



## **Brief for a Communications Consultant or Agency**

### **National Centre for Creative Health**

We are looking for an experienced and inspiring Communications Consultant or Agency to help us deliver impactful and engaging communications about creative health. The primary audience is health and care leaders and professionals. You will have excellent knowledge of the health and care sector, current priorities and challenges, and the best channels to communicate with health and care professionals. You will develop a creative brief and oversee the commissioning of resources from a designer or design agency over the next 3 months. This will be delivered as part of the Creative Health Associates Programme which continues until March 2025.

Your work will form part of developing a wider 3 year communications strategy for the National Centre for Creative Health (NCCH) which includes how we communicate the NCCH brand as well as how we communicate the value of creative health activities and approaches. You will work with NCCH staff and trustees to develop this strategy.

#### **Overview of the National Centre for Creative Health**

The NCCH is a registered charity, with a board of trustees and a small staff team. Launched in 2021, in response to Recommendation 1 of the 2017 [All-Party Parliamentary Group on Arts, Health and Wellbeing Report](#), we advance good practice and research, inform policy and promote collaboration, helping foster the conditions for creative health to be integral to health and social care and wider systems.

We define creative health as creative approaches and activities which have benefits for our health and wellbeing. Activities can include visual and performing arts, crafts, film, literature, cooking and creative activities in nature, such as gardening. Approaches may involve creative and innovative ways to approach health and care services, co-production, education and workforce development. Creative health can be applied in homes, communities, cultural institutions and heritage sites, and healthcare settings. Creative health can contribute to the prevention of ill-health, promotion of healthy behaviours, management of long-term conditions, and treatment and recovery across the life course.

#### **Overview of the Creative Health Associates Programme**

The Creative Health Associates Programme, funded by Arts Council England (ACE) and delivered by NCCH aims to create a step-change in how creative health is

embedded in health and care systems across England. The programme has supported a Creative Health Associate (CHA) post in each of the 7 NHS England regions, each one hosted by an Integrated Care Board (ICB), supported by a Programme Manager.

The programme runs from July 2023 to end March 2025

You can find more details about the Creative Health Associates programme [here](#).

## **NCCH programmes and resources**

[The Creative Health Review](#)

[The Creative Health Toolkit](#)

[Creative Health at a Glance](#)

[The Mobilising Community Assets to Tackle Health Inequalities Research Programme](#)

## **Purpose of the brief**

- To identify the key audiences within health and social care, including but not restricted to:
  - NHS Confederation; NHS Providers; Integrated Care Boards
  - Health think tanks
  - Local Authorities; LGA; Combined Authorities; Public Health
  - Professional bodies such as Royal Colleges and professional associations
  - Health and care networks
  - Individuals such as:
    - Communications leads
    - Directors of Public Health & Public Health Consultants
    - Regional Personalised Care Leads
    - Team Leaders in health inequalities and population health
    - Strategic leads for dementia, health of refugees and asylum-seekers, children and young people's mental health, women's health and maternity services, long-term conditions, mental health
    - Primary Care Network GP Leads
    - Allied Health Professionals Leads
    - Voluntary, community and social enterprise (VCSE) sector leads in Integrated Care Systems (ICSs)
    - Healthwatch Chairs
  
- To identify appropriate channels for communications to key stakeholders, including social and traditional media, briefings, events, newsletters, blogs, conferences and networks.

- To identify priorities within health and care systems and raise awareness of the contribution of creative health to system priorities, with reference to evidence, examples, learning and resources of the NCCH and, in particular, its CHA programme:
  - The Creative Health Review identifies evidence in the following areas:
    - Mental health and wellbeing
    - Health Inequalities
    - Social Care
    - End of Life and Bereavement
    - The Creative Health Toolkit considers:
      - Leadership, Strategy and Governance
      - Planning and Commissioning
      - Workforce Development
      - Digital Technology
      - Evidence and Impact
  - And looks at creative health in the context of:
    - Health Inequalities
    - Wider determinants of health
    - Self-management of long term conditions
    - Health and care settings
    - Across the life course
  - [Webinars](#); [blogs](#); films (in progress)

Overall we want to drive engagement with people, organisations and networks in health and care systems at all levels, with the aim to:

- Increase the number of [Creative Health Champions](#) , senior healthcare leaders, in our network by 25%.
- Increase the number of health and care professionals who are signed up to our newsletter by 25%
- Increase the numbers of health and care professionals accessing the Creative Health Toolkit and using it to support work in systems by 50% over the next six months
- Increase the number of [case studies submitted by Creative Health Champions](#) to include a case study from 50% of Champions, and increase the number of [Illustrative Examples](#) for the Toolkit which are specific to the 'Systems' category (target to be agreed).

### **Key tasks**

- Identify audiences and channels as above
- Identify priorities and gaps in knowledge and awareness as above
- Write brief for additional resources to address gaps in information/understanding. There is a separate budget of £15,000 for resources.
- Engage with health and care systems, including professional bodies, networks and specialist health media, to drive engagement with our resources and our

organisation. Success will be measured through levels of engagement in current and new resources as well as increases in engagement listed above.

- Develop a strategic communications plan in consultation with staff and trustees which includes how we communicate the NCCH brand as well as how we communicate the value of creative health activities and approaches.
- Make recommendations to NCCH for future communications approaches to continue this engagement.

### **Schedule and Milestones**

- Contract signed by 13<sup>th</sup> December
- NCCH staff planning meeting 17<sup>th</sup> December
- Consultation with Creative Health Associates 17<sup>th</sup> – 19<sup>th</sup> December
- Draft creative brief and plans for advertising and commissioning 20<sup>th</sup> December
- NCCH staff meeting January 8<sup>th</sup> (to inform Board meeting on 9<sup>th</sup>)
- Advertising creative brief January 14<sup>th</sup>
- Progress meeting February 11<sup>th</sup> to discuss wider communications strategy
- Progress meeting February 20<sup>th</sup> (to inform funders meeting on 24<sup>th</sup>)
- Final outputs and dissemination March

### **Knowledge, Skills and Experience required**

We are looking for a person /organisation who has experience of communications within the health and care sector, preferably at a regional or national level, and an understanding of the current policy context and health and care structures.

Regular communication between NCCH and the consultant/agency throughout the process will be essential.

### **Timescale**

13<sup>th</sup> December – 31<sup>st</sup> March 2025

### **Fees**

£15,000 (exclusive of VAT, if applicable. Please let us know if you are VAT registered.) There is a further £15,000 available to commission or sub-contract the production of specific resources.

### **Payment schedule:**

On signing of contract - £5000

January 31<sup>st</sup> 2025 - £5000

31<sup>st</sup> March 2025 - £5000

Freelancers are responsible for their own Tax and NI on any fees paid.

### **How to apply**

Please send:

- A covering letter outlining your particular skills and experience relating to the brief
- An outline of how you plan to deliver the brief, including proposed start date and timescale as well as answer to question: How would you measure your success on this project?
- Details of how you propose to use the budget available
- Your CV
- The names and contact details of two referees; these will be contacted if your application for the role is successful

We would also appreciate it if you could complete the [Equality, Diversity and Inclusion form](#) at the start of your application. See below for our Diversity Statement.

**Closing date: 6<sup>th</sup> December 2024**

Interviews will be online on 10<sup>th</sup> December

Please send your application to: [jayne@ncch.org.uk](mailto:jayne@ncch.org.uk)

If you would like to discuss this further please email [jayne@ncch.org.uk](mailto:jayne@ncch.org.uk) to arrange a meeting.

### **Safer Recruitment Statement**

The National Centre for Creative Health is committed to safeguarding and promoting the welfare of children and vulnerable adults. The National Centre for Creative Health expects all staff, trustees, and associated personnel to share this commitment. The National Centre for Creative Health has a clear safeguarding policy and will take up references and will make appropriate checks as required prior to any offer of an appointment.

### **Diversity Statement**

The National Centre for Creative Health is committed to promoting equality and diversity, providing an inclusive and co-operative environment in which all individuals working for and on behalf of the organisation feel respected and able to give of their best. The National Centre for Creative Health is committed to reflecting and representing the diversity of the UK and to equal opportunities in employment. The policies and practices of the National Centre for Creative Health aim to promote an environment that is free from all forms of unlawful or unfair discrimination and values the diversity of all people. At the heart of everything we do, we seek to treat people fairly and with dignity and respect.

We encourage all applicants to complete our [Equality, Diversity, and Inclusion form](#) at the start of an application so that we can assess our performance.

### **Further information about the National Centre for Creative Health:**

You can find out more about the National Centre for Creative Health on our website: [www.ncch.org.uk](http://www.ncch.org.uk)

Our vision is ***Creativity for Healthy Lives***. Our mission is: *to advance good practice and research, inform policy and promote collaboration, helping foster the conditions for creative health to be integral to health and social care and wider systems.*