



Creative Health Review Roundtable

Leadership and Strategy – Embedding Creative Health into Integrated Care Systems

Agenda
Tues 16th May 10am-12noon

Work is already underway to integrate creative health into health systems and across local authorities. Building on this, we will identify best practice for embedding creative health and consider how this can be further supported by national policy. We will also think about the role that creative health can play in strengthening the healthcare system and infrastructure in the face of current and future challenges.

As part of [Creativity and Wellbeing Week](#), we will invite our panellists to address this year's theme 'What is the role of creativity in a health crisis?'

Welcome: Alex Coulter, Director, NCCH

Chair's Opening Remarks: David Clayton-Smith, NCCH Trustee and Joint Chair of Dorset County Hospital and Dorset HealthCare

Part 1 – Panellist Presentations

- Tracey Bleakley, Chief Executive of NHS Norfolk and Waveney Integrated Care Board
- Dr Jane Povey, Clinical Lead for Personalised Care, NHS Shropshire, Telford and Wrekin
- Deborah Munt and Carol Massey, Ministry of Others - Integrating Creative Health into West Yorkshire ICS
- Nesta Lloyd-Jones, Assistant Director, Welsh NHS Confederation
- Sheinaz Stansfield, Managing Partner, Oxford Terrace and Rawling Road Medical Group
- Mah Rana, Co-Director, Lived Experience Network
- Matthew Couper, Co-Director, London Arts and Health

Part 2 – Panel Discussion

What is the role of creativity in a health crisis? – Introduced with a performance by Surfing Sofas

Audience Q&A

Panellist recommendations - What more can we do to embed creative health into health, social care and wider systems?

Closing Remarks – David Clayton-Smith and Lord Alan Howarth of Newport, NCCH Chair and Co-Chair of the All Party Parliamentary Group on Arts, Health and Wellbeing

Speaker Biographies

Tracey Bleakley is Chief Executive of NHS Norfolk and Waveney ICB. Prior to this she was CEO of Hospice UK and Dying Matters for six years and has a wide career covering engineering, management consultancy, public health, policing and education. Tracey is also Chair of Primadonna, a Suffolk based literary organisation celebrating brilliant writing, music and ideas from under-represented artists and voices. Tracey says: "I feel hugely privileged to have been selected to become the CEO of the new Norfolk and Waveney ICB. "I see my job as working with partners in the NHS, local authorities and the wider community so that between us we improve the healthy life expectancy, independence and wellbeing, reduce loneliness and social isolation of the people of Norfolk and Waveney, while supporting our workforce to do the job they came into the sector to do."

Matthew Couper is Co-Director at [London Arts and Health](#). He is a creative programme manager and strategist with specialisms in visual and performance arts, socially engaged practice and mental health sector. He has a strong track record in delivering nationally recognised programmes and festivals, attracting a range of income streams for creative organisations and curating site specific permanent and temporary projects with a strong level of community buy-in. He also has an excellent overview of local and national creative sector policy and opportunities. Matthew is also the Borough Engagement Officer at the Greater London Authority working on the London Borough of Culture and the SE London Creative Health programmes.

Nesta Lloyd-Jones has over ten years' experience working in policy and public affairs in Wales and is currently assistant director of the Welsh NHS Confederation. After completing her law degree and being called to the Bar in 2004, Nesta worked at Welsh Women's Aid for six years as legal issues co-ordinator. Nesta then became part of the award-winning External Affairs team at Macmillan Cancer Support. During her time at Macmillan, Nesta was also a consultant for Rape Crisis England and Wales. Since April 2014, Nesta has been working for the Welsh NHS Confederation focussing on Policy and Public Affairs before being appointed Assistant Director in August 2019. Nesta is responsible for public policy, public affairs, research, media relations and effective political liaison on behalf of Welsh NHS Confederation Members. Nesta was a founding Trustee of a new charity, Surviving Economic Abuse, which is now recognised as the leading organisation raising awareness of and transforming responses to economic abuse. Nesta has also been a Trustee of the End Violence Against Women Coalition, Chair of Public Affairs Cymru and has volunteered for her local Citizens Advice Bureau and BAWSO.

Deborah Munt has worked in culture and health for 28 years, pursuing work that positions the artist as an engine of change in social and health contexts. She is a freelance developer/consultant; co-director of Ministry of Others and Three Ways East; leads on county-wide development of culture and social prescribing at Arts Derbyshire; is a director of the Culture, Health and Wellbeing Alliance and a member of the Mayor of West Yorkshire's Culture Committee. She has been commissioned by the National Centre for Creative Health, the West Yorkshire ICB, Arts Council England and the South West Yorkshire Partnerships NHS Trust to propose how Creative Health might grow and develop in West Yorkshire and is also a research team member on the University of Huddersfield's AHRC funded research on mobilising creative assets to help tackle inequalities.

Dr Jane Povey is a GP by background and has combined her clinical career with leadership roles both in Shropshire where she lives, and nationally, with the aim of enabling health

provision to better meet the needs of people in our communities. As a keen amateur musician, and increasingly recognising the part creativity plays in enabling health and wellbeing, she has developed a special interest in Creative Health. She is currently Clinical Lead for the National Centre for Creative Health Hub Programme, facilitating the embedding of Creative Health approaches and activities in Integrated Care Systems across the country.

Mah Rana is Co-Director of the Lived Experience Network (LENs). Mah is a researcher, artist & maker, filmmaker, writer and curator from London. She has over 20 years of experience lecturing in the UK and internationally, and over 30 years exhibiting internationally with her creative practice. She is a tutor at the Royal College of Art, and also a visiting lecturer on BSc and MSc Psychology courses at London Southbank University. She is soon to complete her PhD at Birkbeck College. Her qualitative psychology study offers a nuanced account of a daughter's lived experience of crafting with a mother who has dementia. She speaks at conferences covering issues across art, craft, design, health and well-making. Mah is a fellow of the Royal Society of Arts, and a member of the Carers Advisory Panel for Dementia Carers Count.

Sheinaz Stansfield is a managing partner at Oxford Terrace and Rawling Road Medical Group, a multi-award winning practice in Gateshead, and director of transformation for Birtley, Oxford Terrace PCN. She trained as a nurse and health visitor and has held senior management roles in commissioning and provision of health services in the North East. At a national level, she is a development adviser with NHS England and NHS Improvement's Time for Care Team and member of the NAPC Council, which facilitates her passion for workforce redesign, patient involvement, social prescribing and quality in general practice.