



National Alliance for Museums, Health & Wellbeing

<https://museumsandwellbeingalliance.wordpress.com/>



@museumwellbeing

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National Alliance
for Museums,
Health & Wellbeing



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Museums and wellbeing work in the UK

Helen Chatterjee, Chair and Krisztina Lackoi, Project Coordinator,
National Alliance for Museums, Health & Wellbeing

Who we are: Project partners

- UCL Public and Cultural Engagement
- Tyne & Wear Archives & Museums
- Research Centre for Museums and Galleries, University of Leicester
- Manchester Museums & Galleries Partnership (Manchester Museum, The Whitworth, Manchester Art Gallery)
- London Arts in Health Forum/National Alliance for Arts, Health & Wellbeing
- National Museums Liverpool
- Museums Association
- Thackray Medical Museum/UK Medical Collections Group
- Cultural Commissioning Project/National Council for Voluntary Organisations
- British Museum/Age Friendly Museums Network



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What we do:

“a place where information about museums and health can be shared; to improve existing practice, help build resilience and provide resources and support for those individuals and organisations working in this area of activity”.

- mapping health & wellbeing activity in museums across UK
- sharing information & signposting to useful resources through our website
- promoting the work of museums in this field (All Party Parliamentary Working Group on Arts & Wellbeing)
- coordinating National Museums and Wellbeing Week (29 Feb – 6 March 2016)
- supporting museums and health professionals
- writing guides to help navigate cultural commissioning process



Advocacy

- All Party Parliamentary Working Group on Arts & Wellbeing Roundtable on Museums and Wellbeing (29 February 2016)
- National Museums and Wellbeing Week (29 Feb – 6 March 2016)
50+ events

News

News

Museums Association news

MA in the news

Media Centre



Get involved with Museums and Wellbeing Week

Jonathan Knott, 23.02.2016

Institutions encouraged to showcase work on wellbeing

Museums are being urged to participate in the first National Museums and Wellbeing Week, which will run from 29 February until 6 March.

The [National Alliance for Museums, Health & Wellbeing](#), which is coordinating the week, describes it as “an opportunity for museums to showcase their health and wellbeing offer and raise awareness of this valuable area of work”.

Sharing information

National Alliance for Museums, Health & Wellbeing



Resources

In this section you will find a list of museum and wellbeing project [Case Studies](#) and [Evidence Library](#) listing literature related to museum and wellbeing projects.

Tweets

[Follow](#)

Museums & Wellbeing 10 Nov

@museumwellbeing

Postgraduate Research &

- Browse the Resources, Toolkits and Inspiration sections on our website
- 200 resources

<https://museumsandwellbeingalliance.wordpress.com/>

Resources

A BEGINNER'S GUIDE TO PARTNERSHIPS AND COMMISSIONING

This guide is aimed at museums wanting to expand existing health and wellbeing activities or develop new programmes through cultural commissioning. You will find detailed descriptions of the key players involved in the commissioning process, suggestions for who to approach, finding the right contacts as well as tips on getting started.

1) NHS

If you are considering working with NHS England, these brief guides to the NHS structure [here](#)ⁱ and [here](#)ⁱⁱ give a useful overview. The key players from a museum perspective within this complex structure are the Clinical Commissioning Groups (CCGs) and the Patient Participation Groups (PPGs).

Clinical Commissioning Groups (CCGs) – the facts:

- CCGs run over half of the NHS budget since 2013 when they were created.
- CCG boards are comprised by clinical practitioners (mostly nurses and GPs) and their members have a variety of roles and titles. CCGs are grouped together by region (not by Trust).
- There are 211 CCGs in the UK.

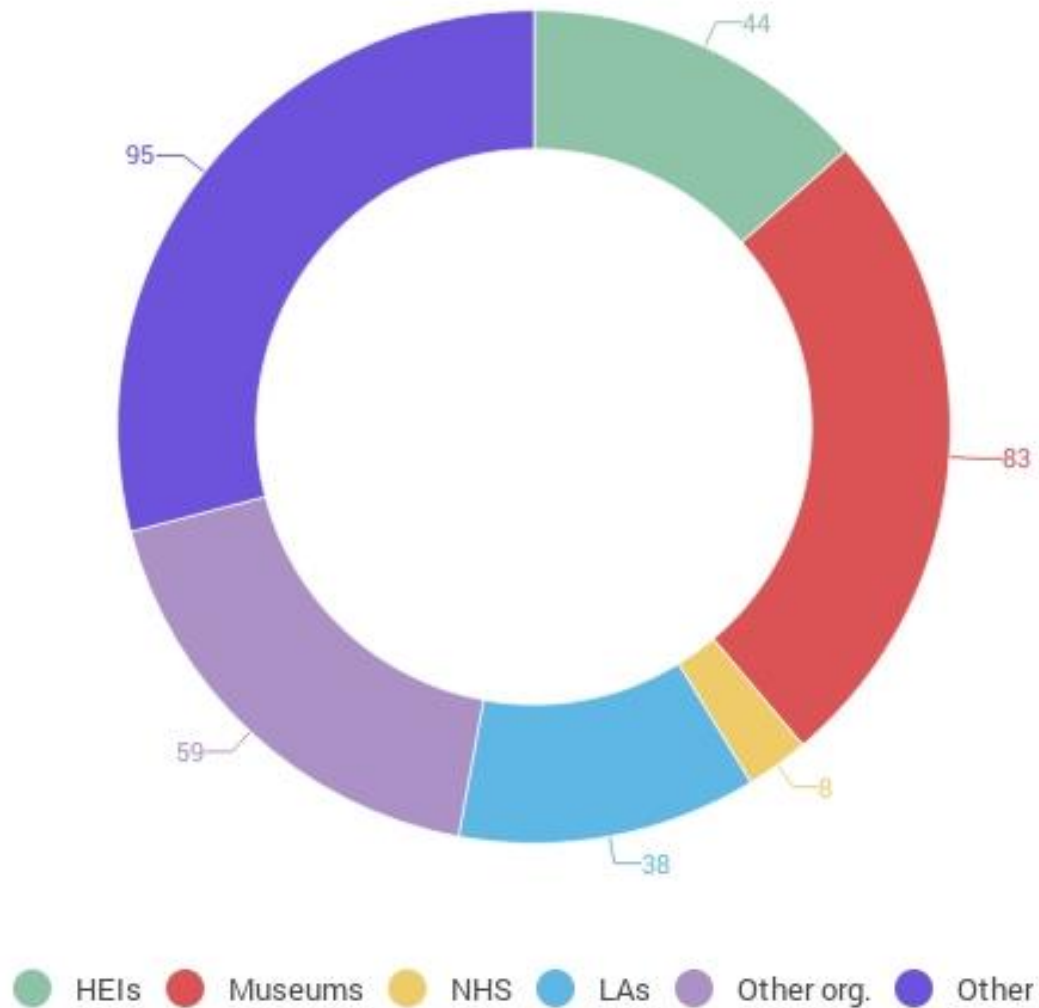
Why do I need to go to my local CCG?

CCGs are the groups allocating money to most services, according to local health needs. Those needs or priorities are renewed *every five years* and they stay relatively fixed until the next planning round. The commissioning process for CCGs involves the following phases:

- 1) Assessing the local area's health needs**
- 2) Planning how services will support health priorities**
- 3) Securing and allocating funding in those services**
- 4) Monitoring the delivery of services and ensuring quality of care is up to standard**

Find out what the local health priorities of your CCG are and where the funding cycle for your local CCG currently stands. It is important that you establish where you stand on the funding cycle, as it will be challenging to suggest projects for funding after money has been allocated i.e. after Phase 3. You should

Membership



Mapping existing H&W activities



531

Number of health and wellbeing activities offered by museums in the UK.



238

Number of museums offering health and wellbeing activities.



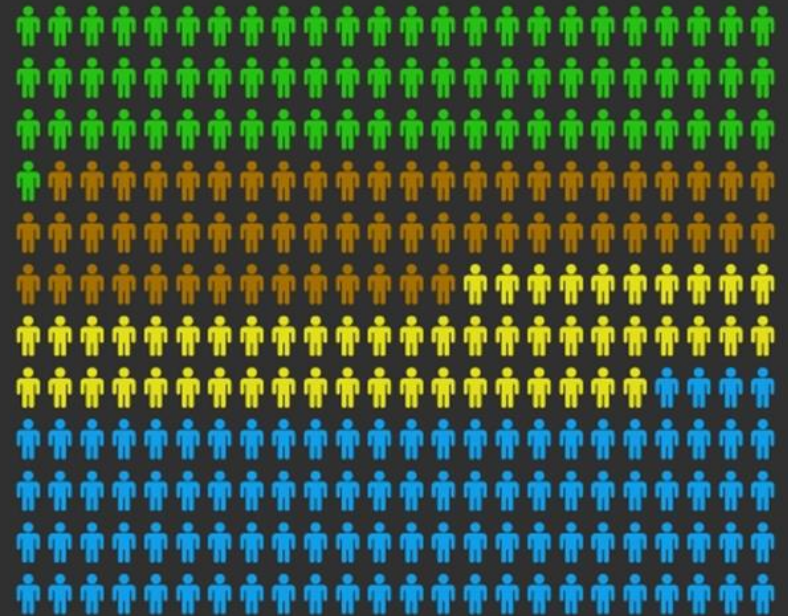
BUT

Little robust evaluation

- More focus on illness than on health, wellbeing and prevention
- Single largest audience: older adults
- Some interesting physical health categories (cancer, stroke, brain injury)
- Role for museums as consultants in creating spaces for wellbeing?

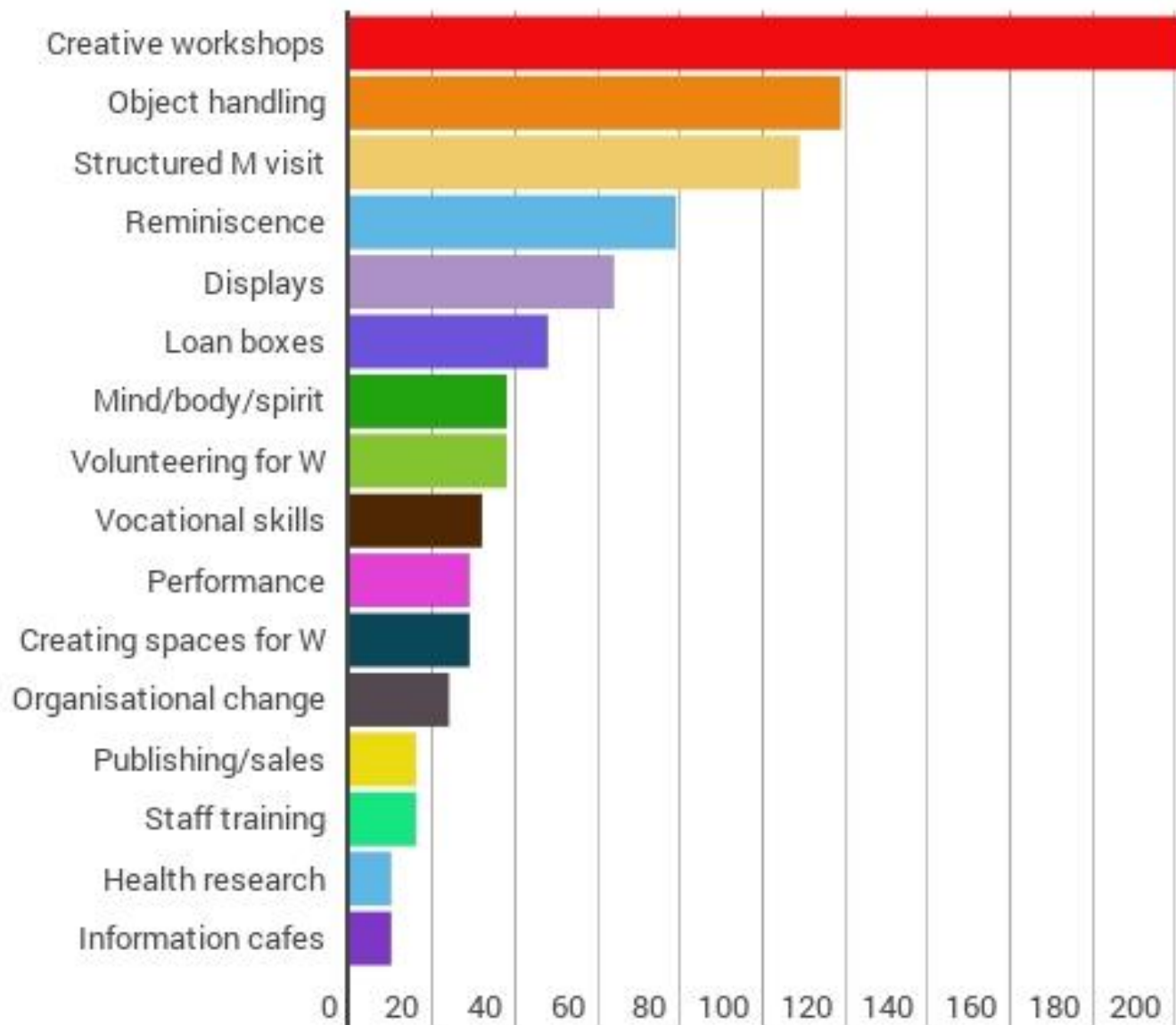
Audiences

” 2/3 of all activities are aimed at older adults, people with dementia or mental health problems.



● Older adults ● Dementia ● Mental health ● Other

Type of activity



Most important areas of work for museums

- 1) Older adults incl. socially isolated older people (25%)
 - 2) Dementia activities, particularly reminiscence (21%)
 - 3) Mental health (18%) (tendency for non-tailored projects)
 - 4) Wellbeing (11%) incl. gentle exercise, health walks, mindfulness
- + Volunteering (though most museums don't consider this in terms of health and wellbeing)

Future plans

- Round 2 ACE MRF Partnership bid with:
 - The Happy Museum
 - Age Friendly Museums Network
 - The Age of Creativity
 - Group for Education in Museums
 - UK Medical Collections Group
 - Sport in Museums Network
 - Cultural Commissioning Project
 - Wellcome Trust
- Sharing intel and expertise; Regional workshops; Training; Guidance on Commissioning and Best Practice 'What Works'.



National Alliance for Museums, Health & Wellbeing

Join the Alliance!

www.jiscmail.ac.uk/MUSEUMSANDWELLBEINGALLIANCE

Follow us on Twitter @museumwellbeing

Contact us

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