



## Creative Health Associates Programme Manager

### Job Description

**Part-time: 0.8 f/t (4 days / 30 hours a week)**

**Salary £42,000 per annum pro-rata**

**Fixed term contract**  
until 30<sup>th</sup> September 2024

Home-based with some travel for meetings in various locations

**Deadline for applications:** 30 April 2023

This is an exciting opportunity for a dynamic and inspirational individual to coordinate the Creative Health Associates Programme. You will be employed by the [National Centre for Creative Health](#) (NCCH) and work closely with the Director and staff to ensure that the programme is successfully delivered and has a lasting impact.

Funded by Arts Council England and delivered by NCCH, the Creative Health Associates Programme will see seven Creative Health Associates, one in each of the seven NHS regions in England, working with health and care systems to deliver a step change in delivering creative health across the country. Creative Health Associates will be hosted by an [Integrated Care Board](#) (ICBs) in each region. ICBs are statutory bodies within [Integrated Care Systems](#).

The **Creative Health Associates Programme Manager** will coordinate the programme and be responsible for ensuring that the seven Creative Health Associates are supported to effect lasting change and impact in each of the regions.

The **Creative Health Associates Programme Manager** will ensure regular and consistent communication between Creative Health Associates and the National Centre for Creative Health team and between the seven Creative Health Associates. There will be a structured induction period for the Creative Health Associates which will involve presentations about the strategic context and the role of the host

Integrated Care Boards and the National Centre for Creative Health in supporting the Creative Health Associates Programme.

The **Creative Health Associates Programme Manager** will develop a peer learning and professional development programme for the Creative Health Associates through a community of practice, supporting the Associates to learn from each other, share challenges and opportunities and work collectively to maximise the potential of this programme. There is also potential to support a community of practice between the 'Sponsors', individuals in each of the ICBs who will be supporting the Creative Health Associates on a day to day basis.

You will be responsible for coordinating the development of a collaborative Creative Health Maturity Framework to build on NCCH's partnership work with NHS England to develop a Creative Health toolkit for Integrated Care Systems (to be published spring 2023) and to build on the [Creative Health Quality Framework](#) being developed by the [Culture, Health and Wellbeing Alliance](#) (to be launched in May 2023). The Creative Health Maturity Framework will align with the NHS Social Prescribing Maturity Framework (to be published early 2023).

You will be an imaginative and self-motivated individual with a passionate belief in the power of culture and creativity to benefit the lives of individuals and communities. You will have an excellent understanding of the creative health ecosystem in England and knowledge of recent developments since the publication of the [Creative Health report](#) in 2017. You will have a commitment to co-production and valuing the voice and involvement of people with lived experience. Experience and knowledge of working within health systems will be an advantage.

### **1. Aims of the Creative Health Associate Programme:**

- Improved understanding about potential cultural sector contribution at a neighbourhood, place and systems level within health and social care
- A range of signposting and learning opportunities to improve cultural sector understanding and engagement in health and wellbeing activity
- Mapping of key providers, networks and decision makers across England
- Sharing intelligence and encouraging relationship development between cultural practitioners and health professionals
- Collation of useful and useable data sets to inform local planning and support meaningful, well targeted creative health delivery
- Support for the ongoing work of the National Academy for Social Prescribing in embedding social prescribing across the cultural sector
- Partnership project with Integrated Care Systems and cultural sector to develop a Creative Health Maturity Framework for use in place-based working

### **2. Job Purpose**

You will:

- Develop supportive and dynamic relationships with the individual Creative Health Associates and support them to work collaboratively and learn from each other as a group

- Manage the Creative Health Associates Programme in relation to HR and Finance alongside the NCCH General Manager and Finance Officer, including any reporting requirements to funders
- Work with the NCCH team to ensure the Creative Health Associates Programme is successfully delivered, attend weekly team meetings and other meetings as agreed with the Director
- Develop relationships with key stakeholders at a national level and regional level
- Work with the NCCH team and the Chair of the [Creative Health Champions network](#) to connect Creative Health Champions with the Creative Health Associates
- Work with the NCCH team to develop the [Huddles](#) programme and support delivery of Huddles by Creative Health Associates, including managing the funding
- Plan and deliver a consultative process and produce a Creative Health Maturity Framework involving stakeholders across culture and health

You will plan and deliver the learning programme and a community of practice for the Creative Health Associates to include:

- Understanding health systems and Integrated Care Systems: national and local strategies; health inequalities and health priorities; leadership and decision-making; commissioning and funding; care pathways etc.
- Developing an understanding of [Human Learning Systems](#) and [systems thinking](#) and exploring tools for systems change e.g. the [Systems Practice Workbook](#)
- Identifying appropriate mapping techniques and supporting Creative Health Associates to use approaches such as [actor mapping](#).
- Identifying the best methods for sharing information between NCCH and the Creative Health Associates and publicly where appropriate
- Identifying relevant software for mapping, project management and sharing information. NCCH is currently using [Airtable](#) and [Flourish](#).
- Learning together about data analysis and how to use health data sets such as [Fingertips](#)
- Presentations from and discussions with leaders in the creative health field
- Peer learning and collaboration
- A 3 day residential to learn from each other and invited speakers/workshop leaders
- Involve the ICB Sponsors in the learning programme as appropriate

### 3. Collaboration and partnership working

Collaboration is a key feature of this post. The **Creative Health Associates Programme Manager** will need to communicate and support partnership working with a number of individuals, organisations and agencies, both in culture and health, at a national level, and support Creative Health Associates in developing relationships at a regional level where appropriate.

**National and regional relationships:**

- NHS England and NHS Regional Teams
- Office for Health Improvement and Disparities
- Local Government Association
- Professional bodies such as Association of Directors of Public Health, Association of Directors of Adult Social Services, Royal Colleges etc.
- Voluntary Community Sector Networks and infrastructure organisations
- Arts Council England
- [National Academy for Social Prescribing](#)
- [Culture, Health and Wellbeing Alliance](#)
- [Lived Experience Network](#)
- Specialist interest groups and networks in health
- Cultural networks including artform specialists

You will need a wide range of communication skills and the ability to develop your skills in talking to people from different backgrounds who understand different 'languages', those of the cultural sector and the health and care sector, in a variety of contexts. Examples include:

- Presentations and workshops
- Ability to articulate to staff (NHS and non-NHS) the value of Creative Health, the evidence base, and examples of practice
- Establishing and contributing to dialogue with partners (or prospective partners) on aspects of joint working to achieve common goals, including relating to health inequalities.
- Facilitating discussions which encourage contributions from a wide range of participants and audiences where power dynamics may be unequal.

#### **4. Data analysis and utilisation**

You will learn, or build on existing, knowledge and skills, about how to use population health and demographic data as well as qualitative data about population knowledge, attitude, and behaviour and proactively engage in discussions about how creative health is relevant in meeting population needs and in tackling health inequalities. You will share understanding and learning with the Creative Health Associates and coordinate how the data and mapping across all systems is communicated and shared where appropriate.

Where possible, the Creative Health Associates programme will interface with the [Mobilising Community Assets to Tackle Health Inequalities](#) research programme, which is a partnership between NCCH and UKRI.

#### **5. Line Management**

You will report to the NCCH Director, Alex Coulter, and work closely with the core team.

#### **6. Legacy**

The Creative Health Associates programme represents a significant investment from Arts Council England and the legacy and future of the creative health field is an

important dimension of the work we will deliver together. At national, regional and Integrated Care System level, we will all need to be thinking about the future from the beginning. You will support the Creative Health Associates through the learning programme and peer support structure to maximise the potential for sustained support for their roles or similar roles beyond the funded period.

## Person Specification

<b>Knowledge, Skills, Experience and Qualities</b>	<b>Expected</b>	<b>Desirable</b>
Relevant degree or similar qualification		X
Knowledge of wider health and social policy context	X	
Knowledge of creative health research, policy and practice	X	
Experience in developing partnership and cross-sector focused strategy and design	X	
Demonstrable personal integrity, cultural awareness and commitment to diversity	X	
Self-motivation and ability to work independently	X	
Creativity and imagination		X
Evidence of relationship management with a wide range of stakeholders, able to develop successful partnerships and generate support	X	
Evidence of facilitation skills in encouraging less heard voices and community participation	X	
Knowledge and experience in accessing quantitative data and analysing it		X
Experience of writing briefs and blogs etc for different audiences; creating content for social media and infographics		X
Project management skills and experience	X	
Skills and experience in evaluation and monitoring		X
Excellent written and verbal communication skills	X	
Influencing, communication and negotiating skills	X	
Excellent interpersonal skills in communicating with people from different backgrounds and at different levels in systems	X	
A range of skills in using computer applications and packages including MS Office, Powerpoint, Excel etc.	X	
<b>Additional information</b>		
Postholder will occasionally need to travel to London and various other locations nationally	X	
The work may involve frequent prolonged concentration, managing conflicting demands, unpredictable work patterns, occasional distressing conditions or emotional circumstances.		

Please submit a CV and letter of application saying why you want the role and outline your relevant experience and areas of knowledge and how you meet the person specification.

Please include the names and contact details of two referees and indicate whether you would be happy for us to contact them before an interview.

If you would like to submit your application in a different format, we are happy to receive audio or video recordings.

If you would like an informal discussion about the programme and role with Alex Coulter, Director of the National Centre for Creative Health, please email [alexandra@ncch.org.uk](mailto:alexandra@ncch.org.uk) or ring 07973 345967

If you have any specific access needs you would like to discuss please contact [alexandra@ncch.org.uk](mailto:alexandra@ncch.org.uk) or ring 07973 345967.

Please email your application to: [alexandra@ncch.org.uk](mailto:alexandra@ncch.org.uk) by midnight on the 30<sup>th</sup> April 2023.

### **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 a job application so that we can assess our performance.

## APPENDIX

### 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*. The National Centre for Creative Health (NCCH) is a registered Charitable Incorporated Organisation (CIO) based in the UK. It was formed in response to Recommendation 1 in the 3 [Creative Health Report](#), the result of a 2-year inquiry led by the All-Party Parliamentary Group for Arts, Health and Wellbeing.

The NCCH fosters the conditions for creative health to be integral, driving the spread of *creative health activities and approaches* throughout the health, social care, local authority, Voluntary Community Social Enterprise sector and wider systems:

- *Creative health activities*: creative activities delivering positive health and wellbeing outcomes
- *Creative health approaches*: co-productive and innovative ways of working

We have a focus on health inequalities and working in partnership to support the spread of creative health activities at a neighbourhood, place and systems level. The *Creative Health* report is underpinned by the work by Sir Michael Marmot on the Social Determinants of Health. Only 10% of our health and wellbeing is linked to health services. 90% depends on our social connections, and the conditions in which we are born, grow, work, live and age. In Marmot's seminal work *Fair Society, Healthy Lives; The Marmot Review*, one of the six policy objectives is: *Create and develop healthy and sustainable places and communities*. Place-based thinking is helpful and bridges cultural policy and health policy. Evidence shows that people living in areas of higher deprivation are less likely to engage in community activities, but if they do engage it can have more benefits for their mental health than people in more affluent areas<sup>12</sup>. Covid-19 and the connected research has raised the profile of the importance of creativity for individual resilience and to support communities in crisis. There are many heart-warming and inspiring examples<sup>3</sup>. Creative health approaches can contribute to caring communities with a focus on health creation and prevention of ill-health. The experience of Covid-19 means that many leaders in health and social care and in local authorities are more aware of and receptive to creative health than ever before. However, the lack of sustainable funding is still a major challenge for small-scale and individual providers and we need to do much more to support infrastructure development in places, encourage collaborations and partnership working and help set up provider collaboratives and consortia with shared goals and to encourage collective impact.

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<sup>1</sup> <https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-021-11740-6>

<sup>2</sup> <https://bmjopen.bmj.com/content/11/9/e045512>

<sup>3</sup> <https://www.culturehealthandwellbeing.org.uk/how-creativity-and-culture-are-supporting-shielding-and-vulnerable-people-home-during-covid-19>

## Hubs, Hives and Huddles

We are working in partnership with NHS England to support Integrated Care Systems (ICSs) to embed creative health approaches across systems, our **Creative Health Hubs** programme.

Our **Hives** are collaborations with key partners to deliver knowledge exchange events and webinars etc.

We are working with health providers and cultural organisations to deliver mental health focussed **Creative Health Huddles**, inter-disciplinary learning activities for small groups to explore co-production with creativity and lived experience at the heart.

## **Research partnership**

NCCH has a commitment to advance good practice and research and promote collaboration. We are working in partnership with the Arts and Humanities Research Council and other councils within UKRI to develop the translation of research into policy and practice on the [Mobilising Community Assets to Tackle Health Inequalities](#) programme. This is a phased programme over 6 years.

## **Policy work**

NCCH and the All-Party Parliamentary Group on Arts, Health and Wellbeing are delivering a [Creative Health Review](#) which will highlight the potential for creative health to help tackle pressing issues in health and social care and more widely, including health inequalities and the additional challenges we face as we recover from Covid-19. The Review is guided by [15 commissioners](#), including Darren Henley, CEO of Arts Council England, Professor Sir Michael Marmot, Monty Don, Tracy Brabin, Mayor of West Yorkshire, Baroness Lola Young, Chair of the recent LGA commission on culture and recovery, and other inspiring leaders from health, culture and politics. Commissioners will consider evidence and practice examples across seven themes and develop recommendations for policymakers to encourage and inform a cross-governmental creative health strategy: <https://ncch.org.uk/themes-and-roundtables>.