



Creativity and Wellbeing Week | **Get creative, get outdoors.**

Monday 16 - Sunday 22 May 2022



Help Shape the Future – *developing a creative & healthy Barnsley*

Discussion Workshop Report

14:00 – 16:00
19 May 2022
Online, via Zoom

Facilitated by Pete Spriggs
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Thinking
Independent Facilitation

Workshop aim

To discuss how we can best collaborate, strategically, to embed creativity and wellbeing more widely into our everyday practice across the borough.

Agenda

Time	Session
14:00	Welcome & introductions
	What a week!
	Embedding creativity & wellbeing
	Looking forward
16:00	Close

For a list of attendees please see Appendix 1.

Welcome & introductions

Kathy McArdle, Service Director, Regeneration & Culture at Barnsley MBC began the workshop by welcoming everyone and saying a few words of context.

A FEW WORDS

KATHY MCARDLE

- Hope you've managed to access the events this week!
- Looking after our H&W isn't just something we need to do one week in a year
- Today is exploring how we can embed this great work in every moment of our lives
- How can we make sure people feel empowered to do things for themselves
- How do we hard wire creativity into the world of health?
- How do we hard wire health & wellbeing across the cultural sector?
- What alliances do we need to build?
- How do we develop leaders to drive this work?
- How do we make sure this work will genuinely benefit those who live or work in Barnsley?
- What about the next practice? We need to support practioners
- How can we work strategically through our H&W Board and Culture & Visitor Economy work to join this up?

Note: A text version of the content from the report images can be viewed in Appendix 2.

Participants then posted up on the Miro Board a personal highlight from the Creativity & Wellbeing week activities / or another creativity & wellbeing project they had been involved with.

The content generated is shown below.

CREATIVITY + WELLBEING HIGHLIGHTS

PLEASE ADD A PERSONAL HIGHLIGHT FROM THE CREATIVITY + WELLBEING WEEK ACTIVITIES / OR ANOTHER CREATIVITY + WELLBEING PROJECT YOU'VE BEEN INVOLVED WITH.

Hearing personal stories of how creativity can directly improve physical and mental health	Hearing from Matt as a previous CCG CX was inspiring. We need to share his presentation far and wide locally	Any creative activity is the only thing that makes me truly switch off from everything else. Monday's event had my complete attention	Stories from carers around difference a payment has made to their lives	Hearing inspiring speakers at session on Monday
Sculpture Garden with Creative Recovery at the carers Garden :)	Slazangers exhibition - wellbeing at the factory	Mindful walks at Wentworth Castle Gardens	Haven't attending any events but have enjoyed looking at some of the pictures online via Twitter	Hearing more about work already going on in Barnsley
meeting colleagues at the Lightbox event and feeling optimistic about what we can achieve together	The art of the possible. So much inspiration and stuff for us to think about moving forward	Attending Creative Recovery's Live Arts Cafe event and joining a percussion workshop	Hearing about how the work we do is contributing to creativity and wellbeing already and sharing ideas for more events and groups in the future	

What a week!

This session provided an opportunity to share a selection of the wealth of activity that had taken place during Barnsley Creativity & Wellbeing week. Julie Tolhurst, Public Health Principal at BMBC and Lynn Dunning Group Leader, Heritage & Arts at BMBC shared details of the activities.

These events and installations delivered by Barnsley Council's Arts and Events team.

Throughout the workshop participants were encouraged to note down what they considered to be the key learning from the Barnsley Creativity & Wellbeing Week. The content generated was as follows:

LESSONS LEARNT

PLEASE NOTE WHAT WE'VE LEARNT FROM THE BARNSLEY CREATIVITY + WELLBEING WEEK.

cultural activities make you feel better!

variety and accessibility

key for us to work together - and find long term funding for this work rather than one off project funding

Creativity comes in many forms and you don't have to be an expert!

The importance of communicating the benefits of creativity to health and wellbeing (to both residents but also in care homes, hospitals etc)

The power of joining up with one narrative and message - to amplify the connections between creativity and wellbeing

we can use culture as an alternative vehicle for positive impact and change

Embedding creativity & wellbeing

This session provided an opportunity to discuss how to best collaborate, strategically, to embed creativity and wellbeing more widely into everyday practices across the borough.

Jon Finch, Head of Culture & Visitor Economy at Barnsley MBC gave an update on the emerging Cultural Strategy, and the importance of weaving health and creativity into its development.

BARNSLEY CULTURAL STRATEGY



JON FINCH
 HEAD OF CULTURE + VISITOR
 ECONOMY, BARNSLEY MBC

Want a community led process to develop the strategy

Keen to hear thoughts & ideas on ways to make the strategy active & relevant

Critical to embed the Health and wellbeing sector

How can Health and wellbeing partners be involved?

How can we embed creativity in Health and Wellbeing?

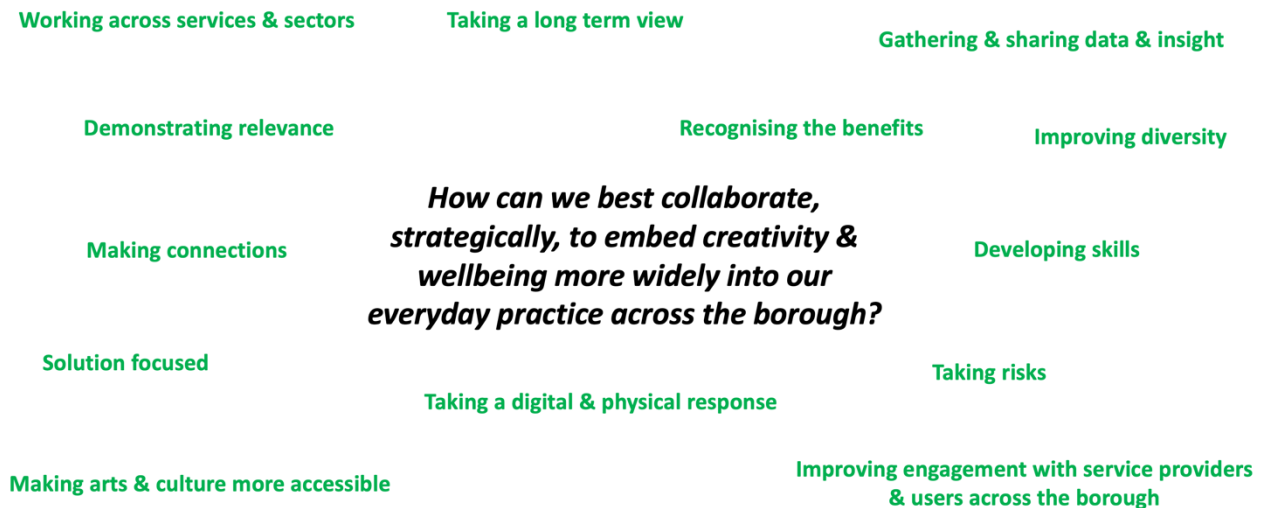
Working in three small breakout groups each discussed:

How we can best collaborate, strategically, to embed creativity and wellbeing more widely into our everyday practice across the borough?

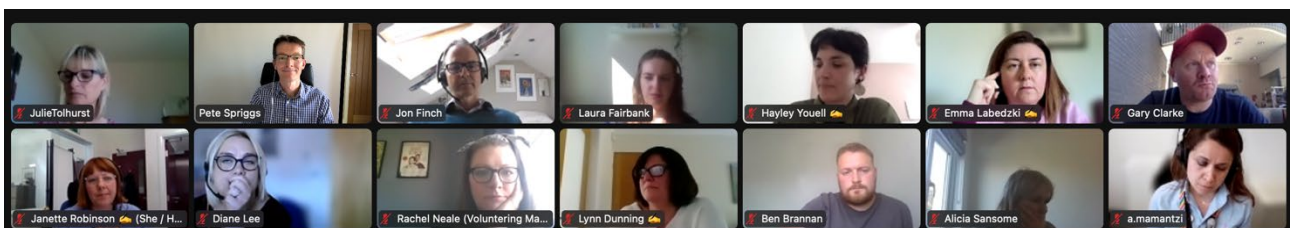
The groups responded to the question under the following prompts. What do we need to:

- Do more of?
- Do less of?
- Keep the same
- Try that's different or new?

Participants were asked to think widely around the question, and were offered the following (non-exhaustive) list of areas to consider:



How can we best collaborate, strategically, to embed creativity & wellbeing more widely into our everyday practice across the borough?



To aid feedback each group was asked to draw out what they felt were the three most important actions to undertake to better collaborate, strategically, to embed creativity and wellbeing more widely into everyday practice across the borough.

The actions shared were as follows:

COLLABORATING TO EMBED CREATIVITY + WELLBEING
THREE MOST IMPORTANT ACTIONS



1
change of language

2
people define their own path and outcomes

3
short and long term action through research and delivery

COLLABORATING TO EMBED CREATIVITY + WELLBEING
THREE MOST IMPORTANT ACTIONS



1
Resourcing and supporting practice- A central hub/ mechanism for people to promote what's happening / convene and collaborate. A role to support infrastructure and think about how we support and grow local practitioners

2
System leadership- bring silos together- cross sector- making sure that funding is collaborative too (to support sustainability and collaboration) - move from reactive to proactive thinking about creativity and wellbeing

3
Citizen Led- Let's co-produce- Let's share and celebrate Barnsley stories- practice and experiences

COLLABORATING TO EMBED CREATIVITY + WELLBEING
THREE MOST IMPORTANT ACTIONS



1
More collaboration across sectors to deliver alternative provision (hard for some smaller organisations to respond alone)

2
creative leaders having a stronger voice at strategic level

3
more co-production

The detail of the group discussions can be viewed in Appendix 2.

Next steps

In the final session individuals reflected on what they thought needed to be done by their team or organisation to further strategic collaboration and embed creativity and wellbeing more widely into everyday practice across the borough. The actions noted up were as follows:



The workshop concluded with the following 'Next Steps' from Julie Tolhurst and reflections from Kathy McArdle.

NEXT STEPS

Thanks everyone for your involvement

We'll use the content to inform the workshop report and also a summary of the whole week of activity

We'll draw out the themes which will help create a collaborative approach to develop the Cultural Strategy

We need to use the change in the NHS (ICS structures) and look for endorsement from the H&W Board to help embed this work

FINAL REFLECTIONS

So much rich content!

Need to spend some time to reflect on the intangible glue that binds us together

Living well is maybe the title for our Cultural Strategy

Great to see the desire to learn from each other and co-produce

Appetite to think differently & develop new approaches for this work

We need to find great ways to involving the youth & voluntary sectors

It'd be great to direct resources & capacity to this work

Everyone agreed on capturing lived experience of change - how can we do this?

How do we engage with the wider public?

Need creative leaders at every level

Heard a lot about planning for the long term, whilst doing some short term actions to deliver some quick wins

Like the idea of feeding the report to the H&W report

Can we find a way of making sure the report we produce is a creative report?!

The workshop closed at 15:45.

Appendix 1 – Attendees

Name	Title	Org
Debby Bunn	Development & Projects Manager	Age UK
Alexandra Mamantzi	Cultural Capital & PD Coordinator	Barnsley College
Rachel Neale	Volunteering Manager	Barnsley CVS
Janette Robinson	Programme Development Manager, Culture, Housing & Regulation	BMBC
Ben Brannan	Senior Public Health Officer	BMBC
Dominic Armstrong	Service Manager Improvement & Quality Assurance	BMBC
Alicia Sansome	Head of Public Health (0-19 Nursing Service)	BMBC
Jon Finch	Head of Culture & Visitor Economy	BMBC
Laura Fairbank	Public Health Officer	BMBC
Sarah Barnes	Head of Customer Services	BMBC

Name	Title	Org
Diane Lee	Head of Public Health	BMBC
Julie Tolhurst	Public Health Principal, Place	BMBC
Emma Labedzki	Public Health Project Officer	BMBC
Kathy McArdle	Service Director, Regeneration & Culture	BMBC
Lynn Dunning	Group Leader, Heritage & Arts	BMBC
Andrew Osbourne	Interim Director, Commissioning & Integration (Adults and Communities)	BMBC
Hayley Youell	Coordinator, Culture, Health & Wellbeing Alliance	CHWA
Pete Spriggs	Independent Facilitator	Clearer Thinking
Gary Clarke	Artistic Director, Gary Clark Company	Gary Clarke Company
Adrian England	Chair of Healthwatch Barnsley	Healthwatch Barnsley
Ruth Carrington	Partnerships & Participation Manager	National Trust
Joe Minton	Professional Manager	NHS Barnsley CCG
Vicki Whyte	Change & Innovation Partner	South West Yorkshire Partnership NHS Foundation Trust

Appendix 2 – Miro Board Content

A few words

- Hope you've managed to access the events this week!
- Looking after our H&W isn't just something we need to do one week in a year
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Creativity & Wellbeing Highlights

- Hearing personal stories of how creativity can directly improve physical and mental health
- Hearing from Matt as a previous CCG CX was inspiring. We need to share his presentation far and wide locally
- Any creative activity is the only thing that makes me truly switch off from everything else. Monday's event had my complete attention
- Stories from carers around difference a payment has made to their lives
- Hearing inspiring speakers at session on Monday
- Sculpture Garden with Creative Recovery at the carers Garden :)

- Slazangers exhibition - wellbeing at the factory
- Mindful walks at Wentworth Castle Gardens
- Haven't attending any events but have enjoyed looking at some of the pictures online via Twitter
- Hearing more about work already going on in Barnsley
- meeting colleagues at the Lightbox event and feeling optimistic about what we can achieve together
- The art of the possible. So much inspiration and stuff for us to think about moving forward
- Attending Creative Recovery's Live Arts Cafe event and joining a percussion workshop
- Hearing about how the work we do is contributing to creativity and wellbeing already and sharing ideas for more events and groups in the future

Barnsley Cultural Strategy

- Want a community led process to develop the strategy
- Keen to hear thoughts & ideas on ways to make the strategy active & relevant
- Critical to embed the Health and wellbeing sector
- How can Health and wellbeing partners be involved?
- How can we embed creativity in Health and Wellbeing?

Embedding creativity & wellbeing

Group 1: How can we best collaborate strategically, to embed creativity and wellbeing more widely into our everyday practice across the borough? What do we need to...



Do more of?

- Communications - definitions of what it is we are talking about e.g. 'creativity, culture, art' need consistency
- Confidence in working together
- Exchange
- Long term joint planning so that we can all work smarter not necessarily harder

- Prevention as a focus - for more serious health and wellbeing issues developing
- Asking 'what does a good day look like?'
- Helping people to develop resilience
- Risk-taking
- Understanding of each other's worlds
- Visiting each other's spaces
- Listening
- People defining their own outcomes
- Creativity training for healthcare practitioners - creativity can be learned and nurtured
- Helping people to adopt responsibility for this in their lives
- Cradle to grave empowerment - it is not something you need to learn; it is something to develop / recover this skill
- Communications around stigma - building people's confidence to try something new and understand they all have something to offer
- Time with citizens
- To explore the creativity in different disciplines which are not necessarily artistic. e.g. science, cooking.
- To build on existing groups who focus on people led work as a starting point
- Making information available on the broad understanding of creativity - for people to access e.g. online
- Empowering people to define their own goals and how they should be achieved
- Citizen led engagement
- Understanding the value of the voluntary sector - and all the things that they offer
- Collating all the good works that we are already doing and promoting them more
- More physical activity in nature
- Cooking is an important cultural activity

Do Less of?

- Silo'd working - not saying we are siloed at the moment, but we need to be working across boundaries
- Culture is a difficult word with many definitions. drop the word culture and talk about a creative life, what does a good life look like
- Fear / anxiety
- Less doing things for and to people and communities
- Important to use language which enables access rather than raises barriers to engagement
- To avoid jargon
- Telling people they are using the wrong words and stopping involvement
- Training as a solution to everything
- Assuming that digital is the way to communicate. Whether due to financial reasons or just not wanting to use social media this misses so much of our community out.

Keep the same?

- Key lines of enquiry are ongoing - conversations with people to share with key stakeholders
- The communications systems already exist, and we should use what we have got
- Keep our uniqueness
- Artists / healthcare practitioners as enablers - supporting people to tap into own curiosity and creativity

- What a good day looks like will reflect Maslow's hierarchy of needs - culture around the higher needs of that model. Important to learn individual's meaning
- Research into depression in people within Barnsley - measuring impact
- To create pathways for wellbeing as individuals and within groups
- How do we support each other to find a shared set of values
- A blend of digital and non-digital opportunities - or information routes

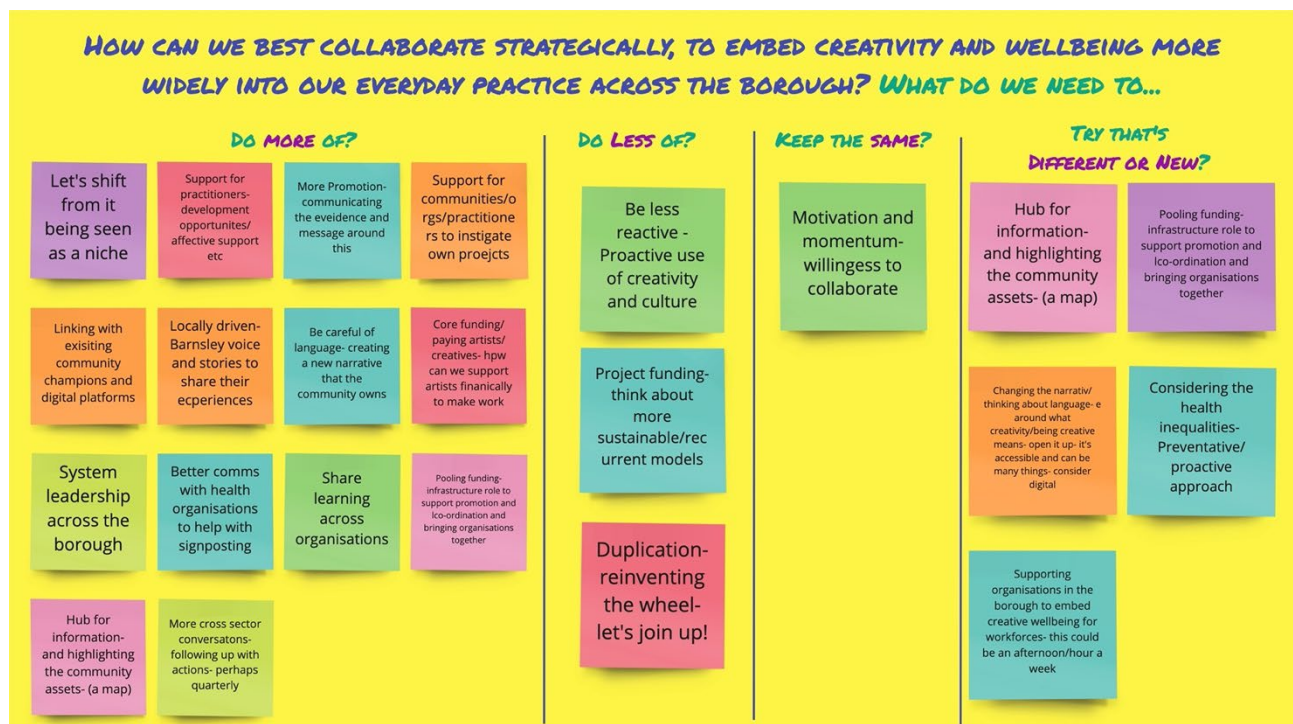
Try that's Different or New?

- Creativity in the hands of citizens
- We need some pilots
- Public consultation 'what does culture mean to you?'
- We used to have Schools of Creativity - can we have a Hospital of Creativity? A GP's surgery for creativity?
- To make culture part of the everyday whilst balancing the special experiences
- Include, Tv, social media, photos on phones music etc which is part of our everyday way to capture their experience of their world
- Need a broad definition so people can talk about PLACE and what that place means to each person
- Pilots of health and creative practitioners working together - building confidence in working in each other's environments.

Group 1: Top three actions

- Short and long term action through research and delivery
- Change of language
- People define their own path and outcomes

Group 2: How can we best collaborate strategically, to embed creativity and wellbeing more widely into our everyday practice across the borough? What do we need to...



Do more of?

- Let's shift from it being seen as a niche
- Support for practitioners- development opportunities/ affective support etc
- More Promotion- communicating the evidence and message around this
- Support for communities/orgs/practitioners to instigate own projects
- Hub for information- and highlighting the community assets- (a map)
- Linking with existing community champions and digital platforms
- Locally driven-Barnsley voice and stories to share their experiences
- Core funding/ paying artists/ creatives- how can we support artists financially to make work
- Be careful of language- creating a new narrative that the community owns
- Pooling funding- infrastructure role to support promotion and co-ordination and bringing organisations together
- System leadership across the borough
- Better comms with health organisations to help with signposting
- Share learning across organisations
- More cross sector conversations- following up with actions- perhaps quarterly

Do Less of?

- Be less reactive -Proactive use of creativity and culture
- Project funding- think about more sustainable/recurrent models
- Duplication- reinventing the wheel- let's join up!

Keep the same?

- Motivation and momentum- willingness to collaborate

Try that's Different or New?

- Hub for information- and highlighting the community assets- (a map)
- Pooling funding- infrastructure role to support promotion and co-ordination and bringing organisations together
- Changing the narrative/ thinking about language- e around what creativity/being creative means- open it up- it's accessible and can be many things- consider digital
- Considering the health inequalities- Preventative/ proactive approach
- Supporting organisations in the borough to embed creative wellbeing for workforces- this could be an afternoon/hour a week

Group 2: Top three actions

- Citizen Led- Let's co-produce- Let's share and celebrate Barnsley stories- practice and experiences
- Resourcing and supporting practice- A central hub/ mechanism for people to promote what's happening / convene and collaborate. A role to support infrastructure and think about how we support and grow local practitioners
- System leadership- bring silos together- cross sector- making sure that funding is collaborative too (to support sustainability and collaboration) - move from reactive to proactive thinking about creativity and wellbeing

Group 3: How can we best collaborate strategically, to embed creativity and wellbeing more widely into our everyday practice across the borough? What do we need to...



Do more of?

- Embedding creativity into mainstream services e.g. Swift
- Communication!
- Access sustainable funding
- How are we more inclusive about who is round the table?
- More commissioning through nhs/ics etc
- Joined up thinking as a town
- Close collaboration with other creative practitioners / knowledge sharing
- Showing off our town!
- Support workforce h&w more
- How do we get message out to groups who might not think they are creative as they have a part to play - join chwa - it's free
- Engage more strategic leaders in the conversation to make this happen - how do we persuade?
- Share more evidence / powerful case studies
- Creativity isn't an add on - vcs sector sometimes too small to deliver so how do we collaborate / hear their voice

Do Less of?

- Less working in silos
- Reduce the amount of short term funding
- Keeping things to ourselves - share more!

Keep the same?

- Levels of enthusiasm and passion
- The vibrancy of the sector
- Keep pushing barnsley as a creative place - it's a surprise how wow it is!
- Keep celebrating!
- Keep sharing the evidence
- Keep these strategic conversations going
- Innovative spaces in the glassworks
- The Barnsley spirit!

Try that's Different or New?

- Let people spend their personal health budgets differently
- Take more risks!
- Being brave and doing things differently
- Think about h&w board / leaders - programme of visits? How it could do stuff differently / engage community more directly
- How we put h&w as heart of the new culture strategy and some actions that really move things forward - linking to all the work that is going on / other strategies
- Feels like the time is right to make a breakthrough
- Commissioners need cultural leads to offer alternative solutions
- How can we use culture to tackle inequalities
- Facilitate communities saying what they want / promote whats already on offer as well
- Show how we can do something different with the money!
- Be brave and radical - more conversations with the commissioners

From your Team / Organisation's perspective...

What needs to be done by your team / organisation to promote strategic collaboration to embed creativity & wellbeing across the borough?

- Public engagement
- share more on our social media channels about what's happening (Barnsley Museums)
- Note the Action + Org / Team please!
- We need to get better at communicating all the creative and wellbeing work we are doing. Age UK Barnsley
- create health social care engagement for Culture strategy devt. BMBC
- Action - Keep attending meetings/sessions that might not outwardly seem relevant to look where we can join forces have influence in wider work and join some dots - Volunteer Centre (And keep suggesting bonkers ideas when we are on those meeting to get people to think differently and be brave to try something new)
- Quick action between public health and place in terms of next steps from this week. Need to build on momentum
- Review recs from Surviving to thriving report and agree actions - BMBC
- Agree how we will measure impact and how we know we have made a difference
- Action: to direct resources and capacity to take this forward as a focused strand of work which underpins all programming in Barnsley Museums
- Action: Share good practice and explore long-term embedding in cultural and non-cultural services. Who: Barnsley Museums

- follow up on contacts made this week (Barnsley Museums)
- Feedback report into HWB Board and Integrated Care Delivery Group with recommendations
- Long term planning with short term wins that can be evaluated and reported on. Provide and share more case studies.
- Ensure the Borough Cultural Strategy has Health and wellbeing embedded - BMBC Culture team
- Engaging with the wider system/ key players and practitioners in this space
- Agree 6 and 12 month review points. Get people together in a year's time to see what has changed
- Action: Enhanced partnership working to ensure better collaboration and sharing of key events and initiatives where we can work together, BMBC
- Act as a convenor of further discussions between creative and health sectors - BMBC Culture team
- Collect and share stories of people with lived experience locally
- Health promotion work around the benefits to health and wellbeing - this needs to be communicated
- Explore how creativity and voluntary / Community Sectors can be involved in conversations at strategic level (i.e. HWB). Who: Public Health, BMBC
- Gary Clarke Company need to share our ideas, practices and projects with the wider creative organisations in the borough to see if there are any strategic or creative opportunities for cross collaboration or 'bolt ons' that can benefit a wider range of audience and participants in the work we deliver and to look for new and exciting opportunities for 'cross overs'
- System wide communications and engagement plan

Next Steps

- Thanks everyone for your involvement
- We'll use the content to inform the workshop report and also a summary of the whole week of activity
- We'll draw out the themes which will help create a collaborative approach to develop the Cultural Strategy
- We need to use the change in the NHS (ICS structures) and look for endorsement from the H&W Board to help embed this work

Final reflections

- So much rich content!
- Need to spend some time to reflect on the intangible glue that binds us together
- Living well is maybe the title for our Cultural Strategy
- Great to see the desire to learn from each other and co-produce
- Appetite to think differently & develop new approaches for this work
- We need to find great ways to involving the youth & voluntary sectors
- It'd be great to direct resources & capacity to this work
- Everyone agreed on capturing lived experience of change - how can we do this?
- How do we engage with the wider public?
- Need creative leaders at every level
- Heard a lot about planning for the long term, whilst doing some short-term actions to deliver some quick wins
- Like the idea of feeding the report to the H&W report
- Can we find a way of making sure the report we produce is a creative report?!