

Creativity and Wellbeing Week

15 – 21 May 2023

Evaluation Report



Introduction

- This is the 2nd year that we have supported national Creativity & Wellbeing Week 15-21 May, led by the Culture Health & Wellbeing Alliance <https://www.culturehealthandwellbeing.org.uk/get-involved/events/creativity-wellbeing-week-0>
- Following Creativity & Wellbeing week in 2022, we have continued to work with key partners to develop a Plan on Page with agreed themes, outcomes and objectives.
- One of the critical areas for improvement is workforce and organisational development for practitioners working across health, social and creative sectors.
- In preparation for the week, we organised 2 strands of work:
 - Practitioner workshops – focused on workforce skills/organisational development – conversations and themes to use as a springboard to develop a longer-term workforce development programme
 - Creativity & wellbeing activities – promoted to residents, internal and external comms.
- This year we co-ordinated our Creativity & Wellbeing activity and communication campaign alongside Dementia Action Week (15-21 May).





Practitioner workshops

Aim: explore how we embed creativity and wellbeing into workforce development for leaders, commissioners and creative practitioners working with residents across the health and care sector.

Objectives:

- Outline key creativity and wellbeing workforce skills required in health, care and creativity sectors
- Show-case examples of skills development working with specific groups (training, peer support, on-job experience)
- Highlight the benefits of creativity and wellbeing projects with a focus on staff skills/experience needed
- Involve people with lived experience to co-design and deliver the session
- Explore how collectively we can develop an integrated creativity and wellbeing workforce plan



Working with people with Learning Difficulties and Autism

We Great Ladies (Becky Newbould and Gemma Whelan) led the session to share their expertise and experience of working with adults with learning difficulties and Autism through arts and creativity. Through interactive exercises, over 25 practitioners shared their own experiences to develop a greater understanding of the impact that creative inclusion can make to participants lives.

The session included a viewing of the recently produced *Cross the Sky* film and some of the actors shared their learning with the group.



Participants were asked about their experience of attending the workshop. A variety of methods were used – post it notes and comments on flipchart. Marbles were used to indicate responses to the following questions. Participants could use more than one marble per question.

Questions asked	Number of people agreeing
Have you learnt something new?	26
Can you see the benefit to using creativity in your workplace?	20
Do you feel like you could be more creative in your workplace?	30
Would you like further training opportunities?	36
Have you had time to reflect this morning?	22
Have you enjoyed and had fun today?	39

Quotes of some of the participants

“Reintroduction to working more creatively – I kind of forgot how powerful it is”

“challenging assumptions/prejudices - brought it more to attention”

“The film was amazing – fantastic to learn about the opportunities in Barnsley”.

“Hearing about and learning from people creating the film – “smashing expectations”



Fusion Culture & Education network CPD (on-line) – working with children & young people



This session explored what skills/experience and training are needed to support children and young people's mental health via arts and creativity. 20 practitioners attended the online session - teachers, creative organisations, BMBC and health and social care colleagues.

Jo Stockdale (Well Within Reach) introduced creativity and wellbeing which led to breakout discussions with participants about embedding creativity and wellbeing into workforce development.

What skills are required to build creativity & wellbeing into daily practice?

- Experience of teaching and associated skills
- Identifying and nurturing relationships
- Skills around supporting staff wellbeing.
- Use of art therapy allowing a safe space to talk
- Project planning skills

Tackling challenges together:

- Clearly define what we mean by 'creativity' + 'wellbeing'
- Collaboration – working together with one voice, to make a difference and overcome these barriers.
- Partnership working – connecting to people who can bring in different artforms, experience and skillsets.





Creative health and wellbeing through movement

Sue Barton (Deputy Director of Strategy and Change - South West Yorkshire Partnership NHS Foundation Trust) chaired this session which was led by Dr Richard Coaten <https://www.pccs-books.co.uk/authors/richard-coaten> to share his expertise and experience of working with older people living with dementia through arts, creativity and movement.

Richard is a leading national and international specialist in movement and dance with people living with issues associated with brain-ageing and has a background in Management Training & Development, in Arts and Health and in the Arts Therapies.

20+ practitioners attended the event which provided an opportunity to explore their workforce development needs to inform a longer-term development and training programme.





Groupwork: identified the following key skills:

- Interpersonal skills – passion, compassionate approach
- Active listening skills- understanding what people like/want/are motivated by
- Understanding peoples lived experience and what can help them
- Knowledge and understanding of Dementia – how it can impact on peoples/carers lives; functioning; abilities; cognition etc.
- Knowing about local support services- refer to Live Well Barnsley, Butterflies café, Barnsley Older Peoples Physical Activity Alliance <https://boppaa.ageukbarnsley.org.uk/>
- Support from national organisations e.g. National Activity Providers Association <https://napa-activities.co.uk/>
- Skills to apply and manage funding/budgets
- Using creative tools/resources e.g. Barnsley Museums creative props
- Communication skills – adapt for different groups
- Evaluation skills





Thriving, not surviving: using creativity to cultivate emotional health in young people

Jo Stockdale is the founder of Well Within Reach <https://wellwithinreach.co.uk/who-we-are/> focusing on the social and emotional competence and wellbeing of children, young people, and the adults they become.

15 participants attended this CPD session (teachers, targeted youth support, health & care staff). This thought-provoking session explored and defined “young wellbeing” and the invaluable role of creativity in supporting young people. Interactive exercise allowed practitioners to explore the skills and approaches to help children to not just to cope, or survive the slings and arrows of life, but thrive, in spite of them!

Grimm & Co <https://grimmandco.co.uk/> also shared some of their free wellbeing resources available for practitioners working with children & young people.



Groupwork - key skills identified:

- Time management
- Coaching skills – to get the best from limited time with CYP
- Organisational skills
- Communication and listening skills- validate children's voices
- Own wellbeing /self-care/emotional wellbeing to be able to work as effectively as possible with CYP challenging behaviours
- Share a library of resources- include on Fusion website (to be launched soon)



Creativity and Wellbeing Programme

A range of creative activities were promoted on our dedicated webpage, along with social media messaging and posters located in key public buildings across the borough.

< Creativity and Wellbeing Week - preview

Being creative is great for your health; it gives you new skills and a sense of achievement and community.

Join us at our inspiring schedule of exciting events during Creativity and Wellbeing Week from 15 to 21 May 2023 to discover the benefits of creativity and unleash your inner artist. From music and crafts to outdoor activities, there's something for everyone.

Activities for adults

Ongoing events	∨
Monday 15 May 2023	∨
Tuesday 16 May 2023	∨
Wednesday 17 May 2023	∨



CREATIVITY AND WELLBEING WEEK IS BACK!

Monday 15 - Sunday 21 May

See also...

- > Events at our libraries
- > Activities for children
- > Activities for adults





Creative Recovery –Live Arts Café

A full range of inspiring creative activities took place over the week.

Creative Recovery led a Live Arts Cafe which brings people together to enjoy an exciting blend of art crafts, live music, poetry and food. 40 people regularly participate in the sessions and benefit in a number of ways.

“The Live Arts Café has rescued me from the isolation in my own head. More please”

“It’s an enriching experience that I wouldn’t miss”





Story and Rhyme sessions

Story & Rhyme sessions are for families with young children and toddlers up to 4 years old. They are free, relaxed spaces for meeting like-minded parents, grandparents, childminders and other carers, supported by the libraries' helpful and friendly staff. [Watch our video about story and rhyme sessions.](#)

"...this has been massively beneficial for my son ... it has helped him mix better in a good environment that is stress free for me."

"... I love getting out and speaking to other parents and my daughter enjoys it and is developing so well."

"lovely to get out and meet other babies and mums."





Green Wellbeing Courses

Green Wellbeing courses at Cannon Hall enabled participants to tune into the natural world, using techniques to boost their immune system, improve sleep and reduce stress. All of the participants attending felt the experience had benefited their health & wellbeing.

“... helped me to connect to nature, has been relaxing and good for mood, reducing stress..”

“Being in nature is a wonderful experience. Beautiful location and setting...meeting other people who also appreciate being in nature, together working and sharing information and experiences.”

“I put into practice all the things I learnt like taking more time out in nature and listening to the sounds around me.”



Social Media

Social media was utilised to promote the range of activities as well as positive health messages relating to creativity under our Healthy Barnsley theme.

While the numbers of people reached had increased from last year, the numbers of people engaging decreased.

This could be due to the broad nature of the content being shared (various events rather than a single event) or the change in people's behaviour (less willing to travel, ease of access).

Facebook

(total across 10 posts)

Reach: 28,265

Engagement: 83

Link clicks: 159

Twitter

(total across 9 posts)

Reach: 15,169

Engagement: 133

Link clicks: 36

Total (across both Facebook and Twitter)

Reach: 43,434 Engagement: 216 Link clicks: 195

+14,960 from
2022

-757 from 2022

0.4% click
through rate



Creativity and Wellbeing Website

A dedicated website was set up to host the events schedule. This was the only version of the schedule available for the public to view.

In total there were 324 unique page views, which is 149 less than the previous year. The press release also received a total of 61 unique page views totalling 385 unique views of content relating to the week on our website.

While the numbers of viewers had reduced, the time spent on the page on average was around three minutes. This shows that those who did enter the page were engaging with the content, as the page contained a detailed list of events taking place.

The highest source of website hits is from an unknown source due to changes in cookies. However, both Facebook and GovDelivery showed as a common source to guide people to the webpage.



Media Coverage

The week of events was covered in the media by: Barnsley Chronicle and BBC Radio Sheffield.

There was less media coverage compared to 2022, which could be due to this being the second year we supported the week with the activities offer being similar as the previous year.

Details of the event were also shared via:

- Councillors
- Council social media pages e.g. 0-19 Public Health Nursing team
- Media coverage
- Internal news bulletins; Schools bulletins
- Digital screens - Libraries and Town Hall
- Partners e.g. South West Yorkshire Foundation Trust, Barnsley hospital, Andys Man Club, Age UK Barnsley



Customer Feedback

Based on the recommendation made from last year's event, we asked for customer feedback to understand the impact of communications.

From the events listed we were able to obtain feedback from 7 of these, with the following results:

Have you heard of Creativity and Wellbeing Week? Yes: 16, No: 24

Did you attend this activity due to the Creativity & Wellbeing week promotion? Yes: 3, No: 47

How did you hear about this activity? Word of mouth: 18, Council website: 4, Council social media: 4 Printed materials: 5, Already attend: 13

Overall, the results showed that everyone who took part in the activity felt that it benefitted their wellbeing. However, responses showed that most people attending these events were for reasons other than Creativity and Wellbeing week.



What went well

Support from partner organisations to share the messages was successful. Multiple channels were used to target key audiences that were mapped in the original communications plan.

Partnership working across communications and public health was strong and effective, offering feedback and ideas to ensure the best possible outcomes from each action.

We were able to successfully implement recommendations from last years event to provide more accurate understanding of success of increasing awareness and encouraging uptake.

While customer feedback showed that people weren't attending due to Creativity and Wellbeing week, it did highlight that these types of events improved people's wellbeing and that those attending were aware of this.

The campaign was able to forge successful links with Dementia Action Week, highlighting the benefits of creativity on those living with dementia.



Proposed next steps

- Continue to build on the learning from Creativity and Wellbeing Week to improve practitioner engagement and communication around creative health
- Co-design and implement a workforce development programme for health, care and creative sectors, identifying key resources
- Build engagement with Health and Wellbeing Board and other health and care partnerships
- Build opportunities to develop the South Yorkshire Integrated Care Strategy “Enabling plan” for creative health





Learning points

Customer feedback from the public facing events showed that promoting popular and regular events lost the impact of it being part of Creativity and Wellbeing Week.

Overall public engagement and media interest decreased from last year. Alternative approaches could include specifically targeted events specifically for Creativity and Wellbeing Week offering both information and activities.

Staff dedicated activities or events could improve measurement of awareness of Creativity & Wellbeing Week.

Evaluating events can be time-consuming and complex for the people running them. Simpler creative methodologies for evaluation will be considered for future events.





Special thanks to the Barnsley Creative Health partnership for their support with Barnsley Creativity & Wellbeing Week 2023

We would like to acknowledge the huge amount of time, effort and dedication from all key partners for their continued involvement with Creativity & Wellbeing Week in Barnsley.

