



# Think Creative

for Health for Education for Life



## Annual Review 2026-2029

# THINK CRE8TIVE GROUP CIC

## Annual Review 2025–2026

### Creative Health Through Singing

Improving Health, Wellbeing and Social Connection Through Evidence-Informed Singing Programmes

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# Welcome from the Chief Executive

As we reflect on the past year, we are proud of the difference that singing continues to make in the lives of the people we support.

Across Greater Manchester, participants have joined our sessions seeking friendship, confidence, wellbeing, purpose and connection. Many have experienced loneliness, long-term health conditions, caring responsibilities or barriers to community participation. Through singing, they have found welcoming spaces where they can connect, contribute and thrive.

This year has marked an important transition for Think Creative Group CIC.

While community singing remains at the heart of our work, we have increasingly focused on the role singing can play as a creative health intervention. We have begun developing structured programmes designed to support people living with frailty, heart conditions, lung conditions, dementia, Parkinson's, chronic pain, Long Covid and caring responsibilities.

We have strengthened partnerships, improved our evaluation processes and continued building the foundations for sustainable future growth.

Most importantly, we have continued to place people at the centre of everything we do.

Thank you to everyone who has been part of this journey.

Frances Turnbull  
Chief Executive Officer



# About Think Cre8tive Group CIC

Think Cre8tive Group CIC is an award-winning Community Interest Company using singing to improve health, wellbeing and social connection.

Our programmes combine singing, breathing exercises, gentle movement, creativity and social interaction to create supportive and inclusive environments where people can flourish.

We work with:

- Older adults
- People experiencing loneliness
- Carers
- Care home residents
- People living with long-term health conditions
- Community groups
- Health and wellbeing organisations

## Our Vision

A future where singing is recognised as an accessible, evidence-informed creative health intervention that helps people live healthier, happier and more connected lives.

## Our Mission

To improve health, wellbeing and social connection through high-quality singing programmes that are accessible, inclusive and evidence-informed.

# Our Year in Review

2025–2026 has been a year of growth, innovation and increasing recognition.

Highlights include:

- Delivery of weekly Singing Clubs across Bolton
- Continued community and care home engagement
- Development of structured health programme frameworks
- New partnerships with health and community organisations
- Launch of the Voices That Matter programme through GM Live Well
- Invitation to deliver a dedicated carers programme
- Expansion of social prescribing engagement
- Recognition through the LUXlife Community Impact Award

Throughout the year we have remained focused on creating welcoming opportunities for participation while strengthening the evidence base underpinning our work.



# Why Singing Matters

Singing is increasingly recognised as a valuable component of creative health.

Research suggests that singing may contribute to:

- Improved mood and wellbeing
- Increased social connection
- Reduced loneliness
- Greater confidence
- Better breathing awareness
- Enhanced cognitive stimulation
- Improved quality of life

For many participants, singing provides more than enjoyment. It creates routine, purpose, belonging and meaningful social interaction.

## Programmes Delivered

During 2025–2026 our work included:

### Weekly Singing Clubs

Accessible community singing groups supporting wellbeing and connection.

### Care Home Sessions

Bringing music, reminiscence and social interaction to residents.

### Community Events

Celebration performances and community engagement opportunities.

### Pilot Development

Designing evidence-informed programmes focused on specific health and wellbeing needs.

# Singing Clubs

Our weekly Singing Clubs continue to provide a welcoming environment for participants of all backgrounds and abilities.

Regular venues include:

## **Bolton Central Library**

Weekly sessions supporting social connection and wellbeing.

## **Age UK Farnworth**

Supporting older adults through regular participation and peer support.

## **Walmsley Parish Hall**

Creating opportunities for community engagement through singing.

Across all venues participants consistently report increased confidence, improved mood and stronger social connections.

# Care Home & Community Delivery

Our care home work remains an important part of our mission.

Sessions support:

- Social engagement
- Reminiscence
- Cognitive stimulation
- Emotional wellbeing
- Meaningful interaction

Residents, relatives and staff frequently describe the positive atmosphere created through shared singing experiences.

# Developing Health Programmes

One of the most significant developments this year has been the creation of structured programme frameworks designed to support people living with:

- Frailty
- Heart Conditions
- COPD and Lung Conditions
- Parkinson's
- Dementia
- Chronic Pain
- Long Covid
- Caring Responsibilities

These programmes build on our existing delivery model while incorporating condition-specific adaptations and evaluation methods.

This work positions TCG to contribute more directly to preventative health, social prescribing and community-based wellbeing pathways.



# Measuring Impact

We are committed to understanding and demonstrating the difference our programmes make.

Evaluation methods include:

- Attendance monitoring
- Participant questionnaires
- SWEMWBS wellbeing scales
- ONS4 wellbeing indicators
- Reflection forms
- Facilitator observations
- Case studies

These approaches help us understand both immediate and longer-term outcomes.



# Participant Story

## Finding Friendship Through Singing

After retiring and experiencing increasing isolation, a participant joined Singing Club after seeing a local advertisement.

Initially nervous and unsure, they gradually became a regular attendee.

They reported:

- Increased confidence
- Improved wellbeing
- New friendships
- Greater community participation

Today they are one of the group's most enthusiastic members and actively encourage others to attend.

## Voices That Matter

Through support from GM Live Well, we delivered the Voices That Matter programme.

The programme brought together people from diverse backgrounds, including older adults and people experiencing social isolation.

Participants reported:

- Feeling listened to
- Increased confidence
- Improved wellbeing
- Stronger social connections

The programme culminated in the Spring Sing community celebration event.

# Partnership Working

Partnership remains central to our approach.

During the year we collaborated with:

- Bolton Library and Museum Services
- Age UK Bolton
- Bolton Carers
- Social Prescribing Teams
- Community Organisations
- Volunteers
- Health and Wellbeing Networks

These relationships enable us to reach more people and maximise impact.

# Volunteers & Community Support

Volunteers play a vital role in supporting our programmes.

Their contribution includes:

- Welcoming participants
- Session support
- Refreshments
- Administrative assistance
- Peer encouragement

Their generosity helps create the warm and inclusive atmosphere that participants value.

# Recognition & Awards

## LUXlife Community Impact Award 2026

Non-Clinical Wellbeing Intervention of the Year – Northern England

This award recognises the impact of our work improving health and wellbeing through community-based singing.

# Organisational Development

During the year we strengthened our organisational foundations through:

- Governance development
- Policy review
- Evaluation improvements
- Strategic planning
- Partnership building
- Funding development
- Volunteer support systems

These investments position the organisation for sustainable future growth.

# Financial Overview

Income Sources:

- Grants
- Community funding
- Donations
- Programme income
- Partnerships

Expenditure Areas:

- Programme delivery
- Staffing
- Volunteer support
- Venue costs
- Resources and materials
- Governance and administration

# Financial Overview 2024–2025

## Investing in Health, Wellbeing and Community Connection

Think Cre8tive Group CIC is committed to ensuring that the majority of resources are directed towards programme delivery and community benefit.

During the year ended 28 February 2025, the organisation continued to deliver community singing programmes while investing in organisational infrastructure, governance and future development.

## Financial Highlights

### Total Income

**£23,448**

Generated through programme delivery, partnerships, grants, community projects and participant contributions.

### Direct Programme Delivery Investment

**£19,906**

Invested directly into session delivery through facilitator and subcontractor costs.

### Gross Surplus

**£3,542**

Representing a gross margin of:

**15.1%**

An increase from 9.0% in the previous financial year.

### Financial Stewardship

The organisation maintained careful control of expenditure while continuing to invest in participant services, governance and future growth.

## How Income Was Used

Our priority is to maximise community benefit by directing resources towards programme delivery and participant outcomes.

Area	Investment	Approx. % of Income
Direct Programme Delivery	£19,906	85%
Governance & Compliance	£1,656	7%
Digital Infrastructure & Systems	£822	4%
Insurance & Risk Management	£173	1%
Training & Professional Development	£125	<1%
Other Administration	£766	3%

*Percentages rounded for illustrative purposes.*

## Value for Money

**£23,448 invested in community impact supported:**

- ✓ Weekly Singing Clubs
- ✓ Community-based health and wellbeing activities
- ✓ Care home engagement
- ✓ Social connection opportunities
- ✓ Volunteer involvement
- ✓ Programme development
- ✓ Partnership building
- ✓ Organisational governance and compliance
- ✓ Evaluation and impact reporting
- ✓ Development of future health-focused singing programmes

# Our Approach to Financial Management

The Board of Directors is responsible for ensuring that organisational resources are used effectively and responsibly.

Financial management includes:

- ✓ Regular budget monitoring
- ✓ Independent accountancy support
- ✓ Appropriate financial controls
- ✓ Grant monitoring and reporting
- ✓ Risk management procedures
- ✓ Annual review of organisational priorities

These processes help ensure that funding is used efficiently and delivers maximum benefit to participants and communities.



# Building for the Future

During 2024–2025, Think Cre8tive Group CIC continued to strengthen the foundations for long-term sustainability.

Key areas of investment included:

## Programme Development

Developing new singing-based health and wellbeing programmes designed to support people living with long-term health conditions.

## Partnership Development

Strengthening relationships with community organisations, social prescribing services and health partners.

## Organisational Infrastructure

Improving governance, evaluation systems and operational processes to support future growth.

## Evidence & Impact

Strengthening the organisation’s ability to demonstrate measurable outcomes and community benefit.



# Looking Ahead

As demand for preventative, community-based wellbeing programmes continues to grow, Think Cre8tive Group CIC will continue to focus on:

- Expand weekly Singing Clubs
- Launch structured health programmes
- Strengthen evaluation and research
- Increase social prescribing referrals
- Develop facilitator training pathways
- Build national partnerships
- Explore international collaborations
- Create sustainable funding models

Our aim is to ensure that every pound invested contributes to healthier, happier and more connected communities. Our long-term ambition is to establish singing as a recognised and accessible component of creative health provision.

## Financial Summary

	2025
Income	£23,448
Direct Programme Delivery Costs	£19,906
Gross Surplus	£3,542
Gross Margin	15.1%

Think Cre8tive Group CIC remains committed to transparency, accountability and responsible stewardship of all resources entrusted to the organisation.

# Thank You

Everything we achieve is made possible through the collective efforts of participants, volunteers, partners, funders and supporters.

Together we are demonstrating that singing can do more than entertain.

It can connect communities, improve wellbeing and support healthier lives.

Thank you for helping us create a future where everyone has the opportunity to experience the benefits of singing.

Think Cre8tive Group CIC

Creative Health Through Singing

[www.thinkcre8tivegroup.com](http://www.thinkcre8tivegroup.com)

