out of four Brighton & Hove residents attend an artistic event (73%)
- Half of residents spend time doing a creative or artistic activity or craft (49%)
- Nearly two-thirds visit a museum or art gallery (63%)
- About three in ten residents dance (29%)^a

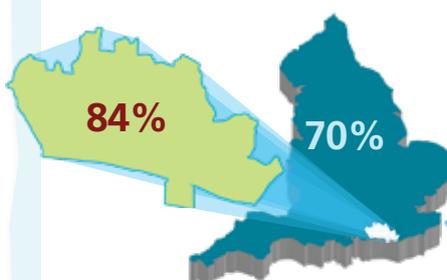


Engagement and frequency of engagement in arts activities last year (%)^a

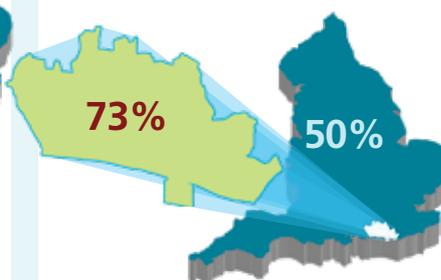
A higher percentage of Brighton & Hove city residents engage with the arts than the England average...

...and Brighton & Hove residents also engage more often.

Engaged in any arts activity in the last 12 months (%)



Engaged three times or more in the last 12 months (%)



KEY

- Brighton & Hove
- England

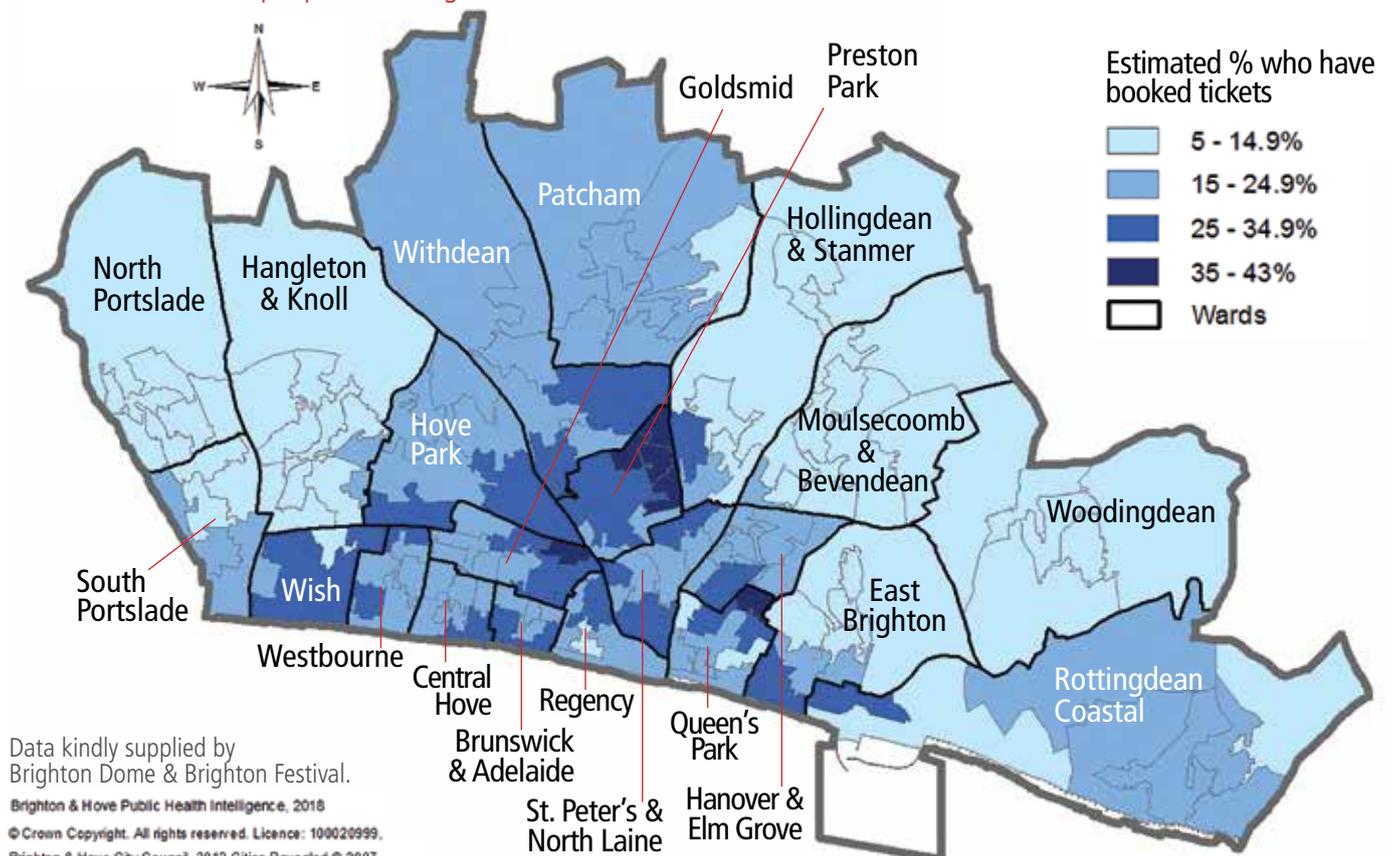
Who is less likely to engage in creative or arts events?

Percentage of those engaging in the arts

Brighton & Hove (includes attending arts events; excludes participating in activities)	
• People living in social housing (33%) and private rented sector housing (54%)	Compared with 61% of all survey respondents (City Tracker 2017)
• People whose activities are limited by health or disability (44%)	
• Carers (52%)	
England (includes both attending arts events and participating in activities)	
• Males (54%) although little gender difference in Brighton & Hove	Compared with 60% of all survey respondents (Active Lives Survey 2015-17)
• Older people (age 75-84: 52%; age 85+: 38%)	
• Certain BME groups eg Chinese (55%); Black/Black British (50%); Asian/Asian British (42%)	
• People in lower socio-economic groups (46%)	
• People not working (ie not employed or in training) (71%)	Compared with 77% of all survey respondents (Taking Part Survey 2016/17)
• People living in the most deprived areas (67%)	

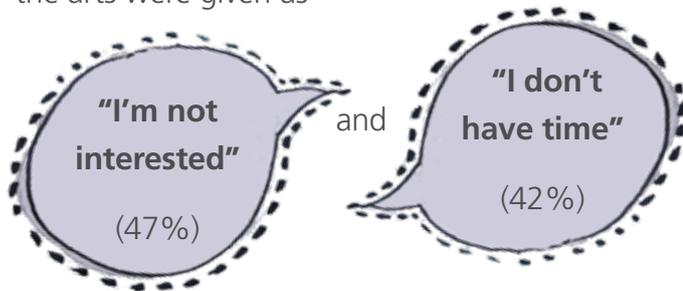
Estimated percentage of residents booking one or more tickets for Brighton Festival or Brighton Dome events Sept 2017 to Aug 2018

NB. Does not include people attending free outdoor events



Why don't people take part?

In the national *Taking Part Survey 2016/17*, the most common reasons for not participating in the arts were given as



A minority of respondents reported other reasons including:

- a health problem/disability (13%)
- not knowing what was available (8%)
- cost (7%)
- finding things difficult to get to (5%)
- being afraid of feeling out of place (5%)
- not having anyone to go with (5%).

Did you know?

- There are 1,690 businesses related to the creative industries in Brighton & Hove (up by 19% between 2012 and 2017).
- Brighton & Hove has five times as many jobs in the performing arts, twice as many in video/film production, and over four times as many in artistic creation compared with the national rate.

Brighton & Hove Economic Strategy
– Full Evidence Base Report, April 2018

Reflections

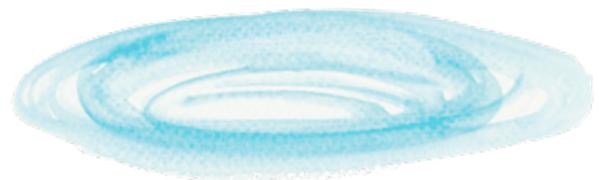
Residents in the city engage more in arts and culture than in many other areas in the country and do so more frequently.

However, it is clear that some groups of people are less likely to engage in the arts and therefore receive the benefit to their health and wellbeing. There is a risk that unequal access to the arts contributes to health inequalities.

The data highlight the need to increase access for groups who may experience barriers to engaging with the arts, for example disabled people and carers. As the evidence shows that many people aren't interested in the arts, artists

and organisations need to find innovative ways to reach out and inspire.

The analysis of bookings for events suggests that engagement may vary considerably across different areas of the city. This may be linked to factors such as distance and cost, underlining the importance of providing free or low cost events in neighbourhoods such as 'Your Place' (see case study on the next page).



Your Place

Part of Brighton Festival

Your Place set out to involve people with physical and economic barriers in arts activities and performances in Hangleton and East Brighton, enabling them to socialise with friends, families and neighbours and to feel more a part of their community.

The programme of events, including exhibitions, music, theatre and dance, was developed and carried out in partnership between local communities and community development organisations, Brighton People's Theatre, and the Brighton Festival.

There was a focus on programming activities of interest to community members who rarely got involved in the arts. In Hangleton, for example, the Hangleton & Knoll Project worked with a community-led steering group to develop and run events for young people ('Culture Clash' music workshops), for older people ('Enter the Dragons' comedy show), as well as activities for children with additional needs and their carers.

What they say:

"Your Place is fantastic and so very needed in our community. I wish Hangleton was like that all the time."

Your Place steering group member

Find out more at:

WWW.BRIGHTONFESTIVAL.ORG/ABOUT/YOUR_PLACE



Photo: Ayla Carli

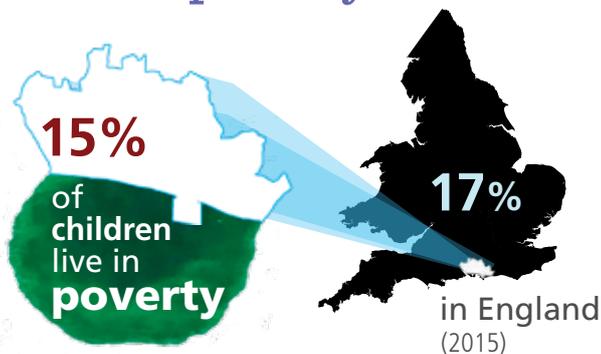


Photo: Curtis James

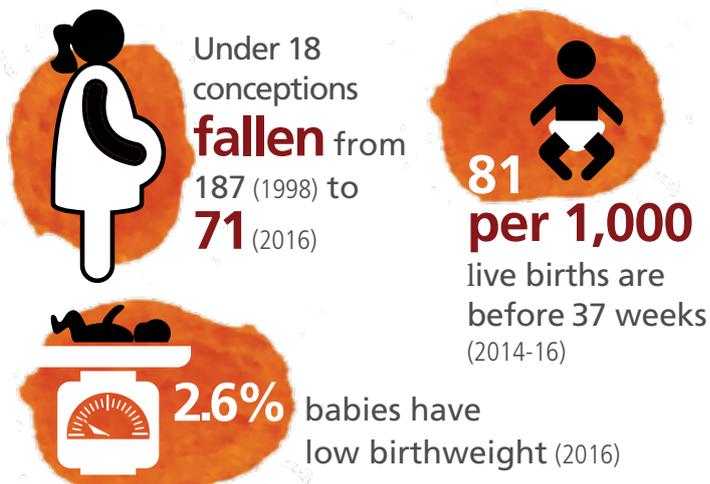
3 Starting well

Key health and wellbeing issues in Brighton & Hove Infographic colours explained on p3.

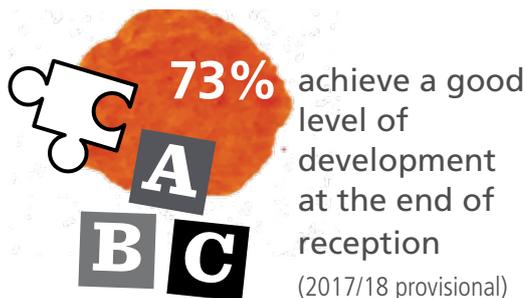
Child poverty



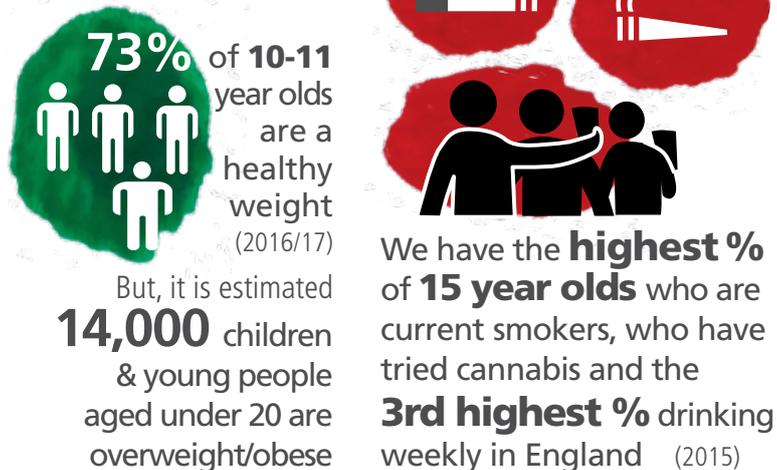
Maternal & infant health



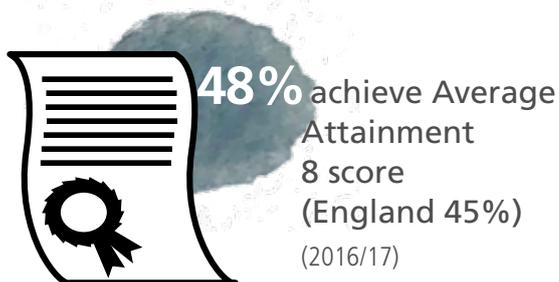
School readiness



Lifestyles



Education

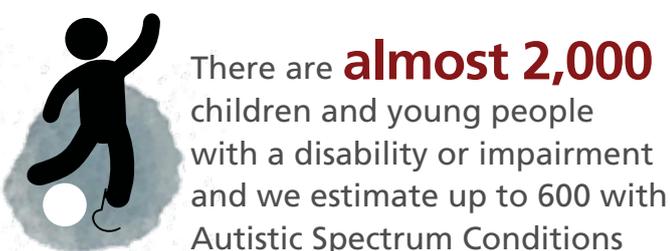


Emotional wellbeing

368 10-24 year olds admitted to hospital for self-harm (2016/17)



Disabilities and sensory impairments



15% of 14-16 year olds say they often/sometimes have suicidal thoughts and **11%** that they often/sometimes hurt or harm themselves (2016)

The evidence



Early childhood experiences and living environments help to shape the health and resilience of children and young people as they become adults. The national *Creative Health* report includes a comprehensive evidence review examining the role that art can play in the development process.¹

Child birth and post-natal health

Music can have a positive effect on the experience of childbirth by distracting mothers from the pain of labour, and improve the vital signs and wellbeing of premature babies in intensive care, reducing the length of hospital stays.

Group singing has been associated with a faster recovery from post-natal depression than psychotherapy, medication or creative play, while arts and crafts for mothers of babies and young children can help to reduce anxiety, stress, depression and improve attachment.⁵

Child development

For the early years, reading aloud⁶ and dance⁷, among other arts, have been shown to improve school readiness. Over time, making music also enhances listening and language skills, as well as motor control.⁸ The visual arts and drama can also improve social and life skills, in addition to feelings of self-worth.⁹



Photo: Our Future City team

Healthy lifestyles

Participating in the performing arts can be beneficial to young people by influencing attitudes, knowledge and reported behaviours relating to social skills, sexual health, HIV/AIDS, alcohol, tobacco and drug use.¹⁰ Qualitative research also reported enhanced interaction, communication and community empowerment. The involvement and participation of the young people in the performing arts is key.¹⁰

A 2013 review of music, dance, singing, drama and visual arts in community settings, and as after school activities, found that participating in creative activities can have a positive effect on knowledge, behaviour, self-confidence, self-esteem and physical activity in children and young people. It concluded that creative activity as a part of health-promoting strategies can be useful.¹¹

Bobble Hat Theatre Company in partnership with the Charlie Waller Memorial Trust

Not Today, Celeste!

Harnessing the power of storytelling, the heart-warming tale by Liza Stevens about a small dog Celeste, and how she feels when her much-loved human develops depression, helps children explore the issues of parental depression. It also equips staff with appropriate language to be able to communicate and support affected children. Through puppetry and song, the following key messages are delivered:

- Depression is not anybody's fault
- Depression is an illness that can be treated
- Many families are affected

In 2017/18, 12 primary schools received the puppet show, workshop and resources including a book and worksheets to facilitate further discussions.

What they say:

“The message was to always talk about a problem.”

Primary school pupil

WWW.NOTTODAYCELESTE.CO.UK

Vulnerable children

Specific groups that can benefit from the arts include children with autistic spectrum conditions and those in special schools. A research review found music therapy was effective for children with autism in improving social interaction and non-verbal communication.¹² It has also been found that young people felt safer communicating about trauma through the arts.¹³

A study of marginalised young people's participation in the creative arts (dance, drama, music, photography and multiple arts) found significant improvements in reported wellbeing and a significant decrease in negative feelings. The more the young people felt they connected with others through the arts workshops, the greater their improvement in positive feelings and feelings of social inclusion. Also, the more young people focused on learning and improving their skills in the workshops, the more their self-worth and life satisfaction improved.¹⁴



Photo: Liza Stevens

Building emotional health and wellbeing

A dance project for early intervention in psychosis found significant improvements in wellbeing, quality of life and trust.¹⁵ A *What Works Centre for Wellbeing* review reported promising evidence that a 12 week dance programme reduced levels of depression in young people aged 20-24 years.¹⁶ Regular participation in the art room was also found to have positive effects on mood and self-esteem in primary and secondary school children.¹⁷ Culturally relevant music can also improve the confidence, wellbeing and motivation of young offenders, which can lead to a return to education.¹⁸

Brighton Oasis Project

Art of Attachment

This project brings high quality arts experiences to some of those who experience the worst health inequalities. It gives a voice to those experiencing attachment-related trauma, such as children separated from birth families, and promotes wellbeing, social inclusion, resilience and confidence.

The artwork created is then used to stimulate public interest, invite reflection, reduce stigma and raise awareness for social change.

In 2017/18, 35 adults and 25 young people across Brighton & Hove and East Sussex participated in Art of Attachment. Early benefits are:

- Women in various stages of recovery from addiction are showing high levels of commitment to this process. It has become an important part of their recovery and progress towards a positive outcome.
- Groups of women in recovery and young people affected by substance misuse in their family are taking part in poetry writing workshops.

What they say:

“The exhibition with OUR work and OUR voices was a delight and has grown my confidence and appetite for enjoyable things in life that had simply not been available to me for a long time.”

Participant

WWW.OASISPROJECT.ORG.UK



Photo: Alison Cotton



Photos: Our Future City team

Our Future City #BeWell programme

The World at Fairlight

This project aimed to explore images and messages that children experience in relation to immigration and how these may be making them feel, to celebrate diversity and to create a sense of belonging.

A group of children from Fairlight School from a variety of countries outside the UK visited Brighton Museum to explore the history of human migration. Back in school the children worked with visual artist Jo Coles to create treasure boxes that reflected their own journey and past. These boxes included hand-made passports, items from home and art created by the children in response to the theme of migration and journeys.

At the end of the project, the children and their families hosted an exhibition and sharing event for the whole school. The project evaluation identified significant benefits for participants' wellbeing. In addition, the project has informed an exhibition at Brighton Museum focused on migration stories and the project resources have been shared so that children across the city can experience the project in their own school.



WWW.OURFUTURECITY.ORG.UK/BLOG/THE-WORLD-AT-FAIRLIGHT

Reflections

The arts can provide a powerful intervention to improve the health and wellbeing of children and young people. Risks to health and wellbeing impact unequally across the population, but the arts also offer an opportunity to help address health and other inequalities.

Building emotional resilience and wellbeing is a high priority for Brighton & Hove, in order to improve mental health and reduce the harms caused by substance misuse and other risks to health.

Theatre productions and making music enable children and young people to express themselves and tell their stories in a way that benefits themselves and others. Training and development can help professionals to use the arts to facilitate conversations with young people that help to identify what support they would benefit from at an early stage.

Brighton & Hove Music & Arts (www.bhma.org.uk), part of Brighton Dome & Brighton Festival, is the lead partner of the city's Music Education Hub (www.soundcitybh.org), a partnership providing high quality music experiences for all children and young people. The hub provides opportunities to engage in music to every school in the city, with up to 5,000 young people taking part in music activities each week. Opportunities are developed in response to need, using the power of music to enhance wellbeing

through skills development, building tolerance and resilience, creating meaningful connections with others and celebrating success. The hub also facilitates programmes for young people living in economically deprived areas and/or with special educational needs/disabilities across the south east region.

Our Future City is a cultural education partnership bringing together children and young people with health, social care, education, cultural organisations and businesses through a range of creative and cultural programmes. The #BeWell programme (www.ourfuturecity.org.uk/be-well) utilises the potential of creative experiences to help children and young people build resilience and improve wellbeing. Since 2017 over 600 children and young people from Brighton & Hove have taken part in #BeWell projects both in and out of school.

From September 2018, the University of Sussex, in collaboration with Our Future City, will conduct further research into the impact of participation in a variety of music, arts and cultural activities on children and young people's wellbeing.

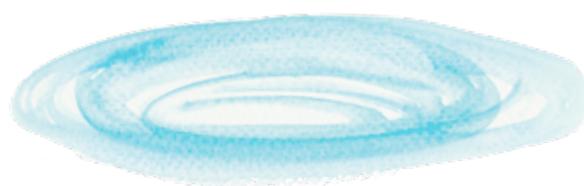




Photo: Very Tall

AudioActive

Room to Rant

Room to Rant uses music workshops to increase young men's resilience and belief in themselves and develop positive social relationships.

The project brings young men together in a weekly session facilitated by artist practitioners and specialist support staff. They are supported to get stuff off their chest through activities including lyric writing and freestyle rapping.

An evaluation completed by 19 participants showed increases in confidence, self-esteem, managing emotions, a sense of belonging and gaining new skills. Thirteen participants were not in education, employment or training when they started – four of those have since started an alternative education course and one started a voluntary role. Six participants have gone on to access AudioActive's universal provision in Brighton, attending open rap sessions at the Brighton Youth Centre and performing at Kustom Vibes music events.

What they say:

“Room to Rant has brought me back to and helped me rediscover a passion for music. Having that has helped me in a way to deal with other things.”

Participant

WWW.AUDIOACTIVE.ORG.UK/ROOM-TO-RANT



Carousel

The Blue Camel Club

A club night where learning disabled people and their friends can dance to bands, watch films, see performance and hang out with friends. It's held three or four times a year and is run by Carousel, an organisation which helps learning disabled artists 'develop and manage their creative lives, true to their voice and vision, challenging expectations of what great art is and who can create it'.

What they say:

"I get lots of skills from being on the committee and going to the club. I like all the events at it. If it didn't happen I would be sitting around at home and no-one would be able to get out. It's a really good night."

Blue Camel committee member and DJ

WWW.CAROUSEL.ORG.UK



Photo: Paul Mansfield

4 Living well

Key health and wellbeing issues in Brighton & Hove

Infographic colours explained on p3

Employment and work



6% (or 9,000) people in the city are **unemployed** (2016)

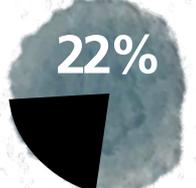
Unemployment rates for those with **long-term conditions, learning disability** and those in contact with secondary **mental health** services are **much higher**.

Healthy life expectancy

Life expectancy has been increasing, but healthy life expectancy has fallen in recent years. People are therefore living longer in ill health. This, alongside rising retirement age, means more working age people are living in ill health.



Long-term conditions



22% of adults aged 20+ have **more than one long-term** physical or mental health condition (2017)

Lifestyles

There are big differences in life expectancy and healthy life expectancy across the city. Smoking, alcohol & drug misuse, and sexual health are significant issues. But we have more physically active and fewer obese/overweight adults



78% of adults are **physically active** and **12% inactive** (2016/17)



18% of adults are current **smokers** (2017)



1,628 **alcohol-related hospital admissions** (2016/17)



10.6 adults per 1,000 aged 15-64 are estimated to **use opiates** and/or **crack cocaine** (2014/15)

Emotional wellbeing



10% of adults are on GP practice **depression registers** (2016/17)

Between 2014 and 2016 there were:



103 **suicide** and **undetermined injury deaths**. Rates have fallen but we remain worse than England.

The evidence



Access to, and engagement with, arts and culture can influence wellbeing across the whole population. It can also prevent ill health and in some cases, for those already unwell, the arts can improve symptoms. There is strong evidence that shows that the arts have an important role to play in mental health and wellbeing. There is also some evidence on the impact the arts can have on alleviating specific physical health conditions.



Wellbeing and mental health

The visual arts have been shown to have a positive impact on mental health. A systematic review showed that activities such as painting, drawing, art appreciation, making art and exhibiting, ceramics, sculpture and crafts activities can reduce depression and anxiety, as well as increasing confidence and self-esteem.¹⁹

This review referred to evidence that:

- Drawing representations of emotions and engaging in arts and crafts can reduce the impact of post-traumatic stress disorder²⁰
- Engaging in cultural activities improves self-reported health and reduces symptoms in women diagnosed with burn-out/exhaustion²¹

- Engaging in art with others provides social enrichment and builds relationships
- There is a feeling of achievement and appreciation from completing an art project or attending regular sessions
- Participation in an intervention provides a distraction or escape from stigma and improves confidence.

NICE (the National Institute for Health and Care Excellence) guidance suggests art therapies should be considered for people with schizophrenia or psychosis, particularly for people with negative symptoms.²²

Brighton & Hove City Council
Healthy Lifestyles team

Dance Active

Dance Active, part of the Active for Life project, is an annual intergenerational dance event. Key partners include EMD UK, Grace Eyre Foundation, and Rounded Rhythm.

Dance combines physical activity with emotional and artistic expression and creativity. It also connects people socially and is well placed to respond to various health and social issues.

A diverse range of community groups take part in Dance Active (Flashback Dance Crew from Spiral Sussex pictured is an example), including those who experience barriers to participation, such as people with health conditions, learning and physical disabilities or those living in more deprived areas. Dance styles from lyrical hip hop to flamenco are showcased. The majority of participants are women and girls who tend to be under-represented in many sports activities.

Dance Active can lead to other opportunities, including a chance to perform on the Take Part Festival community dance stage.

What they say:

“Dance Active enabled the Dance Inc group to take part in a citywide event alongside, and on an equal footing with, many other dance groups. They enjoyed increased confidence and self-esteem through being given a chance to express themselves and have their achievements celebrated.”

Artistic Director
Rounded Rhythm, an inclusive dance company

WWW.BRIGHTON-HOVE.GOV.UK/HEALTHYLIFESTYLES

Another systematic review²³ reports good evidence of enhanced wellbeing from music and singing in healthy adults, as follows:

- structured music therapy can reduce the intensity of stress, anxiety and depression in pregnant women
- listening to music can alleviate anxiety and improve wellbeing in young adults
- listening to music during exercise may enhance the positive effects of physical activity on anxiety in young adults
- music interventions can enhance healthy adults’ sense of purpose in life, as well as reducing stress, negative moods and anxiety
- listening to relaxing music can alleviate anxiety and anger in prison populations.

Photo: David Smith



There is some evidence to suggest that brief music interventions might decrease stress and enhance wellbeing in the workplace,²³ although the arts do not appear to feature in the NICE guidance on workplace health.

People with long-term health conditions

Arts can help with the management of long-term conditions. Engaging in the arts can enhance wellbeing in adults recovering from illness or injury, including stroke, and living with long-term conditions, such as cancer and respiratory disease.³² Singing can alleviate long term respiratory conditions and cystic fibrosis.^{24,25} A research review found an association between a reduction in the pain from cancer and listening to music.²⁶ Another review of arts therapies (including art, music and dance/movement interventions) and their effects on breast cancer patients, found that patients' anxiety improves, but not depression or quality of life. No conclusion could be drawn about the effects of arts interventions on pain, functional assessment, coping and mood states.²⁷



Photo: Brighton Toogs



Sing For Better Health

Starting 12 years ago, these groups are aimed at people with a long-term health condition and older people.

Many members live in isolation and look forward to the weekly meetings where they form supportive friendships and talk and laugh together. Singing sessions also increase happiness, reduce symptoms of diseases like Parkinson's and stroke and help alleviate mental ill health. Each session includes focussing on posture and breathing exercises to improve lung function, supporting a better quality of life.

Each week 120 people take part in sessions across the city, from Hangleton to Bevendean. Many participants report increased control in breathing, better tolerance to exercise and more friendships, as well as improved physical health, and fewer visits to doctors and hospitals.

What they say:

"I couldn't go up a short flight of stairs without resting twice and I couldn't go up the street I lived in ... since I've started the singing class, I can do both things."

Participant

WWW.SINGFORBETTERHEALTH.CO.UK

Creative Future drop-in creative groups

Bi-monthly free writing or art groups are held in mental health day services and community venues. Art sessions include experimenting with painting, collage, mono-printing, and life drawing, while creative writing groups experiment with prose, poetry and scriptwriting.

Participants include adults who are traditionally under-represented in the arts, including people with mental health issues, physical and learning disabilities, physical health problems, difficult social circumstances (including drug or alcohol problems) and those living on a low income.

The idea is that by being creative, attendees can:

- express themselves, increase skills, reduce isolation and gain self-confidence
- create high quality artistic work which, through Creative Future activities, may result in publication or exhibition
- realise their potential, gain personal benefits and challenge the elitism of the art and literature sector by increasing its diversity.

What they say:

“Six weeks of this class was better than a year of therapy.”

Writing drop-in group participant

WWW.CREATIVEFUTURE.ORG.UK



Photo: Sarah London

Reflections

Maximising the potential positive impact of the arts for mental health and wellbeing is particularly important in Brighton & Hove, which has higher than average levels of anxiety and depression, self-harm and suicide. Evidence shows that music and the visual arts can help address these issues.

Below the headline statistics for health, lifestyle and long-term conditions in the city lie significant differences by income, ethnicity and disability. Those living in poverty, with disabilities or impairments, and in certain ethnic groups, are more likely to be less active or an unhealthy weight, with a higher lifetime risk of developing long-term conditions such as heart disease, type 2 diabetes and some cancers. Smoking is responsible for half the ten year difference in men's life expectancy between more and less deprived areas of the city. Alcohol-related admissions and the likelihood of developing a long-term physical or mental health condition are also higher for those living in more deprived areas of the city.

At the same time, access to the arts is unequal and some groups are significantly less likely than others to, for example, go to a theatre show or visit an art gallery. This includes people from certain ethnic groups, with disabilities/impairments, with a lower level of education or living in more deprived areas. Access to other forms of art, such as music and film, is more equal.

Tackling both unequal risks to our health and unequal access to the arts is important as we strive to improve quality of life and increase

healthy life expectancy through working age and into older age for more adults in the city. To address the gap in access, some arts programmes (such as Creative Future) target those living on low incomes, those with disabilities/impairments and other historically under-represented groups.

As illustrated in the case studies, engaging with and enjoying the arts – from drawing to singing and writing and dancing – can help prevent and address mental and physical ill health.

The arts also provide a useful vehicle for reducing stigma and raising awareness of health and social issues. An event like Dance Active showcases and involves a diverse range of dance styles and groups. Participation helps empower and change attitudes, benefitting and inspiring both audience and dancers in many ways.

The physical and social environment in which the arts are presented also has the potential to influence our lifestyle, health and wellbeing. Arts venues can play a role in supporting better health by:

- Offering healthy food choices
- Making drinking water available and promoting alternatives to sugary drinks
- Supporting responsible drinking
- Promoting active and sustainable travel, eg walking, cycling and public transport.



5 Ageing well

Key health and wellbeing issues in Brighton & Hove

Infographic colours explained on p3.

Life expectancy at 65

Male

Female

Life expectancy at 65 (2014-16)



18.8 years



21.3 years

Quality of life and social isolation

Brighton & Hove has a relatively large proportion of older people living alone.



41% of people aged 65+ live alone according to the 2011 Census

Older people's health-related quality of life is similar to England (2016/17)



Social care



43% of adult social care users have as much social contact as they would like (2016/17)



34% of adult carers have as much social contact as they would like (2016/17)

Long-term conditions

We have similar rates of diagnosed dementia in older people, but higher rates of age-related macular degeneration (preventable sight loss), falls and hip fractures.



4.4%

of 65+ yr olds have a record of dementia (2017)



164 in every 1,000 65+ year olds have age-related macular degeneration (2016/17)



There are an estimated 23,500 65+ adults with some hearing loss, including around 3,200 with severe hearing loss (2017)

Falls and hip fractures



1,051 people aged 65+ were admitted as an emergency to hospital due to a fall in 2016/17

and



273 people aged 65+ had a hip fracture (2016/17)

The evidence



Increasing life expectancy brings with it the opportunity for the development or continuation of creative activities in later life. This can help to maintain and increase social networks, reduce loneliness and delay the onset of cognitive disorders. In recent years, while arts and cultural engagement has increased among people aged 65 to 74, people aged 75 and over are still significantly less likely than younger age groups to engage with arts and culture.²⁸ Key barriers to engagement for those with limiting illness or health conditions are cost and transport/parking.²⁹ It's important that opportunities to participate in the arts are extended to all older people, including those in more deprived parts of the city, to help reduce health inequalities.



General health and staying well

NICE guidance recommends that opportunities should be available for older people to engage in creative group activities to support independence and wellbeing. Recommended activities include singing, arts and crafts and intergenerational projects.³⁰ Dance has been found to improve fine motor skills, self-management and feelings of hope.³¹

Long-term conditions and recovery from illness

As mentioned earlier, engaging in the arts can enhance wellbeing in adults recovering from illness or injury, including stroke, and living with long-term conditions, such as cancer and respiratory disease.³² Dancing and group singing have been found to enhance cognitive and communication skills, physical functioning and wellbeing in people with Parkinson's disease.³³



Mental health

There is promising evidence that targeted, culturally relevant music and singing interventions can enhance mental wellbeing and decrease depression in older people with long-term conditions in residential and community settings.²³ Group singing has well evidenced wellbeing benefits for older adults too. There is strong evidence that regular group singing can enhance morale and mental health-related quality of life and reduce anxiety and depression in older people.³⁴

Loneliness and social isolation

Actual and perceived social isolation are both associated with an increased risk of dying early.³⁵

Group music making involves social interaction, which can help to reduce loneliness, while performing and sharing songs can help older people to connect with others and provide opportunities to express themselves and to reminisce.³⁶

Participatory singing can maintain a sense of wellbeing and is perceived as both acceptable and beneficial for older participants.²³

Falls

Brighton & Hove has a high rate of emergency hospital admissions for falls in older people.

Dance can have a role to play in helping to reduce this. An hour's dancing per week for six months has been shown to improve thinking and movement skills in healthy older adults.³⁷



Hop 50+ Art Café

Running successfully for over five years, the cafe supports people aged 50 and over with dementia, mental health issues, learning disabilities, physical health issues and those who are socially isolated and vulnerable. Participants can drop in and meet others with similar interests who want to spend their time creating art with the materials provided, or spend some quiet time engaging in tutored art learning and exploration. The sessions offer an engaging and inclusive space where people can learn new skills and build self-confidence through engaging with other people in a safe, creative environment.

Over 20 people regularly attend, with an equal mix of men and women. Participants report positive feelings and new skills learned at the session.

What they say:

“The Art Café has given me support, more confidence and a comfortable creative space to meet friends.”

Participant

WWW.IMPACT-INITIATIVES.ORG.UK/HOP-50



Open Strings Music

A specialist community music service for adults of all abilities to engage through making music together, the Sing and Play project is for people living with dementia and their carers, in residential and community settings. Designed to build dementia-friendly communities, the CCG-commissioned project offers the benefits of participating in group music making, such as increased wellbeing, improved communication, and cognitive stimulation. Weekly sessions actively support people to develop new skills in playing instruments and creating material together, in addition to reminiscing through singing familiar songs. The sessions have a great atmosphere, with a high level of peer input and a strong social aspect.

92% of participants demonstrated increased wellbeing, and several have started to play an instrument. One group has continued independently, with participants running and developing the session. Several new music and dementia practitioners have also been trained through a volunteer programme.

What they say:

“Residents really enjoy themselves – within the songs they’re taken to a place where they can engage, which gives them more confidence.”

Scheme manager, Seniors Housing

WWW.OPENSTRINGS.CO.UK/DEMENTIA



Dementia

Participation in the arts can have a positive impact for people with dementia on attention, stimulation of memories and communication.³⁸

Listening to music and singing can improve mood, orientation and memory skills.³⁹

A 2016 literature review showing the benefits of group singing for older people recommended a ‘Choir in Every Care Home’ be developed as a way of engaging with people with dementia and stimulating different aspects of the brain.⁴⁰

Physical environment

The Department of Health has provided guidance on how buildings can be designed in a dementia-friendly way by providing space for expressive activities, including music and singing.⁴¹ Works of art in the living environment can also help people to stay in touch with their lives before their dementia diagnosis and objects of art can help overcome sensory, cognitive and physical impairments.¹

Photo: Jody Doherty-Cove



Brighton & Hove City Council and Fabrica

Arts in Seniors Housing

Recognising the value of creativity, arts activities are encouraged in council housing schemes to improve the wellbeing of older residents. Since 2012 the seniors housing team has worked with local arts charity Fabrica to embed art within the service, including:

- Draw for Life dementia-friendly drawing sessions at Brooke Mead Extra Care Housing Scheme
- Textile Flow workshop at Leach Court for residents and older people living nearby
- Arts groups at Somerset Point, Elwyn Jones Court and Muriel House worked with a professional artist and had their work put on display at Fabrica's gallery
- Private views for seniors housing residents at Fabrica gallery
- Workshop for seniors housing staff to demonstrate the value of arts when working with older people.

Other arts projects and groups take place across seniors housing, including many supported by other organisations and charities, as well as a few run by tenants themselves.

What they say:

"We take a creative approach to developing a sociable community. Alongside more traditional social activities we'll also seek to develop those which encourage personal creativity such as art, writing or book groups."

Seniors Housing team manager

WWW.BRIGHTON-HOVE.GOV.UK/SENIORS-HOUSING



Photo: Jane Fordham

Reflections

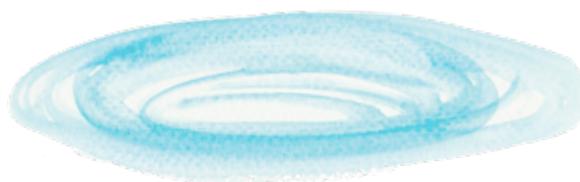


Barriers to participation are likely to be greatest for those older people who would have most to gain, such as those living alone and/or who are isolated, who are carers, are aged 85 years and over, or living in more deprived neighbourhoods.

In Brighton & Hove, as elsewhere in the country, the number of older people is increasing, and while it's true that increasing age can present challenges to our health, it's also clear from the evidence presented that participation in arts and creative activities in later life can play a major role in keeping older people healthy, well and independent. The arts activities reviewed, and case studies featured, illustrate opportunities for physical activity, learning, and social interaction – all key ingredients in any menu for a healthy old age.

A local survey of older people conducted in 2016 found that almost 40% of respondents do not attend any type of activities in the city, with difficulty getting there being highlighted as the most common reason preventing them from attending.⁴²

Commissioners and service providers should use the potential of arts and creative activities to keep older people well and maintain their independence. Barriers such as cost, access and transport need to be taken into consideration otherwise health inequalities could increase. An asset-based approach should be adopted to recognise the skills, knowledge and experience of older people and involve them in developing and delivering arts activities.



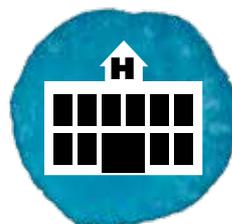
6 Dying well



Where people die (2016)

Infographic colours explained on p3.

40% of deaths are in hospital



26% of deaths are at home



23% of deaths are in care homes



7% of deaths are in a hospice



Research suggests that the majority of people would prefer to die at home and few wish to die in hospital. More than 9 out of 10 bereaved relatives believed that when their loved ones had died at home or in a hospice it was the right place for them (compared with 3 out of 4 in the case of hospitals).⁴³

The evidence



The arts have an important role to play in helping us deal with terminal illness and death. In palliative care, end of life patients may feel that they have little control over their lives and involvement in creative activities can help to redress this. Art-making and art-viewing have been seen to have a positive impact on wellbeing in the palliative care environment.³²

Coming to terms with dying

The arts can play a part in helping people to come to terms with their fears about dying. Creativity can offer a way to help people express themselves, overcome their fears and discover new hope and peace.⁴⁴ Engaging with creative work also enables people to rehearse their personal reactions to their illness and mortality in a protected and sympathetic environment alongside others sharing similar experiences.⁴⁵

End of life care

Participatory arts and therapies can offer benefits to an end of life care setting including:

- Providing physical, psychological, spiritual and social support to people facing death
- Easing the pain and anxiety of terminal illness and assisting people in coming to terms with dying
- Helping people to find meaning in their life stories and develop hopeful narratives
- Providing access to deep, nuanced feelings, communicated through metaphor and imagery
- Giving voice to those who no longer feel able to speak and restore a sense of control to those who feel powerless.⁴⁵

Supporting the bereaved

The arts can also play a role in supporting the bereaved. As well as being helpful in palliative care as a means of getting people to express their emotions, songwriting can also provide an important legacy for the bereaved.⁴⁶ There is also evidence that participation in structured group music making by bereaved young people can lead to positive changes in their behaviour and feelings of grief.⁴⁷



Martlets Hospice

Art for end of life care

Art has been used to improve end of life care for patients, families and carers in a variety of ways:

- Messy play with young children to help express confused feelings and to come to terms with family members having a terminal illness



- Art therapy in the hospice to help patients express their deepest feelings
- Art to help families come to terms with bereavement
- Art activities at social evenings and coffee mornings, which are well received

- Art to help patients exert control over the memories they leave behind for others (one patient wanted to leave a special memory for their family, and did this by making a hand casting)
- The hospice choir, formed of volunteers, staff, carers and patients, offers peer support. Patients and their families say they find this soothing and uplifting.

WWW.THEMARTLETS.ORG.UK/OUR-GROUPS-AND-CLASSES



7 Arts and healthcare settings



This section suggests ways in which the arts can be delivered through health and healthcare settings and how the health and wellbeing of residents can be improved through arts and cultural settings, events and festivals in the city.

Arts in health and care settings

The arts can be delivered in almost any setting, including hospitals and GP practices. They can play an important role here as part of a patient's care and treatment plan, as well as contributing towards providing a positive healing environment for health and wellbeing. The wide range of arts and cultural activities available within the city provide extensive opportunities for patients to benefit.

Social prescribing

Social prescribing is a way of linking patients in primary care with sources of support within the community. It provides GPs with a non-medical referral option to improve patients' health and wellbeing. Appropriate patients are usually

referred to a link worker, or 'navigator', with detailed knowledge of local voluntary and community services, who assesses the client's needs and links them to local support. It can include referral into services such as befriending and social groups, arts, training, behaviour-change services or financial and housing advice. It is designed to support people with social, emotional or practical needs, with a particular focus on improving mental and physical health and wellbeing. Social prescribing was recognised in the General Practice Forward View as one of the ten high-impact actions to release capacity of clinician time in primary care.⁴⁸

The *Creative Health* report⁶ highlighted that ‘arts on prescription’ can be included within service pathways for common mental health and other long-term conditions.

Gloucestershire was cited as a good example of artists, clinicians, patient representatives and commissioners working together to design, develop and deliver interventions. For example, singing was promoted to support self-management of respiratory conditions and for pain management.

In Brighton & Hove the Community Navigation service (www.bh-impetus.org/projects/community-navigation) is a social prescribing service available to all GP practices in the city.

Between October 2014 and April 2018 the service supported more than a thousand people. However, only a small proportion of referrals were in respect of arts-related activities, such as singing, music or dance.

As social prescribing is developed further, there is potential to make more use of arts and cultural activities to improve health and wellbeing.

Wishing Well

A Rhythmix project

Wishing Well brings music right to the heart of the Royal Alexandra Children’s Hospital. Amid the potential trauma of hospitalisation and the loss experienced due to illness, music shines a light on children’s strengths and what they can do, helping them to express themselves and feel less stressed.

Three times a week, musicians bring acoustic instruments and music technology to children’s bedsides, creating a space away from the clinical environment. They work closely with the critical care team to understand and meet the needs of each child on the ward.

Interacting through music can distract children from uncomfortable procedures and provide vital stimulation to help their development on a hospital ward. It creates common ground and a sense of community between children, their families and the hospital staff.

What they say:

“Wishing Well musicians influence and effect very positive changes in the children and families that they work with... through increased engagement, stimulation, alleviation of boredom, relaxation, distraction and therapeutic impact.”

Child Learning & Development
Advisory Centre

WWW.WISHINGWELLMUSIC.ORG.UK



Photo: Sarah West



Photo: Finding Your Compass

Brighton Health & Wellbeing Centre

HERA (Health, Expressive and Recovery Arts)

HERA provides creative and complementary group activities in primary care settings for people of all ages living with long-term conditions, or in recovery from serious illness. It helps where standard medical treatment gives limited further options – such as with anxiety, depression, addiction or long-term conditions affecting older people – through access to arts activities such as singing, dance, creative writing, photography and visual arts.

Evaluation shows the programme is overwhelmingly popular with patients and produces measurable improvements in health and wellbeing. It enables doctors to feel more confident in supporting patients where standard medicine is insufficient and reduces demand on their time. The aim now is to make the programme available at more GP practices across the city and to develop more professional support for health and social care staff.

What they say:

“Two years ago I was homeless. People like me don’t always know what help there is available, but things like this are great. The book group is a really important part of my recovery, and it gives me something enjoyable to do that keeps me out of trouble! Now I volunteer on the project and I am able to spend quality time with my daughter.”

Pat (pictured right)



Photo: Dan Blomfield



WWW.BRIGHTONHEALTHANDWELLBEINGCENTRE.CO.UK/HEALING-ARTS/HERA

Health in arts and culture settings

Brighton & Hove's museums, art galleries, libraries and other cultural resources provide settings where activities can enrich the cultural experience, while also promoting health and wellbeing.

Museums

Brighton & Hove City Council's Royal Pavilion and Museums service (RPM) is nationally recognised for enhancing wellbeing. The following are some examples of RPM work.

Museum of Transology

Increasing the visibility of diverse communities through arts and culture can help with developing a sense of citizenship and belonging to society.

In 2017, RPM marked 50 years since the Sexual Offences Act and the partial decriminalisation of homosexuality by working with Brighton & Hove's LGBTQ communities. One result was the Museum of Transology exhibition, curated by

E-J Scott, exploring the lives of trans people. Its aims included tackling the marginalisation of trans people and providing volunteer training to trans people, diversifying the museum and heritage sector.

The exhibition launched 'Be Bold', RPM's programme of collaborative exhibitions, research and events putting LGBTQ lives, histories and culture centre stage.

“The subject is so often overlooked and misunderstood; it needs public awareness and understanding which comes through education such as this.”

“To say that my experiences of working with the Museum of Transology have changed my life would be an understatement.”

Trans volunteers involved in developing the exhibition



Museum Mentors

The Museum Mentors art group supports 25 adults who experience social isolation, prejudice and discrimination within communities. New members are referred to the project through local service providers including Brighton Housing Trust and mental health recovery teams. It provides people with the space, materials and support to engage in their own artistic practice and to create partnerships with volunteer mentors. The aim is to engage members in a creative journey to combat isolation and the unequal relationships often experienced by those with disabilities/impairments.

www.brightonmuseums.org.uk



Beyond the Mantelpiece, produced by Museum Mentors working with one of the RPM's curators and outside artists

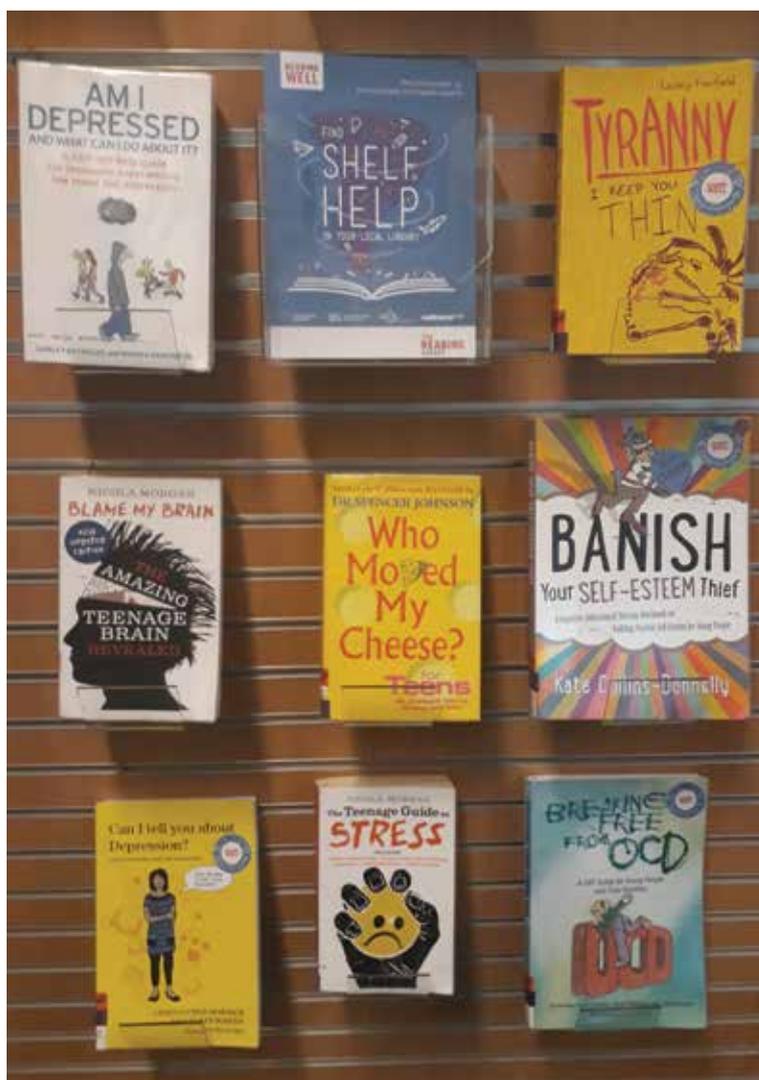
Libraries

Brighton & Hove Libraries is an active participant in the Universal Health Offer for libraries, a national strategy led by The Reading Agency and Libraries Connected.

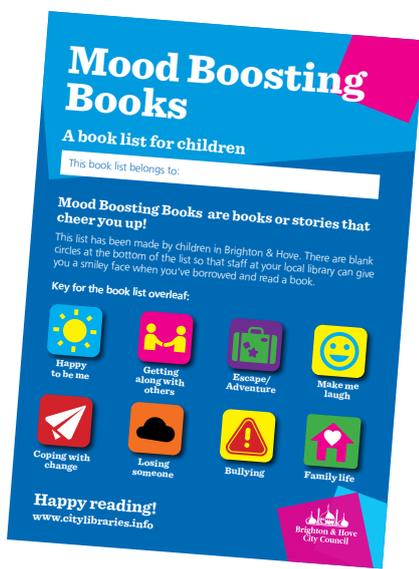
Reading Well

Libraries across Brighton & Hove stock a range of Reading Well titles selected by health professionals and people with lived experience. The books are relevant for different groups of people, for example, young people on the subjects of bullying and exams and those with common mental health conditions.

A local collection of books to help younger children and parents through challenging



Self Help at the library



times is also available. These include the Shelf Help collection targeted at 13-18 year olds.

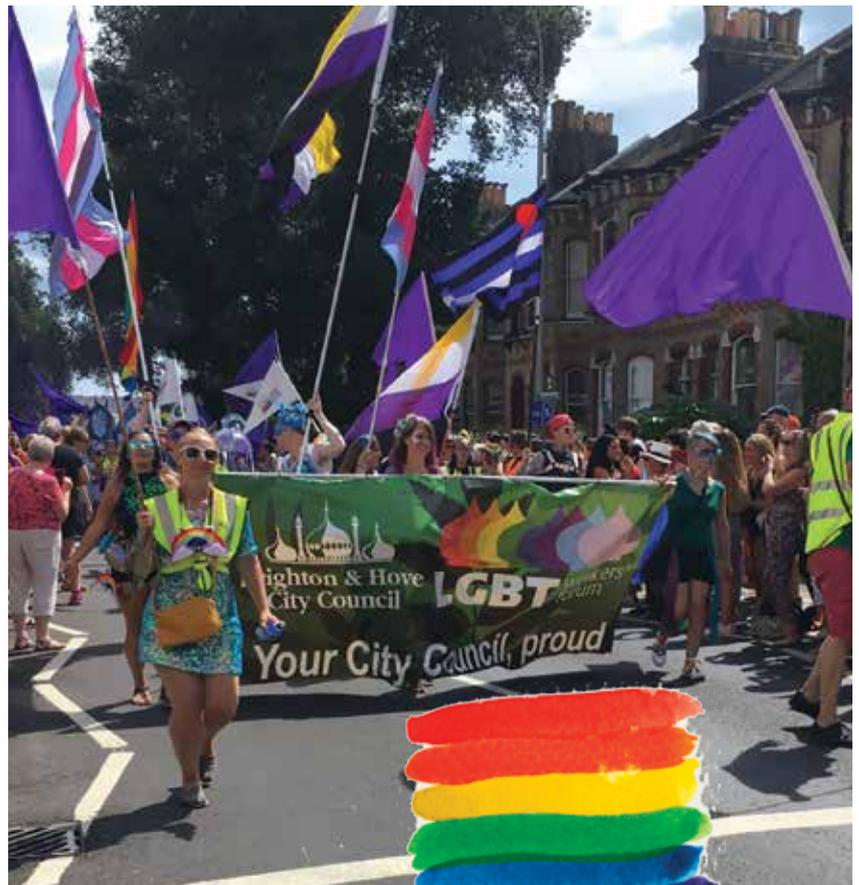
Reading Well Dementia is a collection of recommended books with helpful information and advice on all stages of the dementia journey. They are designed to be used by friends, family and carers, as well as the individual themselves.

Other initiatives

In addition to information books, Brighton & Hove Libraries stock a wide range of fiction and poetry, including titles from national and locally recommended mood-boosting book collections. These are books chosen by readers for their feel-good factor, impacting through humour or otherwise lifting spirits.

City libraries also organise a range of free or low cost activities which help to reduce isolation and enable local people to feel part of their community.

www.brighton-hove.gov.uk/libraries



Pride August 2018

Festivals

Brighton & Hove is the location of more than 60 festivals every year that welcome hundreds of thousands of additional visitors to the city. Some are entirely arts focused, and many others include an arts or cultural component. The scale of participation by both residents and visitors provides potential opportunities for improving health and wellbeing and reducing harm that should not be missed.

Every May the city is taken over by the internationally recognised arts festivals – Brighton Festival and the Brighton Fringe.



Brighton Festival

Each year 650,000 people experience the work of Brighton Dome & Brighton Festival, and thousands of city residents actively participate. It aims to inspire creativity and enrich and change lives.

Making Brighton Festival more accessible

Pay It Forward enables those who can afford it to donate towards tickets for those otherwise unable to take part. This helps to provide opportunities to get involved and experience the ways in which the arts and culture can enrich daily lives.



Photo: James Bellorini



Photo: Victor Frankowski

Brighton Fringe

England's largest open-access arts festival draws artists and audiences from around the globe but remains rooted in the community. Over half of participants and audiences are Brighton & Hove residents.

Fringe 2018 feedback

- 93% of audiences agreed that Brighton Fringe encourages greater participation in community life and events
- 86% agreed that it helps to enhance the sense of community in the city.

What they say:

“The Fringe has brought joy into my life. I am a widow and could be a real misery without it.”

Audience member, 2017

Reflections

The arts can benefit people's physical and mental wellbeing by reaching into healthcare settings such as hospitals and GP practices, and there is scope for this to be done more widely. Conversely, the health of residents can be enhanced by reaching into the wide range of arts and culture settings in the city and making the environment in which arts are experienced healthier.

Large scale events and festivals involve or engage many people in the city and offer an excellent opportunity to get health messages across to a mass audience and influence their health. If festivals and events can incorporate health and wellbeing into their delivery, for example making sure healthy eating options and water are available, smoking is deterred, and active travel options are promoted, this has the potential to impact on significant numbers of people. A charter or pledge, supported by event organisers, could have the potential to ensure event settings and venues are healthier for all.

Some local festivals where health initiatives could reach a wide audience:

- 650,000 experience Brighton Dome and Brighton Festival events
 - 500,000 attend over 1,000 Brighton Fringe events at 165 different venues (including 100,000 at more than 300 free performances)
 - 5,000 children take part in the Children's Parade (pictured bottom left) which opens the Brighton Festival
 - 450,000 get involved with Brighton & Hove Pride
- and many more (based on 2018 figures)



8 Brighton & Hove as a Centre of Excellence



This report has highlighted some excellent local examples of the contribution of arts and culture to health and wellbeing, while indicating the huge potential to develop this further.

Our city's assets include a vibrant arts and cultural sector, world class higher education and research settings and innovative community-based approaches to improving health and wellbeing. By building new partnerships across these sectors, Brighton & Hove could become a national Centre of Excellence for arts in health.

This report, along with the publication of both the new Cultural Framework and a refreshed Health and Wellbeing Strategy, could provide a catalyst to achieve this ambition.

The following recommendations reflect the evidence and findings presented in this report and are aimed at local health and care commissioners and providers, arts practitioners and organisations, the community and voluntary sector, communities and universities. In addition, they are relevant for the newly formed Living Well group that

will be taking forward plans to develop a Centre of Excellence under the auspices of the Brighton & Hove Cultural Framework.

"I am delighted that Public Health has chosen to highlight Brighton & Hove as a Centre of Excellence for Arts and Health. The citywide endeavours in this area are remarkable in their quality, diversity and inclusivity."

Amanda Bright
Head of the School of Art,
University of Brighton

Arts in health: A Centre of Excellence

Recommendations

Leadership

Develop an arts in health community of practice to lead and collaborate

Skills & knowledge

Provide professional development for people working in the local arts and health sectors to develop skills and knowledge



Access & inclusion

Prioritise engagement and participation in the arts to reduce health and social inequalities

Evidence

Develop evaluation methods and a local arts in health research agenda

Delivery

Commissioners and providers offer evidence-based arts interventions targeting local health and wellbeing priorities

"Some of the most seriously unwell people I have known have benefited from art when they couldn't engage with other types of treatment. Others with mild anxiety, depression or stressful life events have recovered with support from the amazing range of arts activities and services in our city. Access to art is not a luxury, but an evidence-based and essential part of the complex jigsaw of mental wellbeing for all of us."

Dr Becky Jarvis
General Practitioner
Clinical lead - mental health,
Brighton & Hove CCG

"After ten years delivering impactful work in this area, Creative Future need no convincing about the powerful contribution arts and culture can make to health and wellbeing and welcome the report's focus on this subject. We very much support the ambition for Brighton & Hove being a Centre of Excellence for arts and health and look forward to playing our part in helping to achieve that."

Jane McMorrow
Director, Creative Future
Co-chair Brighton & Hove
Cultural Framework,
Living Well strand

Men in Sheds, Kemptown

A Fabrica project

The shed is a workshop space which members use to work on practical projects, mostly in wood, as well as a breakout space where members can socialise. The aim of the project is to improve mental health and wellbeing among men who may be vulnerable because of their life circumstances, but who may not wish to access conventional support. Activities provide structure and companionship but without emphasis on discussion of mental wellbeing – ‘shoulder to shoulder’ rather than ‘face to face’. The shed also provides an opportunity to access other services including advice on money, employment, housing and health improvement.

Results show a significant increase in feelings of social connection, community spirit and general positive outlook. The groups who gain most are those who are socially isolated or lonely, recently bereaved or separated, or on low incomes and struggling with debt or other financial issues.

What they say:

“I didn’t think I was lonely, but since I joined the shed my quality of life is better.”

Participant

WWW.MEDIUM.COM/MEN-IN-SHEDS

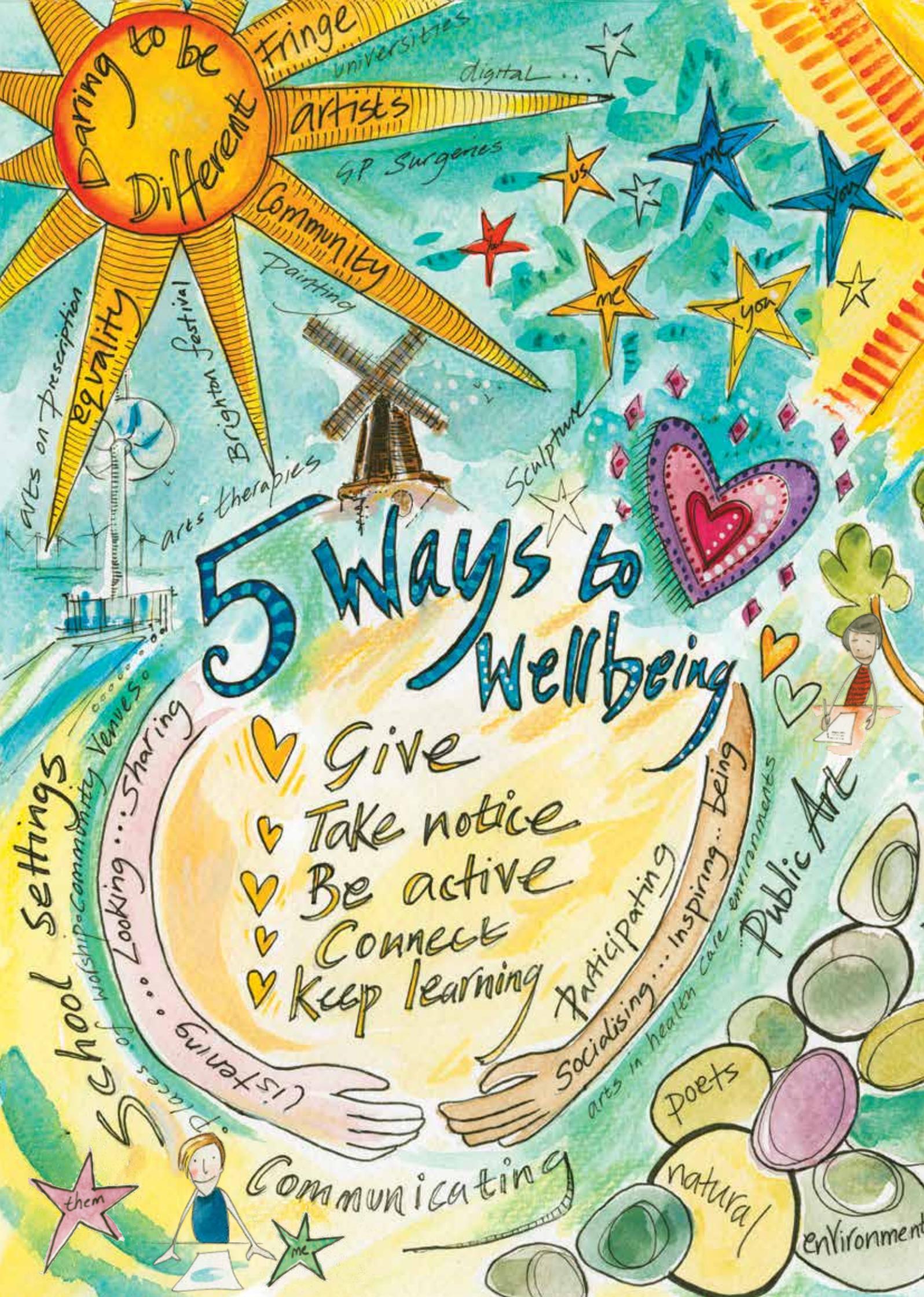


Photo: James Gasston

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A list of references with interactive links to online sources are available at www.bhconnected.org.uk/content/reports

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Daring to be Different

Fringe
universities

artists

GP Surgeons

Community
Painting

arts on prescription
equality

Brighton festival

arts therapies



Sculpture

5 Ways to Wellbeing

- ♥ Give
- ♥ Take notice
- ♥ Be active
- ♥ Connect
- ♥ Keep learning

School settings
Looking... Sharing
Places of worship
Community Venues

Participating
Socialising... Inspiring... Being
arts in health care environments

Public Art

Communicating



them

me

poets

natural

environment