



Brief for a Designer to redesign Creativity and Wellbeing Week Assets

Prepared by The Culture, Health and Wellbeing Alliance and London Arts and Health

Application deadline: 12pm Monday 5th January 2026

Fee: £1,000

You can [listen to this information as an audio file here](#)

Purpose

The Culture, Health & Wellbeing Alliance (CHWA) and London Arts and Health (LAH) are looking for a designer to create our Creativity and Wellbeing Week assets for usage over a 3 year period from 2026-2029. This will include: an overarching visual or brand identity, digital posters, and social media, banner and powerpoint presentation templates.

Background

[The Culture, Health and Wellbeing Alliance](#) is the national membership organisation for creative health for England. (We use 'creative health' to mean any creative or cultural activity that supports health and/or wellbeing.)

[London Arts and Health](#) is the leading sector support organisation, advocate, expert and go-to agency for innovation in London's Creative Health Sector. We aim to support the growth of the sector by incubating solutions to the challenges in Creative Health, bring these to realisation and make them scaleable, affordable and equitable.

The Culture, Health and Wellbeing Alliance and London Arts and Health (LAH) are seeking support to redesign the [Creativity and Wellbeing Week](#) promotional assets. The website hosts all the content for the national festival, Creativity and Wellbeing Week, such as the events, blogs, and news items. It is a collaborative platform where organisations and practitioners in the sector can upload events and blogs and use the festival assets from the website to participate in the festival.

[Creativity and Wellbeing Week](#) (CWW) was established in 2012 by LAH to celebrate the work of creative health practitioners and bring the CH community together. In 2019 the Culture Health & Wellbeing Alliance (CHWA)'s partnership extended CWW into a national festival. In 2025, 350 events reached an audience of many thousands in-person and online. CWW brings national organisations together for common goals and is a key catalyst for diversifying CH leadership - using social media, events and blogs to spotlight Global Majority and Disabled leadership and collaborate with social justice specialists. Evaluations since 2019 consistently suggest members' experience of CWW is very positive; but they need more help to amplify their work and leverage strategic support.

Deliverables

We are looking for a designer who can work collaboratively with us to develop assets for promotional use across social media and the CHWA, LAH, and Creativity and Wellbeing Week websites for the next 3 years (2026-2029).

This will involve the following elements:

1. An overarching visual identity for Creativity and Wellbeing week which can be applied to the following;

- Website pages - banners to promote headline events and posts for blogs/articles
- Social media post templates
- Digital and printed posters
- Powerpoint presentation templates
- Website/app banners
- Digital event badges
- printed A5 flyers

2. An evergreen approach to the graphic design work to ensure relevance and adaptability over the 3 year cycle (factoring in the colour schemes of the CHWA, LAH, and Creativity and Wellbeing Week logos as shown below).



Users

All of the assets will be utilised for promotional purposes by CHWA, LAH, event organisers, organisations and individuals who want to disseminate information around the festival. The audience using these assets is extremely varied, and we will need to develop a design that feels accessible and relevant to people working in health, social care and arts contexts. It's also vital that we work to high standards of accessibility in relation to Disability and neurodivergence. We would like clear continuity throughout the designs whilst reflecting the celebrative nature of the festival and relevance to the type of content displayed on each individual asset.

Creativity and Wellbeing Week in previous years has been thematically focused to inform the design of assets. For 2025 the theme was 'New Horizons, to encourage curiosity and listening throughout the Creative Health sector.' The idea of the horizon is portrayed throughout the various iterations of the 2025 assets which we have shared below solely to give you an idea of the type of messages we are trying to communicate and the continuity in style. As the assets will be used for 3 festivals across a 3 year period, a broader, thematic approach that considers the intersection of the arts, culture, creativity and health would need to be considered in order to be representative of creative health, sector-wide.

Posters



The poster requirements are an A4, PDF format with applicable dimensions for both a digital and print version, highlighting the logos of the organisers (CHWA and LAH and C&WW), funders, date of the festival and a CTA to take part. The hashtag *#creativityandwellbeingweek*

hashtag will continue to be used to ensure the legacy of the festival content remains accessible amongst our audience, alongside the implementation of a QR code on the print version for direct access to the C&WW website.

Social Media

The social media assets will be utilised across Instagram, LinkedIn and BlueSky using a 4:5 aspect ratio (1080 x 1350 px) for content across all platforms.

The assets will require flexibility across the design to cover a variation of text and image based content within the scope of the brand identity, as demonstrated within our 2025 coverage.

Promotional C&WW posts



Instructional posts



Event posts

Event posts disseminate the details of both headline events (organised by CHWA & LAH in collaboration with other organisations/practitioners) and events hosted by our key partners across the UK throughout the week.



Spotlight posts

The spotlights are shared as collaborative posts across CHWA and LAH socials to highlight the work of specific practitioners/organisations across the sector with a CTA to access the attributing blogs on the Creativity and Wellbeing Week website for more information. They're intended to be text light with an emphasis on images in both landscape and portrait format.



Organiser badges

Badges for event organisers to utilise across their social media posts and web based platforms to showcase their events and participation in C&WW. We want these badges to help galvanise the sector to get involved and disseminate their events with a vibrant and accessible redesign.



Banners

Event banners

The banners are for promotional use on Eventbrite to advertise our headline events, the design needs to remain consistent across the social media 'event' posts. The **powerpoint presentation templates** will be used exclusively for headline events also, with slide design, and font style for headings and body text representative of the brand identity formalised throughout all assets.



Website banners

Website banners are used for header images in apps such as LinkedIn and YouTube as well as web page headers. A variation of designs is required to allow for more usability.



Person specification

We would like to work with someone who is interested in design that feels vibrant and professional, yet accessible.

The applicant/s should be

- A good communicator
- Comfortable working independently, as well as collaboratively
- Experienced in creating inclusive designs in relation to heritage, Disability and neurodivergence
- Experienced in working with clients from different sectors
- Ideally interested in the relationship between creativity, culture, health and wellbeing

Access

This is a remote working role. We are ready to adapt our working processes in discussion with applicants; please let us know about any access needs we can support.

How to apply

We would like to receive between 2 and 4 relevant examples of your work, a biography or CV, **please confirm in your application that you'd be able to complete this work between the 8th January and the 6th February 2026.**

We are committed to ensuring our organisation is as diverse and representative as possible and are using the [IncArts Unlock tool](#) to support this recruitment process. We particularly want to encourage applications from people identifying with any of the protected characteristics as defined in the 2010 Equality Act, or who are from less affluent socioeconomic backgrounds.

Email to apply: applications@culturehealthandwellbeing.org.uk.

Fee

The fee is a total of £1,000 (including VAT where applicable) which will be payable in 2 tranches upon receipt of invoice: the first on appointment, the second on completion. The fee is the total amount available for this work and so must include all time, materials, costs and other expenses incurred. This is an output-based contract but we would not expect the contractor to exceed 4 days of work.

Timeline

Please send us your application by 12pm on Monday 5th January 2026. We will let you know of our decision by Thursday 8th January 2026.