



MEDIA RELEASE – 14 SEPTEMBER 2018

FOR IMMEDIATE RELEASE

Aesop and BOP Consulting launch Active Ingredients, a new approach to aid practitioners and commissioners, working across the arts and social sectors, to understand more about how arts interventions actually work.

The Active Ingredients Project aims to deepen our understanding of the ways in which arts interventions in health and social contexts work - and to improve the ways these are designed and their impacts measured.

The Project and its first report were launched on 11 September. It uses the medical/pharmaceutical metaphor of the 'active ingredient' to emphasise that there is something particular in the arts experience itself which enables certain outcomes to occur. It presents a way to describe what is going on in an arts experience and the changes that arts experiences achieve - which does justice to their power and richness.

The launch event welcomed arts and health practitioners, researchers and funders including representatives of Arts Council England, Big Lottery and Heritage Lottery Fund. Following presentation of the Project, three respondents offered an artist's, funder's and non-arts sector's perspective: Jeanefer Jean-Charles (Choreographer and Executive Director of Tomorrow's Men), Chris Chaney (Chief Executive, CW+ [official charity of Chelsea and Westminster Hospital NHS Foundation Trust]) and James Sanderson (NHS England Director of Personalised Care).

James Sanderson said the Active Ingredients Project was a "game-changer".

Tim Joss, Chief Executive and Founder of Aesop, said, "The enthusiasm of the launch respondents and audience confirmed that we're on to something. I hope the Project will be a confidence-booster for the arts sector. For at least 20 years, they've had this concern about being instrumentalised - just an additional resource for health and other sectors, and not valued artistically. Using 'active ingredients' they can communicate the unique power of the arts and be proud partners of other sectors."

A copy of the Active Ingredients report is attached alongside this press release.

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Notes to Editors

For media enquiries please contact Jenny Parrott at Aesop on 01993 870161 or JennyParrott@ae-sop.org

Tim Joss, Chief Executive and Founder of Aesop, is available for comment and interview. Images available upon request.

Aesop

ae-sop.org

Launched in 2014, Aesop's mission is to realise the potential of UK's world-class and wide-reaching arts sector to transform people's lives. Health is our initial focus: helping health harness the powers of the arts, and helping the arts gear up to deliver health improvement. Uniquely, we start with health challenges, and incubate and support arts enterprises with a social purpose ('aesops'). These employ high quality artists and, from a health point of view, are designed to be evidence-based, cost-effective, sustainable and scalable. As well as its flagship 'aesop' (Dance to Health) and the Active Ingredients Project, Aesop presents a biennial Arts in Health Conference & Showcase for Health Decision-makers and it created the first evaluation framework for arts in health programmes.

BOP Consulting

bop.co.uk

BOP Consulting is an international consultancy with a 20-year track record of working in the cultural and creative economy.

BOP Consulting's clients include government bodies, leading arts and cultural organisations and international agencies. Its rigorous and effective research translates into guidance and recommendations that help clients deliver better projects or programmes.

The organisation's work with clients from culture and health brings together the latest thinking from fast-developing sectors to develop innovative and practical methodologies.

As culture and creativity continue to move up the international political agenda the vision is to build BOP into the leading global practice in the field.