

Creative Health: *THE SALFORD WAY*

Creative health is about using culture and creativity to help us live well. Whatever you do to get creative – it's good for you.

Greater Manchester wants to be the world's first Creative Health City.

This zine sets out how we want to do creative health in Salford.



CREATIVE HEALTH IN SALFORD...

EVERYWHERE ELSE...

Wellbeing is at the centre of how we do creativity and culture in Salford.

Our city's motto – *Salus populi suprema lex* – means people's wellbeing always comes first.

Salford has a Creative Health Network which aims to:

- Get arts and health working together
- Increase creative engagement for all
- Share more evidence
- Bring more funding into the city

The Network is led by Community Representatives working alongside Salford City Council, Salford CVS, SCL, START Inspiring Minds and the University of Salford.
Together we report to the city's Health & Wellbeing Board.

Welcome -
you are now

IN Salford

Salford is twinned with: Lünen, Germany;
Saint-Ouen, Clermont-Ferrand and Narbonne, France.

Creative Health is global.

The World Health Organization is the international champion for arts and health.

In the UK there is a National Centre for Creative Health.

In Greater Manchester, Creative Health is part of the Live Well movement for community-led wellbeing.

GM has a Creative Health strategy. The Salford Creative Health Network is putting this into action. But we also want our work to reflect what local people want.
This zine shares what we've heard so far.

WORKING TOGETHER

In 2026 we worked with community groups across Salford to explore how creativity helps them to live well. We asked people to respond to the following questions:

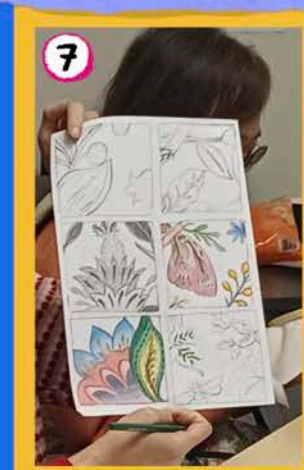
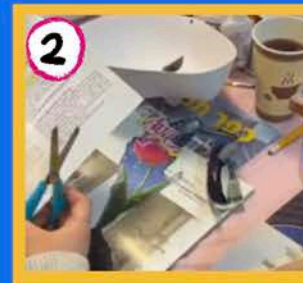
- What do creativity, culture and heritage mean to you?
- How does creativity improve your wellbeing?
- What are the barriers and opportunities in Salford?

We also shared an online campaign.

This zine is the result of what people told us.

IMAGES

1. 42nd Street in Walkden
2. Hershel Weiss Centre in Broughton
3. Humbug Art in Eccles
4. Little Stars in Swinton
5. Salford Community Upskilling in Pendleton
6. Stepping Stones Creative in Irlam
7. Women with Wings in Little Hulton
8. Online Campaign and responses



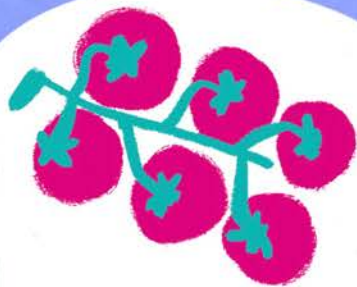
WHAT WE LEARNED

Creativity is about giving something a go.
It isn't just arty things.

Creativity is for everyone. It isn't posh –
it's everything from gardening to gaming.

Creativity is a tool.
It helps you figure out what you like.

What creativity does...



SEEDS OF CHANGE

Calms us down

Gets us out
of the house

Takes our mind
off things

Expresses
feelings

Increases
confidence

Helps us feel
connected

Everyday creativity:
when you listen to music
or read at home

Community creativity:
when you go to a group or
cultural event

By referral:
when your GP suggests
'arts on prescription'

In healthcare:
targeted creative
programmes or therapy

Creative health
includes
everything from
prevention to
treatment

Our vision for Salford
is everyone leading a happier,
healthier, more connected
life through creativity.
We will focus on:

Listening

Connection

Leadership

Communication

Partnerships

Open out the zine to see Salford's full
creative health action plan inside.

WHAT YOU SAID

People regularly talk about creativity as a 'lifeline' – but also recognise that creativity isn't part of everyone's life.

People tell seriously beautiful stories about how creativity has helped them – but creativity still isn't taken seriously as a tool for our health.

There's a lot going on in Salford – but creative health opportunities are not always easy to find.

WHAT WE HEARD

There's a lot happening in communities – but we need to understand better targeted health programmes in the city and where creativity is used in healthcare.

'For me, creativity is the ability to make connections that weren't obvious before.'

'When I feel stressed or down, I do my make-up. It is the best way of expressing myself. It makes me feel special, beautiful and have a sense of accomplishment.'

'It's something that helps bring out the real you.'

'Creativity helps me forget my worries.'

'It helps me shift my mindset... I do need to look after myself more and do the things that I enjoy.'

'It gives me space to express what I can't always put into words.'

'Doing something creative calms me down, it really does.'

'Being creative for me means trying to find what you can do.'

'For me being creative is about giving life to ideas. You can transform something – make something. But it can transform you too.'

ACTION 1: COMMUNICATION

Celebrate creativity as something that's good for you – it's not about being good at art. We will:

- Create short films sharing local people's creative health stories.
- Develop infographics making clear the impact of creative health in Salford.
- Promote creativity as a healthy habit – like diet and exercise.

ACTION 2: CONNECTION

Make it easier for people to find creative health opportunities and support. We will:

- Improve creative health newsletter and social media so it signposts to activities.
- Establish neighbourhood networks so creative health info is up-to-date.
- Focus on noticeboards in places like shopping centres and GP practices.

ACTION 3: LISTENING

Ask local people to tell us what they need in their neighbourhood. We will:

- Hold a 'pop up' event in a shopping centre to test our ideas after every Network meeting.
- Ask the Network regularly what's working or missing and share insights with city leaders.
- Work with access partners from the first to ensure our work includes everyone.

ACTION 4: LEADERSHIP

Engage city leaders to ensure creativity is recognised as a tool for living well in Salford. We will:

- Plan together a major Creative Health showcase event in 2027 to demonstrate impact.
- Improve connections with NHS partners and identify more clinical champions.
- Showcase how creativity supports all Salford's priorities – from economic growth to community safety and pride.

ACTION 5: PARTNERSHIP

Explore how creative health in Salford often overlaps with other areas of work. We will champion projects that:

- Combine creativity with physical activity and being outside in nature.
- Use creative travel as a way of tackling barriers and improving connections.
- Bring together different generations and support child-friendly and age-friendly working making Salford a playful city.

THE SALFORD WAY



Creativity is Salford's way.
It's how we work.
It's our mindset.

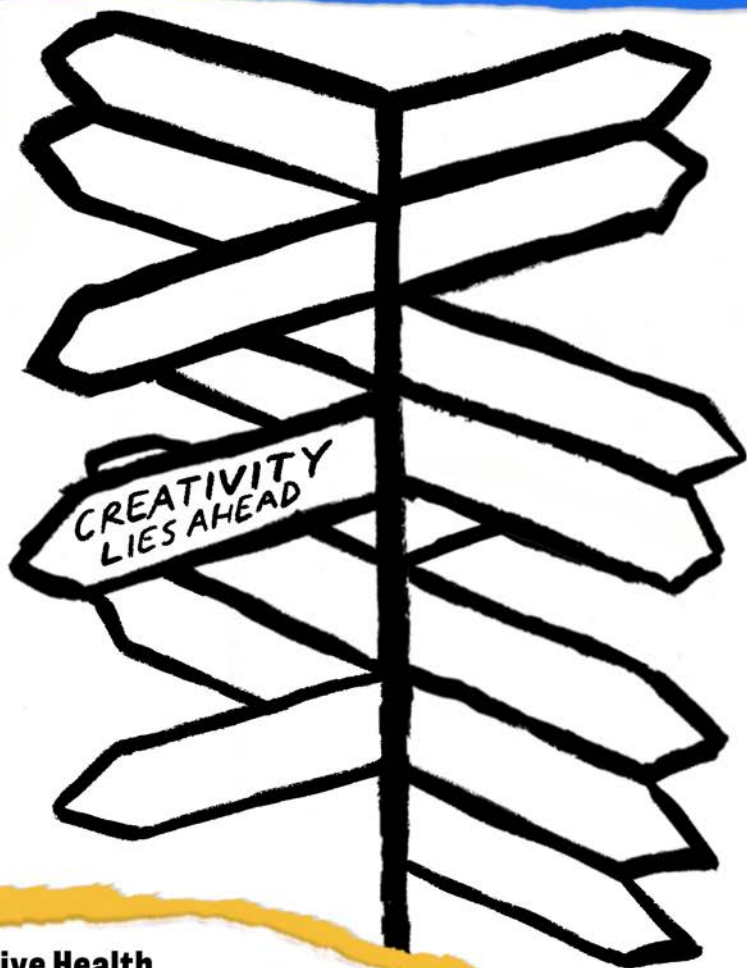
WHAT WE ARE DOING

Creative Health: YOUR WAY

**What direction
will you take to
be more creative
for your health?**

Jot down things
you'd like to do or
places you'd like
to go.

Scan here
for Easy Read
and BSL version:



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Salford City Council



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