



Wales Arts Health & Well-being Network
Rhwydwaith Iechyd a Llesiant Celfyddydau Cymru

Arts Care



CULTURE HEALTH & WELLBEING ALLIANCE



Arts Culture Health & Wellbeing Scotland

Creative Health: UK State of the Sector Survey

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Supported by the [Arts & Humanities Research Council](#) through the [White Rose College of the Arts & Humanities](#)

Aims and Objectives

The aim of the UK State of the Sector Survey is to help us better understand the creative health sector in the UK in order to advocate for creative health and provide more helpful resources. This online survey was conducted between February and April 2023. Thank you for taking the time to view these results. We welcome all feedback to our findings.

About the People

200 respondents

36% worked *everywhere* in the UK.
8% worked *entirely online*.

North Ireland: 22 respondents

Across Northern Ireland	43%
Belfast	21%
Northern	21%
South Eastern	11%
Southern	4%

Scotland: 10 respondents

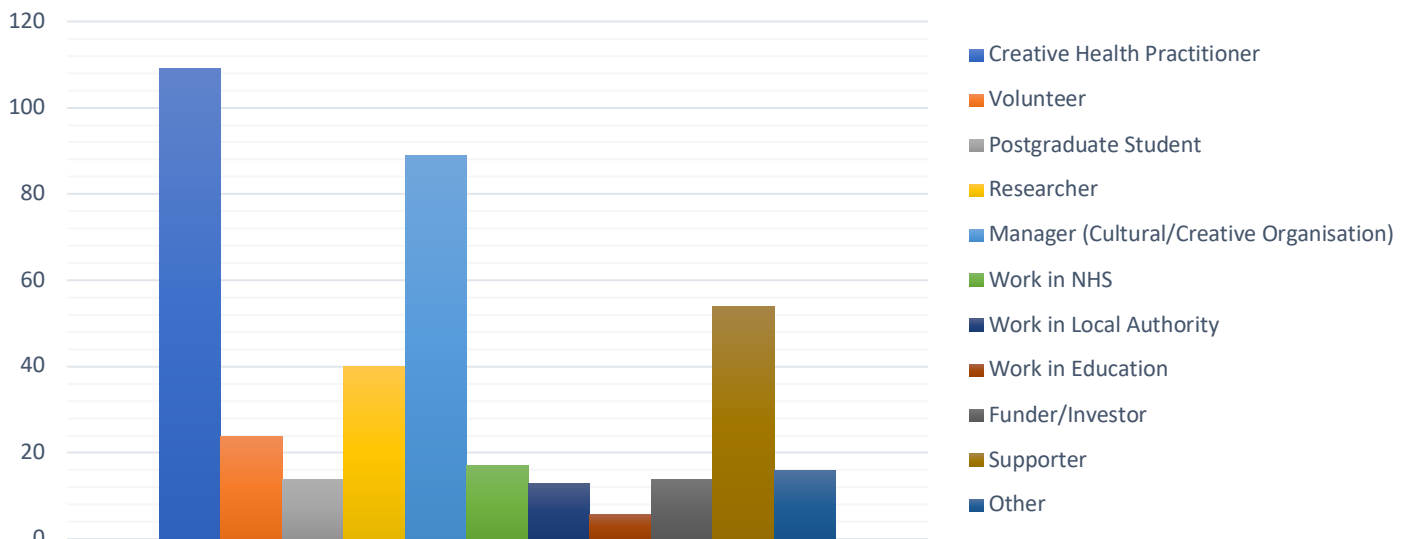
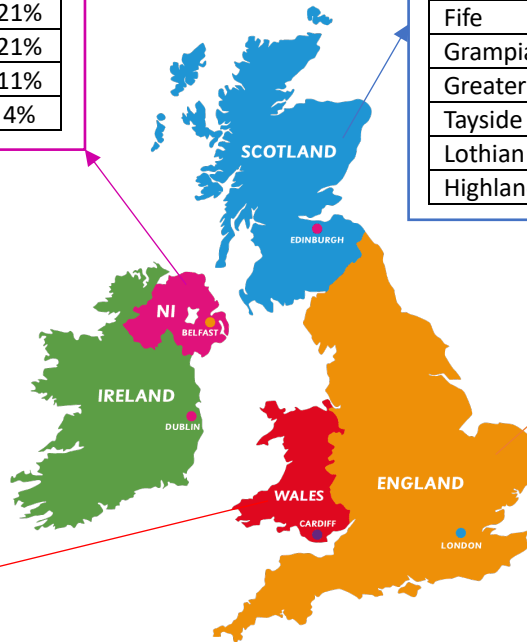
Across Scotland	27%
Fife	7%
Grampian	7%
Greater Glasgow & Clyde	20%
Tayside	13%
Lothian	13%
Highlands & Islands	13%

Wales: 13 respondents

Across Wales	25%
Aneurin Bevan	6%
Cardiff & Vale	12%
Powys	13%
Betsi Cadwaladr	13%
Hywel Dda	6%
Swansea Bay	25%

England: 155 respondents

Across England	9%
North West	10%
North East	4%
Yorkshire & Humber	10%
East	7%
East Midlands	10%
West Midlands	7%
South West	11%
South East	16%
Greater London	16%





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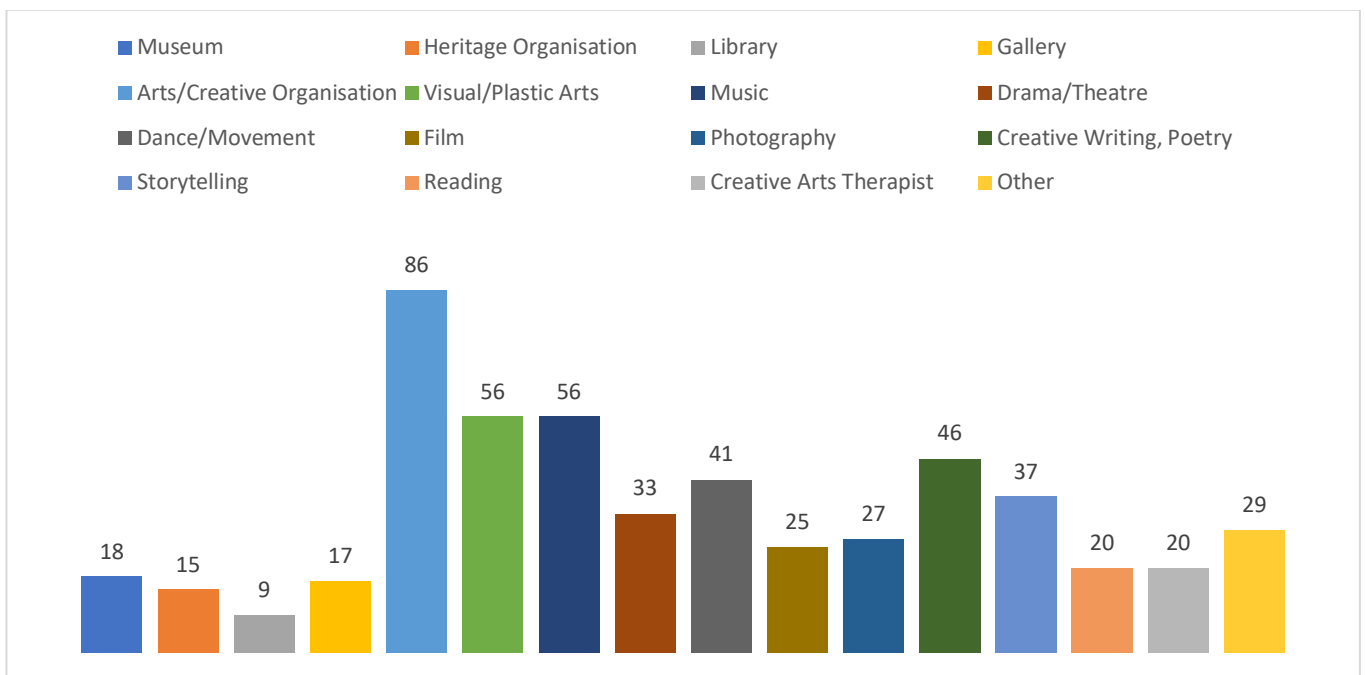
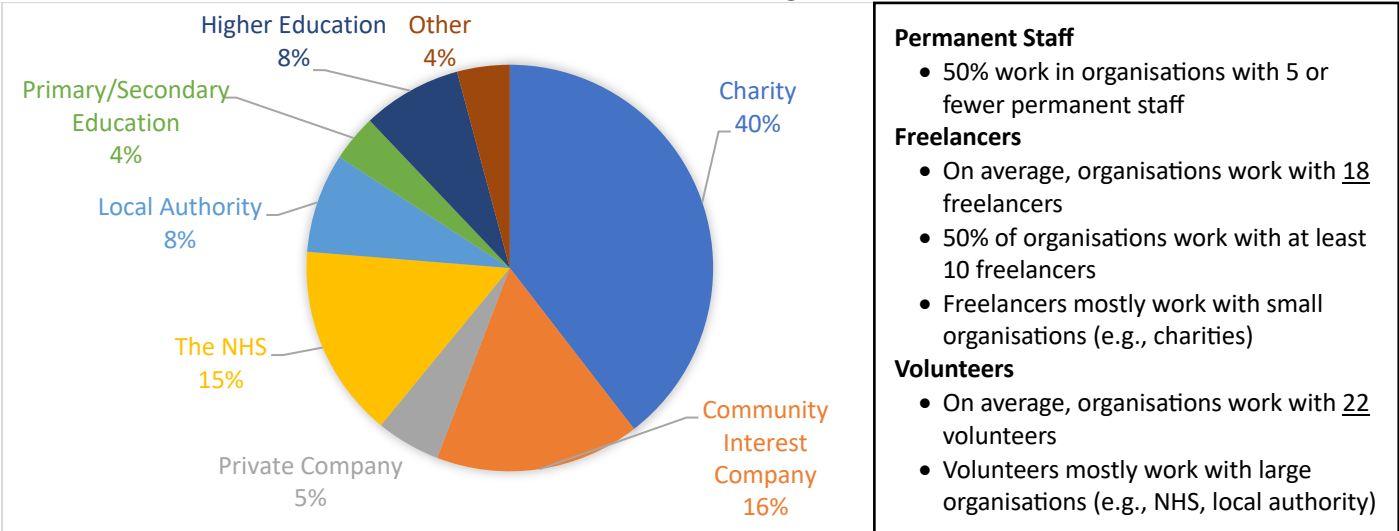
About the Work

145,332 people directly benefited from creative health programmes in 2022.

On average, each respondent directly worked with 897 people in 2022.



About Creative Health Organisations



- On average, respondents reported working with 3 different kinds of work or artistic mediums.
- Other artistic mediums include: creative and cultural activities using nature/outdoors/environment; digital technologies; textiles; book-binding; clown doctor; archives and conservation; embroidery; festival events; research



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About the Money

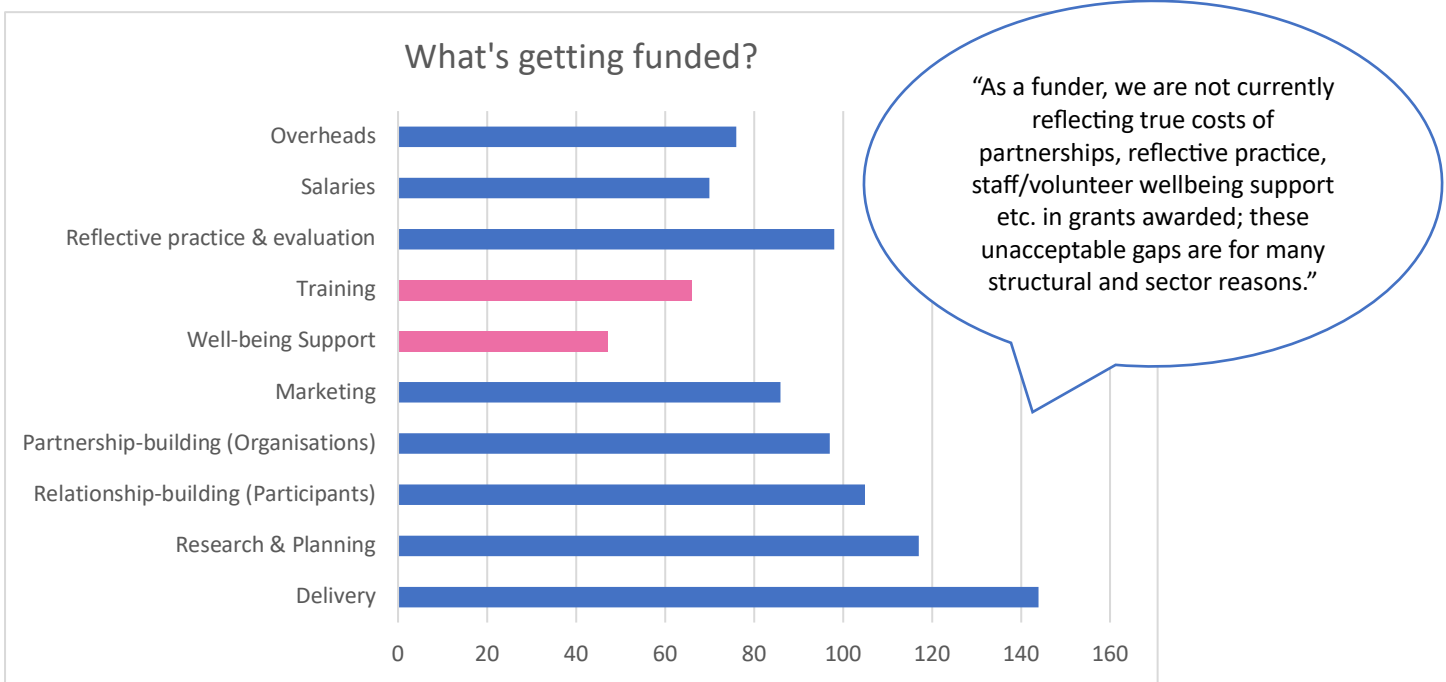
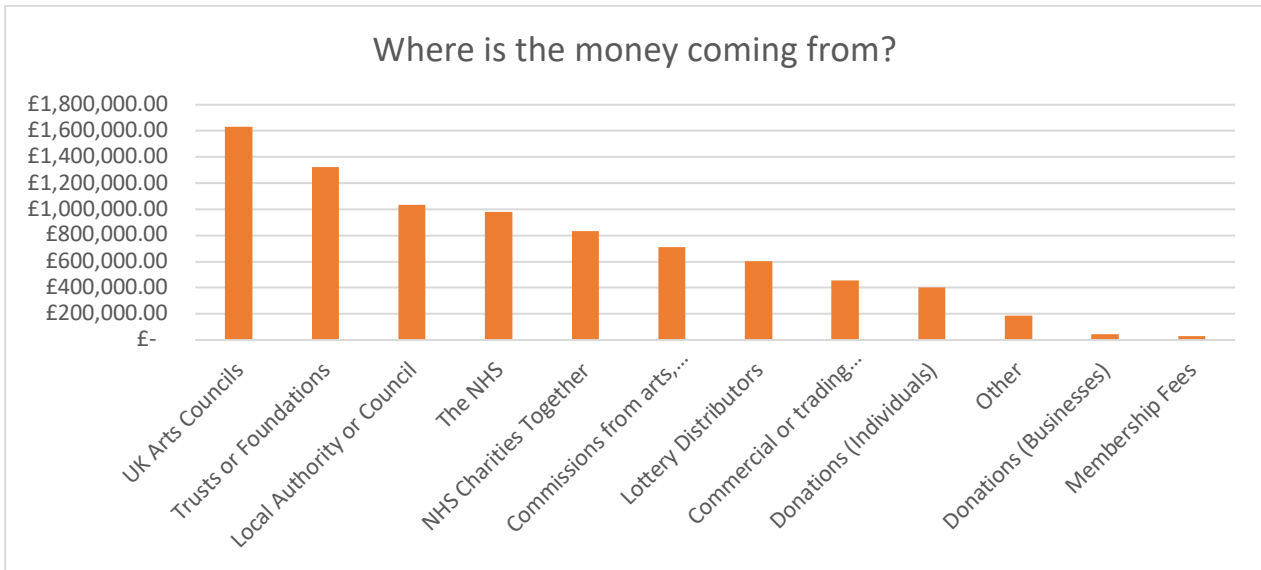


Image credit:

Manchester Museum

Freelancers

63 freelance respondents described creative health earnings in 2022:

- The average income was **£9,894.52**
 - The lowest reported income was **£1,200**
 - The highest reported income was **£45,000**
- When creative health earnings equaled 100% of freelancers' income, the average income was **£15,133.33** per annum
- Approximately **41%** of freelancers are members of a union
- Approximately **91%** of freelancers work for less than their standard rate
 - Always (4%); Often (23%); Sometimes (64%); Never (9%)
- Charge an average rate of **£55.31 per hour** (range between £10-£175)
- Charge an average rate of **£287.73 per day** (range between £150-£550)



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About the Sector



What motivates you to do creative health?

Three major themes were identified: (1) experience; (2) goals; and (3) beliefs, passions, and interest.

Experience

Personal experience

"Having experienced the benefits of creativity as a young person in hospital, I am passionate about sharing the connections between art and wellbeing with others."

Being a witness to the impact

"We have witnessed the power of our music and dance sessions to bring joy to people, as well as the physical health benefits of dance."

Rewarding experience

"This makes it very rewarding. I enjoy what I do and am good at it, having received very positive feedback from participants. It's nice to know you have made somebody's day better."

Goals

Positive impact of the work

"To improve quality of life for those in our community through creative practice and activities. To empower local communities... to make positive change right on their doorsteps."

To advance the profession

"Exploring what factors contribute to enhanced wellbeing through creative arts engagement and creative evaluation methodologies."

Hidden goals and agendas

"I can also support myself by making a modest income in a flexible, autonomous way which to most ends enables me to create and deliver work that also meets my own access needs."

Beliefs, Passions, and Interest

Belief in arts and health

"I believe that creative health programmes, when delivered by experienced artists of all disciplines, improve the health and wellbeing of children and adults that encourages connection and joy."

Passion for arts and health

"I am passionate about the positive impact that arts/creativity has on one's overall sense of well-being."

Interest in arts and health

"I have had a growing interest in Creative Health and have tried to embed this in my programme delivery where possible and appropriate."

How optimistic do you feel about the future of creative health in the UK?

