



Creative Health

Making the Economic Case for Creative Health Roundtable

**Monday 19th October 3.30-5.30pm
House of Lords Committee Room G**

Agenda

Chair:

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

Speakers:

Building the Economic Case for Creative Health

Professor Helen Chatterjee, Professor of Human & Ecological Health at University College London

Dr Daniel Fujiwara, Behavioural Economist

Emily Smith, Senior Project Manager Wellbeing and Resettlement, Odd Arts

Jeff Potts, Lived Experience Participant, Odd Arts

Commissioner Perspectives

Ellie Hobart, Deputy Director of Health Equity and Inclusion, NHS North East London ICB

Stephen Sandford, Strategic Lead for Neighbourhood Health, NHS Lancashire and South Cumbria ICB

Perspectives from UKRI

Dr Jen Gold, Executive Director of Research, Economic and Social Research Council

Dr Jaideep Gupte, Director of Research, Strategy and Innovation, Arts and Humanities Research Council

Dr Glenn Wells, Deputy Executive Chair, Medical Research Council

Wales - Making the Economic case - implementation and impact: Rosie Dow, Head of Arts, Health and Wellbeing, Arts Council of Wales

Policy

Harman Sagger, Head Economist for Arts, Heritage and Tourism, DCMS

Response from Dr Justin Varney-Bennett, Director of Public Health, NHS South West; Creative Health Lead DHSC (**online**)

Response from Lord Babudu

At this roundtable we will launch research and practical resources developed through the UKRI-funded [Mobilising Community Assets to Tackle Health Inequalities](#) (MCA) programme, in partnership with the National Centre for Creative Health (NCCH). The work bridges economic and creative health evaluation approaches to support commissioning and sustainable investment across the UK. This will be considered in the context of making the economic case for the benefits of culture for our wellbeing more broadly and the views of commissioners of health services in England. We will also hear from the Arts Council of Wales on the impact of their recent report on [Assessing the Economic Impact of Arts on Health and Healthcare Services in Wales](#) and how it is being used in policy and practice.

The roundtable discussion will consider what is needed to build, test and embed a stronger economic evidence base for creative health?

- Shared evidence infrastructure: establishing a proportionate minimum dataset and developing connected data systems.
- Collaborative testing and research: funding place-based partnerships to test the guidance and strengthen economic evidence.
- Policy and implementation: aligning research with government priorities, commissioning requirements and changing health-system structures.

Biographies of Speakers

Professor Helen Chatterjee is Professor of Human & Ecological Health at University College London (UCL). Her research includes biodiversity conservation and evidencing the impact of natural and cultural participation on health. Her interdisciplinary research has won a range of awards including a Special Commendation from Public Health England for Sustainable Development and the 2018 AHRC-Wellcome Health Humanities Medal and Leadership Award; she received an MBE in 2015 for Services to Higher Education and Culture.

Rosie Dow, Head of Arts, Health and Wellbeing, Arts Council of Wales

Before taking up this role in Nov 2025 Rosie worked at the intersection of arts and health for over ten years, including leading Tenovus Cancer Care's 'Sing with Us' choir programme for cancer patients and their families, and working as Interim Director of Breathe Arts Health Research. In recent years she has moved into innovation, funding and research in this area with roles at Nesta and UCL. Her professional interest – and personal mission – is in growing the use of the arts to keep us well, help us live better lives and transform our experiences of health and social care.

Dr Daniel Fujiwara is a behavioural economist and globally recognised expert in social value, policy evaluation and wellbeing analysis, with particular expertise in arts, culture and heritage. He was co-author to the Green Book between 2012-2018 and has developed influential methods including WELLBY valuation. Daniel led major valuation studies underpinning the DCMS Cultural and Heritage Capital (CHC) Framework, developing evidence on the social value of cultural and heritage assets. He has conducted over 120 policy evaluations covering more than \$100 billion of investment and has contributed to 15 policy evaluation guidance manuals worldwide.

Dr Jen Gold is the Executive Director of Research at the Economic and Social Research Council. Jen was previously Head of Evidence and Evaluation at No.10 and has also held leadership roles at the Cabinet Office, Institute for Government and the Mowat Centre for Policy Innovation at the University of Toronto. In 2025 she was awarded an MBE for services to evidence-based policymaking.

Dr Jaideep Gupte, Director of Research, Strategy and Innovation at the Arts and Humanities Research Council (AHRC), UKRI.

Jaideep works at the intersection of research, public purpose and institutional change, shaping how arts and humanities scholarship contributes to discovery, policy, innovation and national capability. His portfolio spans research funding, talent, international partnerships and strategic programmes, with a particular interest in building inclusive research cultures and creating the conditions in which ambitious ideas can thrive. He also chairs Humanities in the European Research Area (HERA) network. For nearly two decades, Jaideep was a Fellow of the Institute of Development Studies, UK, and previously a Prize Fellow at the Urban Design Research Institute, Mumbai.

Ellie Hobart, Deputy Director of Health Equity and Inclusion, NHS North East London ICB

Ellie started her career in the voluntary and community sector in Haringey in economic development. She joined the NHS in 2008 within the Healthcare for London maternity transformation programme and has had a wide variety of roles in the NHS over the last 18 years within commissioning. She is currently the Deputy Director of Health Equity and Inclusion at the NEL Integrated Care Board leading on health inequalities and inclusion, personalisation and prevention pathways. Ellie graduated with a BA in African history from the School of Oriental and African Studies, is an IML leadership and management qualified coach and completed the Kings Fund Athena leadership programme in 2016.

Stephen Sandford, Clinical Director for Commissioning and Strategy, NHS Lancashire and South Cumbria ICB

A Music Therapist and Consultant Allied Health Professional by background, Stephen's career has spanned clinical practice, service leadership and commissioning. This includes senior leadership roles at East London NHS Foundation Trust and Chelsea and Westminster Hospital NHS Foundation Trust. He has worked with many richly culturally diverse communities and populations and is invested in supporting and learning from the rural and coastal communities of Lancashire and South Cumbria. Most recently, Stephen led the development of neighbourhood health across the system. His particular focus now is how strategic commissioning can be better aligned with population needs and embrace the potential of wider community assets.

Harman Sagger, Head Economist for Arts, Heritage and Tourism, DCMS

Harman Sagger is the Head Economist for Culture and Creative Industries (CCI) at DCMS and led the analyst team working on DCMS's Cultural Recovery Fund (CRF). He currently leads the Cultural and Heritage Capital Programme, which was nominated for a Civil Service Award. Harman chairs several groups including the Technical Reference Group for UK City of Culture, AHRC & DCMS Culture and Heritage Capital (CHC) Research Expert Group. In addition, Harman sits on several advisory groups across the sector covering topics such as cultural infrastructure, maintenance, place and data.

Emily Smith, Senior Project Manager Wellbeing and Resettlement, Odd Arts

Emily leads Wellbeing Your Way at Odd Arts, overseeing creative wellbeing programmes across community, education and criminal justice settings. Her role includes developing and managing projects, supporting creative practitioners, building partnerships and ensuring programmes respond to the needs of the people and communities they work with. She has a particular interest in using creativity to improve wellbeing, confidence and connection, and in developing accessible routes into further opportunities, volunteering and support. Emily also works on the strategic development of Wellbeing Your Way, using evaluation, participant experience and partnerships to strengthen the programme, demonstrate its impact and support its continued growth.

Dr Justin Varney-Bennett, Director of Public Health, NHS South West; Creative Health Lead DHSC

Justin trained in General Practice before specialising in Public Health. He has worked at local, regional, national and international levels and previous roles include Director of Public Health for Birmingham City Council, National lead for Adult Health and Wellbeing at Public Health England and Thinker in Residence at the University of Sydney. Justin has a special interest including in physical activity, health and work, LGBT inequalities, domestic violence prevention, inclusion communities and creative arts and public health. He holds an honorary chair at the University of Birmingham and honorary fellowships for the Faculty of Sport and Exercise Medicine and the Faculty of Occupational Medicine.

Dr Glenn Wells, Deputy Executive Chair, Medical Research Council

Glenn is the Deputy Executive Chair of the Medical Research Council (MRC) in UKRI, providing leadership to MRC's activities supporting medical and life sciences research across the UK including national and international partnerships, strategy, insight and evaluation ensuring that MRC's investments and those of wider UKRI drive through discoveries and innovations to improve lives. Prior to MRC, Glenn spent three years on the MHRA Board as the Chief Partnerships Officer and prior to that a career in life sciences spanning, government, charity, NHS and academic sectors.

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>