



PRESS RELEASE

Embargoed until 07.00 05 February 2021

Creativity Works is delighted to announce that Sarah James will be its new director. Sarah, who has been the director of the Arts Development Company for the past 3 years, will start her new role on the 22nd of March.

Creativity Works, an Arts and Health Charity based in Radstock who celebrates its 40th birthday this year, is very pleased to welcome Sarah to the organisation to further develop its work as an Arts Council England funded National Portfolio Organisation, and to guide its work in the field of socially engaged arts. The organisation runs high quality arts projects, increasing health and wellbeing for those living with mental health challenges, and from disadvantaged sectors of society.

Sarah, trained in the arts and has held director and senior management roles in internationally and nationally significant charitable arts, cultural organisations and social enterprises for the last 13 years.

Sarah's wealth of experience has focused around socially engaged practice; co-producing and increasing access to the arts and using creativity as a tool for improving health and wellbeing and boosting the life chances of some of our most marginalised communities.

Sarah says, "I'm so excited to take on the Director role at Creativity Works – it's a very well-respected organisation and will continue to play an essential role in supporting and improving people's wellbeing post Covid. I'm also looking forward to increasing and sustaining our support to artists right now and their key role in harnessing and celebrating everything that's positive in our communities."

Commenting on the appointment of Sarah James as the new Director, Trustee and Chair Michael Whitcroft said, 'We are thrilled that Sarah James will be joining us in March. Sarah comes with huge experience of socially engaged artistic practice and will, I am sure, help steer Creativity Works into a new and expanded stage of the charity's development.'

Creativity Works is commissioned by Virgin Care to run the Creative Links Support Service, which delivers a wide range of activities aimed at supporting wellbeing and mental health through creativity including creative writing, visual arts, journaling, and photography. All of which have been run online since the start of the pandemic in March 2020.

Creativity Works work in partnership with many other local organisations and oversee the running of two long standing projects: The Fresh Art@ Project with Bath Museums, Avon & Wiltshire Mental Health Partnership Trust and Bath Mind which explores museum collections to create and inspire artworks which are then donated back to the NHS to enliven clinical environments and My Time My Space working



with Children's Centre Services and Health Visitors to provide supportive creative sessions for women affected by peri-natal and post-natal depression or low mood.

Creativity Works also runs co|Create, a training and development programme for artists to discuss and deepen their practice in socially engaged arts.

For further information about these activities or the work of the organisation, please visit: www.creativityworks.org.uk

For more information, contact morwhenna@creativityworks.org.uk or Michael Whitcroft, Chair chair@creativityworks.org.uk

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Editors Notes:

- Creativity Works is an award-winning charity and socially engaged arts organisation based in Radstock, Bath and North East Somerset, delivering creative projects that make a real difference to people's lives.
- Creativity Works is funded by Arts Council England as a National Portfolio Organisation (NPO).
- The focus of our work is on Mental Health and Wellbeing with specific communities, including adults living with mental health challenges, vulnerable young people, elders and those living with dementia, adults with complex lifestyles and carers.
- We work with people of all ages and backgrounds who need support and inspiration. Our central aim is to use the power of the creative process to make a real difference to people's lives, to draw communities together and enable more people to access the arts.
- Working with professional artists & wellbeing specialists, we run creative projects and programmes & facilitate community events that inspire people to explore, develop & grow.
- Creativity Works has been working in Bath and North East Somerset for 40 years, developing a core of artists in a variety of disciplines.
- This year, 2021- Creativity Works celebrate 40 years [1981 – 2021]
- For more information on Creativity Works visit: www.creativityworks.org.uk