

# The **Well-being** – **Culture** Relationship



a long  
and  
happy  
marriage  
of  
convenience  
?

**“Do not imagine that Art is something which  
Is designed to give gentle uplift and self- confidence.  
Art is not a brassiere. At least, not in the English sense.**

**But do not forget that brassiere is  
the French for life jacket.”**

**(Julian Barnes, Flaubert’s Parrot, 1984.)**





# Historicising the relationship

Romanticised theoretical lineage

Plato and Aristotle (c. 400–300 BC)

Historical assumptions

“both an honourable and  
dishonourable intellectual

history” (Belfiore & Bennett, 2006)



# WHEN? is wellbeing?

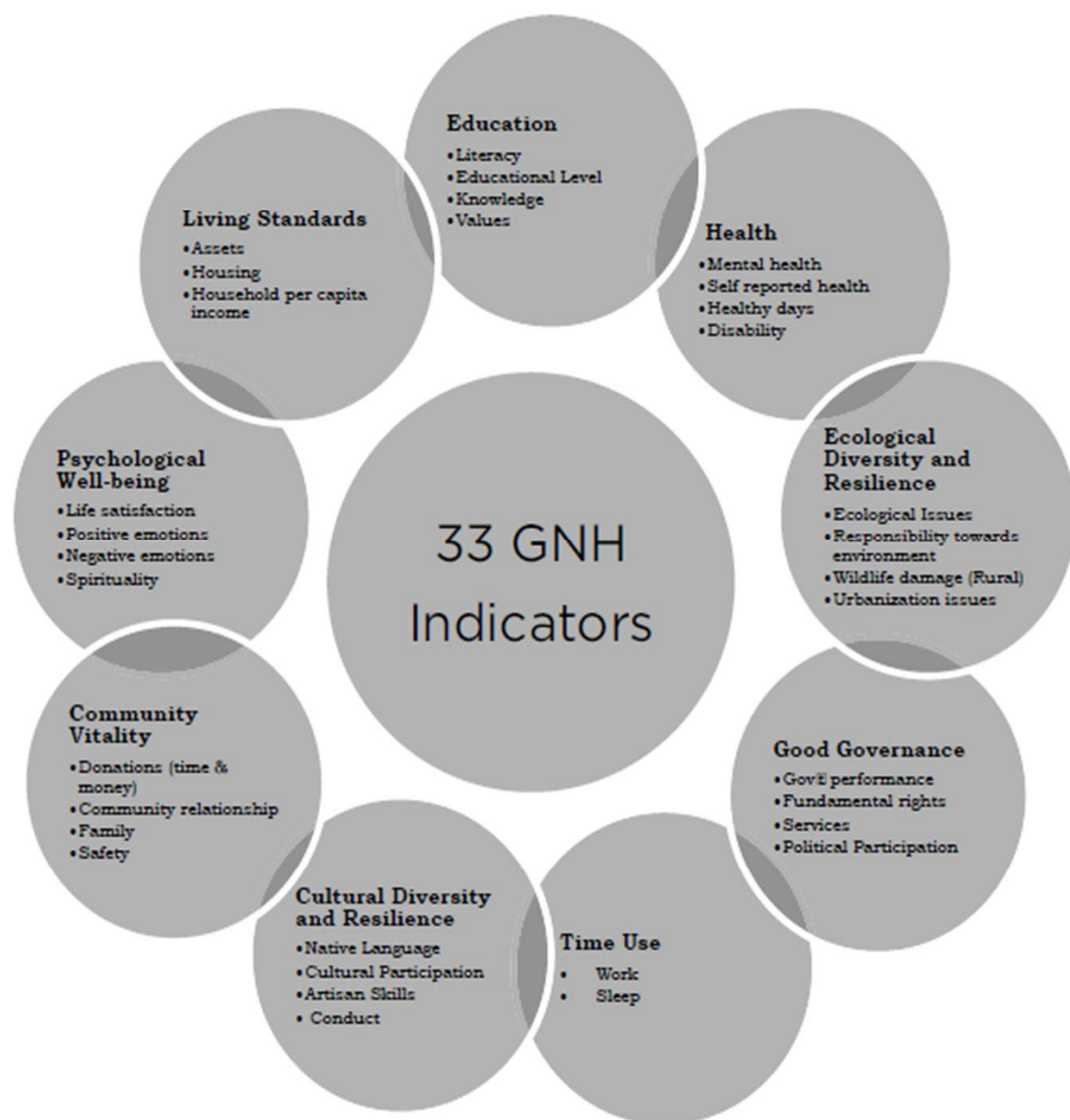
A moment of  
confluence ->  
various policy  
actors & networks  
interact with policy  
windows

3 waves of well-  
being Bache &  
Reardon (2012)





Figure 1: The nine domains and 33 indicators of the GNH



## WORLD HAPPINESS REPORT

Edited by John Helliwell, Richard Layard and Jeffrey Sachs









What or  
who does  
well-being  
look like?







What does 'culture and well-being' look like?







$$SWBi = f(yi, xi, artsi)$$

(Fujiwara, Happy Museum project, 2013)



**Ager (2002) describes wellbeing as:  
*a successful ‘meme’, a concept that has  
reproduced rapidly in response to conducive  
environmental conditions.***

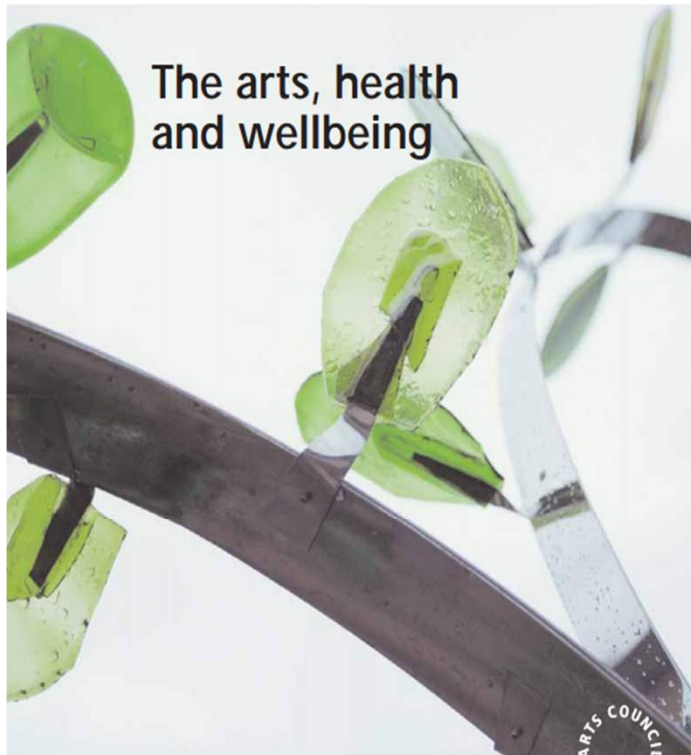
*...comprehensiveness, context  
independence and the capability to reflect  
personal subjectivity. The attractiveness of  
these qualities is linked to current trends in  
philosophical thought, underpinning  
contemporary culture and social policy.*



*We will argue that being involved with the arts can have a lasting and transforming effect on many people's lives. This is true not just for individuals, but also for neighbourhoods, communities and entire generations, whose sense of identity and purpose can be changed through art.*

Ambitions for the arts  
2003–2006





The arts, health  
and wellbeing



A prospectus  
for arts  
and health



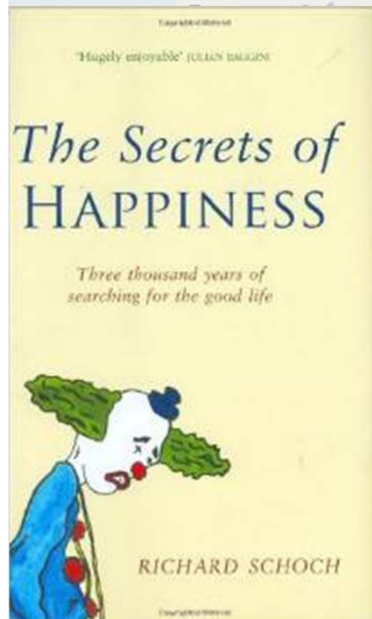
SCOTTISH EXECUTIVE

## Quality of Life and Well-being: Measuring the Benefits of Culture and Sport: Literature Review and Thinkpiece

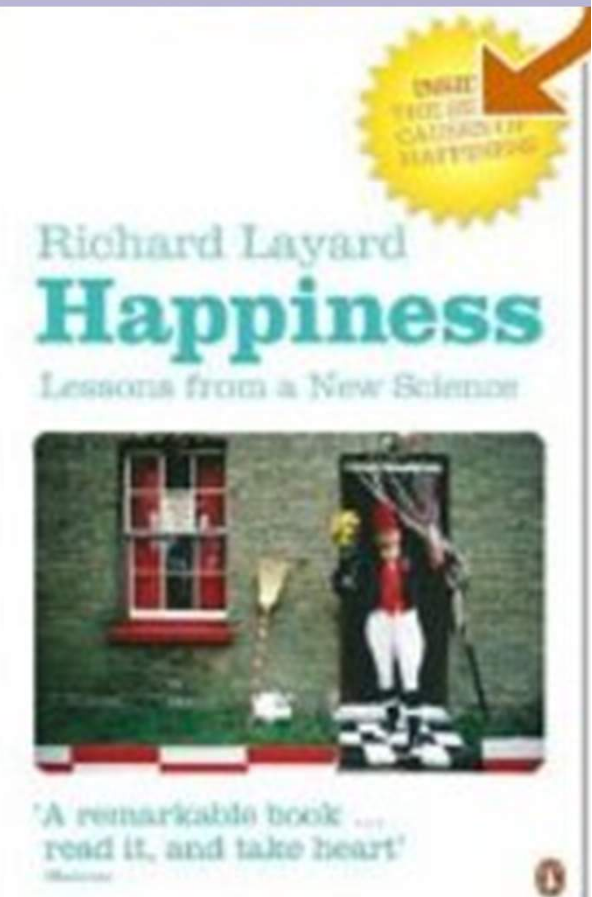
Arts Council England

Use the arts to boost the nation's health  
Peter Bazalgette

With the NHS under ever greater strain, the Arts Council and health authorities  
are collaborating on schemes around the country



2006-2007





# COUNTDOWN

## 2010



Office for  
National Statistics



Department  
for Culture  
Media & Sport



# Measuring What Matters

## David Cameron



“It will open a national debate about how together we can build a better life. It will help bring **about a re-appraisal of what matters**, and in time, it will lead to government policy that is more **focused not just on the bottom line, but on all those things that make life worthwhile**”

“These are instincts we feel to the core, but it’s right that as far as possible we put them to the practical test, **so we really know what matters to people**. Every day, ministers, officials, people working throughout the public sector make decisions that affect people’s lives, and this is about helping to make sure those government decisions on policy and spending are made in a balanced way, **taking account of what really matters.**”

(Cameron speech November 2010)





Arts Council England

Cultural activities,  
artforms and wellbeing

Daniel Fujiwara and George MacKerron  
January 2015

# 2015 New evidence

## 4 Results

Dependent variable: Happiness (0-100)	Coefficient
<b>Activities</b>	
In a meeting, seminar, class	-0.747***
Travelling, commuting	-2.473***
Cooking, preparing food	2.224***
Housework, chores, DIY	-0.651***
Waiting, queuing	-4.188***
Shopping, errands	0.381***
Admin, finances, organising	-1.417***
Childcare, playing with children	2.888***
Pet care, playing with pets	3.178***
Care or help for adults	-6.482***
Sleeping, resting, relaxing	0.793***
Sick in bed	-19.435***
Meditating, religious activities	3.640***
Washing, dressing, grooming	2.066***
Talking, chatting, socialising	3.789***
Intimacy, making love	12.664***
Eating, snacking	1.997***

Dependent variable: Happiness (0-100)	Coefficient
<b>Activities Continued</b>	
Drinking tea/coffee	1.342***
Drinking alcohol	3.646***
Smoking	0.635***
Texting, email, social media	0.731***
Browsing the Internet	0.509***
Watching TV, film	2.084***
Listening to speech/podcast	1.864***
Match, sporting event	1.992***
Walking, hiking	2.380***
Sports, running, exercise	6.426***
Gardening, allotment	4.899***
Birdwatching, nature watching	5.060***
Computer games, iPhone games	2.568***
Hunting, fishing	3.679***
Other games, puzzles	2.461***
Gambling, betting	1.508**
Something else (version < 1.0.2)	-1.569***
Something else (version ≥ 1.0.2)	-3.465***
<b>Arts &amp; culture activities</b>	
Theatre, dance, concert	8.735***
Exhibition, museum, library	7.457***
Listening to music	3.518***
Reading	2.331***
Hobbies, arts, crafts	5.737***
Singing, performing	7.731***
<b>With whom</b>	
Spouse, partner, girl/boyfriend	3.676***
Children	0.787***
Other family members	0.781***
Colleagues, classmates	0.300*
Clients, customers	0.657
Friends	4.258***
Other people participant knows	0.599***



# Annex

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**Table A1. The 75 cultural institutions used in the analysis**

	Institution name	Art-form category
1	Arnolfini Gallery Ltd	PA
2	Aspex Visual Arts Trust	CA
3	Baltic Centre For Contemporary Arts	PA
4	Barbican Centre	PA
5	British Museum	PA
6	Chesterfield Library	PA
7	Cornerhouse	PA
8	De La Warr Pavilion	CA
9	Derby Quad Limited	VA

*Notes: Art-form categories are based on Arts Council England groupings. PA = Performing Arts; VA = Visual Arts; CA = Combined Arts; M = Museum; L = Library.*

PAUL DOLAN

# Happiness by Design

Finding pleasure  
and purpose in  
everyday life

"Bold and Original"  
Daniel Kahneman



Kahnemann's prologue:

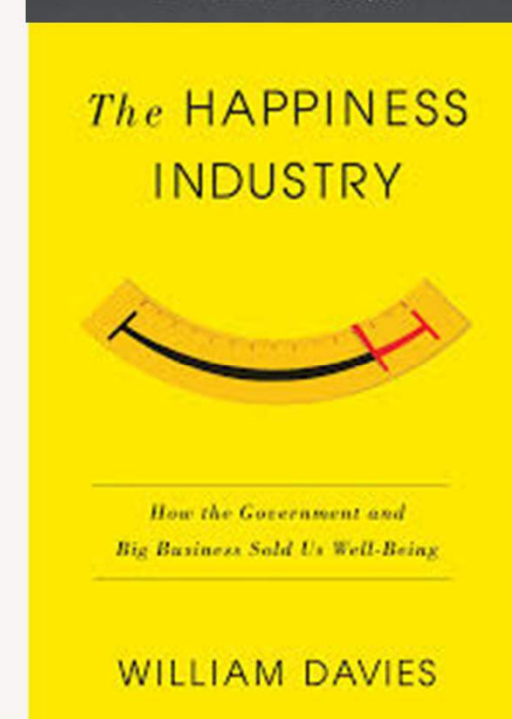
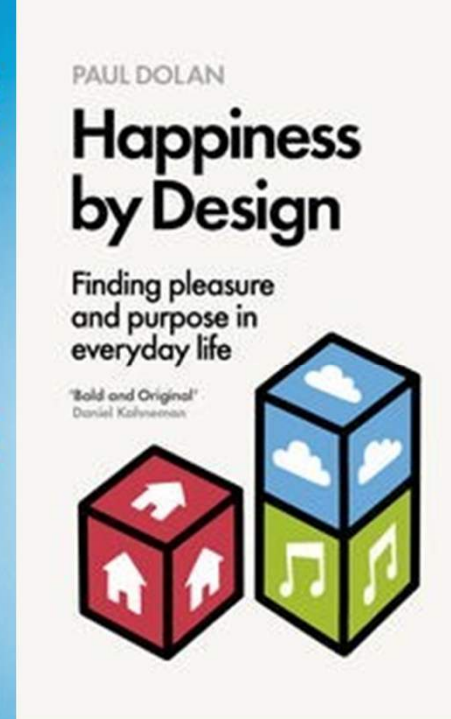
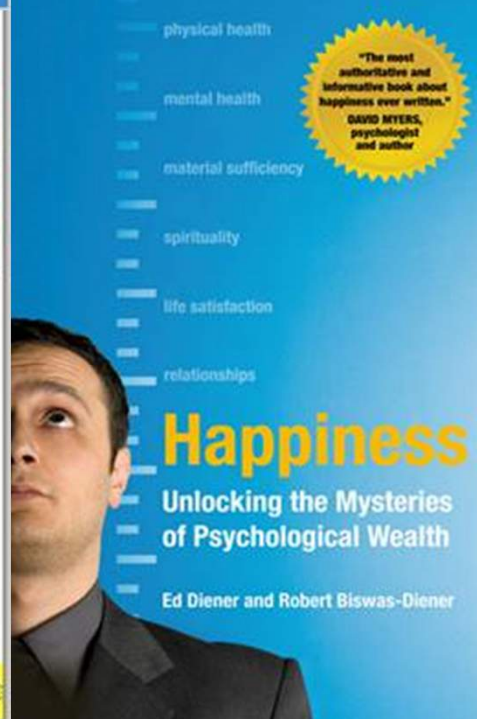
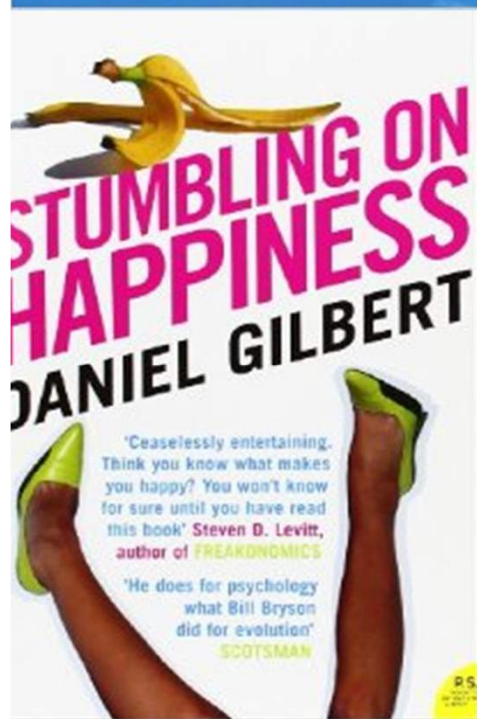
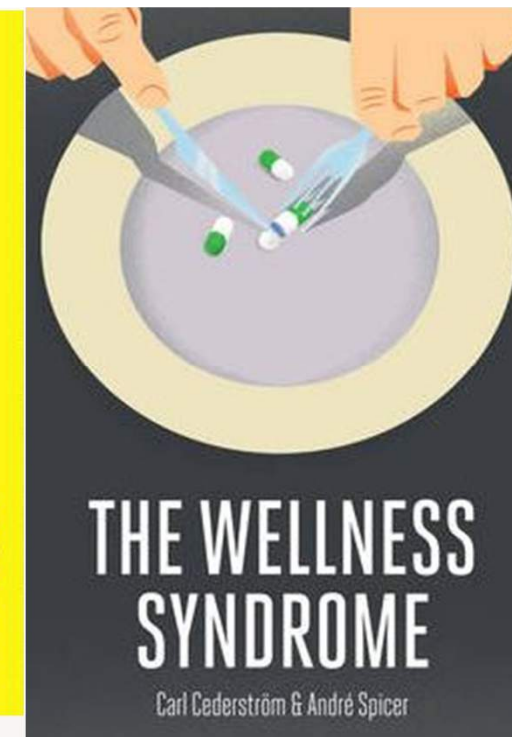
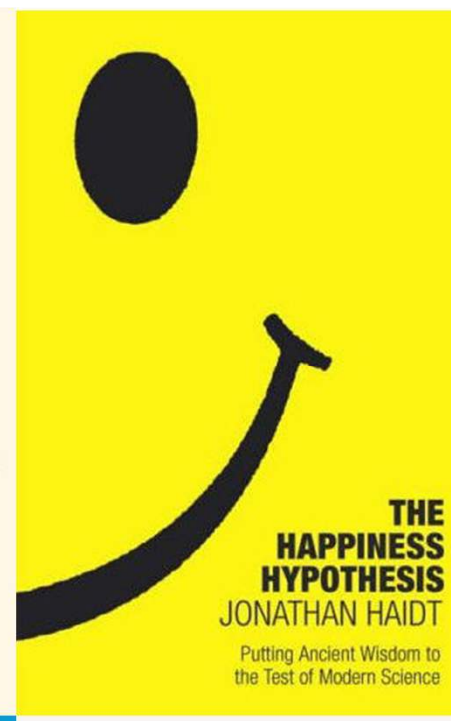
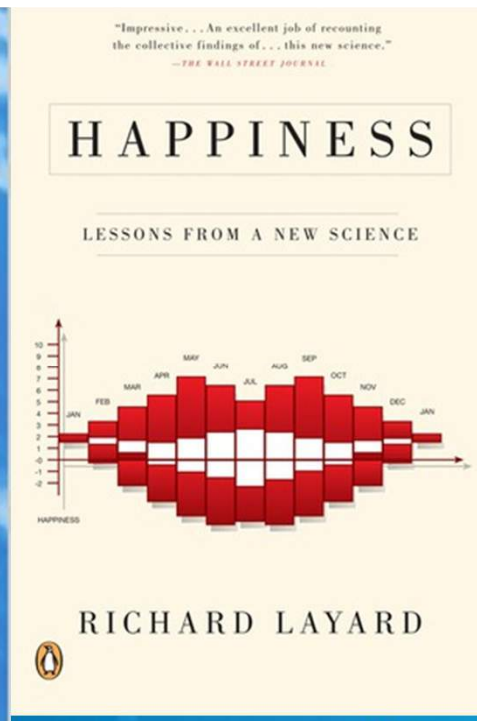
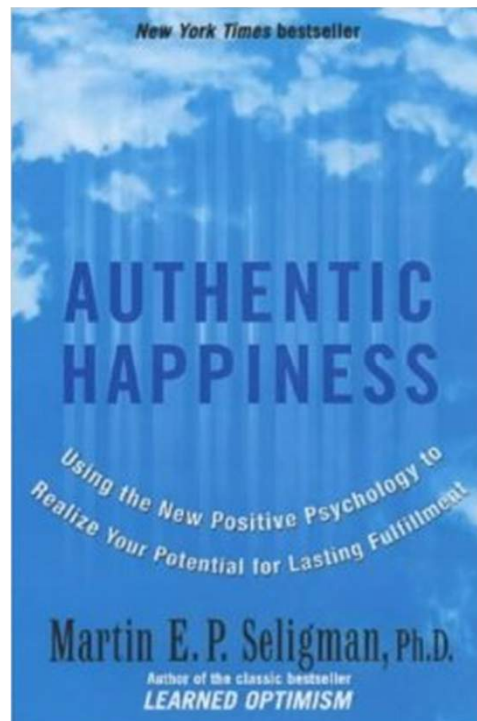
Meaningful and meaningless are experiences, not judgements...

Activities offer a subjective experience of purposefulness..

Volunteering offers sense of purpose that channel surfing lacks

"Paul Dolan is an optimist he is positive about his readers. He believes you can make your life both meaningful and pleasurable with deliberate choices about the environment you create for yourself and the aspects of life that **deserve attention**"





# THE CRAFTSMAN



Richard Sennett





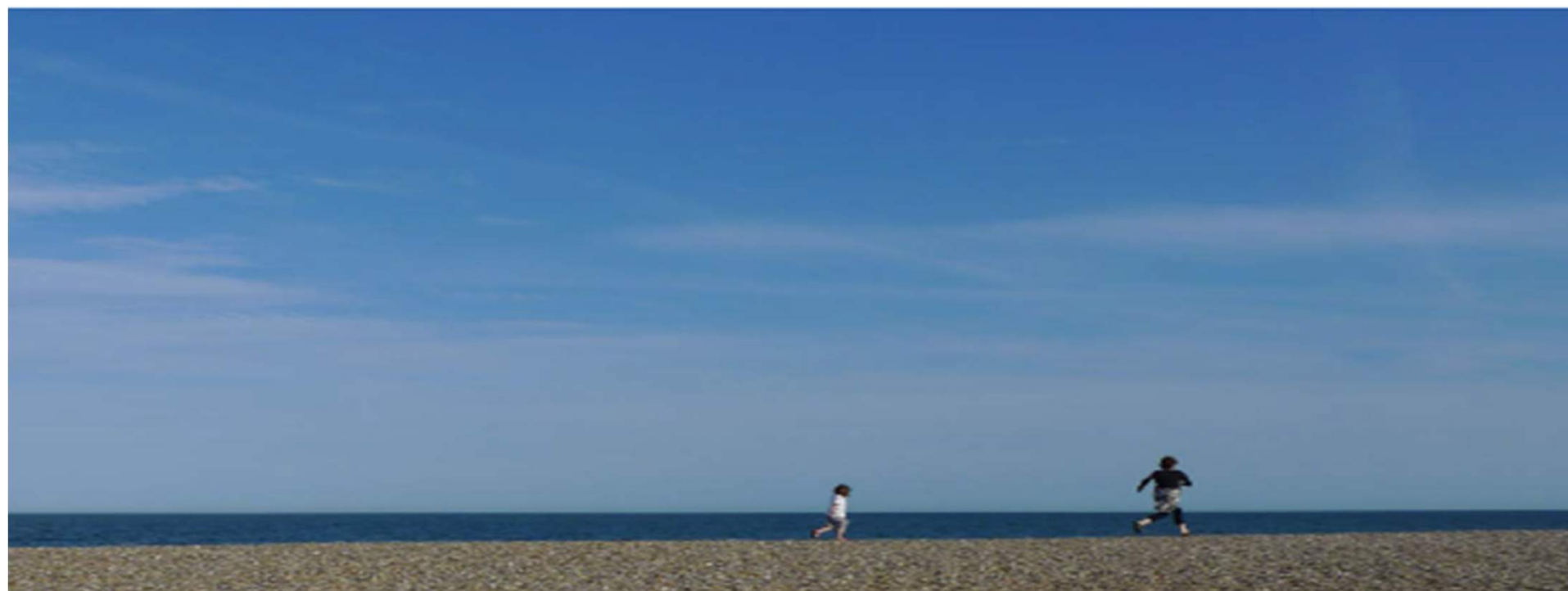


The  
Arts  
Are  
Good  
For Us



# Wellbeing in four policy areas

Report by the All-Party  
Parliamentary Group on  
Wellbeing Economics





**THE REAL**

**UNIVERSITY  
CHALLENGE**

?

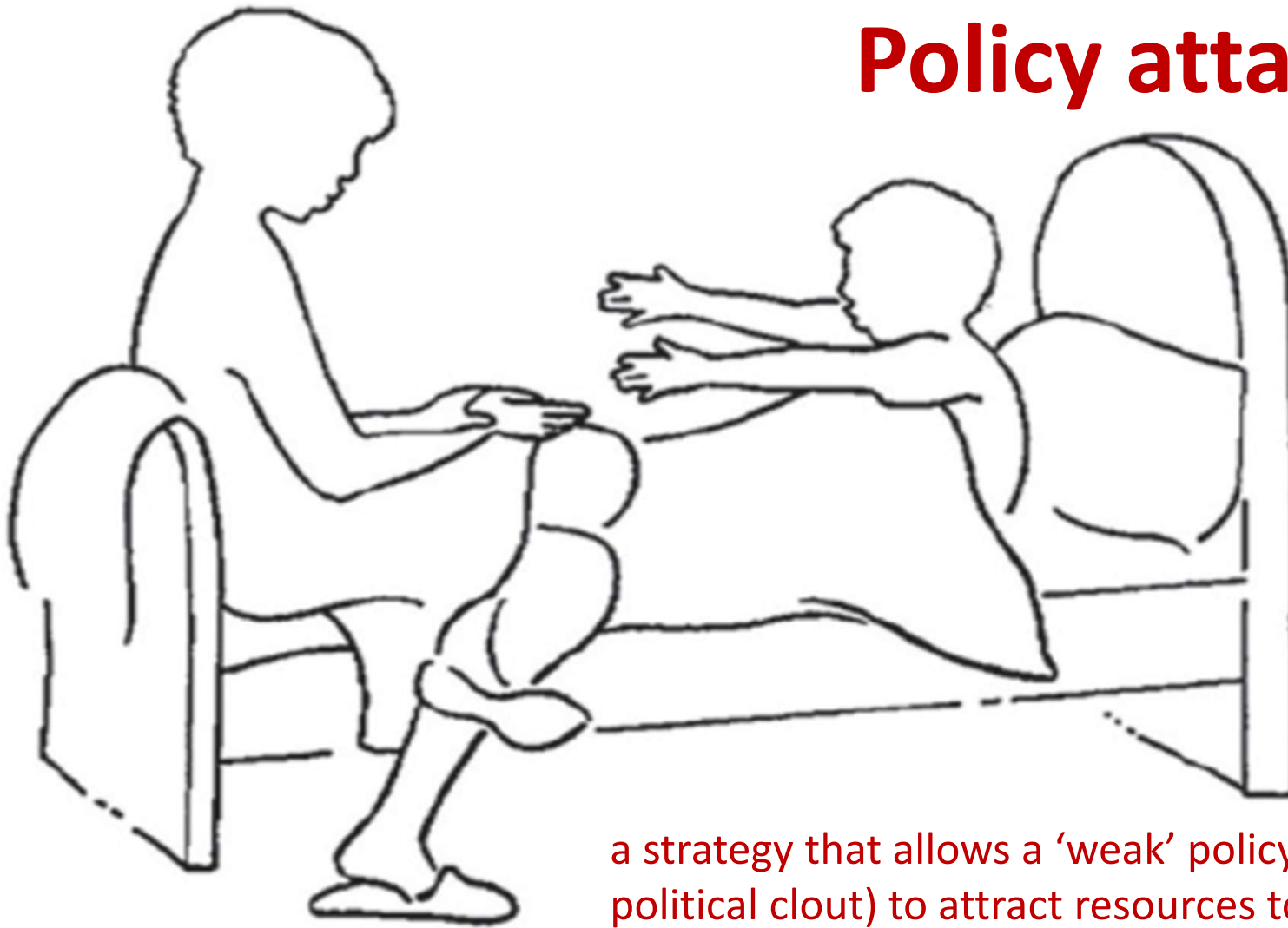


**VEGETABLE RIGHTS AND PEACE**

‘Who is this guy, Neil Liberalism  
– and why is everything his fault?’

# Policy attachment

Clive  
Gray



a strategy that allows a 'weak' policy sector (limited political clout) to attract resources to achieve its policy objectives.

The sector's 'attachment' to other policy concerns that appear more worthy

OR that occupy a more central position in the political discourse of the time