



Gloucestershire Integrated Care System Creative Health Hub programme

Brief for a Project Lead

Introduction

The [National Centre for Creative Health](#) is delivering a programme of Creative Health Hubs in partnership with NHS England and Integrated Care Systems (ICSs) in Gloucestershire; West Yorkshire and Harrogate; Shropshire, Telford and Wrekin; and Suffolk and North East Essex; to explore models for integrating creative health at a systems level.

NHS England is supporting the secondment of a post of Programme Manager to work across all four systems. In addition to this, the National Centre for Creative Health has been commissioned to deliver a 'deep dive' into the Gloucestershire ICS.

The Brief

This brief is for the deep dive into the Gloucestershire ICS.

Question:

How can existing Creative Health programmes be further embedded across Gloucestershire and how can the work be spread to include other care pathways as the Integrated Care System develops? How can we best show impact to support this? What is needed to mainstream the work over time?

- What has the impact of the work been so far and what information is needed to make the case for the future?
- How can longer term funding be secured for programmes – what is the evidence needed and by whom?
- Who needs to be engaged and how can that best be done?
- How can the work be sustained over time and in the light of evolving commissioning models?
- This is all within a context of the development of the Integrated Care System and will need to consider how the changes associated with the establishment of the Integrated Care System impact on current and future programmes and how current influencers/existing governance structures transfer to ICS structures.



We would like the Project Lead to use co-production methods to co-produce recommendations and outputs:

We will take the concept of [Creative Health Huddles](#) as a model for co-production and bring together clinicians, commissioners, participants and practitioners to explore these questions. We will facilitate the relationships and contacts to ensure that the Project Lead is able to do this.

Current areas of focus:

- Children and Young People to include all long-term conditions
- Adult Chronic Pain
- Adult Respiratory
- Children and Young People mental health

Some key issues:

- Raising demand among the public and patients
- Is the work value for money? Does it reduce demand/how does it create health and wellbeing?
- What are the levers into NHS policy (Health Inequalities – Mental Health)?
- What are the skills needed for co-production and spreading the work?

The desired outcomes are:

- Increased creativity and health work across the ICS
- Increased commitment amongst stakeholders for expanding Creative Health programmes beyond current areas of focus leading to specific plans
- Recommendations for how to best to make the case and to whom (commissioners, systems leaders, clinicians etc)
- Stronger and more comprehensive case for investment

Outputs

- Analysis of existing data and an Impact Report including visuals, infographics and images
- A plan for future development and new areas of focus, setting out high level timelines, milestones, and suggesting what resources would be needed.
- Co-produced recommendations as above.

Skills, knowledge and Experience

There are a range of different skills, experience and knowledge relevant to the Brief. We are interested in hearing from people who might have strengths in one or more areas. We will work with the Project Lead to commission other aspects of the work as appropriate.



- Research and interviewing skills
- Analysis of quantitative and qualitative data
- Writing skills (case studies and reports)
- Knowledge of the arts and health field.
- Understanding and skills in health economics
- Knowledge and experience of working in the health sector
- Understanding of funding models and public sector commissioning
- Experience of strategic planning and strong communication skills (verbal and written).
- Influencing skills
- Understanding of the wider context of Integrated Care Systems

Timeframe

July – December 2021

Budget

Overall budget for Project Lead and additional commissioned work from others.

£20,000 plus VAT

Time frame:

Deadline for applications: **5th July 5pm**

Interviews: **21st July**

For an informal discussion about the brief, please contact:

Alex Coulter, Director of the National Centre for Creative Health – alexandra@ncch.org.uk

OR

Hannah Gorf, Commissioning Development Manager: Social Prescribing and Creative Health, NHS Gloucestershire Clinical Commissioning Group - Hannah.gorf@nhs.net

To apply please submit to info@ncch.org.uk:

1. A letter of application (no more than 2 sides of A4) describing your approach and relevant knowledge, skills and experience.
2. A CV and/or information about other projects undertaken with names of two referees.
3. An outline budget for the fee of £20,000.