



Person-centred

Value lived experience and enable potential.

- Target investment and policy around work informed by lived experience.
- Involve people with relevant lived experience in the assessment of funding applications.



Equitable

Work towards a more just and equitable society.

- Codesign accessible and inclusive funding application processes.
- Target investment and policy towards work that responds to clearly identified needs informed by local health priorities, and inequalities.
- Ensure funding covers fair and equitable rates of pay, including financial support for those contributing their expertise based on lived experience.



Safe

Do no harm, ensure safety, and manage risk.

- Encourage practice that supports the safety and wellbeing of practitioners, partners, and beneficiaries.
- Invest in practitioner support, supervision and training.



Creative

Engage, inspire, and ignite change.

- Invest in work that embraces creative challenge, risk, and failure.
- Acknowledge, value and fund research and development time for creative practitioners.



Collaborative

Work with others to develop joined-up approaches.

- Develop joined-up approaches to policy and funding, informed by wider health needs, priorities, and inequalities.
- Foster trust and collaboration with creative partners.
- Encourage creative partners to budget time and resources for partnership development.



Realistic

Be realistic about what you can achieve.

- Be realistic about what can be achieved for any given investment.
- Make application processes appropriate to the scale of the funding.



Reflective

Reflect, evaluate, and learn.

- Ensure budgets include adequate resources for evaluation.
- Amplify and share practice-based learning.
- Remove the pressure on individual projects to prove or measure outcomes.
- Promote collaboration between practice and research.



Sustainable

Work to develop a positive long-term legacy for people and planet.

- Prioritise investment in long-term programmes, partnerships, and practices that deliver sustainable social and environmental impacts.
- Support work that is based on established ideas and relationships as well as new concepts.
- Invest in the sustainability of this work by supporting the professional development of creative practitioners.
- Recognise and fund time and resources for research, planning, relationship building, project management, evaluation, and practitioner support.
- Identify opportunities for longitudinal evaluation that tracks impact beyond the end of the project.