

# 61%

and smiling

Sharing the learning from the  
Norfolk Arts & Wellbeing Programme  
2013-2016

[www.61percent.uk](http://www.61percent.uk)

#61percent

# Welcome to 61% and Smiling Arts & Wellbeing Conference

We hope that you enjoy the day. The aim of the conference is to facilitate better working between the arts and wellbeing sectors and to better understand each others' work context. We will be sharing the learning from the Norfolk Arts & Wellbeing Programme and facilitating discussion about how we can use all the resources available to us.

## Agenda 61% is the number of people that demonstrated increased wellbeing as a result of taking part in the Norfolk Arts & Wellbeing Programme

---

**9am: Coffee and registration**, cloakroom available. Please be seated by 9.25am

**9.30am: Dawn Rees**, The Rees Consultancy, will introduce her work and the purpose of the day

**9.45am: Alex Coulter**, Director of Arts and Health South West will talk about the national context of arts and wellbeing and the journey and successes of AHSW

**10.15am: Dr Chris Price**, former chair of Norwich CCG will talk about how CCGs work, the issues they face in commissioning arts services and how can the arts sector can work best with CCGs

**10.35am: Cllr Paul Smyth**, talking about the long-term picture for local authority services and the role for arts and culture in health and wellbeing

**10.50am: Questions to the panel** chaired by Dawn Rees

**11.15-11.30am: Break**

**11.30am: Dr Anni Raw**, Arts and Health researcher at Durham University and **Natalie Jode**, Executive Director of Creative Arts East will present the Norfolk Arts & Wellbeing Programme including case studies and evaluation data from the 3 year programme

**1-2pm: Lunch** by The Feed, a social enterprise which helps homeless people into work

**1-2pm: Information stations**

During lunch break there will be tables and stands hosted by people who will tell you about their projects; Norwich MIND, ABCD Project, City Reach, Intercultural Dialogues, Sing Your Heart Out, Public Health, Laboratory Media Education, Beverley Bishop, Well Arty, Open Youth Trust

**2pm: After lunch limber up**

3x10 minute short talks about experiences of local projects that are working well:

**Alice Whieldon** Sing Your Heart Out, **Jan Holden** Norfolk Library Services Shared Reading Project and **Beverley Bishop** Performance and therapy

**2.30pm: How can the sectors work together?**

An opportunity to work in facilitated cross-sector groups on realistic scenarios to problem solve and develop actions led by Dr Anni Raw and Marion Catlin

**3.45pm: Feedback**

**4pm: Where do we go from here?**

**Damian Hebron**, Director, London Arts in Health Forum and Head of Arts at Cambridge University Hospital: The ecology of arts & health in the East

**Natalie Jode**: An idea for thematic round tables

**Dawn Rees**: Summing up

**4.30-5pm**: Please stay and have a drink and a chat with us to unwind after a full day

**5.15pm**: Thanks for coming!

# Speaker profiles

Thank you to all of the people taking part in the conference today - our Chair, Dawn Rees, our keynote speakers profiled here and the many people who are presenting, facilitating or otherwise telling you about their work.

## Chair for the day

### **Dawn Rees, The Rees Consultancy**

Dawn is founder and co-director of The Rees Consultancy Ltd and has worked in the public sector for 40 years, in front line health and local authority services, as a senior manager, leading national health and wellbeing programmes and in strategic roles for the Department of Health and Department for Education. In the world of work, The Rees Consultancy provides expert advice on service planning, leadership development, transformational change and commissioning especially in relation to mental health and wellbeing. [www.thereesconsultancy.co.uk](http://www.thereesconsultancy.co.uk).

### **Alex Coulter, Arts & Health South West**

Alexandra Coulter is Director of Arts & Health South West (AHSW), a free membership organisation with over 1600 members and part of the Arts Council's National Portfolio.

She represents the South West region in the National Alliance for Arts, Health and Wellbeing and on their behalf provides the secretariat for the All Party Parliamentary Group on Arts, Health and Wellbeing. Alex has been working in arts and health since 1998 and was the Arts Coordinator at Dorset County Hospital for 15 years.

In 2013 AHSW delivered the Culture, Health and Wellbeing international conference with 390 delegates from 22 countries. The next Culture, Health and Wellbeing international conference is in June 2017 [www.culturehealthwellbeing.org.uk](http://www.culturehealthwellbeing.org.uk). [www.ahsw.org.uk](http://www.ahsw.org.uk).

### **Dr Chris Price**

Dr Chris Price is a former GP and chair of the Norwich Clinical Commissioning Board until October 2015. He lives in Norwich.

### **Councillor Paul Smyth**

Cllr Paul Smyth was elected to Norfolk County Council in May 2013. He has been Chairman of the Council's Communities Committee, whose remit includes Cultural Services, since May 2014. Previously, he spent 25 years in the Royal Air Force and he has also worked as a Head of Programme at the Royal United Services Institute (RUSI) in London.

### **Dr Anni Raw**

Dr Anni Raw has a background as a singer and community musician, and has worked in community and participatory arts for over 25 years. Now a practitioner/academic, she is currently Research Associate with Durham University's School of Applied Social Sciences and Affiliate of the Centre for Medical Humanities (CMH) and Visiting Fellow at University of Leeds, School of Fine Art, History of Art & Cultural Studies. Anni helped to design the evaluation framework for the Norfolk Arts & Wellbeing Programme and will be leading the cross sector discussion in the afternoon session.

### **Damian Hebron**

Damian Hebron is the Director of London Arts in Health Forum (LAHF) – a leading UK organisation working to develop the link between the arts, creativity and wellbeing. LAHF produces a free newsletter with information about arts and health, runs events, supports artists and delivers an annual festival of arts and health, Creativity and Wellbeing Week.

In addition to his role with LAHF, Damian is Head of Arts at Cambridge University Hospitals running a wide range of participatory arts activities at this major teaching hospital.

He has worked in the arts for over 20 years, originally focusing on community theatre and participatory arts. [www.lahf.org.uk](http://www.lahf.org.uk) [www.artshealthandwellbeing.org.uk](http://www.artshealthandwellbeing.org.uk)

# Information Stations

In addition to the main speaker programme, some of the local organisations have brought representatives and information about the work they do. Please take time over lunch to talk to them and each other. Your lunch is provided by the Feed ([www.the-feed.co.uk](http://www.the-feed.co.uk)), itself a social enterprise which gives training and work experience opportunities to people who are homeless. As well as lunch you can also enjoy a free head and neck massage by massage therapist George Bavin.

**Norwich MIND** : Norwich Mind is the leading provider of innovative mental health and wellbeing services in central Norfolk [www.norwichmind.org.uk](http://www.norwichmind.org.uk)

**Shelly Telly and ABCD Project** : Commissioned by South Norfolk CCG to inspire caring, connected communities across the South Norfolk area. [www.abcdproject.org.uk](http://www.abcdproject.org.uk) [www.shellytelly.co.uk](http://www.shellytelly.co.uk)

**City Reach** : Provides healthcare services for people who find it difficult to visit mainstream GP services. [www.norfolkcommunityhealthandcare.nhs.uk](http://www.norfolkcommunityhealthandcare.nhs.uk)

**Intercultural Dialogues** : An on-going project working with refugees and asylum seekers and objects and artworks from the Sainsbury Centre collection. [www.scva.ac.uk](http://www.scva.ac.uk)

**Sing Your Heart Out** : A series of singing workshops (not a choir!) for people to get together, enjoy themselves, and to gain the known benefits to mental health from singing. [www.syho.org](http://www.syho.org)

**Public Health**: A Norfolk County Council-run service to help people lead healthy lifestyles and stay safe from threats to their health. [www.norfolk.gov.uk/care-support-and-health/health-and-wellbeing/norfolks-health-system](http://www.norfolk.gov.uk/care-support-and-health/health-and-wellbeing/norfolks-health-system)

**Laboratory Media Education** : Music technology-based projects for people of all ages - you can have a go yourself today. [www.laboratorymediaeducation.co.uk](http://www.laboratorymediaeducation.co.uk)

**Beverley Bishop** : A therapist, laughter yoga teacher and performance artist who uses a range of skills and techniques to help people with everyday problems and dilemmas in a down-to-earth but light-hearted manner. [www.beverleybishop.co.uk](http://www.beverleybishop.co.uk)

**Well Arty** : A new art/creative group for women with physical, emotional and mental ill health, based in Norwich. [www.facebook.com/Well-Arty](http://www.facebook.com/Well-Arty)

**Open Youth Trust** : The Banking Hall is part of The Open Youth Trust, which provides positive experiences and activities for young people in Norfolk. If you would like us to give a tour of the venue after the event to see the youth facilities staff are available. [www.opennorwich.org.uk](http://www.opennorwich.org.uk)

---

**Pleased feel relaxed today.** We want you to work hard but also feel comfortable. The agenda is quite tight, so please return to your places promptly after breaks. There is tea, coffee and biscuits on demand all day and water and fruit on the tables. You will get most out of the day if you can stay throughout but we understand you may have to leave early or arrive late - the presentations will be made available at a later date. Ask at the information desk if you have any questions.

**Please note that the event will be filmed and photographed - please let the information desk know as soon as possible if this is a problem for you. Otherwise we will assume permission to use images and footage freely to record and disseminate the conference.**

Please feel free to use social media at any time to share the conference and to tell people what you think using the hash tag #61percent

[www.61percent.uk](http://www.61percent.uk)

#61percent

Project partners:



Lead partner  
**creative**  
ARTS EAST



Supported using public funding by  
**ARTS COUNCIL**  
ENGLAND



**Norfolk** County Council



This conference is part of the Norfolk Arts and Wellbeing programme funded by: