



KIRKLEES CREATIVE HEALTH PARTNERSHIP PROGRESS REPORT

PREPARED BY

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Introduction

The Kirklees Creative Health Partnership Progress Report has been developed to offer a brief overview of our activities during Year One of delivery.

03

ABOUT KIRKLEES
CREATIVE HEALTH

06

FUNDING AGREEMENT

09

WHAT KIRKLEES NEEDS

12

PROGRAMME
DELIVERY

16

YEAR ONE DELIVERY

18

YEAR TWO DELIVERY

20

YEAR THREE DELIVERY

ABOUT THE KIRKLEES CREATIVE HEALTH PARTNERSHIP



INTRODUCTION

The **Kirklees Creative Health Partnership** is a network of educators, creative practitioners, community leaders and mental health specialists. Our aim to increase and improve **social prescribing** services for *all* young people across Kirklees.

We place particular emphasis on the value of **creativity** as a form of social prescribing. A growing body of research states that **arts and cultural activities can aid the mental health and personal development of children and young people** as they navigate challenges in their lives.

We want to reduce **health inequalities** in a community setting by identifying barriers to engagement with stimulating creative activities. Solutions will be found by utilising and building upon local community assets, while also delivering new activities and services.

MISSION

We will work with teachers, youth leaders and health providers to ensure all areas of Kirklees have the appropriate infrastructure and provisions to support social prescribing. We will then introduce new creative provisions - co-designed with young people - to areas we have identified as in need.

VISION

The benefits of creativity to mental health will be spoken about in the same way as the benefits of exercise to physical health, meaning young people are able to take an active role in managing their mental health and wellbeings.



KIRKLEES CREATIVE HEALTH PARTNERSHIP

The partnership is funded by the following partners:



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

STEERING GROUP

Chaired by Greg Bond

Evoke

Phil Walters

Alex Feather

Creative Minds

Dianna Lowe

Huddersfield Clinical
Commissioning Group

Sophie Green

CAMHS

Gemma Jenkinson

Community Plus /
Social Prescribing Link Worker

Sarah Beckett

IVE Bridge Organisation

Kathy Coates-Mohammed

Stephanie Bartholet

Kirklees Associate Learning Partner/
Schools Art Network

Barry Percy-Smith

Eric Greenwood

University of Huddersfield

Daniel Dearnley

Jackie Beaver

Joely Chambers

Rachael Singleton

Kirklees Council

Gavin Clayton

Rob Crisp

HOOT Arts

Roisin Hughes

Huddersfield Contemporary Music Festival

Jenny Goodman

Lawrence Batley Theatre

Jude Lynn

Judith Robinson

Kirklees Libraries

Susan Greenwood

Kirklees Youth Alliance

WHAT WE AGREED TO PRODUCE

**As outlined in the Partnership Investment Funding
Collaboration Agreement 2019**



WHAT WE AGREED TO PRODUCE

AS OUTLINED IN THE COLLABORATION AGREEMENT AS PART OF IVE PARTNERSHIP INVESTMENT FUND

After the successful delivery of Evoke's 2017-2019 programme of events, a bid was submitted to IVE's **Partnership Investment Fund** (see appendix 1).

Alongside hiring a Network Manager to work it was agreed that Evoke would develop its strategy and design a new programme of events for 2020-2023.

The new strategy and programme will align with national conversations that focus on the role of arts and culture experiences in helping children and young people respond to challenges to their mental health and emotional well-being.

KEY ACTIVITIES

1

CONSULTATION

Form a Creative Health Steering Group and Young Person Consultation Group

2

SIX PILOT STUDIES

We will test out activities and resources in schools and youth spaces with the intention of producing Case Studies, CPD, and Tool-Kits will be produced based on these studies.

3

DIGITAL COMMISSION

We have £30,000 to develop and maintain a digital platform that will support the Creative Health project. This will incorporate resources developed during Pilot Studies.

4

DEVELOP CREATIVE HEALTH PROGRAMME

A two-year programme will be developed in response to a review of the Pilot Studies and initial stages of the Digital Commission.

KEY GOALS

1

CONNECT WITH PARALLEL REGIONAL/NATIONAL INITIATIVES

We want to complement and collaborate with national initiatives that emphasise benefits of creativity to mental health and wellbeing.

2

ESTABLISH EVOKE KIRKLEES

Act as dependable go-to children's arts & culture network in Kirklees able to affect mainstream community, education, and health strategies.

3

UTILISE COMMUNITY HUBS

Utilise the geographically-based hubs network to ensure relevance to all Kirklees communities.

4

STRONG PUBLIC ENGAGEMENT

Change culture around Mental Health and deepen understanding of the positive benefits of arts and cultural experiences.

FUNDING & BUDGET

Creative Health is a 3 year project with a budget of £150,000. 50% of this funding comes from IVE, with the rest made up through match funding.

ACTIVITY	BUDGET
NETWORK MANAGER ROLE & OPERATIONAL COSTS	£30,000 PA
ACTION RESEARCH PROGRAMME	£10,000 PA
DIGITAL COMMISSION	£10,000 PA
TOTAL	£50,000 PA

MATCH FUNDING

NORTH KIRKLEES AND GREATER HUDDERSFIELD CLINICAL COMMISSIONING GROUP	£10,000 PA
SOUTH WEST YORKSHIRE FOUNDATION TRUST (NHS MENTAL HEALTH PROVIDER)	£5,000 PA
LOCALA (NHS COMMUNITY HEALTH PROVIDER)	£5,000 PA
KIRKLEES COUNCIL CREATIVE ECONOMY TEAM	£5,000 PA

WHAT KIRKLEES NEEDS

As identified by Kirklees Creative Health Partnership
Steering Group



CREATIVE MINDS AND UNIVERSITY OF HUDDERSFIELD RECOMMENDATIONS

WHAT KEY RESEARCH RECOMMENDS TO IMPROVE SOCIAL PRESCRIBING OFFERS IN KIRKLEES

DEVELOPING YOUNG CREATIVE MINDS - B. PERCY-SMITH, 2019

The following are recommendations from the research paper developed by University of Huddersfield and Creative Minds



01

CULTURE CHANGE

We need a culture change in mental health service provision for young people.

02

ESTABLISH INNOVATION HUB

Consideration should be given to establishing a creative innovation hub as a focus for generating and supporting knowledge exchange, training and evidence-based practice to ensure developments are based on robust theoretical and empirical underpinnings.

03

YOUNG-PERSON LED MODEL

Culture change to be achieved through a young person-led, post-CAMHs mental well-being service for young people. Reconfigure the ethos of CAMHs from an expert clinician-led service to a young person-led service involving provision of opportunities for young people to engage in activities according to their own agenda from which engagement and recovery work can happen.

04

COLLABORATION WITH CAMHS SERVICE

Opportunities should be provided for practice-based learning and training of existing CAMH service staff to reanimate roles and working practices in ways that incorporate non-medical providers and social prescribing of creative, nature- and community- based activities.

05

MAP AND BUILD UPON EXISTING LOCAL ASSETS

There is already a whole network of providers already doing good work with young people with mental health issues. Undertake an audit of community-based creative activities to provide a data base of existing providers and identify gaps in provision.

Improved communication and awareness about local providers to enable clinicians and other key workers to signpost to social prescribing e.g. to arts groups, using personalised budgets. These developments need to be linked closely to ongoing policy developments including National Social Prescribing networks.

KIRKLEES CREATIVE HEALTH STEERING GROUP RECOMMENDATIONS

KEY RECOMMENDATIONS

WORK WITH SERVICE PROVIDERS ACROSS KIRKLEES

- Form a *Kirklees Creative Health Partnership* working with key service providers.
- Steering Group identified importance of formalising effective working relationships between schools, arts organisations, libraries, CAMHS and community plus networks.
- Identify different barriers for different communities in Kirklees. Some communities have better access to creative opportunities than others, which is one cause of health inequalities.

IMPROVE VISIBILITY OF CREATIVE PROVISIONS AVAILABLE

- Teachers, health clinicians social prescribing link workers need more support:
 - i) What creative provisions are available?
 - ii) What available creative provision are suitable and safe for Tier 2 and Tier 3 CAMHS service users?

ESTABLISH CREATIVE HEALTH QUALITY FRAMEWORK

- We will define 'creative health provisions' as provisions that follow a quality framework that encourage children and young people to engage with creativity in a manner that benefits mental health, while also ensuring there is an appropriate level of mental health expertise available to support participants.
- There are many activities - particularly in the voluntary and third sector - that are beneficial to mental health yet not always explicitly linked.
- Establishing how we can evaluate the impact of this work to help justify its value.

PROVIDE SUPPORT TO TEACHERS AND SCHOOLS

- Schools are keen to have non-medical model they can use to support students.
- Importance of targeting universal care as well, because young people not already accessing mental health support often struggle the most to recognise and articulate their mental health.
- Importance for us to explore non-school spaces for providing 'safe spaces' for young people.

PROGRAMME DELIVERY PLAN



Universal Care Project Journey

Steering Group

- Advise on Kirklees Landscape
- Establish Target Groups
- Establish Impact Goals
- Access Data
- Co-Design Activities
- Co-Design Evaluation

STEP
01



Mapping Creative Provisions

- Audit local community-based creative provisions
- Identify Strengths/Weaknesses for cross sector delivery of Creative Health Activities across Kirklees
 - Where does it / does it not work?
 - What do Schools Need?
 - What do Community Hubs Need?
 - What do Libraries Need?
 - What do Social Prescribing Link workers need?
- Identify link between health inequalities and provisions
- Establish Good Practice Principles
- Identify areas in Kirklees in need of extra support



STEP
02

Creative Health Activities Framework

- Establish Creative Health Quality Principles
- Develop CPD for teachers - Importance of Creativity
- Develop CPD for artists - Importance of Wellbeing
- Test in 6 x Youth Spaces

Conversation of Change

- Large-scale Knowledge exchange event with Kirklees Leaders and National Mental Health Leaders

STEP
03



Youth-Led Creative Health Programme

- Implement Young Person Engagement Strategy
- Work with young people to identify specific strengths and obstacles for accessing creative provisions
- Develop new creative health provision with young people in areas that were identified as most-in-need
- Deliver CPD to Arts Organisations using Creative Health Activities Framework to enable more creative provisions in areas identified as in need
- Deliver CPD to teachers in schools in the areas identified as in need



STEP
04

Legacy

- Establish sustainable model with team and funding source

STEP
05



Tier 2 & 3 Care Project Journey

Steering Group

- Advise on Kirklees Landscape
- Establish Target Groups
- Establish Impact Goals
- Access Data
- Co-Design Activities
- Co-Design Evaluation

STEP
01



Consultation with Clinicians & Social Prescribing Link Workers

- Identify Strengths, Needs & Obstacles
- Establish infrastructure for delivering Creative Health provisions



STEP
02

Develop Digital Platform

- Work alongside Public Health, CAMHS and Community Plus to build a Digital Platform for Social Prescribing Link Workers to use alongside young people
- Incorporate Creative Health Provisions

Public Launch of Digital Platform

- Introduce Digital Platform Public Event with local clinicians and national leaders in Social Prescribing

STEP
03



Community-Led Creative Health Programme

- Ongoing engagement with Community Plus and Social Prescribing Link Workers
- Continual development of Digital Platform



STEP
04

Legacy

- Establish sustainable model with team and funding source

STEP
05





Programme Delivery Budget Breakdown

PHASE	ESTIMATED BUDGET
YR1 - MAPPING & EVALUATION 1. MAP CREATIVE PROVISIONS 2. EVALUATE SOCIAL PRESCRIBING INFRASTRUCTURE ACROSS KIRKLEES 3. IDENTIFY AREAS MOST IN NEED 4. SHARE KNOWLEDGE & DEVELOP PROGRAMME WITH PARTNERS	£10,000
YR 2 - SCHOOLS PACKAGE 1. DESIGN CREATIVE HEALTH ACTIVITY FRAMEWORK 2. CREATE CREATIVE HEALTH CPD FOR TEACHERS & ARTS ORGANISATIONS 3. TEST IN 6 X SCHOOLS & YOUTH SETTINGS	£10,000
YR 3 - CREATIVE HEALTH PROGRAMME 1. ROLL OUT SCHOOLS PACKAGE ACROSS KIRKLEES 2. FORM YOUTH-LED CREATIVE HEALTH PROGRAMME - CO-DESIGN NEW PROVISIONS IN AREAS IDENTIFIED AS IN NEED, CO-DELIVER PUBLIC ENGAGEMENT ACTIVITIES	£10,000
GRAND TOTAL	£30,000

YEAR ONE: MAPPING CREATIVE PROVISIONS



Mapping & Evaluating Creative Provisions



KIRKLEES CONTEXT

As outlined in Developing Young Creative Minds, B. Percy-Smith, 2019:

There is already a whole network of providers already doing good work with young people with mental health issues.

Undertake an audit of community-based creative activities to provide a data base of existing providers and identify gaps in provision.

Improved communication and awareness about local providers to enable clinicians and other key workers to signpost to social prescribing e.g. to arts groups, using personalised budgets

WHAT WE WANT TO LEARN

- What creative provisions exist across Kirklees?
- Are there any obvious links between levels of creative provisions and health inequalities in different areas?
- What can be considered a strong model or infrastructure for delivering cross-sector social prescribing provisions between schools, arts organisations, health providers and council initiatives?
- How can we support teachers and arts organisations in areas that are struggling?
- What areas in Kirklees are most in need? And where should we focus our attention?
- What groups of Young People are most in need? And where should we focus our attention?

ACTION PLAN

1. Audit Community-Based Creative Provisions

Community Hubs, Community Plus Network and Evoke Network will identify what creative provisions are available to young people across Kirklees.

2. Identify Strengths/Weaknesses for cross sector delivery of Creative Health Activities across Kirklees

Through interviews, establish:

- Where does it / does it not work? And why?
- What do School Needs / What can they offer?
- What do Community Hubs Need / What can they offer?
- What do Libraries Need / What can they offer?
- What do CAMHS and Social Prescribing Link workers need / What can they offer?

3. Assess link between health inequalities and provisions and Identify Areas Most in Need

Can we identify any commonalities between creative provisions, social prescribing provisions and health inequalities?

Identify areas most in need, as well as what support they need. The unique strengths they possess and challenges they face.

4. Establish Good Practice Principles

Disseminate learning from above so that we can share information and help support others

YEAR TWO: CREATIVE HEALTH SCHOOLS PACKAGE



Creative Health Schools Package

KIRKLEES CONTEXT

Impact Goals

- i) Change culture within schools, reducing stigma and encouraging young people to use creativity to manage mental health and wellbeing.
- ii) Empower teachers and schools to support children and young people's mental health and wellbeing implementing creative activities and placed-based approaches - both inside and outside the classroom.



WHAT WE WANT TO PRODUCE AS PART OF A

- **Creative Health Quality Framework** outlining quality principles and safeguarding protocol for both universal and targeted care
- **CPD for Teachers:**
 - Introduction to the benefits of creativity to children and young people's mental health and wellbeing
 - A list of useful individual/group activities to run with children and young people in need of extra support
- **Parent/Guardian and Families Engagement**
 - Information Pack about benefits of creativity to children and young people's mental health and wellbeing
 - Map of local creative provisions (to be created in partnership with Family Hubs, Public Health, Third Sector Leaders and Kirklees Council)
- **School Assembly Presentation** on benefits of creativity to children and young people's mental health and wellbeing
- **Creative Health Workshops** to be run with multiple groups, offering children and young people an introduction to creative health. To be held both in and outside of school.

ACTION PLAN

1. Form Team to Lead

Agree roles, timeline and budget

2. Establish Creative health Quality

Principles

This will involve formalising quality principles established by Steering Group

3. Work with Schools Representatives and Social Prescribing Link Workers to develop Schools Package

Discuss potential of Parents/Guardians assembly and linking in with Community Hubs and Family Hubs

4. Develop Menu of Creative Health Workshops

Create a menu of different workshops that can be delivered by key partners, for different age groups and needs.

5. Test Out Schools Package with 6 schools

This package can also be designed for delivering in youth group settings

6. Roll Out Across Kirklees

Make package available to all schools, either at a low cost or funded by the council



YEAR THREE: YOUTH-LED PROGRAMME



Youth-led Creative Health Programme



KIRKLEES CONTEXT

We will build upon the mapping and evaluation conducted in Year One to focus on areas and demographics identified as most in need.

We will work with young people to co-design and co-deliver new creative health provisions.

WHAT WE WANT TO PRODUCE

- **Programme of Creative Activities** co-designed and co-developed with young people, which also provide learning around mental health and wellbeing
- **Creative Health Young Ambassadors** at different schools across Kirklees - promoting Creative Health programme and opportunities
- **Digital Platform and/or App** for young people to find appropriate creative provisions. All activities will be assessed in line with Creative Health Quality Principles established in Year 2

ACTION PLAN

2. Form Young Person Steering Group(s)

We will work with partner organisations to form a young person steering group

2. Co-Deliver Creative Health Programme

We will either:

a) Work as a centralised steering group co-designing and co-delivering activities for all of Kirklees

b) Work as a series of small young person steering groups co-designing and co-delivering activities in specific areas

3. Provide young person support to Digital Platform and/or App Creation

Are group(s) of young people will help test and develop a digital resource for social prescribing activities.

We will also work with our network of arts organisations and mental health clinicians and link workers to test and develop digital resources.

4. Evaluate Impact

Assess impact of young person Creative Health Programme

5. Scaling Up & Future Investment

We will use the Youth-led Creative Health programme as a means of gaining more funding to continue and grow the Kirklees Creative Health programme