

## COVENTRY CITY OF CULTURE - TRY IT

### PROJECT PROPOSAL

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#### Project Summary:

'Try It', is a programme to kick-start a range of new, and often quirky, health-giving creative activities offered to residents of Coventry and Warwickshire during the City of Culture year. It will also promote arts and health activities specifically for social prescribing. The plan is to launch during the national #Get Creative season and culminate in a 'Fun Palaces' day of workshop exchange, this project aims to change lives of ordinary people and sustain a legacy of creative activities for communities into the future.

#### Context:

**This project is a partnership between Coventry City of Culture Trust and Warwickshire County Council as part of the following programmes:**

1. *21 Streets of Culture* Programme
2. *Creative Cures* led by Caring City
3. *Building a Creative Health Social Prescribing System* led by Warwickshire County Council project

An application will also be made to ACE Thriving Communities fund and the project also crosses over with Fun Palaces, #Get Creative, Tech4Good & Festival of Ideas.

**COVENTRY CITY OF CULTURE TRUST  
C/O THE HERBERT ART GALLERY & MUSEUM, JORDAN WELL, COVENTRY, CV1 5QP  
WWW.COVENTRY2021.CO.UK**

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CHARITY NUMBER 1165639, LIMITED BY GUARANTEE  
REGISTERED IN ENGLAND AND WALES

## Partner Programmes:

### 1. 21 Streets of Culture Programme

An ambitious community led programme of cultural democracy to empower citizens to make change in their local area as part of city-wide programme. Creating stronger and more resilient communities. 21 Streets (original name for the programme) is a two-year programme of work and will produce projects that bring communities and artists together to create work on a local, sub regional and citywide stage.

The aim of the project is to ensure that the city of culture is owned by the city, supports their creativity and creates lasting relationships between communities, tackling isolation, increasing pride and creating more resilient creative communities.

The five Producers in the 'Collaborative City Team' are embedded in areas across the city and are working with communities on different scales, across a range of art forms, and a range of venues. The programme will reflect the internationalism, and multi-cultural nature of our communities and will inspire creative responses in building stronger communities; co-creating, collaborating events that will inspire communities into creativity and action on their own terms.

This programme will have transformative impact on citizens and communities at this period of instability and uncertainty to build a stronger community future together.

#### Phase 1: 2020-March 2021

Building partnerships, sharing understanding of co-creation tools and processes, developing ideas, supporting new community-led projects and testing model in 4 key wards.

#### Phase 2: May 2021-2022

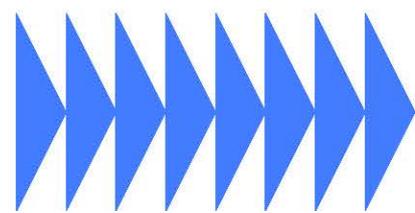
Working with networks and forums across the city to develop and deliver a range of creative programmes with community forums and community networks across every ward in the city and crossing into northern Warwickshire.

During Phase 1 we are leading a period of development, exploration and strengthen our communities ability to lead the projects and change they want to see in their communities, particularly identifying where are the gaps in support and newly vulnerable communities from this crisis.

This project aims to work with local surgeries, health centres and sporting as well as arts organisations (as well as a number of community venues hired to host activities) and will encompass north Warwickshire as well as Coventry with its offer.



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2. **CREATIVE CURES** is all about promoting arts for health. The project will have three stands:

1. **UPSKILLING FEB -MARCH 2021**: In partnership with Health Exchange, link workers both in the community and based within Primary Care Networks will go on a 'cultural tour' of Coventry and Warwickshire through the '**Try It' pilot**. This should enable them to experience taster sessions in creative activities where they will understand first-hand the positive experience of taking part in a session, whilst ideally learning about the health benefits of doing so.

2. **CAMPAIGNING JULY/AUG 2021**: A commission up to 5 pieces of 'street art' to raise public awareness about the benefits of arts for health. In connection with the 21 Streets Programme and partnership with Warwickshire County Council, these commissions will be embedded into communities to promote how culture can be a vital part of recovery and indeed prevention of long term physical or mental health conditions. Alongside these art commissions, a digital and/or physical easy read booklet will be made with case studies and stories about the impacts of arts for health. It is expected these can be used by carers, link workers, doctors, social brokers, artists, voluntary groups, and anyone being given a referral offer to connect with others through culture.

3. **CONNECTING MAY 2021 – MAY 2022** As a development of the UPSKILLING phase a series of cultural activities will be then be co-curated with link workers and past arts by referral participants. The 'Culture Curious' Pass will be tested in the city with up to three cohorts of people who have expressed a curiosity into the arts. Some of these programmes will be directly embedded in the 2021 programme. Opportunities will shaped on a seasonal basis and will be disseminated through Health Exchange and the Coventry and Warwickshire Creative Health Alliance.

### 3. **Building a Creative Health Social Prescribing System**

Warwickshire County Council have secured internal core funding for voluntary and community sector organisations (VSC) to deliver creative and cultural activities within Warwickshire from 2020 – 2023. This funding will develop social prescribing across the health and care system by offering opportunities for people of all ages to engage with creative health activity to improve their health, wellbeing and resilience to cope with life's challenges.

Phase One: March - Dec 2020

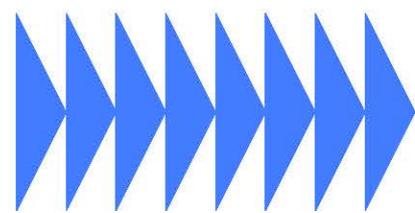
8 'Creative Care' pilot projects were commissioned and delivered by arts organisations to Warwickshire residents at risk of isolation during the pandemic.

Phase Two: Jan 2021 – March 2023

The next stage involves 6 tender opportunities to develop programmes in Warwickshire focussed on parents and infants; children and young people; adults of working age; older people living with dementia; singing for lung health; and arts and nature. The successful providers will partner with a range of organisations including the Recovery and Wellbeing Academy and Link Workers to process referrals into the programmes.



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## Partners & Key Personnel:

Coventry City of Culture:

- Jacqui Ibbotson - Project Lead
- Hannah Graham - Creative Cures lead
- Alice Williams/Get Creative lead

Warwickshire County Council: Claire Hickey

Coventry City Council: Alice Kirk (Culture), Jon Hunt (Sport)

Coventry & Warwickshire Creative Health Alliance: Tanya Khera-Butler/ Jo Southan

## What is social prescribing?

Social prescribing is a way in which people living with long term conditions can get access to a variety of support they need but that doctors and nurses are not equipped to provide. This can include help with getting a job, housing and debt management as well as social contact and activities to improve their wellbeing. Help with these things is often available through local authorities, charities and local community organisations, but few people know about the full range of support available.

Social prescribing means that the individual can build their support by working with a link person who does know, or who has expertise in finding out, what is available. Together with the link person, the individual can discuss their problems and identify the support that they need to manage their own health more effectively and meet their own personal goals.

Social prescribing usually includes a range of voluntary activity, being and socialising with others, often an element of learning and physical activity, and with a need to be aware of what is going on around. It is therefore well placed to promote health and wellbeing. An interesting side effect of social prescriptions is that those who have used them, often go on to want to volunteer and help others themselves, creating an increase in community capacity.

Many local social prescribing schemes provide access to support for healthier behaviours, such as exercise, healthy eating and improving mental wellbeing. Several schemes support networks and interaction, opportunities to access the benefits of the environment and green spaces, adult learning, the arts and culture.

Social prescribing can support local health economies to achieve the expectations set out in the Five Year Forward View for the NHS:

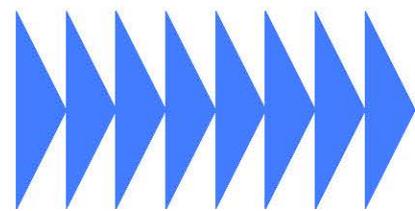
- To empower patients to take much more control
- Create new ways for voluntary organisations to work alongside the NHS
- 'Build on the energy and compassion that exists in communities'

There is a growing body of evidence demonstrating some specific benefits which may be achieved for patients and their local NHS through social prescribing including:

- Reduced hospital admissions and A&E attendances
- Reduced outpatient appointments
- Reduced GP consultations
- Improved health and wellbeing
- Reduced social isolation



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- Increased engagement in health-related activities
- Reduced reliance on medical prescriptions

<http://www.nationalvoices.org.uk/sites/default/files/public/publications/person-centred-care-2020.pdf> 13 <https://youtu.be/PCxRLAM7wBQ>

The opportunity offered by Coventry becoming UK City of Culture in 2021 will be the offer of a range of cultural activities - arts and environmental as well as learning and volunteering. If link workers and health workers are made aware of the evidence of the power of cultural activities to improve health and wellbeing and where to find them, they could better signpost targeted individuals to get involved in the arts & health activity offer. The aim is to improve health and wellbeing in Coventry and Warwickshire and to test the social prescribing model for the area (which will be possible through the extensive evaluation and monitoring of the year of culture which will be operating) and therefore provide a social prescribing model as a legacy moving forward.

### **Research & Development Completed**

#### **R & D project:**

- Nudgeathon in July 2020 (funded by CoC)
- Creative Health Festival July 2020 (funded by CoC, CCC & WCC)

**The Nudgeathon:** A Nudgeathon is a fast introduction to Behavioural Science, applying the principals of 'The Nudge' to a question or problem. By providing its members with a hands-on session where they learn about behavioural insights and then work together with stakeholders.

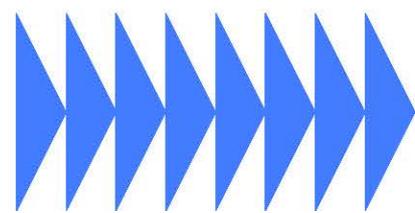
In July 2020, CCCT commissioned Warwick University's Behavioural Science Unit to work with Arts & Health stakeholders from Coventry: a link worker, an artist, a medical doctor, a student from the University of Warwick, a professor, and a citizen with lived experience of a mental health problem. We were gathered there for a full day of brainstorming on how to best nudge individuals with non-clinical mental health challenges to uptake creative activities as part of their treatment regime.

Suggestions which emerged from the workshop on 10<sup>th</sup> July 2020 on how to get arts & health activities going and how to encourage participation were as follows: -

- Taster sessions/speed dating type event so social prescribing link workers etc. can experience a number of arts activities in one session
- During City of Culture – offer free taster events, reduces the barriers and friction.
- Target libraries and community centres and offer free tasters for arts facilities to make it easier for link workers to encourage take up.
- Create something like a loyalty card or passport (not necessarily using the term passport) – encouraging people to trial different activities, with stamps upon
- Participation - add challenge element (e.g. bring a friend); once you complete you become a social globetrotter, social ambassador
- Show the patient that they have already achieved a step in the journey by reaching out for help



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- Help people tailor their desired journey within the 3-month program used by link workers and follow-up in the best manner. Goals can be set with the link worker in their first conversation if appropriate
- Clarity on the end goal of the activity (e.g. what will happen with it; certification of completion)
- Reduce hassle factor by operating locally or nearby
- When consulting with Link worker and setting up a plan, co-create/patient writes their own personal manifesto, establishing ways of working together eg. we'll respect each other, committed to seeing this through and celebrating small steps. Similar to coaching
- Allow individuals attending to bring a friend/family member for support to join the activity (can reduce anxiety around new activities/people); shared experience

At the end of the session, it was concluded that some very interesting suggestions had emerged for encouraging arts activity participation in ordinary citizens but that patients referred to link workers would probably need specialised sessions and might not respond as well to some of the incentives proposed for encouraging general participation.

### **The Pilot Project**

#### **Pilot Project (Dec 2020 – March 2021):**

Project partners are Coventry City of Culture, Warwickshire County Council and Coventry City Council.

For the Pilot Project for 'Try It' (December 2020 – March 2021) we need to research, call out to and meet a range of local creative and sporting practitioners with the aim to organise some 'Taster Workshops' in February 2021 for stakeholders to make a selection for the main programme during City of Culture. Link workers/Social

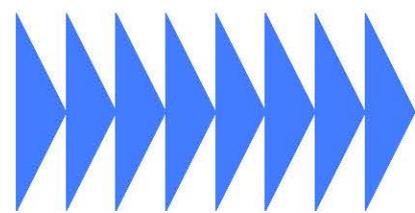
Prescribers of the County would be invited to particular targeted sessions for people who have non-clinical mental health problems, such as loneliness.

Research and development should also take place for a campaign around Arts & Health to decide what promotions are required to encourage participation in activities to achieve the best outcome.

The pilot/R & D project will be carefully evaluated in March 2020 so that all the learning is built into the main programme.



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## The Main Project:

### Try It Project Description

Kicking off in May's Get Creative initiative 2021, this project is an invitation to the people of Coventry and Warwickshire to try something new. We want every resident to take advantage of an explosion of creative activity on their doorstep to explore their talents and passions, or have a try at something they would never have tried in a million years to see what happens and hopefully find an activity and a shared experience which will change their lives. The programme of activities will target a people of a range of different ages and abilities, for those with access, health or language barriers.

In order to throw the door as wide as possible, we are including social sporting activities in the offer and we will particularly spotlight the unique and quirky elements to the creative programme. Another element of the project will be to work with the Coventry & Warwickshire Creative Health Alliance and the 'Social Prescribers' working in the health sector to encourage participation in arts activities as a route to healing for people with long-term health conditions.

The Main 'Try It' programme for Coventry City of Culture 2021-22 will involve: -

- A programme of new fun creative, social activities offered by a range of skilled practitioners, situated in venues across the city and some parts of the county in 2021-22
- Some workshops targeted at people with particular health problems for social prescribing e.g. COPD
- A campaign promoting arts for health and the opportunity across the city and county
- Workshops for facilitators on how to sustain new clubs into the future to provide a legacy of healthy creative clubs for the area
- 'Try It' one day celebration (perhaps part of Fun Palaces) with workshops which involve an exchange of creative skills between participants/local residents in the spirit of co-creation (see description below)

We are aiming for 18 new activities/clubs across 18 wards in Coventry plus 3 clubs in areas of Warwickshire.

### One Day Celebration of 'Try It'

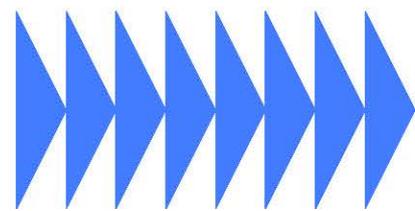
For one big day of activity workshops, we will bring in a mixture of artists, writers, musicians, performers, dancers to run creative workshops and masterclasses. From grime-artists, digital filmmakers, artists, dance, comedians and more. In the afternoon we turn the tables and the participants turn teachers - show us what you can do whether its running your own allotment, creating your signature dish, a dance, a song, writing a poem, making your own fashion. Potential partner: Fun Palaces.

In the evening at the Festival Hub (and as part of Festival of Ideas) there will be a workshop with a celebrity, surprise guest - imagine Nadia Hussein turning up for a baking masterclass. We will partner with Tony Guillain to speak about "Tech4Good" create a newsroom to document good news stories and co-create new Tech4Good ideas.

Potential partners: Slung Low, MIF, Tanya Brugera.



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**Useful links for support & Promotion:**

Fun Palaces <https://funpalaces.co.uk/>

Get Creative <https://getcreativeuk.com/>

Voluntary Arts Network <https://www.voluntaryarts.org/creative-network-coventry>

Manchester School of Integration: <http://manchesterartgallery.org/exhibitions-and-events/exhibition/school-of-integration/>

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