



Creative Health

Neighbourhood Health and Creative Health Roundtable

Monday 17th November 2-4pm

Agenda

Chair:

Dr Simon Opher MP, Chair of the APPG on Creative Health

Speakers:

Policy Context

Professor Martin Marshall, Chair of the Nuffield Trust and National Centre for Creative Health

Dr Minal Bakhai, National Director for Primary Care and Community Transformation and Improvement, NHS England

Claire Kennedy, Joint Chief Executive, PPL: Neighbourhood Health Simulation London

Research & Practice

Ashling Bannon, Integrated Neighbourhood Programme Manager - East Cambridgeshire, South Integrated Care Partnership, Cambridgeshire & Peterborough ICS, **Ruth Sapsed**, Fullscope Project Manager, and **Hilary Cox Condon**, Artist and **children from The Shade Primary School**

David Boyd, Estates Delivery Lead, NE London ICB: St George's Health and Wellbeing Hub

Dr Alexandra Caulfield, National Medical Director's Clinical Fellow in Mental Health at NHS England; Honorary Research Fellow, Nuffield Department of Primary Care, Oxford University.

Sara Hadi, Artistic Director, Mimar Theatre: Our Stories, Our Voices, 24/7 Mental Health Centre, Birmingham and **Yasmeen Rahim**, service user and participant

Louise Hardwick, Deputy Director of Partnerships, Suffolk and NE Essex ICB: Ipswich and East Suffolk (wave 1), **Alex Casey**, Suffolk Artlink and **Lucy Nicola Chandler**, participant from the Curious Minds programme

David Moss, Locality Director, One Weston and Woodspring, BNSSG ICB: Woodspring (wave 1) and **Laura Porter**, Founder of Now Hear This Music

Donna Rowe, Integrated Care Area Development Manager, NHS Cornwall and the Isles of Scilly and **Julie Pollard**, Operational Team Manager: Community Health and Wellbeing Workers Programme (wave 1)

Teresa Salami-Oru, Consultant in Public Health, Tackling Health Inequalities in Coastal Communities: Hastings and Rother (wave 1)

The Government has announced Neighbourhood Health Services will initially be rolled out across 43 places, prioritising working-class areas, coastal towns, and communities where healthy life expectancy is lowest. Creative health is proven to reduce inequalities in precisely these communities. Those in areas of higher deprivation are less likely to engage in creative or community activities, yet they experience greater benefits to their health and wellbeing when they do. By prioritising what matters most to individuals, creative health can improve the quality of life for people living with complex or long-term conditions. Creative health activities provide a sense of meaning and purpose that can empower people to self-manage their conditions and creative health can support engagement with individuals who are isolated and lonely. Creative health can also support people on waiting lists and relieve pressure on an overburdened system.

At this roundtable speakers will consider the opportunities and barriers to integrating creative health into Neighbourhood Health.

Biographies of Speakers

Ashling Bannon, Integrated Neighbourhood Programme Manager - East Cambridgeshire South Integrated Care Partnership, Cambridgeshire & Peterborough ICS

Ashling is an Integrated Neighbourhood Programme Manager within the Cambridgeshire South Care Partnership. She brings over 30 years of experience across the public, voluntary, and community sectors. Her work is rooted in relational approaches that prioritise what matters most to individuals and communities. Passionate about addressing inequalities, Ashling champions strengths-based methods that empower citizens and foster inclusive, collaborative solutions. She is committed to building system partnerships that focus on shared learning, equity of access and collective responsibility to affect system change.

Dr Minal Bakhai, National Director for Primary Care and Community Transformation and Improvement, NHS England

Minal Bakhai leads national policy, strategy and delivery of large-scale-complex-change and digital transformation, including one of the largest systematic national improvement programmes for the NHS, transforming the model of general practice and most recently the National Neighbourhood Health Implementation Programme, accelerating ambitions for population health and integrated care. Minal's experience includes executive roles as Medical Director and Director of Research and Digital Innovation for McKesson UK; the development of the first UK standards for digital health services; and the appraisal of cost and clinical effectiveness of health technologies at NICE. She is also a practicing GP for 15 years in an area of extreme socio-economic deprivation.

David Boyd, Estates Delivery Lead, NE London ICB

David is a strategic health planner with over 30 years experience in the NHS and private sector. Work focussed on project, feasibility and business case development, hospital and health facility design and delivery in the UK and internationally. Projects include the Trailblazer Treatment Centre “South West London Elective Orthopaedic Centre” and “Circle Hospital, Bath”. As NHSE Strategic Estates Advisor and Estates Delivery Lead for North East London, he was centrally involved in the St George’s Health and Wellbeing Hub from conceptual development to opening and, as Board Member, led the Creative Health Strategy project.

Alex Casey, Director Suffolk Artlink

Alex has led Suffolk Artlink for 14 years and is responsible for the overall management and strategic direction of the organisation. Suffolk Artlink is a participatory arts organisation working to support the health and wellbeing of communities through a creative programme of artist-led activities. In addition to delivering a participatory programme, Suffolk Artlink works with partners across the region to support sector development opportunities and contribute to wider initiatives. Alex is also a regional champion for the Culture Health and Wellbeing Alliance and has completed the OneTeam NHS Leadership course and Clore Leadership short course.

Dr Alexandra Caulfield, National Medical Director’s Clinical Fellow in Mental Health at NHS England; Honorary Research Fellow, Nuffield Department of Primary Care, Oxford University.

Alexandra is a previous NIHR Academic Clinical Fellow in primary care and has over 10 years clinical experience across international health systems. Her research has explored how creative arts can support older adults' wellbeing in UK community settings, and her current policy work is examining how creative health can be integrated alongside digital innovation into future models of care within the upcoming Modern Service Framework for Severe Mental Illness. She is an active member of the National Centre for Creative Health's GP Special Interest Group and runs creative health workshops for resident doctors in primary care.

Hilary Cox Condron, Artist

Hilary is a socially engaged artist, creative producer, former politician, activist and storyteller. Former Vice chair of Cambridgeshire Communities, Social Mobility and Inclusion Committee and Trustee of Natural Cambridgeshire. Hilary works collaboratively with schools, museums, developing communities, marginalised groups, arts, health and environmental organisations and cultural venues. Her community based practice makes space to explore new thinking and address social and environmental issues through collective imagination, connection to nature and creativity - sharing the emerging stories, insights and ideas that inspire community action and can truly inform the design, research and policies that shape our future.

Sara Hadi, Artistic Director, Mimar Theatre

Sara Hadi is a writer, theatre maker and creative producer who, following a career in arts, museums and charities, founded Mimar Theatre. Mimar is a participatory arts and theatre company serving inner city audiences. Sara specialises in addressing the needs and barriers of those traditionally underserved by mainstream arts and health provision, working at the intersection of arts, mental health and health inequalities. She is currently delivering a long-term creative health programme at the 24/7 Neighbourhood Mental Health Centre in Bordesley Green, Birmingham. The project aims to improve the well-being of local residents and influence service design at the centre.

Louise Hardwick, Deputy Director of Partnerships, Suffolk and NE Essex ICB

Louise has over two decades of experience leading innovation across health and wellbeing. A strategic and values-driven leader, she is committed to addressing health inequalities, championing prevention, and advancing the role of creative health in improving lives. Louise leads work on embedding social prescribing and personalised care and collaborates with anchor institutions to strengthen community health. She also oversees initiatives supporting coastal communities through the Coastal Navigators Network and partnerships with Premiership and EFL football clubs, fostering wellbeing through place-based and creative approaches to health.

Claire Kennedy, Joint Chief Executive, PPL

Claire is the co-founder and Joint Chief Executive of PPL and Vice Chair of New Local think tank. She is currently supporting the National Neighbourhood Health Improvement programme (NNHIP) as a Strategic Advisor and regularly writes and speaks on issues and opportunities relating to Neighbourhood Health. Claire began her career in Communications before working within the public sector in strategic transformation. She recently jointly led the team developing the [Target Operating Model for Neighbourhood Health in London](#), which describes the vision for neighbourhood health and care in London and was co-designed with leaders across the London Health and care system.

Professor Martin Marshall CBE

Martin Marshall is Chair of the Nuffield Trust, Chair of the National Centre for Creative Health, Emeritus Professor of Healthcare Improvement at UCL and a non-executive director of the Royal Devon University Healthcare Trust. Until November 2022 he was Chair of the Royal College of General Practitioners and a GP in Newham East London. Previously he was Director of R&D at the Health Foundation, Deputy Chief Medical Officer for England and Director General in the Department of Health and was a non-executive director of the Care Quality Commission from 2008 - 2012. He has over 250 publications in the field of quality of care and in 2005 he was awarded a CBE.

David Moss, Locality Director, One Weston and Woodspring, BNSSG ICB

David is Locality Director for One Weston and Woodspring at BNSSG ICB, where he leads cross-sector partnerships to improve health and wellbeing through neighbourhood-based approaches. A contributor to the National Neighbourhood Health Improvement Programme (NNHIP), he champions adaptive spaces that bridge community voice and system change. David brings a creative health lens to transformation,

embedding arts, culture, and local assets into integrated neighbourhood working. Known for his relational leadership, he builds trusted collaborations that reduce inequalities and unlock the potential of place-based innovation.

Julie Pollard, Operational Team Manager - Cornwall - Community Health & Wellbeing Workers

Julie is a passionate and enthusiastic advocate for health inequalities and education of all ages. She has worked for many years in schools, colleges and communities, supporting young people in Devon and Cornwall. Since 2018, she has worked for Volunteer Cornwall managing, developing and embedding Social Prescribing into the County, through a DHSC and Public Health pilot. Since November 2022, Julie has been employed as the Cornwall Operational Team Manager for the development and latterly, the scaling up of the Community Health and Wellbeing Programme (CHWW). Cornwall now has the largest CHWW team in the country, recognised in the NHS 10 Year Plan.

Laura Porter, Founder of Now Hear This Music

Laura is a Creative Health practitioner and musician providing specialist inclusive music education and access consultancy in the South West. Laura worked for 15 years as a professional musician and educator before an acquired physical disability, and a diagnosis of neurodivergence, spurred a change of emphasis in her practice. With funding from Arts Council England and West of England Combined Authority Laura has researched and developed a brand new approach to high quality collaborative music making, striving to be meaningfully accessible and inclusive of everyone in our communities. Her current research interests include how government and stakeholders can provide the accessibility infrastructure needed to make Creative Health inclusive for all.

Donna Rowe, Integrated Care Area Development Manager, NHS Cornwall and the Isles of Scilly (IoS)

Over the past 10 years Donna has been focusing on using her skills and relationships to develop more integrated working across her geographical patch. Over 2024 Donna led on further developing 6 integrated neighbourhood teams (INTs). This work has been shortlisted for the HSJ awards 2025 for integrated care initiative of the year. She is also the system strategic lead for community health and wellbeing worker (CHWW) model that she introduced as a 3 year pilot in 2023. It has now received further investment and was scaled up in 2024 to a total of 60 CHWWs across 9 INT footprints.

Teresa Salami-Oru, Consultant in Public Health, East Sussex County Council

Teresa is a Consultant in Public Health, a Registered General Nurse, and Honorary Research Fellow, recognised for her leadership in Creative Health and building strategic partnerships between local authorities and academia. Her expertise includes qualitative research and community engagement, with a focus on storytelling as a transformative tool. She champions the Most Significant Change methodology and led Creative Health initiatives in East Sussex (2021–2024). Teresa is currently a Co-Investigator on the Coastal Community & Creative Health project (2024–2027), funded by the Arts and Humanities Research Council. She has held several senior public health roles and board appointments at local and regional level.

Ruth Sapsed

Ruth is an Associate of Fullscope, a consortium of charities and organisations working to improve the mental health and wellbeing of children and young people in Cambridgeshire and Peterborough. Fullscope's work invites partners from across the system to explore how children and young people's voices and ideas can be at the heart of service design.

The National Centre for Creative Health provides the secretariat for the All-Party Parliamentary Group on Creative Health. More information is available here:

<https://ncch.org.uk/appg-on-creative-health>

The roundtable will be live on Teams for an online audience of 200+ people