



Salford Creative Health Network Meeting

16 Oct 2023 at Salford Museum & Art Gallery

Minutes/Notes

Welcome and update from Steve Hassall (SCL) & Bruce Poole (SCVS):

- Introductions around the room – see attached list of attendees & email addresses. Thanks to everyone who joined us.
- Update on GM Creative Health Strategy – see POT attached to email & below links.
- **Caroline:**
 - GMCH Strategy launched November 2022. Julie McCarthy is GM CH lead. Commitment is for GM to be the first CH city region. CH has now been included in the NHS Joint Forward Plan.
 - GM Creative Health Strategy in full [gm-creative-health-strategy-low-res.pdf](https://gmintegratedcare.org.uk/gm-creative-health-strategy-low-res.pdf) (gmintegratedcare.org.uk)
 - Executive Summary (12 pages): [gm-creative-health-strategy-exec-summary.pdf](https://gmintegratedcare.org.uk/gm-creative-health-strategy-exec-summary.pdf) (gmintegratedcare.org.uk)
 - 5 working groups across GM with life stage focus.
 - GM has research links with UoM. Could we utilise UoS to work on similar academic research projects?
- **Bruce:**
 - Whilst we need to bear the GM strategy in mind, it's important we align our work to Salford's key priorities & the Great 8.

Working Group focus:

Attendees split into 4 x groups (based on life-stages) to discuss:

- **Vision:** what would successful CH for this age group look like in Salford?
- **Outcomes:** what is the change or difference we want to see? (Things you would evaluate against, rather than activities/outputs.)
- **Activities:** what things/activities need to happen to meet these outcomes?
- **Resources:** what inputs do we need to achieve this? (E.g. money, staffing, venues, but also values & principles that hold us to account.)
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Working group on: Children & Young People

Discussion:

- Creative Health is part of all CYP's lives forever. But how do all citizens of Salford have a good knowledge of what is happening in their area? Any offer needs to be responsive and adaptive to what CYP need at the current time. And acknowledgement that things change. CYP themselves could be a resource to inform this.

Vision – Children & Young People	
Creative health is part of all children & young people's lives and is for life-long wellbeing	
Outcomes:	
<ul style="list-style-type: none"> • Increased confidence • Equip with tools for a healthy life • Every child has access to creative health activities 	
Activities:	
<ul style="list-style-type: none"> • Collaboration • Promote understanding of play and creativity in families 	
Resources:	
<ul style="list-style-type: none"> • Promotion & access 	<ul style="list-style-type: none"> • Co-pro: responsive/adaptive to CYP current experiences.
<ul style="list-style-type: none"> • CYP are the resource 	<ul style="list-style-type: none"> • Central forum database: know what is available - communication network
<ul style="list-style-type: none"> • Education within families to understand the value of creativity 	<ul style="list-style-type: none"> • Transport – or in the community
<ul style="list-style-type: none"> • Creativity involved in school settings as part of everyday 	<ul style="list-style-type: none"> • No achievement values – no right or wrong

Working group on: Working Age Adults (group 1)

Discussion:

Perceptions of what CH is to the individual. There are social barriers here – perception that it is a 'nice to have' rather than an essential for daily life. Difference between absence of ill health and presence of good health. Need shift perceptions so that CH is for everyone. People can engage in CH themselves in their daily life rather than just directed activity. Trial periods at evenings/weekends – often life can get in the way for busy working adults. Marketing in spaces where these people are present every day so that the information is constantly present. Information/signposting needs integrating with grass roots communities so that communities support each other.

Vision – Working Age Adults
Evidence – trust – starting small then big – culture – accessible – communities – education - wellness – positive health – sustainable – starting small – awareness – open

access – perception - financial access – gender accessible (men’s work) resources than exist – cross-sector.	
Outcomes:	
<ul style="list-style-type: none"> • We see a shift in the perceptions of creative health / Raise awareness of creative health • Footfall/attendance – measuring in the same way • Demographic specific engagement • Representative creative health workforce • Everyone has the tools and knowledge to do creative activities themselves 	
Activities:	
<ul style="list-style-type: none"> • Trail projects • Longer/flexible • Person-centred to needs • Family-focused engagement • Connecting to existing programmes – creative health hub • Health & creativity connected • Self-led creative activities for waiting process & connecting with community resources • Community boards in parks & public places 	
Resources:	
<ul style="list-style-type: none"> • Linking to schools & parents 	<ul style="list-style-type: none"> • Community consultation
<ul style="list-style-type: none"> • Grass-roots community-led organisations 	<ul style="list-style-type: none"> • Community allies
<ul style="list-style-type: none"> • Community noticeboards & points of interest 	

Working group on: Working Age Adults (group 2)

Discussion: Our vision is to build a community that is creatively curious. Need to raise awareness and access to information. Hearts and minds have been changed within services - culture shift away from just lining up at the GP for medication. We need a greater understanding of the barriers to reaching CH opportunities. We need more meaningful collaborations within primary care. Everything being with the aim of enhancing the community.

Vision – Working Age Adults	
Building a community that is creatively curious.	
Outcomes:	
<ul style="list-style-type: none"> • Raising awareness & sharing info 	
<ul style="list-style-type: none"> • Changing hearts & minds within service (culture shift) 	
<ul style="list-style-type: none"> • Understanding & breaking down barriers (co-designing) 	
<ul style="list-style-type: none"> • Increasing number of people engaging in creative activities 	
<ul style="list-style-type: none"> • More meaningful collaborations with primary care, public health, councils & VCSE in local pockets of communities 	
<ul style="list-style-type: none"> • Making the most of spaces, buildings, sharing of resources (e.g. libraries, galleries, etc) – exploit 	
<ul style="list-style-type: none"> • Using the arts to bring diverse communities together – celebratory, inclusive events including all 	
<ul style="list-style-type: none"> • Building trust – VCSE having a relational approach 	
Activities:	
<ul style="list-style-type: none"> • Comms teams – having a shared communication strategy. 	
<ul style="list-style-type: none"> • Co-design & co-produce 	
<ul style="list-style-type: none"> • Smaller focused groups – link with neighbourhoods 	
<ul style="list-style-type: none"> • Conversations with large businesses – CSR 	
<ul style="list-style-type: none"> • Evidence-based pilot projects 	
<ul style="list-style-type: none"> • Engaging lots of different communities 	
<ul style="list-style-type: none"> • Collaborative pilot projects 	
Resources:	
<ul style="list-style-type: none"> • Grants / money 	<ul style="list-style-type: none"> • Marketing/comms teams
<ul style="list-style-type: none"> • Representation from different teams 	<ul style="list-style-type: none"> • Curiosity / taking notice
<ul style="list-style-type: none"> • Spaces / Access 	<ul style="list-style-type: none"> • Open / not making assumptions about communities
<ul style="list-style-type: none"> • Co-production / collaboration 	<ul style="list-style-type: none"> • Communication / partnerships
<ul style="list-style-type: none"> • Enhancing the community 	<ul style="list-style-type: none"> •

Working group on: Older Age Adults

Discussion:

Need an offer that's accessible to every older person. Individual and purposeful. Linked to a reward (e.g. skills) and feel part of the community. Need some progression (learning, skills development). Pathways are connected – not a 'pop up and disappear'. Capture impact by a shared evaluation framework. Might include buddy scheme. Mapping – gap analysis. Although not necessarily about more activity, more about mapping and connecting what is already there. Perhaps a pilot project once the mapping has taken place.

Reconfiguring/improving current systems. Take users on this journey and ask for their design input. Co-design is a constant thread, as is marketing and communication

Vision – Older Age Adults	
<u>Every older person has access to individual creative opportunities that connect them, develop their skills, and help them feel valued.</u>	
Outcomes:	
<ul style="list-style-type: none"> • Attendance – numbers joining in has increased; demographics identify gaps • Access- mapping • Choice – fill gaps • 5 ways to wellbeing • Learning & skills • Pathways – signposting • Shared evaluation framework 	
Activities:	
<ul style="list-style-type: none"> • Personal support / buddy scheme – welcome • Mapping of offer • Gap analysis • Alignment of grants/ commissions • Comms & networks • Shared evaluation • VCSE Forum – knowledge exchange • Pilot areas prospects • Do we need new activities – if we promote/signpost/evaluate/celebrate existing offer? 	
Resources:	
<ul style="list-style-type: none"> • Sharing 	<ul style="list-style-type: none"> • Test & learn & pilot
<ul style="list-style-type: none"> • Reconfigure/improve existing system 	<ul style="list-style-type: none"> • Trust – user forum

Outside of age-group focus, what do we need to focus on for better Creative Health in Salford. Feedback from each group collated below:

Involving local people: <ul style="list-style-type: none"> • At what point? • Community voice at meetings. • Work with local partners. • School & setting involvement. 	Improved communication/joined up working <ul style="list-style-type: none"> • How does this work sit within wider GM work and the two feed between each other?
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<ul style="list-style-type: none"> • Long term investment & involvement with communities. • Identifying who & how – VCSE community champions. • Local organisations. • Community connectors. • Existing networks within communities. • Mapping. • Avoiding duplication. • Feedback and surveys from the same book. • Community listening sessions. • Community champions. • Local representation in leadership. 	<ul style="list-style-type: none"> • Network of professionals – utilising MCD. • My City Directory & local offer • Language used – <i>Salfordise</i> messaging. • Different types of communication – across print/digital etc. • More networking opportunities. • Connecting existing networks. • Presence at things that are happening.
<p>Evaluation:</p> <ul style="list-style-type: none"> • GM wide framework – simple/light touch – that sits within all associated activity within GM. • University collaboration. • CYP involvement e.g. define metrics. • Making an agreed evaluation framework or more. • Connecting leisure surveys. 	<p>New partnerships & funding opportunities</p> <ul style="list-style-type: none"> • GM Culture Collaborate fund for JMC/GMCA to lead – to develop framework. • AHRC • Consistency & long term investment – e.g. 5 years.

Salford Showcase: Nicola Platt on Creativity & Neurodivergent young people at Pinc College (<https://pinccollege.co.uk/>)

- See attached PPT attached to email about the work Nicola & her team do at Pinc College in Salford.

Next steps:

- **CA to share notes & attendee list & contact details.** (Thanks to Tina for today's notes.)
- Suggest next meeting in January 2024 – possible focus on a) evaluation, or b) communications to join up & signpost better. **CA to send invite.**
- Future meetings to include wider invite list, e.g. local people (rather than just local organisations/services) so that any planned work is community-led. **If anyone knows of key community champions of creativity and wellbeing, please send details/intro to CA.** CA will be consulting with local people over next few months – please feel free to make introductions if you know of any key contacts.

- Are there any services/organisations/areas of work that are under-represented in this group? **Please send CA details of anyone who should be invited to next meeting.**