

The Power of Making

How Hobbies and Crafts Support the Nation's Wellbeing

August 2025



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Survey Methodology

Fieldwork was conducted on behalf of Hobbycraft by independent research firm Whitestone Insight, a member of the British Polling Council. Online interviews were held between 28th April and 8th May 2025 and surveyed a total of 5,941 individuals across Great Britain, weighted to be nationally representative by age, gender and region. The sample included a booster sample of 1,501 people who have experienced mental health difficulties in the last 12 months that affected their daily life, as well as 426 Hobbycraft customers.

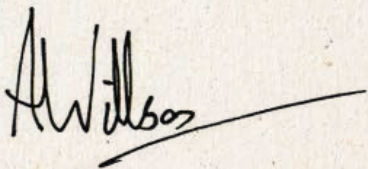
Foreword

hobbycraft

"At Hobbycraft, we believe in the power of making. It is not just a source of joy, but a vital tool for supporting mental wellbeing. From conversations with our customers and colleagues, we know that hobbies and crafts can offer comfort, a sense of purpose, and a much-needed pause from the pressures of everyday life.

"This partnership with Mind is an exciting step in our mission to make crafting accessible to all. The findings in this report highlight the importance of creating space for creativity, and we are proud to be part of this journey. By providing an opportunity for people to experience the therapeutic benefits of crafting, we aim to inspire more people to take time for themselves, rediscover their passions, and tap into the positive impact that crafting and hobbies can have on mental health.

"As we look to the future, we are committed to continuing our work with Mind to ensure that more people can experience the joy and healing power of crafting. This report is just the beginning, and together, we hope to make creativity a cornerstone of wellbeing in communities across the country."



Alex Willson,
CEO, Hobbycraft



Mind

"At Mind, we've long known that creativity can support our wellbeing. The connection is well-evidenced. The New Economics Foundation's Five Ways to Wellbeing framework – connect, be active, take notice, keep learning and give – can all be supported by crafting. Whether it's a mindful moment painting in the garden, learning a new skill at a local workshop or gifting something you've made to someone you love, being creative helps us slow down, connect with others and find joy in the everyday.

"Across our network of local Minds in England and Wales creative support is already making a real impact. We know creative spaces can be a vital first step. And just like at local Minds, at Hobbycraft store demo tables across the country, that's exactly what's happening. Our partnership is a natural alignment and reflects a shared truth: creativity can make a difference.

"One in four of us have a mental health problem and millions of people are on waiting lists for support. The solution to the mental health crisis requires a wide range of approaches, and acknowledging the role crafting can play in people's wellbeing should be part of that."



Dr Sarah Hughes,
CEO, Mind



Launching the Hobbycraft and Mind Partnership

Mental health charity Mind, and Hobbycraft, the UK's largest arts and crafts retailer, have teamed up to explore connections between regular crafting and potential mental health benefits.

'The Power of Making: How Hobbies and Crafts Support the Nation's Wellbeing' report, commissioned by Hobbycraft with input from Mind, found two in five respondents have experienced mental health problems in the last 12 months, with more women (48%) than men (32%) reporting mental health challenges.

18- to 29-year-olds (Generation Z) are most impacted, with almost six in 10 (59%) experiencing mental health problems that affect their daily lives, followed by almost half (49%) of 30- to 39-year-olds (Millennials).



People aged 75 and over reported the fewest mental health problems. Indeed, the research shows mental health challenges decreasing through the age categories, falling from 37% for 55- to 64-year-olds down to 20% for 65- to 74-year-olds, dropping further to 14% for over 75s. This is a stark contrast to the 59% of Generation Z reporting mental health challenges.

The good news is that around 8.8 million Brits use arts and crafts to actively improve their mental health, with over a quarter (25%) taking part in these hobbies weekly or monthly. As detailed in the report, almost six in 10 (59%) feel a real sense of achievement from crafting, with other mental health benefits including improved mood (53%), reduced stress (48%) and boosted confidence (21%).

At a Glance

Arts and Crafts Boost Moods

- Over half of survey respondents who take part in crafting say that it improves their mood (53%)
- 17% regularly turn to arts and crafts to improve their mental wellbeing (approx. 8.8 million people) – with numbers highest in women (25%) and 18- to 29-year-olds (30%)
- More than seven in 10 (72%) are in favour of health professionals suggesting arts and crafts activities to support patient mental health

Emotional and Practical Benefits

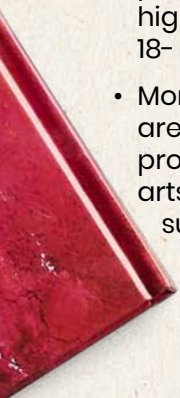
- 59% feel a real sense of achievement from crafting
- 69% report feeling a sense of satisfaction on completing a project
- Other reported benefits include improved general wellbeing (48%), reduced stress (48%), less screen time (46%), boosted confidence (21%) and social connection (14%)
- 25% appreciate the environmental benefits of crafting (e.g. recycling materials)

A Quarter of Brits Regularly Craft

- 25% of people take part in arts and crafts at least once a month (15% weekly), rising to 29% among those with mental health problems
- More women (21%) than men (10%) engage in arts and crafts weekly
- 44% of respondents say they craft, with an additional 7% saying they don't but would like to
- Crafting weekly is most popular in the North East of England (21%) and least popular in London and Yorkshire (12%)

Overcoming Screen Time to Help Kids Craft More

- 88% agree that creative activities are vital for children's development
- 71% of parents of children under 18 say that they need more help encouraging their kids to craft
- 23% of parents say that screen time is a barrier to their children doing more arts and crafts
- 89% of parents say it would be better for children to spend less time on screens
- Other barriers include time constraints (27%), cost (23%), mess (14%), not knowing enough about equipment and materials (9%)
- Over 80% of parents say arts and crafts should be part of the school curriculum as part of kids' mental health support



At a Glance

Digital and Traditional Blend Provides Inspiration

- Social media holds strong influence for younger crafters – 42% of 18- to 29-year-olds find inspiration on Instagram, 33% on Pinterest, and 25% on TikTok
- YouTube is the most popular source of learning, with 34% having used its tutorials to learn a craft – including 52% of 18- to 29-year-olds
- Millennials (30- to 39-year-olds) are learning from parents most (40%)

Baking and Pottery Top Lists

- Over four in 10 British adults (43%) bake to lift their mood, followed by art (31%) and sewing (20%)
- Pottery is the most popular new or 'wish list' craft (15%)
- Women (21%) and 18- to 29-year-olds (23%) are keenest to learn pottery
- Other hobbies people are most interested in learning are baking (11%), crochet (10%), sewing (8%) and art (8%)

TV Sparks a Nation of Makers

- Most influential TV shows:
- Great British Bake Off (15%)
- The Repair Shop (10%)
- The Great British Sewing Bee (9%)
- The Great Pottery Throw Down (6%)
- Portrait Artist of the Year (3%)



The Great British Map of Makers

Scotland

Region using websites most for craft inspiration (33%) and biggest users of YouTube for learning craft skills (37%)

North West

Highest percentage of crafters who are inspired by and learn new craft skills from friends (32%)

East and West Midlands

Highest rate of people experiencing mental health problems (46%), with 45% and 41% respectively who never do arts and crafts

Wales

Highest interest shown in wanting to try a new craft or creative hobby (10%)

South West

Highest self-reported overall happiness at 75%, with 18% saying they do arts and crafts for their mental wellbeing (behind only the South East)

North East

Highest percentage of weekly crafters at 21% and highest rate of people "very happy" regionally (18%)

Yorkshire and the Humber

Highest incidence of disability or long-term illness at 37% and highest proportion unhappy (16%), with 47% saying they never craft

East of England

58% of people in the East of England say arts and crafts improve their mood, with 49% benefiting from improved mental health

London

56% of Londoners do arts and crafts in an effort to reduce their screen time, with 67% wishing they spent less time on screens

South East

Highest support for integrating arts and crafts into the school curriculum at 83% and highest numbers of people opting to craft to support their mental wellbeing (19%)

Additional regional findings:

- Scotland are the biggest bakers in the nation (50%) while the East Midlands comes top for art (36%), the North West is the region for sewing (26%), Yorkshire and the Humber leads for model making (20%) and the South West is the crochet capital (17%)
- East Midlands and the South East showed support for arts and crafts in Cubs, Scouts, Brownies and Guides at 81%
- Wales demonstrated the lowest level of confidence in crafting with kids, with 12% naming this as a barrier for them (4% higher than any other region), and 15% say they lack the confidence to take up a craft themselves
- 43% of Londoners say they don't have time for a creative hobby, closely followed by those in the South East at 41%

A photograph of two women, one with long dark hair and one with curly dark hair, both smiling and looking down at a craft project. They are surrounded by various balls of colorful yarn (blue, green, yellow, purple) and some finished knitted items. The image is overlaid with a semi-transparent blue filter.

'The Power of Making' Report: The Findings

The Findings

A Quarter of Brits Are Crafting Their Way to Better Peace of Mind

Crafting is no longer just an occasional hobby – it's become a regular part of life for many. New research from Hobbycraft reveals that 25% of people craft weekly or monthly. From baking to pottery, painting to sewing, crocheting to model making, taking part in arts and crafts has become a reliable go-to for calm, social connection and mental health support.

Participating in hobbies and crafts is especially popular with people who experience mental health problems. While 44% of people say they craft, that figure rises to 49% among those who have experienced stress, anxiety or depression in the last year.

Crafting has clearly evolved into more than just a pastime; it is helping people feel grounded in an increasingly fast-paced and digital world. The research found that 60% of respondents would like to reduce their screen time, a number that goes up to 73% for those who have experienced mental health problems. For many, it is crafting that provides this relief, with 46% of survey respondents saying they benefit from spending less time on their phone, tablet or laptop when enjoying their hobbies and crafts.

Of those who regularly participate in creative hobbies, over half (53%) report that crafts have a positive effect on their mood, while almost as many (48%) say crafting improves stress levels and their general wellbeing. Over four in 10 (43%) enjoyed the freedom of choice when deciding what to make or create, with arts and crafts offering an outlet for creativity not associated with paid employment.



The Findings



The Nation Calls for Crafting on NHS Prescription

With one in four people experiencing mental health problems* every year, a powerful new insight from Hobbycraft's findings reveals that nearly three-quarters of British adults (72%) believe health professionals should recommend structured arts and crafts activities to support mental health.

This sparks a call for creativity to play a more formal role in the nation's strategy to tackle rising mental health pressures, loneliness and digital fatigue. Backed by 79% of people who have experienced mental health challenges, there is a clear appetite for low-cost, accessible alternatives to medication or long waiting lists.

The groups most in favour of the move include those with disabilities (78%), 18- to 29-year-olds (75%) and parents with children under 18 (73%). From a regional perspective, the highest approval rates were in the North East (79%) and London (75%).

Hobbycraft backs the move...

Alex Willson, CEO of Hobbycraft said:

"This research confirms what we hear every day from customers: crafting is so much more than just a hobby. Whether it's stitching, painting or modelmaking, these hands-on, screen-free activities help people slow down, express themselves and feel connected. We'd welcome crafts and hobbies being formally recognised as a tool for wellbeing within healthcare settings."

The Findings

Taking a Stand Against Screen Time

The importance of nurturing kids' creativity in a digital age

With benefits that include reduced stress, boosted confidence and social connection, crafting is just as valuable for children as for adults. It can help them feel a sense of achievement without the pressures of school and provides an escape from the effects of the digital world, setting them up with a rewarding hobby for life.

What is clear from the research, however, is that getting kids making more regularly can be challenging for parents. After time constraints and lack of interest, screen time was named as the biggest obstacle parents face, with 23% citing it as a barrier for them.

A 2024 report by the House of Commons Education Committee* found that nearly 25% of children and young people use their smart phones in a way that is consistent with a behavioural addiction, with a 52% increase in children's screen time between 2020 and 2022. The same report also outlined the negative impacts of excessive screen time, including increased pressure to conform, online bullying, a more sedentary lifestyle, disrupted learning, worsening attention levels and poor sleep hygiene.

Given these concerns, it comes as no surprise that our research shows that parents are eager to buck the trend.

- 89% of parents agree that children should spend less time on screens
- 23% of parents say that screens are a barrier to getting kids crafting at home
- 60% of adults wish they spent less time on screens themselves, a figure that rises to 73% among those with mental health problems; broken down by age, 76% of 18- to 29-year-olds want to reduce their screen time, followed by 30- to 39-year-olds (75%) and 40- to 54-year-olds (65%)

Screen time is far from the only barrier preventing kids from engaging in hands-on hobbies at home. Coping with mess and a lack of knowledge about the required materials are among other significant reasons parents face when encouraging their children to do more arts and crafts at home.

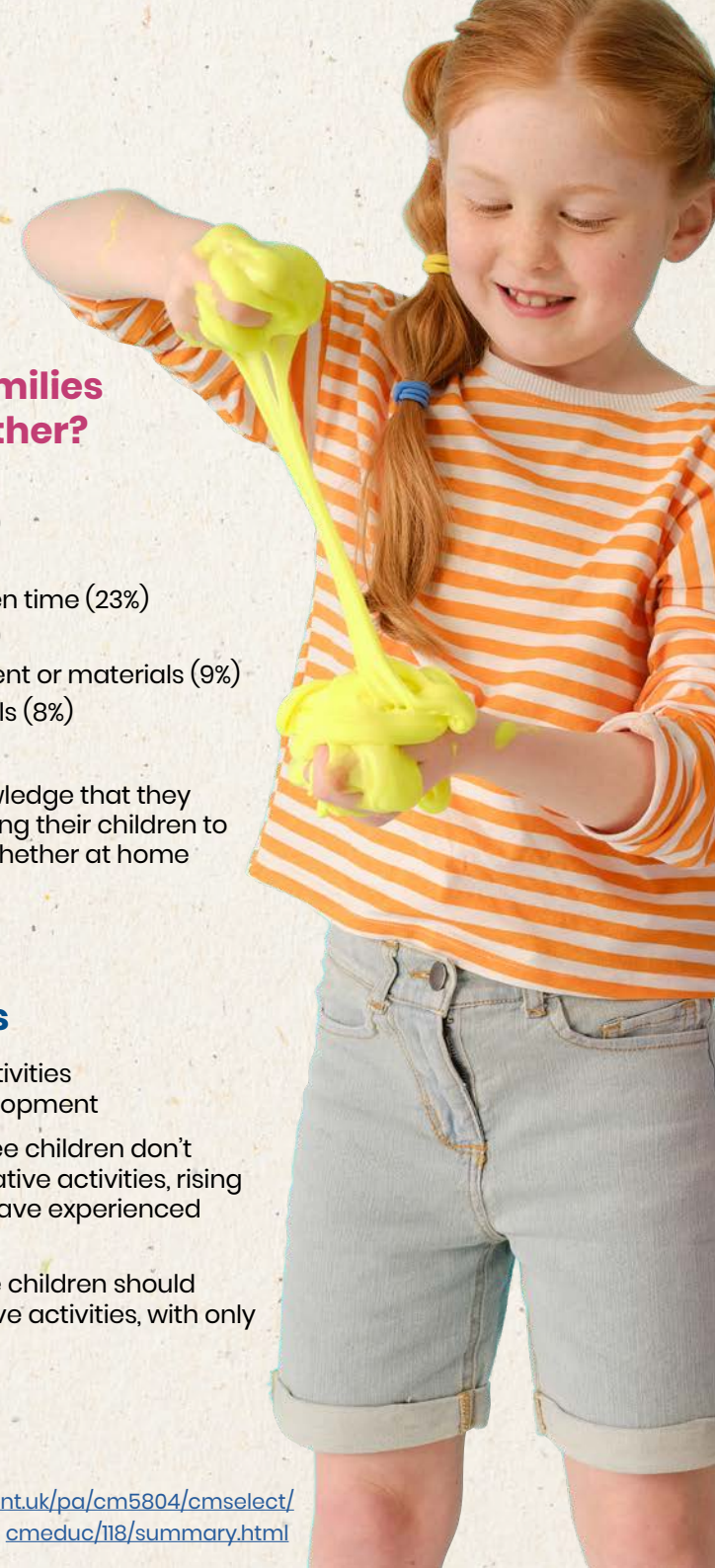
What else stops families from crafting together?

- Time constraints (27%)
- Child's lack of interest (24%)
- Cost of materials (23%)
- Child's preference for screen time (23%)
- Concerns about mess (14%)
- Uncertainty about equipment or materials (9%)
- Parents' lack of creative skills (8%)
- Parents' enjoyment (7%)

A huge 71% of parents acknowledge that they need more help in encouraging their children to take part in arts and crafts, whether at home or elsewhere.

Consensus on the value of kids' crafts

- 88% agree that creative activities are vital for children's development
- 38% of people strongly agree children don't spend enough time on creative activities, rising to 44% among those who have experienced mental health problems
- Overall, 80% of adults agree children should spend more time on creative activities, with only 6% disagreeing



*<https://publications.parliament.uk/pa/cm5804/cmselect/cmeduc/118/summary.html>

The Findings

The Role of Schools and After-School Clubs


This survey has revealed overwhelming public support for placing arts and crafts at the heart of children's education – not just in schools, but also in beloved institutions like the Scouts, Cubs, Brownies and Guides.

Back in 2018, Hobbycraft research found that 53% of respondents wanted crafting to be on school curriculums. In 2025, this figure has jumped up to 80%. Moreover, this idea is a popular one across all age ranges, with people aged 18 to 29 most in favour (85%).

The sentiment reflects growing concern about the mental health crisis among young people, alongside a documented decline in access to the arts in education. A 2024 report by the Campaign for the Arts and The University of Warwick* found that the number of hours of arts teaching in English state-funded secondary schools fell by 23% between 2011 and 2024, with GCSE entries in arts subjects falling by 47% since 2010. Between 2013 and 2020 in England, school arts engagement among 11- to 15-year-olds fell by 23% for arts and crafts.

Beyond the curriculum, 78% of Brits believe arts and crafts should also be embedded in youth organisations like the Scouts and Girlguiding, with just 6% opposed to the idea. Support for creative clubs is particularly strong among younger adults (84% of 18- to 29-year-olds), women (84%), and people with disabilities (85%) or mental health challenges (83%), further highlighting the therapeutic role crafts can play. Backing was also high in regions like the East Midlands (81%), London (81%), and Wales (79%).

These results paint a clear picture: the British public sees creativity as a vital tool for wellbeing, resilience and self-expression, and they want to see it nurtured across childhood – from school classrooms to Scout huts.



4 in 5
Brits want
arts and
crafts
on the
curriculum

The Findings

Gen Z Lead the Way

The growth in the popularity of crafting is being driven by younger adults, especially 18- to 29-year-olds (Generation Z) who are embracing creativity as a form of self-expression and self-care. Nearly a third (30%) of Gen Z say they participate in crafts and hobbies to support their mental wellbeing – at least double the number reported by all other age groups. By contrast, only 11% of over 75s say they craft to support their mental wellbeing.

Younger generations are also more open to exploring new forms of creativity. Just 13% of under 30s say they would not wish to start a new craft, compared to over half (53%) of over 75s.

Crochet has emerged as a surprise frontrunner among Gen Z crafters, with nearly one in five (19%) 18- to 29-year-olds turning to this craft to lift their mood – the highest of any age group. While traditionally seen as a pastime of older generations, just 12% of over 75s favour crochet. This reflects a modern resurgence of the craft led by younger adults, fuelled by the popularity of handmade fashion, TikTok tutorials and mindful hobbies.

Demand for crochet has surged on Hobbycraft.co.uk, with sales of crochet products up 98% in 2024, compared to 2023. Searches for “crochet kit” and “crochet pattern” have jumped by 64% and 87% respectively on the site, suggesting that customers are keen to expand their skills.

Notably, against other age groups, Gen Z also lead the interest in pottery (12%) and digital crafting (12%), showing the generation’s creativity blends traditional and tech-led crafts.

Online and Offline: Inspiration is Everywhere

When examining where creative inspiration comes from, it’s clear that Brits draw from both digital and traditional outlets. Websites and blogs are the most cited source overall at 27%, followed by books and magazines (24%) and friends (22%). Only 2% of respondents cite celebrities as a source of inspiration.

For younger respondents, social media plays a bigger role. 42% of 18- to 29-year-olds find inspiration on Instagram, 33% on Pinterest, and 25% on TikTok. Overall, Instagram provides creative inspiration for 20% of people,



though this comes all the way down to 0% among over 75s. The overall figures for Pinterest (20%) and TikTok (10%) reflect the same pattern.

The wave of digital craft content on social media is emerging as an effective mental health tool for all ages, but especially for younger generations, offering a hands-on break from doom-scrolling, screen fatigue and everyday stress. It can also bring crafts to broader audiences, removing financial and physical barriers that may prevent people from learning crafts through workshops or books.

By contrast, older generations largely rely more on traditional media, with 41% of over 75s turning to books and magazines, while 23% look to websites. Despite the elder trend away from social media, YouTube holds cross-generational appeal. 21% cite the video platform as a source of inspiration, including 16% of over 75s.

YouTube and Parents: the Biggest Craft Teachers

YouTube proves to be the most popular way to learn arts and crafts skills, with over a third (34%) saying they have used its tutorials, a figure that rises to 36% among women (compared to 30% of men). The Google-owned video site is the go-to among younger people, with more than half of 18- to 29-year-olds (52%) having used its tutorial content. Use of YouTube proved to be omnipresent across generations, though, with over one in 10 (13%) aged 75 and over joining the ranks of digital learners.

Among Millennials (30- to 39-year-olds) however, family remains the most vital influence, with 41% citing parents as their teachers – more than any other age group. Across the generations, 33% share the experience of learning from their parents. School or college also plays a significant role, cited by 30% overall.

While digital learning is booming, traditional workshops remain important. 17% of crafters overall say they have learned through in-person workshops, rising to 22% among those aged 75 and over. Online workshops, though less common, are used by 11% overall, with slightly higher uptake among younger crafters (14% of 18- to 29-year-olds).

The Findings

Baking Rises to the Top

There are a multitude of activities that fall under the craft umbrella, but it is baking that sits in pole position as the one most widely practised. Two in five (43%) say they bake to lift their mood and, looking back at 2024, searches for baking products on Hobbycraft.co.uk were up 152% year on year, reflecting an increased appetite for home baking that led to a 135% increase in online sales. So far in 2025 (January to July), online sales of Hobbycraft's exclusive Whisk baking range have surged by 148% compared to the same period in 2024.

The popularity of baking is followed by art (31%), sewing (20%), knitting (15%), crochet (14%), model making (13%) and paper crafting (11%).

The research showed significant differences in the craft preferences of men and women, with the number of model makers at 27% for men, compared to just 5% of women. This places model making second behind only baking (30%) for male respondents. In contrast, sewing is practised by 30% of women, compared to only 4% of men.



Most Popular Crafts of 2025

Baking

43%



Art

31%



Sewing

20%



Knitting

15%



Crochet

14%



Model Making

13%



Paper Crafting

11%



The Findings



Pottery Tops the UK's Creative Wish List

While pottery is relatively low on the list of current hobbies, with only 6% naming it as a craft they currently practise, our research has shown that 15% of British adults would like to take this craft up, placing it ahead of baking, sewing, crocheting and art as the one people most want to try.

This surge in interest reflects the impact of craft shows like The Great Pottery Throw Down, with 6% citing it as having inspired their own crafting habits.

Women are leading the pottery charge, with more than two in 10 (21%) keen to give it a go, compared to just 8% of men. Other crafts capturing new interest include crochet (10%), sewing (8%) and art (8%).

Given the requirements for a pottery wheel, a kiln and a workspace, it is perhaps understandable that there is a gap between interest and regular participation. However, the popularity of pottery extends to adjacent craft techniques that can be enjoyed more easily at home or in craft groups, like air drying clay and pottery painting, with Google searches for pottery painting having more than doubled compared to five years ago.

Interest in general clay-based crafts has also grown significantly. In the past 12 months, compared to the previous year, sales of pottery kits have risen by 99%, while searches for 'clay' on Hobbycraft.co.uk increased by 345%. Looking specifically at the calendar year 2024 when compared to 2023, online sales of clay products surged by 110%.



The Findings

Making Ourselves at Home

Our research reveals that the nation's favourite place to craft is in the comfort of home, with almost eight in 10 people (79%) saying solo crafting at home is their preference. This inclination is particularly high among 18- to 29-year-olds and women, with 85% of both groups choosing to practise arts and crafts on their own at home.

This is perhaps not surprising given the post-pandemic shift towards more time spent at home, in part owing to an increase in hybrid working and the financial impact of the cost-of-living crisis. 2023 research by Ipsos* revealed that a third of Brits (35%) were reducing the amount they go out socially compared to the year before, with three in 10 reducing paid local activities like going to the cinema or concerts. Instead, staying in is having a rebrand.

At home, people can access free and easy video tutorials online while they craft. There are also broader trends around transforming date nights using arts and crafts – from canvas painting together to pottery painting dates, with 18% saying they enjoy arts and crafts at home with a partner.

The online popularity of 'sip and paint' gatherings with friends has also seen an increase, with 6% saying they craft at home with other adults. Reflecting this, the Hobbycraft website has seen a rise in demand for 'sip and paint' products, with searches up 1,950% in 2024 compared to 2023. Online sales of related products have also spiked, with the Mini Easel and Canvas Set up 149%, while the Mini Canvas 4 Pack is up 138%.

Another motivation for those crafting at home is the importance of quality family time, with a further 14% who like to enjoy hobbies and crafts at home with their kids.

While lockdowns have been left behind, the impact of a time when staying home was unavoidable continues. In fact, 18% of people say they've taken up arts and crafts over the last five years, including 10% who took up crafting between early 2020 and 2021. This uplift of interest was even more significant for men, 22% of whom have started crafting during the last five years, including 12% who took it up between early 2020 and 2021 (compared to 9% of women).



Outside of the home, 10% of people say they like to pursue these activities with friends in a social setting, using craft as the basis for socialising, with a further 6% who like to enjoy their crafts in informal group settings. 6% opt for the guidance and structure of a formal class or workshop.

[*https://www.ipsos.com/en-uk/cost-weekend-crisis-more-half-cut-back-weekend-spending-due-cost-living](https://www.ipsos.com/en-uk/cost-weekend-crisis-more-half-cut-back-weekend-spending-due-cost-living)

The Findings

TV Hits Translating to Crafting Habits

With a notable trend towards competitive craft television shows over recent years, there is no doubt that the prominence of television in everyone's homes can play a significant role in boosting the nation's enthusiasm for arts and crafts. Whether they are watching the experts show them how it's done or following the journeys of amateur makers on screen, craft reality TV can provide significant encouragement.

Of the many popular TV shows currently on screens, The Great British Bake Off proves most popular, with 15% of respondents claiming it has influenced their crafting habits. Channel 4's flagship baking show edges out lots of other hit craft shows, including The Repair Shop (10%), The Great British Sewing Bee (9%), The Great Pottery Throw Down (6%) and Portrait Artist of the Year (3%).



TV Shows that Influence Crafting Habits

15%

The Great British Bake Off

10%

The Repair Shop

9%

The Great British Sewing Bee

6%

The Great Pottery Throw Down

3%

Portrait Artist of the Year

The Findings

Hobbycraft Customers Say:

"I like being good at something and feeling creative-minded"

"Crafting has helped me get over three mini-strokes"

"Pursuing my hobbies cuts down the amount of time I spend in front of a screen"

"Crafting is a welcome distraction from my health difficulties"

"Knitting is good for arthritic hands"

"The freedom and choice deciding what to make or create is very important to me"

"It's my reason to live"



The Findings



Celebrities and Mental Health:



Actor and comedian **Johnny Vegas** said: "When I'm not trying to act, or am ranting at people on stage, I like to pot... For somebody that was struggling at school, it literally saved me. It gave me a real belief in my ideas."

[Source: BBC News](#)



TV presenter **Fearne Cotton**: "...[painting and drawing] is something that is relaxing but still has an outcome.... I just feel really at peace."

[Source: HuffPost UK](#)



The Great Pottery Throw Down judge **Keith Brymer Jones** said about his school days: "Just looking at this lump of clay washed away all the anxiety I usually felt when I was asked to do anything in class"

[Source: News Statesman](#)



Singer **Robbie Williams** said: "The more time I spent doing that [making art], the less time I spend self sabotaging, or thinking about all the anxieties of life..."

[Source: The Guardian](#)

The Therapeutic Power of Craft

"Crafting has been a huge support for my mental health over the years, especially as someone living with Borderline Personality Disorder (BPD). Two of the main hobbies that help me are scrapbooking and painting. They've become more than just creative activities. They're essential tools for managing my emotions and supporting my wellbeing."

Scrapbooking, in particular, allows me to take my complicated feelings and turn them into something beautiful. When I'm overwhelmed, I can channel those emotions into creating a page, choosing colours, textures and images that reflect what I'm feeling inside. It helps me process things in a way that feels safe and creative. I also use my scrapbook to collect fun and happy memories – photos, notes or little mementos from good days. On difficult days, flipping through those pages reminds me that there are positive moments in my life, too, even if they feel far away in the moment.

Painting is another form of therapy for me. When my emotions are intense, I can pour them onto a canvas without needing to explain them to anyone. It's freeing. I don't worry about making something perfect – it's about letting go, expressing myself and calming my mind. The act of painting brings me into the present moment, which really helps when I feel anxious or emotionally dysregulated.

Both scrapbooking and painting give me a healthy way to cope. They help me slow down, reflect and feel more in control of what's going on inside me. These hobbies have helped me manage my symptoms, build self-esteem, and create something meaningful out of emotional chaos. Over the years, they've become part of how I care for myself. They help me feel more grounded, more understood – even if it's just by myself."

Kayleigh



What's Next for Hobbycraft



We know that our colleagues and customers rely on crafts and hobbies to positively impact their wellbeing, and this survey shines a light on where we need to focus our attention. Our vision is to be a force for good, and to work to ensure arts, crafts and hobbies are accessible to all, regardless of age or craft ability. Our established workshop programme will be central to this, as we continue to host workshops in our stores and online. This programme will support the development of new skills and provide the opportunity for customers to develop and refine existing skills.

We want to build on the 17% of UK adults who regularly turn to arts and crafts to positively impact their mental wellbeing and encourage more people to discover the benefits of crafting.

We are developing plans for Mindful Mondays, a new initiative that will offer crafters of all abilities a free and welcoming space to craft on a Monday evening. It will initially launch in selected stores, with the view of extending it to our full store estate. We aim to encourage all ages to attend, share skills, build face-to-face connections and enjoy a mindful moment with Hobbycraft. This initiative also aligns with our ambition for our stores to become social centres within their communities. We hope to use our 90+ stores to create a welcoming environment and the chance to discover the positive impact crafts can have on wellbeing.

We know creativity and play are key to a child's development. We will work to ensure arts and crafts are taken seriously within the school curriculum and push those in positions of power to fund and support this aim so that creativity remains accessible to all. We are currently working on a number of outreach opportunities within the education sector, with organisations such as Parentkind, to give parents and educators access to resources that positively impact childhood development. We will develop existing relations with the Crafts Council and HideOut Youth Zone, who both work to provide younger generations with access to arts and crafts materials.

We will continue to support the work of the Royal Foundation with their annual carol concerts, as well as ensure the young people attending the services nationwide have access to essential arts and crafts materials.

We will also explore collaboration opportunities with The Princess of Wales Centre for Early Childhood, as our 'Power of Making' survey has established an alignment and synergy with the centre's key focuses.

We will build on our partnership with the Scouts and help young people develop skills for life. Further to this, we will explore partnership opportunities with Girlguiding, maximising the support we give to as many young people as possible.

We will also maintain our charity partnership and fundraising for Together for Short Lives, who work tirelessly to support children living with a life-limiting or life-threatening condition, as well as those who support, love and care for them.

Beyond just the child development space, we have the ambition to work with key organisations, such as Social Prescribing Network, NHS England and the National Academy of Social Prescribing, to ensure that prescribing arts, crafts and hobbies is accessible in primary care settings. We understand the importance of good health and wellbeing, and that non-clinical options should be readily available to all.

Finally, our new partnership with Mind will continue to be a key priority across the business, and we'll work collaboratively with Mind to help individuals discover the power of craft and its positive impact on wellbeing.



For More Information

hobbycraft.co.uk

Press office: hobbycraft@finnpartners.com

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