



## **Creative Health Review Roundtable**

### **Cost-effectiveness, evidencing value for money and funding models**

**Agenda**  
**Thurs 27<sup>th</sup> April 10am-12noon**

**Welcome:** Alex Coulter, Director, NCCH

**Chair's Opening Remarks:** Helen Chatterjee MBE, Professor of Human & Ecological Health, UCL and NCCH Trustee

#### **Funding and commissioning creative health**

- Victoria Hume, Director, Culture, Health and Wellbeing Alliance
- Ellen Rule, Deputy CEO/Director of Strategy and Transformation at Gloucestershire Integrated Care Board
- Cath Wilkins and Xanthe Wood, Gloucestershire Creative Health Consortium
- Helen Sharp, Director, Ideas Alliance
- Tim Joss, Chief Executive & Founder of Aesop

#### **Short break**

#### **Demonstrating cost-effectiveness and value**

- Dr Andy Healey, Senior Health Economist, King's College London
- Dr Marie Polley, Director, Marie Polley Consultancy; Co-Founder, Social Prescribing Network and Co-lead, International Evidence Collaborative, National Academy of Social Prescribing
- Dr Daniel Fujiwara, CEO, Simerica-Jacobs & Department of Psychological and Behavioural Science, London School of Economics

#### **Panel Discussion and Audience Q&A**

How do we demonstrate the value of creative health to commissioners and policymakers?

Audience Q&A

**Closing Remarks** – Prof. Helen Chatterjee and Lord Alan Howarth of Newport, NCCH Chair and Co-Chair of the All Party Parliamentary Group on Arts, Health and Wellbeing

## Speaker Biographies

**Dr Daniel Fujiwara** is CEO at Simerica-Jacobs and Visiting Fellow at the London School of Economics and Political Science (LSE). He is a globally-renowned expert on policy evaluation, social value measurement and wellbeing. Daniel has developed many of the social value methods in use today and he has co-authored and contributed to over 15 international guidelines on social value measurement including for the OECD and the Governments of UK, New Zealand, Australia and Canada. He has conducted extensive research on valuing arts, culture and heritage and has led high profile business case assessments such as for Stonehenge, Natural History Museum, Tate Liverpool, and for the DCMS. Daniel has a BA and Msc in Economics and a PhD in Economics and Social Policy from the London School of Economics.

**Dr Andy Healey** is currently a senior health economist based at King's Health Economics and the Centre for Implementation Science at King's College London. His main area of work is in health and social care evaluation applied to the UK National Health Service and care system and within a global health context. Dr Healey has over 25 years of experience as an economist working across the academic sector (previous posts at the University of Aberdeen and London School of Economics) and also as an economic advisor with central government (UK Home Office and Ministry of Justice).

**Victoria Hume** is Director of the Culture, Health & Wellbeing Alliance. She was an arts manager in the NHS for 15 years before pursuing arts in health in South Africa for 5 years, including setting up a new module in hospital-based performance for the University of the Witwatersrand and managing a three-year, Wellcome-funded drama and diabetes programme with Chris Hani Baragwanath Hospital in Soweto. She is also a composer and researcher specialising in culture, health and wellbeing, and has a Masters in Music and Health Communication focused on hospital-induced delirium. She is a Research Associate in the Medical Humanities at WISER (Wits Institute for Social & Economic Research), and continues to write and release music through Lost Map Records, based on Eigg.

**Tim Joss** is CEO and Founder of Aesop. Aesop produces, facilitates and advocates for arts solutions in the health and social care sectors. Its flagship exemplar programme, Dance to Health, has successfully paired falls-prevention exercise with creative dance, and following a nationwide grant-funded innovation phase, now follows a largely commission-based approach. Aesop also drives collaboration between the arts, health and social care through research, national showcases, and a community of practice. Prior to Aesop, Tim was Artistic Director and CEO of the Bath International Music Festival, and was a founder of other national organisations including the Bath Literature Festival, National Numeracy, and the Arts Impact Fund. In 2005, he was appointed a Chevalier de l'Ordre des Arts et des Lettres by the French Government.

**Dr Marie Polley** is Co-Founder and Co-Chair of the Social Prescribing Network and past Chair of the British Society for Integrative Oncology, Director of Marie Polley Consultancy, and Co-Director of Meaningful Measures Ltd. Marie trained as a biomedical scientist and has a Ph.D. in molecular carcinogenesis of lung cancer. Marie also trained in Reiki whilst completing her Ph.D. and practiced as a Reiki Master for many years. For the past 20 years, Marie has researched approaches to integrating different paradigms of health and wellbeing focussing on integrative oncology for many years. Marie collaborated to develop Measure Yourself Concerns and Wellbeing (MYCaW), a person-centered tool for understanding people's primary concerns. This tool is now accredited for use in the NHS for personalised

care used internationally in integrative oncology to enable a persons' voice to be incorporated into their consultations. More recently Marie co-founded the Social Prescribing Network, which has led a social movement around the use of non-medical activities to support people's wider determinants of health and provide additional routes of support to traditional pharmaceutical prescribing.

**Ellen Rule** is Deputy CEO/Director of Strategy and Transformation at [One Gloucestershire Integrated Care Board](#). She has worked for the NHS since 2003, holding a variety of senior positions in commissioning and provider organisations spanning service redesign, assurance, contracting, operational management and strategic planning. Her role is to transform and redesign services to ensure they are fit for the future. Her team use a clinical programme approach to commissioning which provides a transparent framework and clear methods for understanding what matters to patients and the local population. She is committed to focusing on preventing ill health, developing integrated person-centred care and supporting people to maintain independence. Ellen holds a masters in Health Economics and Policy and is currently studying part-time for a PhD in Pharmaceutical Economics and Policy.

**Helen Sharp** is Director at [Ideas Alliance](#). Helen is an experienced public sector change agent. Previously a frontline worker in the homeless sector and a commissioner at Lambeth Council, she has worked as an independent consultant and associate of the New Economics Foundation. She has developed in depth expertise and knowledge in helping people re-think the role of citizens in the commissioning and delivery of public services and resources using a range of collaborative approaches including co-production, appreciative inquiry and alliancing.

**Cath Wilkins** is Executive Director of Creative Health Charity [Artlift](#) and a freelance strategic and sector development consultant. Artlift is one of 5 arts partners in the [Gloucestershire Creative Health Consortium](#) and a member of the [Association of Mental Health Providers](#). Specialist in inclusive dance and arts practice, Cath is on the Steering Group for [Dance Unstuck](#), addressing access to dance through Universal Design of Instruction informed approaches. Formerly, she supported the development of Gloucestershire's Arts Inc Network and Disability Arts Board with [Art Shape](#), co-founded and coordinated Gloucester's Carnival Arts Partnership for seven years, and co-Chaired with People Dancing the working party for the 200-strong national Dance for Change network. From 2012-16, she was co-founder and Board Director of [Create Gloucestershire](#). Former senior roles have been with [GDance](#), [Gloucestershire Academy of Music](#), international touring company [Shobana Jeyasingh Dance](#), and the funding body [NESTA](#).