



National Centre for Creative Health

Production of Creative Health Resources Brief

1. Background

The National Centre for Creative Health is driving the adoption of Creative Health in health and social care systems by promoting best practice, and providing the evidence, insight and ideas to help shape policy, planning and positive action.

You can read more about the background, history and significant progress made by the NCCH at www.ncch.org.uk

The Overview below covers common background and briefing to both areas of the commissions. They are separate commissions, and we welcome bids to one or both. We use CH as an abbreviation for Creative Health throughout. These will be NCCH-branded products (potentially jointly with other organisations), but these are not corporate communications products – **they are selling the benefits of Creative Health to people throughout the health and care sector.**

2. Overview

These commissions are to produce new products that will help increase awareness, support for, and use of Creative Health approaches throughout health and care systems and organisations. The products – written materials and videos – will be used as part of proactive communications campaigns including direct marketing and PR, and within existing channels such as NCCH, the Culture Health and Wellbeing Alliance (CHWA) and other partners' websites, and for newsletter and social media content.

We wish to commission practical, usable and cost-effective information and resources which will help drive support for, and adoption of, CH.

Much of this content can be repurposed from the existing suite of materials and content NCCH has developed. It should be packaged and presented to reflect our guiding EAST behavioural change principles to drive interest and use. The material should be:

- Easy - to find (on the website), read/watch and use directly in professional contexts
- Attractive - speak to our audiences and the challenges they face
- Social - highlight this is proven, works and is used by their peers
- Timely - a focal point for campaign CTAs, one-click to what people need when they need it; to drive action by recipients

There are two distinct commissions, in summary:

- Copywriting – mainly based on using existing materials from a range of NCCH and other sources, which we will direct you towards. You will produce copy as word documents. These comprise 'CH in Action' collateral to promote the benefits of CH; and 'How to' guides. They will be used online and offline (print)
- Editing and creating new videos from existing NCCH content. You will produce final versions to lengths and in digital formats usable by NCCH across channels, mainly online

3. Target audiences

The target audience for this work is the health and care sector itself, and particularly individuals within organisations that influence and commission the use of CH, and those who can practically introduce CH into their core work.

An indicative target audience list is below. Specific products will of course have specific audiences according to the content.

- C-suite leaders in NHS Trusts (eg CEOs, CMOs, CNOs, CFOs, CPOs, Strategy Directors, Non-Executive Directors/Board members)
- Senior clinical/operational leaders in Acute trusts (eg directors/clinical directors, heads of service and nursing, clinical/care group leads, pathway leads)
- Senior clinical and operational leaders and clinicians in Mental Health and Community trusts
- Relevant clinical/operational Trust teams (eg discharge planners, care co-ordinators, community and inpatient teams, ward managers, senior nurses)
- Senior NHS ICB leadership; executives and boards; other system leaders and influencers, inc. VCSE (ICB leads, umbrella bodies), HealthWatch, HOSCs, independent providers (especially mental health), Combined Authority/Strategic Authority leads (officers and members)
- Clinical Directors/Leads for Major Condition pathways (Trusts, ICBs, NHSE)
- Primary care (GPs, community nurses, PCN leadership, community pharmacists, GP Federation leadership)
- DPHs and Public Health teams (Local Authorities and Strategic/Combined Authority teams), NHSE regional and national Public Health leads
- Social Care: Directors of Adult/Children's Social Care, senior managers, commissioners
- Frontline staff delivering health and social care on hospital wards and in community settings across pathways and conditions, pre-and post-treatment, on waiting lists, in recovery, prevention and ongoing condition management contexts.

4. Overarching key messages

These messages underpin the purpose of these materials, and the new communications products will be key in demonstrating these to our target audiences – bringing them to life via real-world examples, hard evidence and data, case studies at scale (and individual) level, and making a compelling case that CH works. The key messages are:

- CH is a positive contributor to healthy populations. Its evidenced benefits should be available and accessible to all, within every health system across primary and secondary care
- CH is already integral in some systems, providers and care pathways across mental and physical health and social care, and is delivering measurable value, both social and financial
- CH delivers patient and service-user benefits to health and care, preventing ill-health, improving well-being and reducing demand on services - delivering a significant return on investment
- CH has a key role to play in shifting care from hospital to community, from sickness to prevention, and in reducing health inequalities
- CH interventions make significant impact within a joined-up, neighbourhood approach incorporating health systems, local authorities, schools, and the cultural and VCSE sectors.

We will also need to incorporate content to reflect key messages on NCCH's role, credibility and position within the creative health ecosystem:

- NCCH plays a lead role in promoting and supporting impactful use of CH within health and care. We provide resources and information for policy-makers, commissioners, advocates and practitioners, to encourage and support adoption of CH throughout health and social care
- NCCH is the primary source of information, evidence and practical guidance for CH **within health and care systems**, influencing policy and driving support at strategic and implementation level

- NCCH is closely aligned with the Culture, Health and Wellbeing Alliance (CHWA) and the Lived Experience Network (The LENs), whose members across the country help ground our work in the everyday reality of practitioners and participants

5. Tone and language

All materials should be in Plain English and fully accessible. They should be tailored to health and care professionals – showing that NCCH and Creative Health are relevant, credible, and will benefit work and their patients, service users and the wider population.

These products must be impactful and meaningful. It is very important to the target audience to show clear evidence of the impact of CH on tackling their challenges, issues and helping improve outcomes - and this evidence will be a key element of the content.

6. Tender Requirements

6.1 COPYWRITING

6.1.1 Promotional collateral/digital copy - CH in action

Research and write a series of new communications products for NCCH to promote the proven benefits of CH to health and care organisations, and their service users

- Your copy for each product should explain how CH makes a positive impact, and therefore inform and encourage users to take a range of actions which could include: find out more (NCCH website and Creative Health Toolkit); contact the NCCH or other relevant organisations or individuals in their organisation or system; consider how to develop or introduce CH into work
- Ensure the benefits proposition and key messages around the benefits and impact of CH are reflected within the content
- Incorporate evidence including data, example programmes/projects, case studies etc
- Liaise with NCCH staff and external consultants as required

Each product will have a core dual purpose:

- To drop into a template for a one-page overview, for print and PDF, for use by email, at events, for handouts etc
- Digital format: copy on NCCH website

Design and production are not required; this will be developed in-house or form part of another contract.

Typical resources you will draw upon:

- <https://creativehealthtoolkit.org.uk/>
- https://ncch.org.uk/case_studies
- <https://future.nhs.uk/creativehealthhub/groupHome>

A final topic list will be agreed, but we anticipate around 15 such 'one-pagers' – around 400-500 words each. The supplier will work with us to advise on and agree a consistent format, eg headings, structure, use of data and case studies, etc.

By audience (for example):

- CH working for Primary Care
- CH and Public Health
- CH in Mental Health Trusts
- CH within Integrated Care Systems

By topic: CH in action/for (examples):

- Reducing Health Inequalities
- CH - the Financial Benefits
- CH and Population Health

- CH and Mental Health
- CH in prevention and improving community well-being
- How CH reduces demand and admissions
- CH and specific pathways (eg Major Conditions)
- CH and Social Prescribing
- CH and Personalised Care

Available fee: up to £6,000 (+VAT where charged), incorporating research, copywriting and required edits, ongoing client liaison and all expenses.

6.1.2 How to use Creative Health guides

Shorter and more focussed than the full Creative Toolkit content, organised by:

- Audience, eg for Commissioners, Secondary or Primary Care clinicians, DPHs/Public Health teams
- Purpose, eg embedding into clinical pathways, system-wide strategies

These will be practical, next steps products, printable/for sharing as PDFs, as one- or two-page documents, and also for use as website content (on-page copy).

You will work with us to agree a format (structure, headings) and copy length, expected to be 500-700 words each. You will liaise with NCCH staff and external consultants as required.

A final topic list will be agreed but we anticipate a maximum of 10 How to Guides will initially be required.

Available fee: up to £4,000 (+VAT where charged), incorporating research, copywriting and required edits, ongoing client liaison and all expenses.

6.2. EDITING AND PRODUCTION OF NEW VIDEOS

NCCH has a wealth of video content, which is primarily in long-form content. You will receive original/existing video material and edit into a series of shorter videos. You will not be required to capture new content.

We will agree in advance the total number of short-form videos required including topics, purpose and channels.

We will also look to request user- or organisation-generated video from partners and people working in public health, and you will input technical advice and tips on how they should capture video for editing purposes, and support with content briefs.

You will edit existing and new footage to create 15 or 90 seconds videos with clips/interviews/stories highlighting where and how CH has benefited wider health and care outcomes, and in some instances where it has benefited individuals: short case studies of patients/service users of CH themselves, and practitioners who have delivered the activity describing the results.

You will work with us to agree appropriate/consistent visuals including typefaces, intro and outro styles and graphics, and advise on added value or varied options (eg voiceovers).

Videos will be used in various channels including:

- As part of e-newsletters and direct marketing emails
- Social media content: LinkedIn, Bluesky, YouTube
- NCCH and partner websites
- Within presentations and webinars.

They will be designed to achieve one or more of:

- Promote the benefits of CH including evidence of impact
- Show CH in action (short case studies)
- Encourage viewers to seek more information (CTAs will be click-through to more information on NCCH website pages); take the next steps in considering/developing CH projects and actions within their own work/organisation.

Content

- Attention-catching and people-focussed; some talking heads content, interspersed with more action focussed
- Incorporate visual representation of data (eg captions, cut-aways, data visualisations) as part of some videos (using your core editing suite/software where feasible – specialist graphic design work eg infographics is not covered by this brief)
- Incorporate still images where video footage is not available (eg CH projects and participants)
- Create and incorporate graphics as appropriate
- Lively, positive and professional
- Reflect the underpinning Benefits Proposition and Key Messages

Available existing footage includes:

- https://www.youtube.com/channel/UC_4TRAkMZID7YrogW02Hyzw
- <https://future.nhs.uk/creativehealthhub/view?objectId=55823984>

We will agree the total number and length of videos and content, but we expect around 10-14 videos in total, comprising a mix of 90-second films and 15-second social media clips. We will work with you to identify the key source material videos and purpose/messaging for each video. You will be responsible for identifying speaking and visual clips that best convey the required messaging and editing these into final content.

Available fee: £5,000 (exclusive of VAT) is available including all reviewing and editing and production of content, reworking, meetings and ongoing client liaison.

7. Knowledge, skills and experience required

The successful individual/agency will have demonstrable experience and expertise in the technical requirements and skills for copywriting and/or video editing and production respectively to meet the needs of the relevant briefs.

You are likely to have experience of communications and in particular producing similar products for use within the health and care sector (eg NHS, Public Health, Social Care) or comparable public, private or third sector environments. You will understand the core purpose and outcomes of these communications products.

You will be flexible, pragmatic and creative, and work with us flexibly and collegiately (we are a small charity) to produce outstanding materials that make a real difference to our goals.

8. Fees

Fees are as set out above. Freelancers are responsible for their own Tax and NI on any fees paid.

9. Tender Response

Please respond by email. Your response should be concise and include information as follows. Please produce separate submissions for either one or both of Parts 1 (Copywriting) and Part 2 (Video editing and production).

- Your name
- Your organisation, including company details as appropriate
- Full contact details
- A short outline of how you would approach the project and work with us (no more than 250 words), and why we should select you for this work (250 words maximum)
- Your proposed fee for the project
- Evidence and examples of similar projects/work undertaken
- Two references we can contact (with your advance permission) including their name, job title, organisation and relevance to this work.

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.

10. Schedule for responses and contracting

- **Please respond by email to: jayne@ncch.org.uk by 11am on Wednesday 19 March 2025**
- Interviews if required will be held during the period: 20-24 March 2025
- Contracts to be agreed and signed off by Monday 31 March 2025
- Initial briefing meeting for each project will be scheduled during late March/early April 2025, and ongoing liaison including at least one formal update meeting as require
- Delivery of resources by 5pm on 16 May 2025

If you have any queries, please contact NCCH Programme Manager Jayne Howard:
jayne@ncch.org.uk

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

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.