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# Sing and Breathe Wiltshire

2017-2025 The story so far...

Sounds Better CIC - October 2025

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S O U N D S

B E T T E R

music for wellbeing



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## Who are Sounds Better CIC?

### Background

Sounds Better CIC was established in 2016 by three community musicians committed to improving lives through music. They are Chris Cook, Kevin Plummer and Liv McLennan, who met at Goldsmith's College while training to be community musicians. Originally operating solely in London, the subsequent relocation of co-directors has opened up opportunities in Wiltshire and the south west.

Sounds Better are passionate about the power of participatory music to enable change within individuals, institutions and in relationships between people.

Our work focuses on four main areas:

- people with long term health conditions (particularly, but not limited to, dementia, lung conditions and Parkinson's)
- people with learning disabilities
- intergenerational music-making, particularly through research
- training other community musicians and people who wish to incorporate participatory music-making into their work

Our ethos is about empowerment of marginalised people, through and with music.

### Sounds Better CIC and singing for lung health

Co-director, Liv McLennan, successfully applied to be part of the British Lung Foundation (BLF) singing leader training in 2017 and has since gone on to establish the Sing and Breathe Wiltshire programme in south Wiltshire.

Although well-versed in community music, creative health and dementia, lung health was new to Sounds Better in 2017. Since then, Liv has completed many hours of CPD (professional development) in respiratory conditions and vocal health, also becoming a Vocal Health First Aider in 2021. Since 2020, the team has grown to include three highly-skilled 'Singing for Lung Health' leaders, all trained with either Asthma and Lung UK (formerly BLF), or The Musical Breath. We are the only organisation in Wiltshire to our knowledge that currently delivers singing for lung health.

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# What is Sing and Breathe Wiltshire?

## Background

Sing and Breathe Wiltshire is the singing for lung health and chronic breathlessness project for Wiltshire. It was established in 2017 after Sounds Better Co-Director, Liv McLennan attended the two-day singing leader training with the British Lung Foundation (now Asthma + Lung UK). The training is now offered by The Musical Breath. There are over 300 singing leaders trained in this approach and over 100 groups active in the UK as of 2025.

Singing for Lung Health is:

***“a group-based arts in health intervention with the goal of improving the quality of life of people with a chronic lung condition, as well as providing tools for the self-management of breathlessness<sup>1</sup>”***



**Pictures in order: Love Your Lungs event; Sounds Better groups performing at St Thomas's Christmas Tree Festival; Salisbury Breathless Singers rehearsal**

Singing for Lung Health is

- a **specific singing approach**, incorporating
  - ✓ elements of The Accent Method
  - ✓ relaxation
  - ✓ body and voice work
  - ✓ singing and voice exercises
- a **whole-body approach** that has been shown to bring many benefits for participants, including

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<sup>1</sup> <https://www.themusicalbreath.com/singing-for-lung-health/>

- ✓ physical functioning
- ✓ aspects of breathing, anxiety and depression
  - ➡ (see, for example, Bonhila et al. 2009<sup>2</sup>, Gick and Daugherty, 2015<sup>3</sup>, Lord et al. 2010<sup>4</sup>)
- ✓ participant perception of breathlessness
- ✓ improvements in knowledge of breathing/breath control
  - ➡ (see, for example, Lord et al. 2012<sup>5</sup>, Skingley et al. 2013<sup>6</sup>)

For a more detailed systematic review of the research literature and consensus statement, see Lewis et al, 2016<sup>7</sup>.

## Singing for Lung Health in Wiltshire

In Wiltshire, Singing for Lung Health began as a weekly session in Salisbury for anyone with a lung condition. While its core aims have remained the same, the programme has expanded since the COVID-19 pandemic to also support people with chronic breathlessness due to other causes, including long COVID.

In addition to the weekly group model, Sounds Better have developed a six-week introductory course for people either newly diagnosed with a lung condition or chronic breathlessness, or new to singing for lung health. This was initially established as a way of

a) promoting the weekly group without people feeling they need to sign up to a long term commitment

b) introducing people to the specific approach used in singing for lung health (and thus managing expectations around the intervention)

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<sup>2</sup> <https://pubmed.ncbi.nlm.nih.gov/19436683/>

<sup>3</sup> <https://www.mmd.iammonline.com/index.php/musmed/article/view/429>

<sup>4</sup> <https://pubmed.ncbi.nlm.nih.gov/20682030/>

<sup>5</sup> <https://pubmed.ncbi.nlm.nih.gov/23145504/>

<sup>6</sup> <https://www.tandfonline.com/doi/abs/10.1080/17533015.2013.840853>

<sup>7</sup> <https://pubmed.ncbi.nlm.nih.gov/27906158/>

c) reaching people in other areas of the city that would not necessarily choose to attend our regular meeting place.

The course model has been running since 2018.

In 2022, with additional training from Breathchamps, Sounds Better and Parish Nurse Rose Maylin piloted a singing, storytelling and craft group for childhood asthma in two schools in Salisbury called “Sing and Breathe Academy’. We have developed resources and session ideas, and would like to pilot more of these projects in future, if the opportunity arises.

In 2025, Sing and Breathe Wiltshire includes introductory courses as well as regular, weekly ‘maintenance groups’ for people living with lung conditions and chronic breathlessness in Wiltshire (and beyond, if able to access us online). The current context will be expanded on later in the report.

## **Objectives of Sing and Breathe Wiltshire**

These objectives have been developed and honed over several years, and agreed by the recently-established Sing and Breathe Steering Group. It is our aim to review and refresh them at least every 2 years. These are the changes we are hoping to see in participants in Sing and Breathe Wiltshire as well as increasing awareness of singing for health in general in the wider community.

- Increased self-management of breathlessness for individuals
- Increased peer support through attendance at the courses and maintenance groups
- Increased knowledge and awareness of other services available to participants through signposting
- Increased awareness in other local organisations and health services of the benefits of singing for lung health as a specific approach
- Increased awareness of the work of Sounds Better CIC, placing them as the ‘go-to’ music in health community organisation in Wiltshire

## Who funds Sing and Breathe Wiltshire?

The Sing and Breathe project has been privileged to receive funding and support from a variety of places over the years. Some of the support has been in-kind, some direct commissions and some through grant-based funding. Financial contributions from members are encouraged, and very much welcomed; however, we operate a 'pay what you can' system to enable people to match their contribution to their financial means. We do not exclude anyone on a financial basis and are proud to be able to support the whole community, regardless of socio-economic status.

Supporters over the years have included:

- Arthur Clarke Community Fund
- British Lung Foundation/Asthma + Lung UK
- Co-op Local Causes grants
- European Lung Foundation/Healthy Lungs for Life
- Healthwatch Wiltshire
- Parish Nursing/Grace Church Salisbury
- Persimmon Community Fund
- Postcode Community Trust
- Postcode Local Trust
- Private benefactors
- Rayne Foundation
- Salisbury City Council
- Tesco Community Grants and Tesco Community Champions
- The National Lottery Community Fund
- Wiltshire Community Foundation
- Wiltshire Council Area Boards
- Wiltshire Music Connect

Additional support through interviews and articles has come from:

- BBC Wiltshire
- Radio Odstock
- Salisbury and Avon Gazette
- Salisbury Journal



- Salisbury Radio
- That's TV
- The New Valley News

Sounds Better owes its impact to the generous support of our funders and champions. Without you, our work to improve the health of people with lung conditions and chronic breathlessness would not be possible.



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## What does Singing for Lung Health look like in Wiltshire in 2025?

Singing for Lung Health in Wiltshire is a mixture of regular groups, 6-week introductory courses, pop-up awareness events and a project steering group.

### **The Salisbury Breathless Singers**

Meet weekly on Tuesdays during term time in Wilton, 2:15-3:15pm. They are led by Frankie Simpkins who completed her training with The Musical Breath in 2020. This group was established in 2017 and is the founding singing for lung health group in south Wiltshire. The Salisbury Breathless Singers also offer online attendance to those who cannot physically attend in Wilton. There is an average of 12-15 attendees each week, with many more who participate on a more ad hoc basis.

### **Mere Harmony for Health**

Meet weekly on Thursdays in Mere, 11am-12pm. They are led by Paula Fleming who completed her training with The Musical Breath in 2021. This group was established in 2024 with seed funding from Asthma + Lung UK, Wiltshire Council South West Wiltshire Area Board and Mere Lecture Hall Trust. There is an average of 15 attendees each week and a wide range of ages.

### **6-week Introductory courses**

These take place 2-3 times a year (where funding allows), mainly in the Bemerton Heath Centre in Salisbury. We limit numbers to a maximum of 12, although on average 6-10 will attend at a time. There is an online option to attend, and this also enables us to invite guest speakers occasionally. These courses are delivered in conjunction with Rose Maylin, the Parish Nurse for the Salisbury area. She has extensive experience in different settings, including nursing in prisons and general practice, as well as delivering clinics in COPD/Asthma and other long term health conditions. Many attendees of our courses and groups also attend the Respiratory Support Group which is facilitated by Rose.

### ***‘Love your Lungs’ pop-up awareness events***

After the success of our online ‘Love Your Lungs’ week in 2021, we have trialled pop-up events in community centres in the Salisbury area. These have reached many new people interested in how to support their lung health as well as related areas of health and wellbeing. We prefer to work in partnership with other organisations to offer these opportunities.



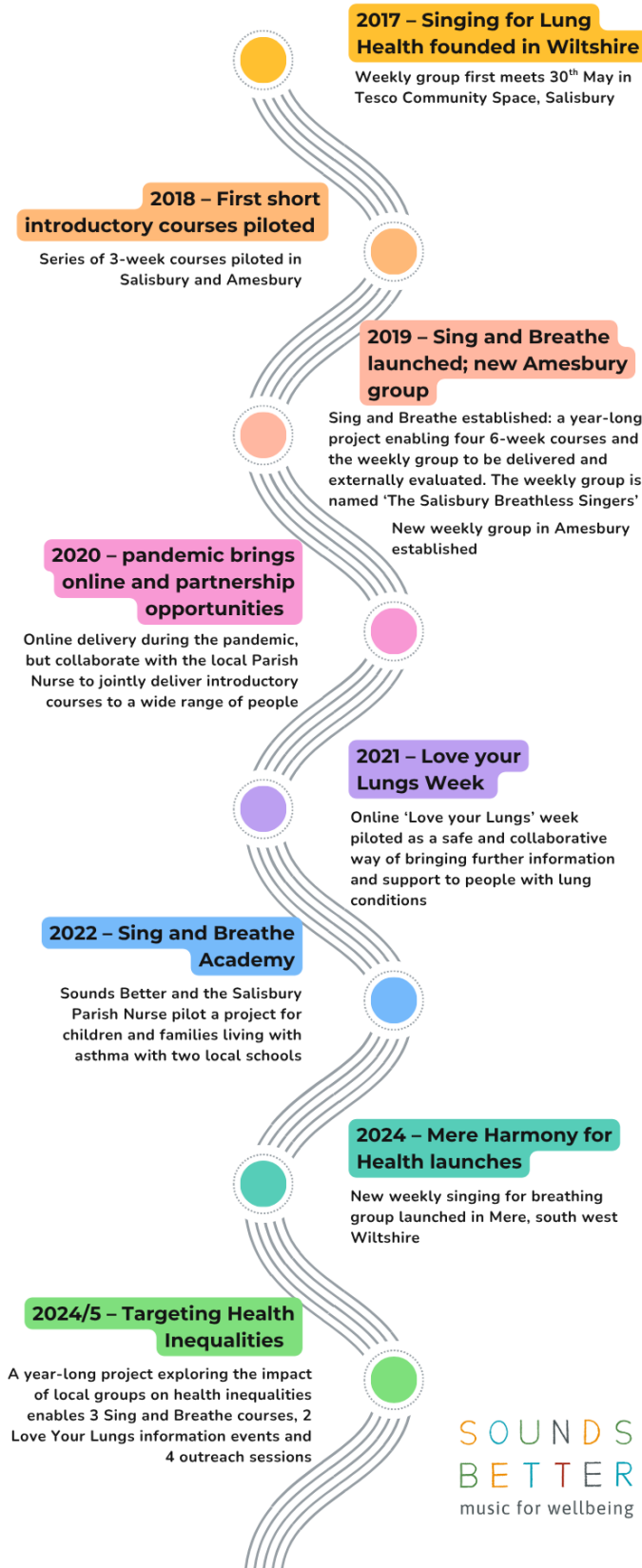
### **The Sing and Breathe Steering Group**

We established a Sing and Breathe Steering Group in 2025, which was enabled by the Targeting Health Inequalities project funding. Representatives from the local groups and healthcare professionals help to steer the direction of the project and ensure we are meeting our intended outcomes. They offer ideas and support as well as acting as a conduit for members’ views.



# Timeline

## Sing and Breathe Wiltshire



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## Impact of Sing and Breathe

### From Pilot Project to Lasting Impact: The Impact of Singing for Lung Health in Wiltshire

Our Singing for Lung Health initiative has evolved significantly since its inception, growing from a localised pilot project in Salisbury into a core service with a proven track record. This journey, documented through comprehensive evaluations over several years, demonstrates a consistent and deepening impact on the lives of people with respiratory conditions, breathlessness and latterly long covid, across Wiltshire and beyond.

#### 2019–2020: The Sing and Breathe Salisbury (SABS) Pilot Project

Our externally evaluated work began with the year-long Sing and Breathe Salisbury (SABS) pilot project, a partnership with the Friends of Salisbury Medical Practice, designed to support people with lung conditions to better manage their breath through singing. The project consisted of 6-week introductory courses, an ongoing 'Salisbury Breathless Singers' group, and outreach sessions.

Even in this early phase, the impact was clear. The 2020 evaluation concluded that the project's aims were strongly achieved for those who took part.

- **Initial Engagement:** The project reached 32 introductory course participants and 16 ongoing 'Breathless Singers' members. Outreach sessions were highly successful, reaching 212 people by March 2020, far exceeding the target of 120
- **Early Evidence of Health Benefits:** The evaluation, based on participants' self-reporting, captured profound changes. People spoke of techniques like "belly breathing" as being a "revelation" and "life-changing". Some offered unsolicited clinical feedback, noting that their peak flow had increased and their use of reliever inhalers had reduced
- **Participant feedback:** The power of the programme was evident in participant testimonials from this period:  
*"I have two inhalers... I have one for any acute situation... I have not used it since I started this. I haven't had to use it."*

*"I think it's been the most helpful thing that I've ever actually had suggested, done, or been supported with, because it's helped me with my breathing."*

- **The Challenge of COVID-19:** The pandemic forced a rapid pivot to online delivery for the second half of the project. While this ensured continuity and even expanded geographical reach both nationally and internationally, it highlighted the superior social benefits of face-to-face groups, as evidenced in our 2019/20 external evaluation report of the Sing and Breathe Salisbury project.

The SABS pilot provided a robust evidence base, confirming that Singing for Lung Health in Wiltshire is an extremely effective non-clinical intervention for motivated individuals. It also highlighted the crucial role of the singing leader, whose skill and kindness were repeatedly praised by participants and healthcare professionals alike.

## **2024–2025: Expanding Our Reach and Deepening Our Impact (Targeting Health Inequalities project)**

Building on the success of the pilot Sing and Breathe Salisbury project, we secured funding from Targeting Health Inequalities (THI) fund at Wiltshire Community Foundation to continue and expand this work. This phase focused on addressing health inequalities in CORE20 areas in Wiltshire, which enabled Sounds Better to focus on continuing its work in **Bemerton Heath** in **Salisbury**. We also used the funding opportunity to reflect on and develop our organisational processes.

- **Quantitative Insights:**
  - The project in Bemerton Heath reached **74 people**, with **50** of them being new to Sounds Better.
  - **Three** 6-week courses delivered
  - **Two** 'Love Your Lungs' awareness events
  - We enhanced our data collection, using validated tools to measure impact.
    - **Clinical Scores:** Improvements were observed in **3 of the 8 CAT (COPD Assessment Test) score domains**, particularly relating to breathlessness, and a minor overall improvement was seen in the **MRC**

**Breathlessness Scale.** The **EuroQoL** tool also showed improvements in self-assessed health.

- **Strengthening Community and Systems:** This period saw a concerted effort to build sustainable support networks. We established a **Steering Group**, created a comprehensive **signposting document**, and saw several participants join the local **Respiratory Support Group**. Our work was recognised with a direct commission for **two further courses** from Salisbury City Council/Bemerton Heath Centre.
- **Participant Voices from the project:** The feedback continued to reinforce the Sing and Breathe programme's value:

*"I got so much out of it, learning so much but also feeling part of something... it really builds confidence in knowing how to help myself with breath, but also social"*

*"Didn't feel so 'different' being with others also breathless"*

## **2025: Current Impact Snapshot (Asthma + Lung UK Surveys - Salisbury & Mere regular groups)**

Our most recent surveys from the established groups in Salisbury (Salisbury Breathless Singers) and Mere (Mere Harmony for Health) provide a current snapshot of the long-term benefits and sustained impact of our work. The feedback overwhelmingly demonstrates that participants continue to experience significant improvements in breath management, wellbeing, and social connection.

- **Effectiveness Rating:** When asked to rate the effectiveness of singing for lung health and wellbeing (on a scale of 1 to 10), participants consistently gave high scores. The average score was **9.2**, with **5 participants giving a perfect 10**.
- **Sustained Daily Life Changes:** Participants who have been attending for over a year report profound and lasting changes:

*"I don't get so breathless walking and going upstairs etc as I'm aware of my breathing now."*

*"I can be more active and take more exercise without noticing breathlessness."*

*"My walking has improved, I don't have so many exacerbations."*

*"When I get out of breath I can get back to normal more quickly by using the breath control I learned."*

- **Enhanced Self-Awareness and Confidence:** The programme has empowered individuals to feel more in control of their condition and more confident in their daily lives.

*"I feel more in control."*

*"I can better take control. Also, I am not the only one with this sort of problem."*

*"I now feel confident enough to sing out loud."*

*"Joining a group with similar conditions makes you feel less isolated."*

In addition, members of the singing for lung health groups have participated in joint concerts for local charitable events, namely the St Thomas's Christmas Tree Festival (annually from 2023) and the Walk for Wards event in 2025. These events saw all of the Sounds Better groups combine to perform publicly, which was never the initial intention for our work. However, the joy and quality of music-making has seen members' confidence and self-esteem grow enough to enable them to want to perform on a regular basis. This in itself, as a creative and musical act, shows the incredible impact that Sing and Breathe has had on its members.

From a small, localised weekly group, an expansion pilot project in 2019 to established, thriving groups in 2025, our journey demonstrates a clear, chronological progression of success. We have not only sustained our impact but have deepened it, using data and feedback to refine our model and prove that singing is a powerful, effective, and joyful tool for improving lung health and building resilient communities.

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## What do our members have to say?

### ***Sarah: “From the start of the end to a new chapter”***



Sarah is a resident of the Salisbury area in her mid-50s and has seen a significant impact on her physical health and emotional wellbeing since joining the Sing and Breathe project.

As a lifelong asthmatic, Sarah's health declined considerably following a hospitalisation for pneumonia, which led to diagnoses of bronchiectasis and chronic respiratory failure (type 2), requiring the use of supplementary oxygen. This rapid change in her health status significantly impacted her confidence, daily activities, and general outlook.

### ***Sarah's initial situation and challenges***

Prior to engaging with the programme, Sarah's daily activities were severely limited by breathlessness. Simple tasks such as dressing became a considerable effort, and she was unable to play actively with her grandchildren. This physical limitation contributed to feelings of anxiety and social withdrawal, as she was concerned about how others might perceive her breathlessness in public.

Following her diagnosis, Sarah described her outlook as "very down" and her anxiety as "awful." A particularly disheartening prognosis led her to feel that this was "the start of the end," creating a sense of hopelessness. This was compounded by a tendency towards shallow, rapid breathing patterns, which worsened both her physical symptoms and feelings of anxiety.

## *The turning point: discovering singing for lung health*

On the recommendation of a respiratory nurse, Sarah attended a Sing and Breathe introductory course run by Sounds Better CIC. Following this she joined the weekly Singing for Lung Health group in Salisbury and also the local Respiratory Support Group. Initially sceptical, she found the programme was a structured intervention focused on breath control and peer support. The key components that particularly appealed to Sarah included:

- **Specialised breathing techniques:** Sessions incorporated essential breathing exercises, such as ratio breathing (e.g., breathing in for a count of three and out for six), to improve breath control and stamina
- **Professional support:** The introductory course was supported by a local healthcare professional Parish Nurse Rose Maylin, who provided clinical guidance and reassurance
- **A welcoming community:** The group was composed of individuals with similar lived experiences, creating a non-judgmental and friendly environment
- **Focus on holistic wellbeing:** Support extended beyond the sessions, with the Respiratory Support Group offering supplementary talks from professionals such as pharmacists, health coaches and financial inclusion specialists
- **Flexible and accessible model:** With sessions offered both in-person and online, Sarah could continue to attend even if she was unable to travel, or too ill to attend in person

## *Outcomes and impact*

Sarah's participation in the programme resulted in significant positive changes.

- **Improvements to Physical Health:**

A key insight for Sarah was when she noticed, "I wasn't actually breathing as well as I could." Through the programme, she learned to manage her breathing more effectively, using the techniques to regulate feelings of panic and improve her lung function. The singing exercises acted as a form of physiotherapy, helping her to build stamina for daily activities like shopping, which had previously been impossible. She also noted an improved ability to sustain notes while singing, a clear indicator of enhanced breath control.



- **Improvements to Emotional Wellbeing:**

Sarah describes herself now as "mentally more alive." Her confidence has grown to the extent that she now feels comfortable being photographed, and willingly participated in the interview for this case study! The 'ratio breathing' technique became a practical tool for managing moments of anxiety; by concentrating on the count, she could interrupt anxious thought patterns and regain control of her breathing. Crucially, the programme helped reframe her perspective. The initial feeling that she was at "the start of the end" has been replaced by a firm belief that this is "the start of a new chapter in my life and I'm having fun."

- **Building Connections and Community:**

The group provided a powerful sense of peer support. Sarah found the environment to be "really friendly and welcoming," and she connected with others who had a shared understanding of her condition. Being inspired by other members created a strong sense of shared purpose and resilience.

## **Conclusion**

Sarah's experience is a clear example of the holistic benefits of Sing and Breathe Wiltshire. The programme's success lies in its integrated approach, which addresses not only the physical symptoms of a lung condition but also the associated challenges of anxiety, isolation, and low mood.

By combining clinical breathing techniques with the joy of music and the strength of a peer community, the programme empowered Sarah with the tools to manage her condition, the confidence to re-engage with her life, and a renewed, positive outlook for the future.

In her own words of advice to others considering the programme:

***“Don't think about it, get out there and do it... You have a good laugh and you're doing something good for yourself.”***



## ***Sue's story with Sing and Breathe Wiltshire***

Sue is a 76-year-old resident of Downton, who participated in a Sing and Breathe introductory course with Sounds Better CIC. Following a diagnosis of bronchiectasis, a long-term lung condition, Sue was advised that the illness was incurable and would need to be managed. This diagnosis left her feeling unsupported and facing significant emotional challenges alongside the physical symptoms.

### ***Sue's initial situation and challenges***

Prior to the course, Sue experienced a decline in her quality of life. Physical limitations meant she was no longer able to walk as far or exercise as she once did. These limitations had a considerable effect on her emotional wellbeing. "I got quite depressed because I couldn't do the things that I used to do before," Sue recalled. "I just generally felt quite low."

A key challenge was the isolating nature of the condition's invisibility. While appearing well to others, she struggled internally. "People don't look at you and think you're ill," she explained, noting the difficulty of responding to well-meaning comments like, "oh, you look fine."

### ***The Intervention: attending the 'Sing and Breathe' course***

Sue was introduced to the six-week 'Sing and Breathe' course run by Liv McLennan at Sounds Better. Although she enjoyed singing, Sue was candid about her initial scepticism, admitting, "I wasn't expecting it to actually do any good, to be honest."

Upon joining, she found a supportive programme that combined gentle physical warm-ups, practical breathing exercises, group singing, and guided relaxation techniques. A crucial element of the course was the co-leadership of a specialist respiratory nurse, Rose Maylin, who provided expert clinical guidance and reassurance to the group.

## Outcomes and impact

Sue reported a significant positive impact from the course, stating that it had been "a great help" and that she feels "much better now." The benefits were multifaceted.

- **Community and Clinical Understanding:** One of the most valued outcomes was the peer support. Sue noted, "I enjoyed being with a group of other people with similar problems... just being in a group where we could talk freely and help each other really made a big difference." This was enhanced by the presence of Rose Maylin, the Parish Nurse, who explained the clinical aspects of the condition—from its physiological nature to the correct use of inhalers—providing clarity that Sue had not previously received.
- **Practical Self-Management Tools:** The course equipped Sue with practical techniques for use in her daily life. "The other thing with yours I really liked was the visualising," she noted. "I found that very relaxing and calming. And I used that at home when I needed to switch off."
- **Improved Physical and Emotional Wellbeing:** While she still experiences breathlessness, Sue feels more confident and in control. "I do feel I am breathing better," she says, adding, "I think mentally I feel better." She now has effective strategies to manage her breathing while walking, enabling her to remain active.

## Conclusion

Sue's experience demonstrates that the Sing and Breathe programme delivers benefits beyond the act of singing. The course provided a vital combination of physical techniques, expert medical insight, and the irreplaceable power of peer support. This approach helped change her perspective from one of passively "managing" a condition to one of proactively improving her own physical and emotional wellbeing.

When asked what she would say to someone else with a lung condition who is considering the course, her advice is clear:

***"Yes, I would say yes, definitely do come... I think it's definitely worth it."***

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## What's next for Sing and Breathe Wiltshire?

Sounds Better CIC is ambitious in its future vision for Sing and Breathe Wiltshire. Over the next five years, we aim to expand the reach and impact of our programme, establishing sustained Sing and Breathe courses and groups for adults in at least three additional areas across the county—including Devizes, Melksham, and Swindon.

This strategic growth responds to a pressing public health need. Respiratory disease remains the third leading cause of death both nationally and within Wiltshire. Emergency hospital admissions for respiratory conditions are on the rise across Bath and North East Somerset, Swindon, and Wiltshire, according to recent data<sup>8</sup>. Wiltshire also experiences higher-than-average rates of asthma compared to the rest of England<sup>9 10</sup>

There is a growing demand for our services, with increased enquiries coming from across the county and beyond. While we continue to offer online options, these are not always accessible or appropriate for our target population—many of whom benefit most from in-person, community-based support. The need for integrated, person-centred care that includes creative health interventions is urgent, and has been strongly advocated by both the King's Fund<sup>11</sup> and the National Centre for Creative Health<sup>12</sup>. Our work directly addresses these calls to action, but sustained resources—including long-term financial support—are essential if we are to scale and strengthen our offer.

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<sup>8</sup> <https://www.mnrjournal.co.uk/news/ae-admissions-for-respiratory-disease-on-the-rise-in-bath-and-north-east-somerset-swindon-and-wiltshire-as-number-also-increases-across-england-800391>

<sup>9</sup> <https://www.england.nhs.uk/ourwork/clinical-policy/respiratory-disease/>

<sup>10</sup> <https://www.wiltshireintelligence.org.uk/wp-content/uploads/2022/11/JSNA-2022-Diseases-and-Ill-Health-Slides.pdf>

<sup>11</sup> <https://www.kingsfund.org.uk/insight-and-analysis/long-reads/tackling-health-inequalities-seven-priorities-nhs>

<sup>12</sup> <https://ncch.org.uk/creative-health-review>

### **Strategic Collaboration:**

We will continue to develop strong partnerships with health and care professionals—including GPs, nurses, physiotherapists, social prescribers, and support workers—across Wiltshire. These relationships are key to reaching more people living with chronic respiratory conditions, including those affected by Long COVID, and embedding our programme within the wider care pathway.

### **Demonstrating Value:**

We are working with SROI (Social Return on Investment) specialists and peer organisations (including Asthma + Lung UK’s online group) to assess the social and economic value of our work. This impact measurement will strengthen our case for support by demonstrating not only individual wellbeing outcomes, but also broader cost-effectiveness for the health system.

### **Securing Multi-Year Investment:**

Our model has been tested, refined, and proven to work. We have trained leaders, an evidence-based approach, and deep community roots. With the right funding, we are ready to build the infrastructure required to deliver Sing and Breathe Wiltshire on a county-wide scale—ensuring that more people with lung health conditions can access life-enhancing, creative support where and when they need it most.



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## Conclusion

Over the past several years, *Sing and Breathe Wiltshire* has shown that creative, community-based approaches can deliver life-changing results for people living with chronic respiratory conditions. Grounded in both evidence and empathy, our programme has become a valued part of Wiltshire's wider health and wellbeing support landscape.

Respiratory disease remains one of the top three causes of death in both Wiltshire and across the UK. The rise in hospital admissions, alongside the high prevalence of conditions such as asthma and COPD, underlines the urgent need for integrated, preventative, and person-centred care.

*Sing and Breathe* meets this need—providing not only physical benefits such as improved breath control and stamina, but also emotional support, social connection, and a renewed sense of purpose for participants.

We have a clear, scalable model. We have trained and passionate leaders. We are deeply embedded in our communities. And we are receiving growing demand from both individuals and health professionals across the county.

Now, we are ready to take the next step.

With multi-year funding and strategic support, *Sing and Breathe Wiltshire* can expand to serve more communities across the region. Our vision is to build a sustainable, county-wide infrastructure that ensures everyone living with a respiratory condition and breathlessness can access creative, therapeutic, and life-affirming support—wherever they are in Wiltshire.

Together, we can help people breathe easier, live better, and feel connected—through the simple, powerful act of singing.