

# Creative Health Leads in Systems Information Workshop

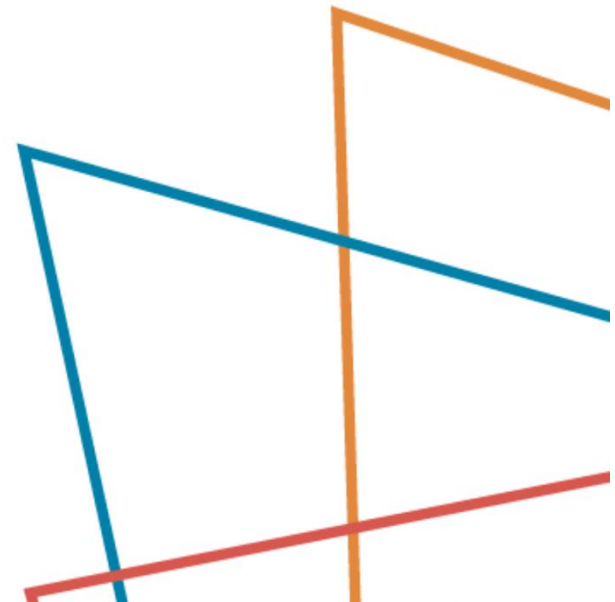


Tuesday 16 June, 12.30 - 1.30, online

FUNDED BY ARTS COUNCIL  
ENGLAND AND THE BARING  
FOUNDATION

## Background

- Role of NCCH
- Definition of creative health
- Creative health contributes to:
  - prevention of ill-health
  - promotion of healthy behaviours
  - management of long-term conditions
  - treatment and recovery across the life course.

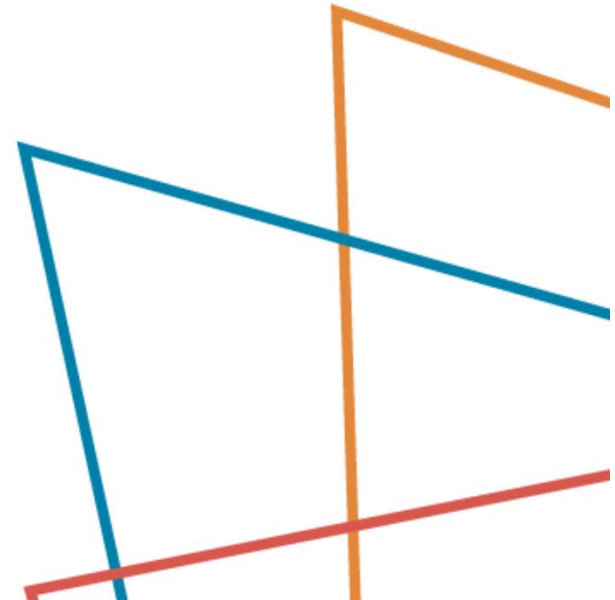


## Purpose of programme

- To enable strategic and operational integration of creative health into population health improvement, clinical pathways and neighbourhood health care
- Increase in creative health activity in health and care systems

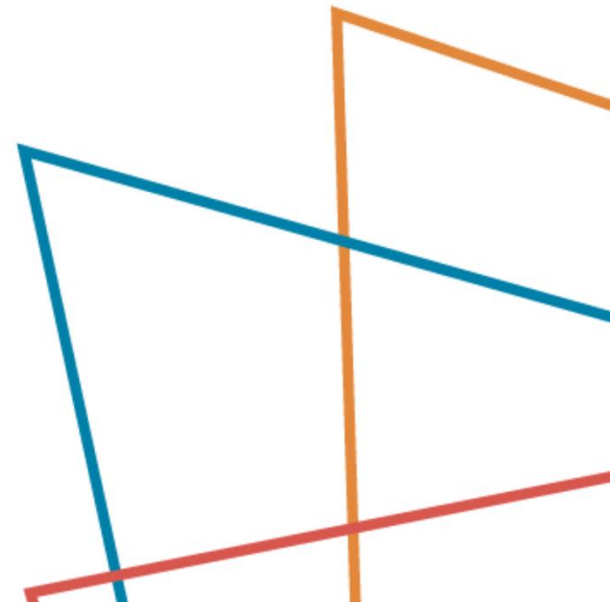


- Health and care systems are more person- and community-centred
- There is less pressure on the health system



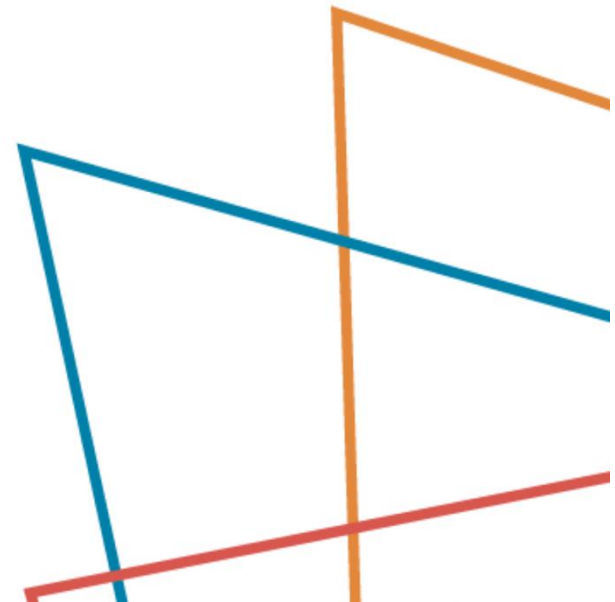
## Key points

- Supported by ACE and Baring
- Building on learning from the [Creative Health Associates](#) programme
- Rolling programme – final application round anticipated to be in June 2027
- System-facing roles supporting the 10 Year Plan for the NHS in England



## Key points

- Salary subsidy – c.50% year 1, 30% year 2
- 30 posts to be supported– 12 already confirmed
- Structured development programme for post-holders
- Systems programme to support creative health development
- Posts are employed within the health and care system

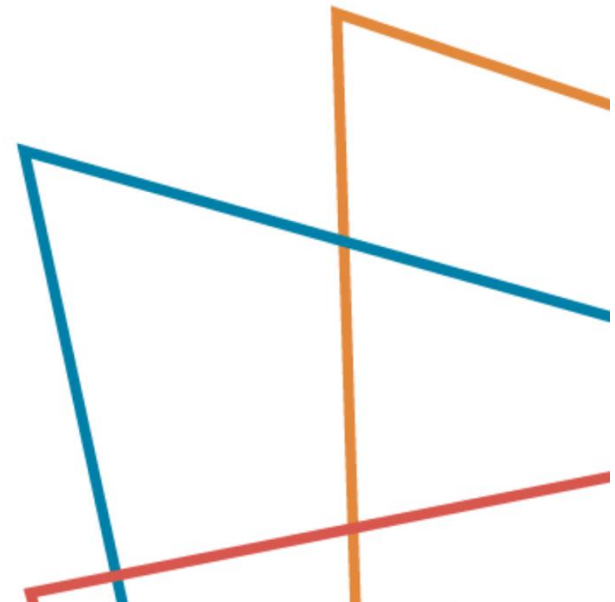


## Finances

- Salary subsidy is costed on the basis of a 0.8 wte NHS Band 7 entry point role including on-costs
- 12 months support of c.£25,000; further 12 months support of c.£15,000
- Total support of c.£40,000 over 24 months

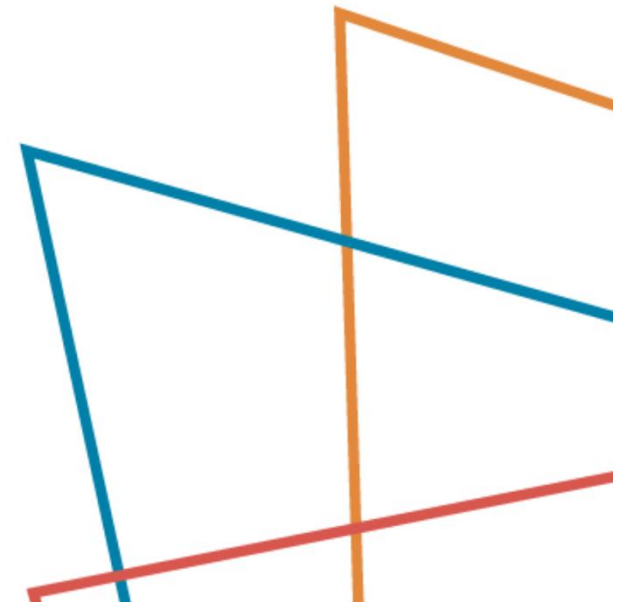
Match funding requirement is therefore:

- c.£25,000 for 12 months; c.£35,000 for 12 months
- Total of c.£60,000 over 24 months



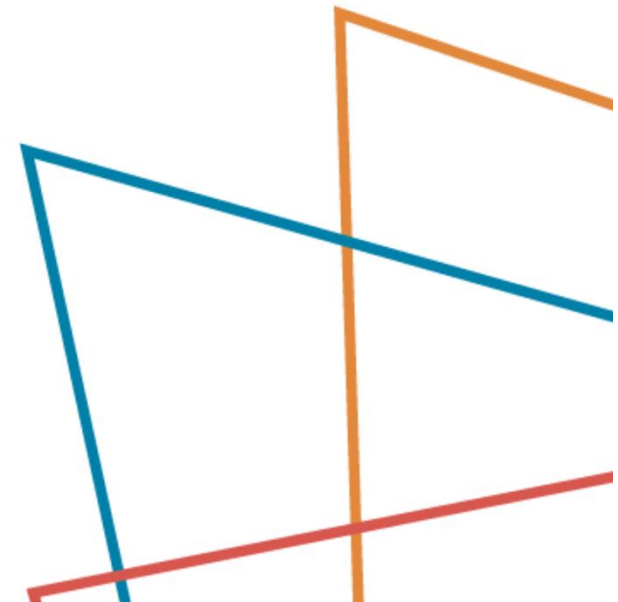
## Finances continued

- Applications need to show total costs, including on-costs and potential pay increases (we have budgeted for 3% each year)
- Commitment is for two years – can run over more than two financial years
- Match funding cannot come from arts and culture budgets
- Match funding can come from a number of partners



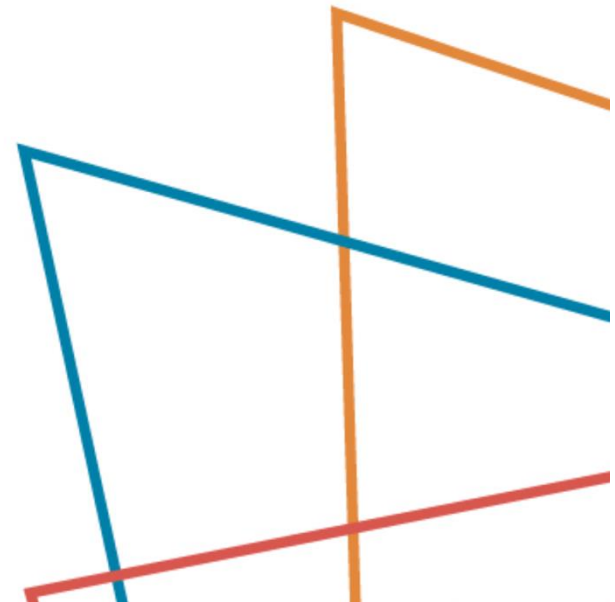
## Development programme - CHLs

- To provide a space for Creative Health Leads to exchange knowledge, discuss challenges and opportunities and build their leadership skills.
- Programme to be co-designed with CHLs
- Anticipate peer-to-peer learning
- Intensive learning sessions over initial 4 week period
- Six-weekly online peer support and learning sessions
- Six-weekly optional online drop-in support and development sessions
- Work with colleagues across the sector (e.g. CHWA, NAHN and others)



## Development programme - systems

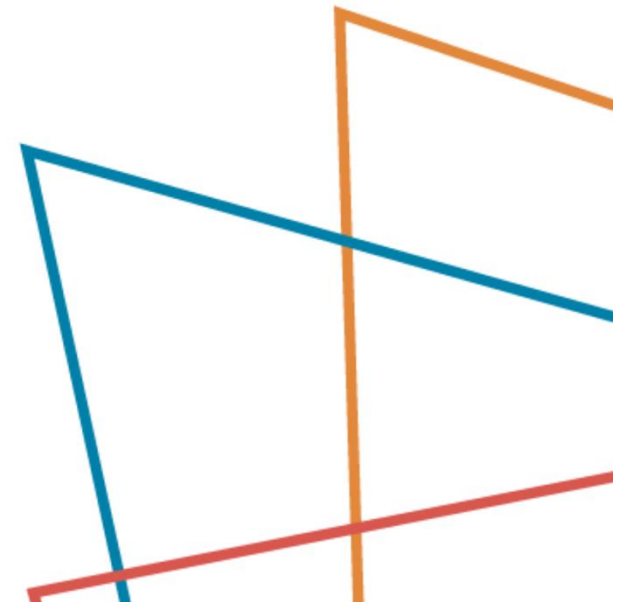
- Network
- Workshops
- Testing tools and approaches
- Sharing learning, models of effective working



## Role design and flexibility

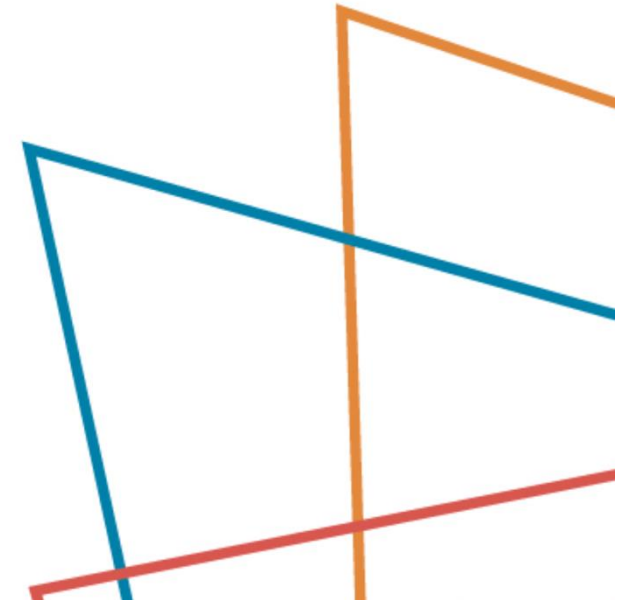
- CHL role will be bespoke to each system, based on a core job description and adapted for local contexts
- Posts could be based in:
  - Integrated Care Boards
  - NHS provider organisations
  - Neighbourhood or multi-neighbourhood teams
  - Public health teams
  - Other organisations that have formal partnership arrangements with the NHS

NOTE: We do not expect these roles to sit within creative or culture organisations.



## Info on successful applications to date

- Cornwall and Isles of Scilly Partnership
- Berkshire West
- North East London
- South East London
- Walsall Together
- West Yorkshire
- Portsmouth
- Wigan
- North Central London
- South West London
- Bristol, North Somerset and South Glos
- Greater Manchester Public Health Network



## Partnership models:

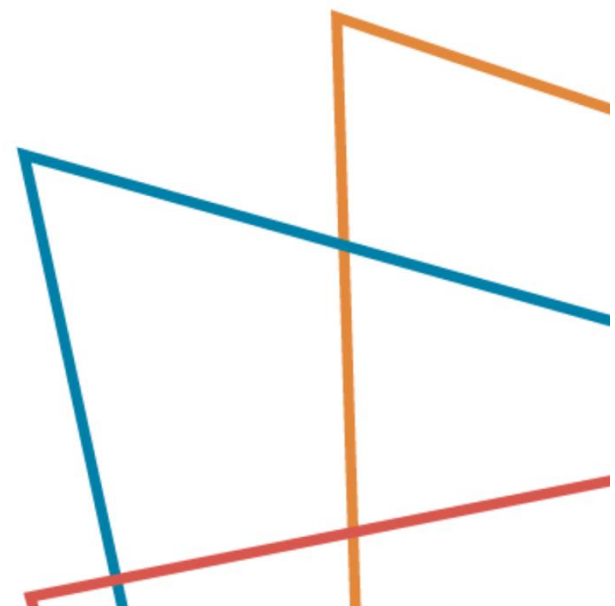
- LAs, NHS Trust, Primary Care Networks
- Single LA Public Health, plus NHS Trust
- LAs, ICB, VCFSE
- LAs, ICB, NHS Trust
- Some also include Universities offering added value

## Employers:

- Public Health
- NHS Trust
- Joint posts
- ICB

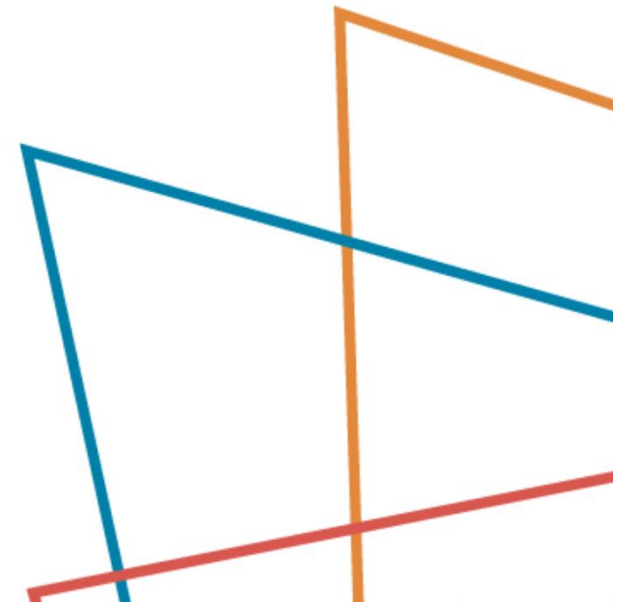
## Areas of focus:

- Neighbourhood developments
- Commissioning
- Mental health
- Children and young people's mental health
- Older people and social isolation
- Broad integration with H&WB Strategy



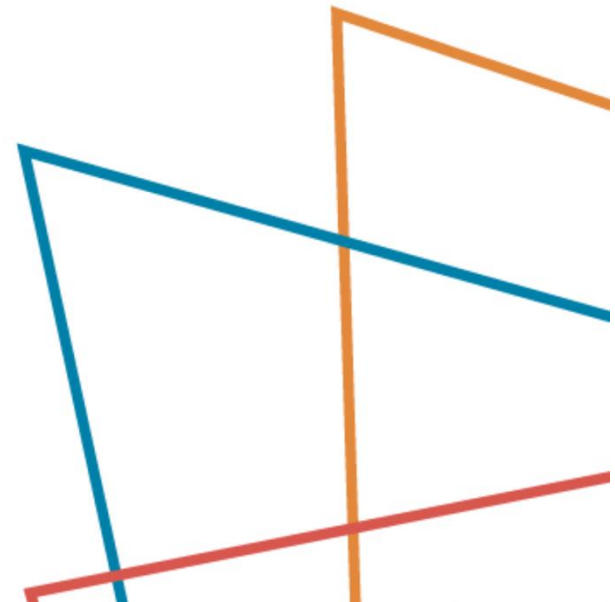
## Criteria for assessment of applications

- Match funding from NHS or Public Health budgets
- NHS or Public Health employment of postholder
- NHS hosting and management support for postholder if not employed by NHS organisation
- Delivery budget for creative health activity
- Commitment to a post beyond 2 years
- Focus on health inequalities and areas of deprivation
- Integration with social care
- Infrastructure to support the role e.g. a Partnership Group, Committee or Sub-Group that they report to
- Added value



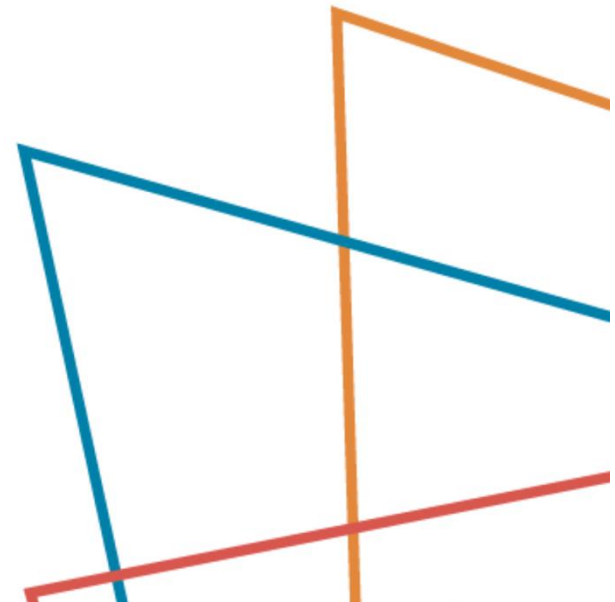
## Commitments required

- Match funding for the post for 2 years
- Post to be on an employment, not freelance, contract. Could be a secondment.
- NHS honorary contract/email if not employed by NHS
- Partnership support
- Support for postholder's participation in NCCH learning community
- Engagement from others across the partnership in a system development programme



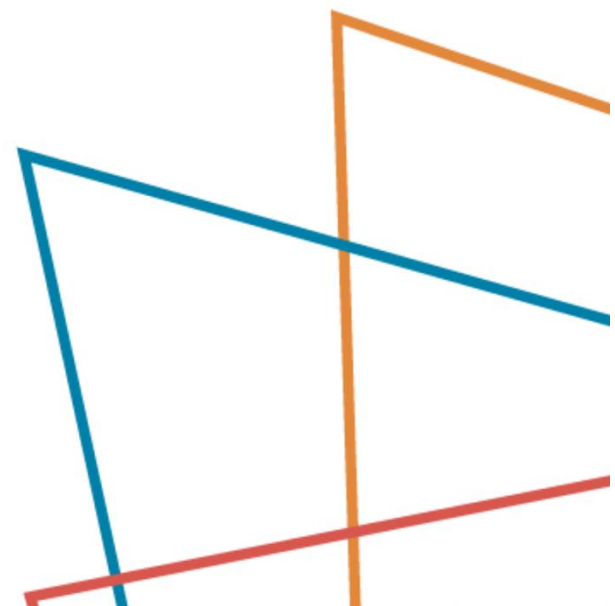
## Who can –and can't – apply

- Health and care organisations on behalf of a partnership
  - Partnership must include public sector health and care organisations
- Not open to individuals
- Not open to creative and cultural organisations – though they can be partners



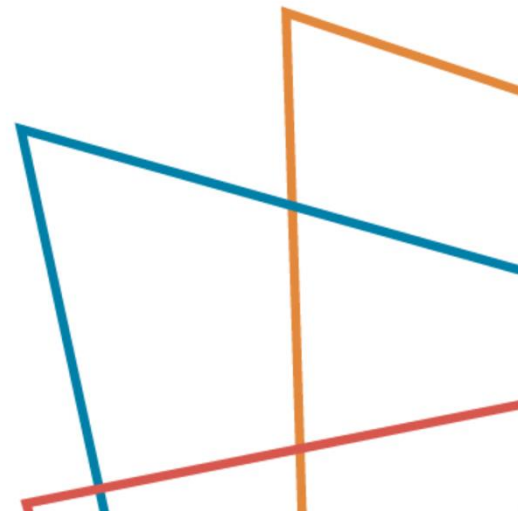
## Application process and timetable

- Discuss your ideas with NCCH
- Complete the application form
- Timetable:
  - Closing date for third round applications: **Friday 18<sup>th</sup> September 2026**
  - Online interviews for shortlisted applicants: Wednesday 14<sup>th</sup> October 2026
  - First round applicants notified by 23<sup>rd</sup> October 2026
  - Expecting two further rounds – March and June 2027



To arrange a discussion contact Jayne Howard: [jayne@ncch.org.uk](mailto:jayne@ncch.org.uk)

<https://ncch.org.uk/creative-health-leads-programme>



Questions?

