



## **West Yorkshire and Harrogate 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 and West Yorkshire and Harrogate ICSs.

#### **The Brief**

This brief is for the work across the West Yorkshire and Harrogate ICS. West Yorkshire and Harrogate is an area where Creativity and Health work is already embedded, building on the successes of [Creative Minds](#)' work over the past ten years and the support of local leaders to embrace and sponsor work on creativity and health. There is a pioneering programme in Calderdale supported for 12 months by Arts Council England, South West Yorkshire Partnership Foundation Trust (SWYFT), Calderdale Metropolitan Borough Council and Calderdale Clinical Commissioning Group. Other areas of innovation in the ICS include the work of the [Leeds Arts Health and Wellbeing Network](#) and their connections to the Centre for Cultural Value and the University of Leeds.

The aim of this work is to capture the learning and developments and look to the sustainability of the work into the future.

Overall the project will:

- Capture the stories and learning from the Creativity and Health Programme in Calderdale/ other innovations across the ICS and articulate/ animate these so that they and their wider partnership groups can effectively advocate at a national level
- Map and evaluate the level of health and care sector investment in arts/ creativity/ cultural projects across the ICS to inform future funding/ commissioning opportunities and to frame future investment discussions with Arts Council England.
- Develop a plan of how the learning and successes of how the Creativity and Health work could be scaled or replicated across the WY&H ICS footprint.

The desired outcomes are:

- Increased creativity and health work across the ICS
- More efficient and connected working leading to healthier individuals and communities



- Stronger and more comprehensive case for external investment
- Clearer picture of current levels of commissioning and health funding leads to a coherent, more effective regional medium-long term investment strategy

There are three parts to the Brief which require different skills, experience and knowledge. 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.

Objective	Actions	Skills, knowledge and Experience
1. Capturing our learning and community/ individual stories and articulating them in a way that resonates with local communities and national leaders and commissioners	Working with communities and stakeholders to capture the relevant information and to commission artists to co-produce the documents/ videos/ images that will advocate for our work on a local, regional and national level	Research and interviewing skills. Knowledge of the arts and health field, preferably local. Writing skills (case studies and reports) Experience of working with artists or a background in the arts
2. Mapping and analysing health sector and other public investment in creative and cultural projects as well as where there has been significant funding from for example National Lottery schemes.	Mapping and analysis of health sector and other public investment, and any reporting metrics in creative projects over the past 5-10 years.	Data and analytical skills Understanding and skills in health economics Knowledge and experience of working in the health sector Understanding of funding models and public sector commissioning
3. Plan for scaling and replicating work across the ICS footprint	Produce a project execution plan drawing on the work above that sets out a timeline for scaling and replicating work across the ICS, setting out high level timelines, milestones, and suggesting what connections, resources and networks would be needed	Experience of strategic planning and strong communication skills (verbal and written). Influencing skills Understanding of the wider context of Integrated Care Systems

### Timeframe

1. Capturing: July – September 2021
2. Mapping: July – September 2021
3. Planning: September – November 2021
4. Final Outputs – End of November 2021

### Outputs

To be discussed and agreed once appointed



## **Budget**

Overall budget for Project Lead and additional commissioned work from artist(s) and/or health specialists.

£20,000 plus VAT

## **Time frame:**

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

Interviews: **15<sup>th</sup> July on Zoom** (time to be confirmed)

For an informal discussion about the brief, please contact:

Alex Coulter, Director of the National Centre for Creative Health – [alexandra@ncch.org.uk](mailto:alexandra@ncch.org.uk)

OR

David McQuillan, Arts and Health Programme Manager, South West Yorkshire Partnership NHS Foundation Trust - [David.McQuillan@swyt.nhs.uk](mailto:David.McQuillan@swyt.nhs.uk)

To apply please submit to [info@ncch.org.uk](mailto: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.