

## Presentation Summary

Esme Ward will chart the evolution and integration of health and wellbeing programmes and initiatives at the Whitworth and Manchester Museum (on behalf of Manchester Museums and Galleries Partnership). She will focus on the role of culture and museums within Manchester's vision for improving the health outcomes of residents through health and social care integration, including strategic partnerships with age friendly, public health and hospitals.

Esme will set the context for the work in Manchester, reflect on lessons learned to date and outline some key priorities moving forward. She will then introduce Anne Kearton, Senior Specialist Stroke Occupational Therapist at Trafford Division of Central Manchester University Hospitals NHS Foundation Trust, who will share her perspective, with a focus on rehabilitation and recovery, and consider its impact upon both patients and staff. Finally, Jason Spruce will talk about his experiences of the Art Group at Trafford General and the difference this has made to his recovery and wellbeing.

## Background and links

Manchester Museums and Galleries Partnerships' *Health and Culture* programme, established in 2008, focuses on delivering projects and programmes in collaboration with the Central Manchester University Hospitals NHS Foundation Trust and the Manchester Mental Health and Social Care Trust. This includes work with Manchester Schools Hospitals Service, ward-based creative sessions with patients, artist residencies and medical staff CPD programmes. [www.healthandculture.org.uk](http://www.healthandculture.org.uk).

Once a year, we run +*Culture Shots*, a week-long takeover of Central Manchester University Hospitals in which museums from across the city, led by the Whitworth and Manchester Museum, run workshops, activities and events for NHS staff and their visitors to explore how culture can enhance individuals, professional practice, and patients' health and wellbeing. Last year over 2,000 NHS staff participated in cultureshots. The co-produced (NHS/Whitworth and Museum) publication *Health and Culture: how museums and galleries can enhance health and wellbeing* can be found here; [www.issu.com/healthandculture/docs/health\\_and\\_culture\\_issuu?e=4341028/1521988](http://www.issu.com/healthandculture/docs/health_and_culture_issuu?e=4341028/1521988)

In 2012, we received two awards from the Royal Society of Public Health for innovative and outstanding contributions to arts and health practice and research.

In 2013, Manchester Museum and Imperial War Museum North launched Inspiring Futures: volunteering for wellbeing. This socially engaged volunteering programme, supported by HLF, was the first wellbeing project of its kind to work in partnership with multiple heritage and referral organisations to develop community based volunteering. There is a thorough SROI evaluation programme with a series of impact measurements to provide evidence that responsible volunteering practice in the heritage sector can improve wellbeing and combat social isolation.

<http://volunteeringforwellbeing.org.uk/>

In 2014, the Whitworth created *The Cultural Park Keeper*, a new post and programme supported by the Esmée Fairbairn Foundation to co-develop wellbeing programmes with health providers and community settings, based in the park. Jo Malone London also sponsor/support its mental health and horticultural volunteering programme.

In 2015, the Whitworth appointed an Age Friendly Cultural Coordinator, funded by Public Health at Manchester City Council and Arts Council England, to work with cultural and age friendly organisations across the city to develop work by, with and for older people. The Age Friendly Culture working group has representatives from over 20 cultural organisations from across Greater Manchester. The Coordinator also manages over 150 Culture Champions (older volunteers) who advocate, programme and support the development of age friendly culture.

In 2015, the Whitworth (in partnership with UCL and Tyne and Wear Museums) was awarded one of just eight project grants from the Arts Council's £1.4 million Research Grants Programme 2015-18 to evaluate culture and health programmes in Manchester and Tyne and Wear. The project, *Not so Grim up North*, seeks to fill gaps in the evidence base for understanding the value of museum encounters on health and wellbeing and aims to identify critical success factors for museums in health programming and evaluation, and explore how findings can feed into broader regional and national agendas.