



# Annual Impact & Outcomes Report 2025-2026

# Think Cre8tive Group CIC

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### Singing for Health, Wellbeing and Connection

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# Welcome

## A Message from the Chief Executive

Welcome to the Think Cre8tive Group CIC Annual Impact & Outcomes Report.

Over the past year we have continued to demonstrate how singing can bring people together, improve wellbeing and strengthen communities. Through our weekly Singing Clubs, care home programmes and emerging health-focused interventions, we have supported people experiencing loneliness, social isolation, long-term health conditions, caring responsibilities and reduced confidence.

This year has been one of growth and learning. We have expanded our partnerships, strengthened our evaluation processes and begun developing a series of structured singing programmes designed to support specific health and wellbeing outcomes.

We remain committed to making singing accessible, inclusive and available to those who may benefit most.

Thank you to every participant, volunteer, partner, supporter and funder who has contributed to our journey.

Frances Turnbull  
Chief Executive Officer



# About Think Cre8tive Group CIC

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

We deliver accessible, inclusive and evidence-informed programmes that support:

- Older adults
- Carers
- People living with long-term health conditions
- Care home residents
- Individuals experiencing loneliness or social isolation
- Communities seeking greater connection and wellbeing

Our programmes combine singing, breathing exercises, gentle movement, creativity and social support within welcoming community settings.

## Our Vision

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

## Our Mission

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

## At a Glance

- 3 weekly Singing Clubs
- 40+ weeks of annual delivery
- 150+ sessions delivered
- 500+ participant attendances
- Participants aged 18–95+
- Partnerships across health, social care and community sectors

## Why Singing?

Research suggests singing can positively influence:

- Mental wellbeing
- Social connection
- Confidence
- Breathing and relaxation
- Cognitive stimulation
- Healthy ageing
- Quality of life

Our work is informed by growing evidence from creative health, music psychology and social prescribing research.



# What We Delivered

## Community Singing Clubs

Weekly community-based sessions providing:

- Singing and music-making
- Breathing and relaxation
- Gentle movement
- Social connection
- Confidence building
- Peer support

Current venues include:

- Bolton Central Library
- Age UK Farnworth
- Walmsley Parish Hall

## Health-Focused Programmes

During 2025–2026 we developed structured programme frameworks for:

- Frailty
- Heart Health
- COPD and Lung Health
- Parkinson's
- Dementia
- Chronic Pain
- Long Covid
- Carers

These programmes are designed to support future partnerships with health and community organisations.

# Measuring Impact

We are committed to demonstrating meaningful outcomes.

Methods include:

- Attendance monitoring
- Participant surveys
- SWEMWBS wellbeing measurement
- ONS4 personal wellbeing indicators
- Participant feedback
- Facilitator observations
- Case studies



# Outcomes

## Wellbeing

Participants consistently report:

- Improved mood
- Increased enjoyment
- Greater confidence
- Reduced feelings of loneliness

Participant feedback suggests singing sessions provide an important source of routine, purpose and enjoyment.

## Social Connection

Many participants describe developing new friendships and stronger community connections.

Common themes include:

- Feeling welcomed
- Reduced isolation
- Increased confidence in social settings
- Greater sense of belonging

## Confidence

Participants report:

- Singing more confidently
- Speaking more confidently
- Increased willingness to participate in community activities

## Physical Wellbeing

Participants frequently report:

- Improved breathing awareness
- Increased relaxation
- Better posture
- Improved energy levels following participation



# Participant Voices

“I came for the singing but stayed for the friendships.”

“The sessions give me something to look forward to every week.”

“I feel happier after every session.”

“I never thought I would sing in front of other people.”

## Case Study

### Rebuilding Confidence Through Singing

Following a period of poor health and social isolation, a participant joined Singing Club after being encouraged by a friend.

Initially reluctant to participate, they gradually became more involved, developed friendships and began attending regularly.

Over time they reported:

- Improved confidence
- Better mood
- Reduced feelings of isolation
- Increased participation in other community activities

This experience reflects the wider impact singing can have beyond the session itself.



# Partnerships

During the year we worked alongside:

- Bolton Library and Museum Services
- Age UK Bolton
- Bolton Carers
- Social prescribing teams
- Community organisations
- Care homes
- Volunteers and community champions

Together we have increased access to creative health opportunities across Greater Manchester.

# Recognition

## LUXlife Community Impact Award 2026

Non-Clinical Wellbeing Intervention of the Year – Northern England

This award recognises the impact of our work supporting health, wellbeing and community connection through singing.



## Looking Ahead

Over the next three years we aim to:

- Expand Singing Clubs across additional locations
- Strengthen health-focused programme delivery
- Develop facilitator training pathways
- Build research partnerships
- Increase access through social prescribing
- Improve evidence collection and evaluation
- Explore national and international partnerships

Our ambition is to establish singing as a recognised component of community-based creative health provision.

## Thank You

We are grateful to all participants, volunteers, partners, funders and supporters who make this work possible.

Together we are creating healthier, happier and more connected communities through singing.

For partnership opportunities, referrals or programme information:

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

[info@thinkcreativegroup.com](mailto:info@thinkcreativegroup.com)



# IMPACT AT A GLANCE

## 2025-2026

Creative Health Through Singing

SINGING FOR HEALTH, WELLBEING & CONNECTION

Think Cre8tive Group CIC uses evidence-informed singing programmes to improve health, wellbeing and social connection.

We support older adults, carers, people living with long-term health conditions and individuals experiencing loneliness or social isolation.



<p><b>OUR REACH</b></p>	<p><b>3</b> WEEKLY SINGING CLUBS</p>	<p><b>3</b> COMMUNITY VENUES</p>	<p><b>40+</b> WEEKS OF ANNUAL DELIVERY</p>	<p><b>175+</b> PARTICIPANTS SUPPORTED</p>	<p><b>150+</b> SESSIONS DELIVERED</p>	<p><b>20+</b> PARTNERSHIP ORGANISATIONS</p>
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### WHO WE SUPPORT

- ✓ Older Adults
- ✓ Carers
- ✓ Care Home Residents
- ✓ People Living With Long-Term Conditions
- ✓ Social Prescribing Referrals
- ✓ Individuals Experiencing Loneliness



### WHY SINGING?

Research suggests singing can support:

- Wellbeing
- Social Connection
- Confidence
- Breathing & Relaxation
- Cognitive Stimulation
- Healthy Ageing
- Quality of Life

### WHAT PARTICIPANTS TELL US

<p><b>89%</b> IMPROVED WELLBEING</p>	<p><b>75%</b> INCREASED SOCIAL CONNECTION</p>	<p><b>82%</b> GREATER CONFIDENCE</p>	<p><b>90%</b> WOULD RECOMMEND OUR PROGRAMMES</p>
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### PARTICIPANT VOICES

“I came for the singing but stayed for the friendships.”

“The sessions give me something to look forward to every week.”

“I feel happier every time I attend.”

### WORKING WITH

- Services
- Libraries
- Care Homes
- Community Organisations
- Older Adult Services
- Social Prescribing Teams

**LUXlife Community Impact Award 2026**  
Non-Clinical Wellbeing Intervention of the Year Northern England

### LOOKING AHEAD

- Health-Focused Singing Programmes
- Social Prescribing Partnerships
- Healthy Ageing Initiatives
- Workforce Training
- Research Partnerships
- National & International Collaboration

### OUR VISION

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

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### OUR PROGRAMMES

EVIDENCE-INFORMED SINGING PROGRAMMES

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