

ARTS & HEALTH SOUTH WEST PRIZE

YEARBOOK 2016



FINE FAMILY FOUNDATION

Arts & Health South West is an information, support and advocacy organisation for everyone who believes in the value of creativity in enhancing health and wellbeing. We believe that the arts, creativity and the imagination are agents of wellness: they help keep the individual resilient, aid recovery and foster a flourishing society. The Arts & Health South West Prize celebrates inspirational arts and health projects and individuals who have made a significant contribution to the field in the South West of England.

£5000 First Prize
£1000 Second Prize
£1000 Individual Prize

We are very grateful to the Fine Family Foundation for sponsoring the Arts & Health South West Prize.

Full case studies of all the projects profiled in this yearbook, as well as those on the shortlist for the prize, are available on the AHSW website www.ahsw.org.uk

"The Fine Family Foundation is delighted to support the Arts & Health South West Prize. I have found the people involved in these projects to be passionate and committed and the projects themselves to be heart lead, reaching out to the vulnerable person themselves and not their illness. Thank you for creating and sharing your projects with us."

The Director of the Fine Family Foundation

PRIZE WINNERS...

FORMED FILMS CIC

A LITTLE DEEP SLEEP - A FAMILY GUIDE TO ANAESTHETICS

FIRST PRIZE

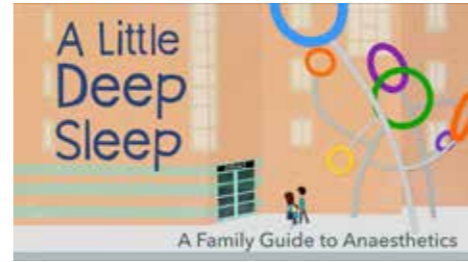
ForMed Films CIC creates animated films and resources for medical education. It aims to inspire good health choices and encourage health promotion through informed self help and medical guidance.

ForMed Films was commissioned by anaesthetists at Bristol Royal Hospital for Children to make 'A Little Deep Sleep - a Family guide to Anaesthetics'. This animated short film was created to educate children and families coming into hospital to have surgery under general anaesthetic. The film was inspired by the incredible skill of the anaesthetic staff at BRHC.

ForMed's filmmaker spent time on the ward, in theatre and the recovery room of ward 36. The filmmaker observed, sketched, recorded audio of the atmosphere, machines and staff, and interviewed children visiting the

children's hospital for the day to go under general anaesthetic.

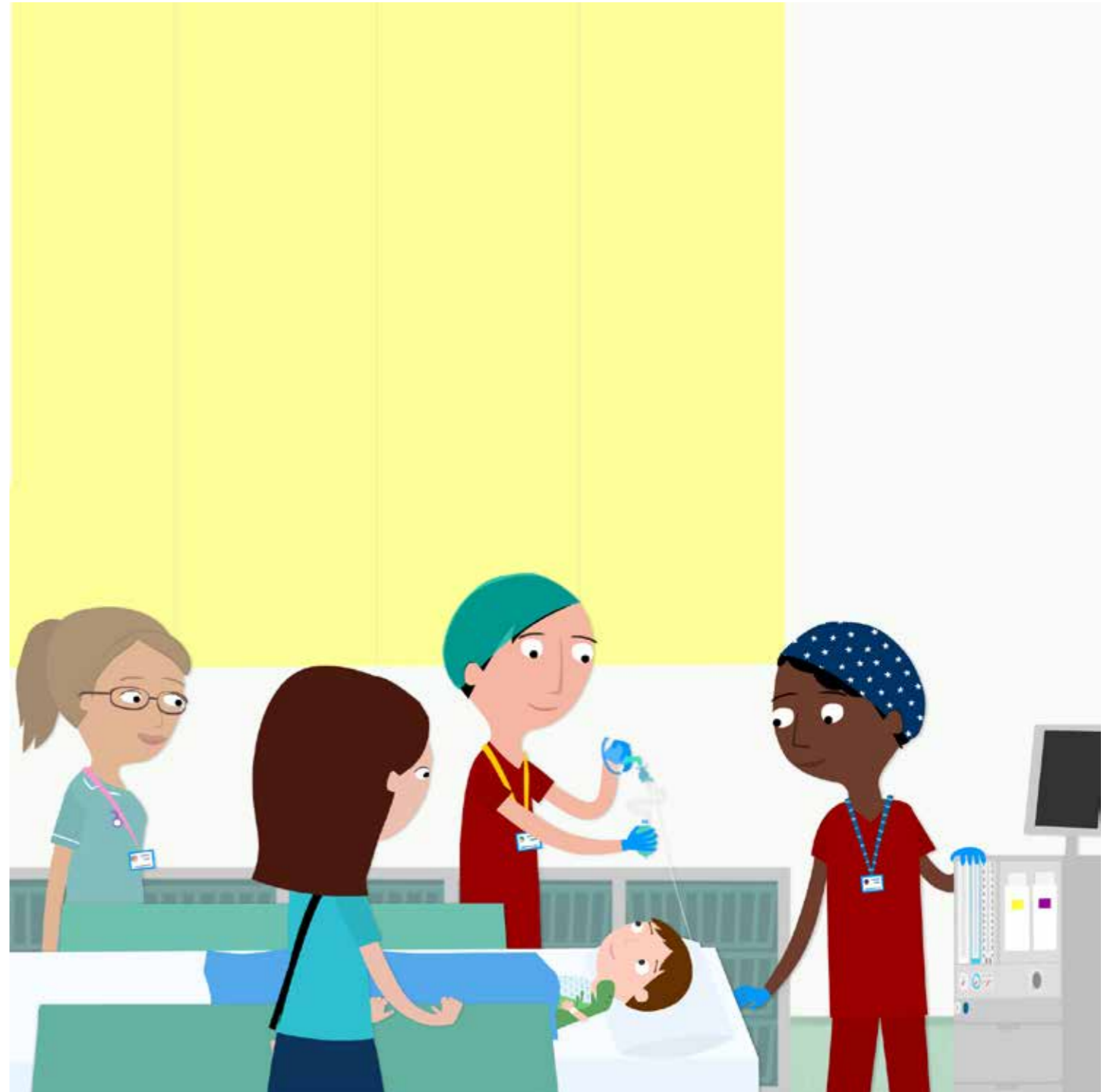
The final film integrates the sounds and children's experiences, with an authored narrative, illustrated with beautifully designed animation to make a concise and informative film about the experience of undergoing anaesthesia. The film takes the viewer on an authentic journey from entering the hospital to undergoing surgery under anaesthetic through to going home. It aims to ease anxieties and give clarity about what is to come during a family's hospital visit.



- A Little Deep Sleep (Photo: ForMed Films CIC)
- Under anaesthetic (Photo: ForMed Films CIC)
- Gas induction (Photo: ForMed Films CIC)

The film can be viewed on the BRHC website making it accessible to families preparing for their visit to the children's hospital. It is also sent to the family pre-appointment by a link to smart phones. In six minutes it gives an overview and understanding of a day in the hospital for surgery under anaesthetic to children and families.

The use of animation to educate is a growing medium. ForMed Films are unique as a not for profit animation company specialising solely in producing narrative medical information films for charities and services such as the NHS.



INDEPENDENT ARTS SINGABOUT



SECOND PRIZE

The SingAbout programme is an ambitious Island wide project to provide free social Singing for Wellbeing groups to older people, particularly dementia sufferers, carers and people with disabilities.

Independent Arts is a small charity based on the Isle of Wight. The purpose of their work is to address the main issues faced by their ageing community – the Island has the largest number of dementia sufferers nationally and a very large ageing population. They use the arts as a tool to improve health, in particular dementia, social isolation, disability and disadvantage.

SingAbout began with an evaluated pilot scheme in 2008 and 2009 and a modular project plan to establish four free clubs across the Island. Independent Arts has now raised over £190,000 for the project and opened

their seventh club. Session numbers are monitored on a weekly basis and regular evaluations are conducted to assess the quality of the sessions and the benefit they are having on the health and wellbeing of the participants. Groups are attended by over 275 people every week. Attendance is free of charge.

Over the past year the Isle of Wight Council has cut the equivalent of 60% of its cultural services budget, meaning that for many people on the island there is little or no provision for relevant participatory arts activities which are accessible and free. Against that backdrop it's hard to overestimate the

- Newport SingAbout (Photo: Independent Arts)
- Freshwater SingAbout (Photo: Independent Arts)

importance of local, free weekly arts activities like SingAbout.

From continuous evaluation, Independent Arts have discovered that participants' health and wellbeing has improved significantly beyond baseline. In many cases confidence, speech, coordination and cognitive function is improved. Depression scores are significantly lowered.

Independent Arts intend to continue the project for as long as they are able to sustain it, with a view to making the whole island musical – with opportunities for everyone to participate in a singing for wellbeing group.



INDIVIDUAL PRIZE

JAYNE HOWARD
DIRECTOR OF
ARTS FOR HEALTH
CORNWALL AND
ISLES OF SCILLY



INDIVIDUAL PRIZE

This prize is awarded by the judges to mark a significant contribution by an individual to the field of arts and health in the South West.

Jayne Howard was Director of Arts for Health Cornwall from 2004-2016, during which time it delivered a wide range of programmes aimed at improving health and wellbeing and had far-reaching impact on individuals, organisations and communities.

The early part of Jayne's career was in secondary education as a teacher of English and Head of Drama. She then took up a role as Schools Health Promotion Advisor, which heralded the start of an 18 year career in the NHS, where she held a variety of senior management and leadership roles. She moved to Cornwall in 1995 and led Cornwall's Health Action Zone

programme, which supported the establishment of Arts for Health Cornwall as an independent organisation harnessing the creative talents within the county to help address health inequalities.

The role of Director for Arts for Health Cornwall provided an opportunity for Jayne to bring together her passion for the arts with her knowledge and experience of health service. She led the organisation to several awards for its work, including a King's Fund IMPACT Award for excellence in improving health.

Her job roles have been characterised by an emphasis on partnership working

- Jayne Howard
(Photo: Arts for Health Cornwall)
- 'Respect' - community project
(Photo: Arts for Health Cornwall)
- 'Shall we dance?' - project with elders
(Photo: Arts for Health Cornwall)

and collaborations to improve the experiences of individuals and communities and to tackle social injustice and inequalities. Jayne has wide experience on many Boards, including being Chair of Arts & Health South West for five years and Chair of Volunteer Cornwall for four years. She is currently Chair of Healthwatch Cornwall, the independent people's champion for health and social care.

Jayne is now working in a freelance capacity in the field of arts and health as well as studying for an MA in Professional Writing at Falmouth University.

HIGHLY COMMENDED PROJECTS...



- Left to right:
- Hospital Kinetics – Felicity Jowitt, July 2015 (Photo: 35mil Photography)
 - Dress Rehearsal (Photo: Maureen Foxley)
 - Explorations in Printmaking (Photo: Arts Together)
 - Salk 3 (Photo: Sarah Ward)
 - People feel connections across time and geography when they handle museum objects. (Photo: Devon NHS Partnership Trust)
 - Musica Workshop 3 (Photo: Somerset Care)



ART AT THE HEART OF THE RUH

ARTS AND HEALTH: THE NEXT GENERATION (FUSION 2015)

HIGHLY COMMENDED PROJECTS

Art at the Heart's project, exhibition and collaboration with Bath Spa University 'Fusion: Where Two Minds Collide' is a great example promoting a successful on-going partnership that has spanned a decade and has opened doors for around 70 young people to date seeking a career in the arts and health sector, including BA and MA level students, Musicians and Artists.

Art at the Heart's aims were to deliver a unique exhibition in the Royal United Hospital (RUH), with a variety of mediums, and 2D and 3D work in new locations around the RUH. AATH's objectives were ultimately to strengthen the partnership with Bath Spa University and introduce Arts in Health to the student community and likewise showcase student work to the hospital.

Placements are recognised as some of the best ways to achieve knowledge exchange, with 67% of BSU students stating that placements influence their ideas for their future career. As the only Arts in Health charity working in partnership with Bath Spa University

in the region, AATH take great pride in championing the Arts in Health sector, providing essential business sector development through best practice.

Art at the Heart finds itself in a unique and powerful position: not only does it promote creativity to the wider B&NES and West Wiltshire community, around 200,000 patients, visitors and staff a year, but it also visibly creates an aspect of care, as well as strengthening the RUH's sense of identity. This without question is an invaluable opportunity for any student looking to gain real-life experience of displaying their work on a large scale in public.



- Down to Earth - Peter Yorke, July 2015 (Photo: 35mil Photography)
- Group Photo taken at the Fusion Celebration Event, September 2015 (Photo: 35mil Photography)

Over the years, Art at the Heart have been keen to strike a balance between displaying tried and tested mediums of art interspersed with exhibitions that touch upon deeper personal topics. AATH consider that patients may want to be reminded of their humanity, and thus try not to obviously distract or shield them from reminders of their condition. Experience has taught them that sometimes art can come closer to the human experience than science and by recognising a patient's experience they can feel a little less alone, and hopefully a little better for it.

ARTS TOGETHER

ART SESSIONS

HIGHLY COMMENDED PROJECTS

Arts Together is an on-going programme that has operated successfully for 17 years, based on the belief that being reliable and sustainable is the best way to support older people experiencing overwhelming change and loss. They have six groups in Wiltshire and use high quality creative projects led by professional artists to enrich the lives and improve the health and wellbeing of frail, isolated older people living in the community.

Arts Together recognise that among the greatest challenges facing frail older people in a rural county are geographical and social isolation which too often lead to extreme loneliness, loss of confidence, increased confusion, susceptibility to falls and reduced life expectancy. Their art sessions help members recover their zest for life and live independently and confidently in the community.

Arts Together's team says that from their experience, delivering first-class arts projects alone is not enough. Uniquely among Wiltshire charities, they also provide the encouragement

and practical support that frail people need to take part.

Art sessions carried out during a six month period in 2015 marked a turning point for Arts Together because for the first time they achieved funding from the Arts Council for artistic costs. This six month project was delivered with six groups and involved 11 different arts projects, encompassing a wide range of materials and techniques. Alongside the arts sessions Arts Together ran a Wellbeing Service which provided the essential encouragement and practical support which made participation possible by all members whatever their



- Clay and Wood Streets (Photo: Arts Together)
- Cathedral Made From Soap (Photo: Arts Together)

personal limitations. All group members completed the projects. Members gained new skills, more confidence and were better able to take on new challenges.

CREATIVITY WORKS & AVON AND WILTSHIRE MENTAL HEALTH PARTNERSHIP NHS TRUST

FRESH ART@ NHS HOUSE

HIGHLY COMMENDED PROJECTS

Fresh Art@ is a socially engaged creative project providing 'fresh art work' that promotes wellbeing, conversation and inspiration within AWP NHS Trust environments. Fresh Art@ supports participants to develop new creative transferable skills as well as a sense of pride by exhibiting their work and participating in local arts events.

Fresh Art@ is a series of creative engagement sessions which run over 12 weeks (courses within Bath museums and on wards), designed for participants with experience of mental health challenges plus friends, family, carers and staff. Fresh Art@ presents mental health in a positive light, breaking down the stigma often associated with mental health. The project is a partnership between Creativity Works, Avon and Wiltshire Mental Health Partnership NHS Trust, Sirona Care & Health and Bath Museums.

During 2015 Fresh Art@ ran a 12 week project with the aim of creating new artwork for NHS House, a mental

health facility based at the Royal United Hospital. From February to June the project engaged 14 people with lived experience of mental health in B&NES. Participants learnt a range of new visual arts skills and were encouraged to create pieces of artwork that would be displayed within Bath NHS House.

The Fresh Art@ NHS House project was developed in response to an experience based design project run by the AWP to find out how the AWP could improve their services. One identified area of improvement was the uninviting environment. With this information the Fresh Art@ steering



- Fresh Art@ participants welcomed by Mayor of Bath in celebration (Photo: Creativity Works)
- Heart of the Holburne (Photo: Steve Hedley, Fresh Art@ participant)

group started to plan Fresh Art@ NHS House, an opportunity to create artwork which would be rotated every few months within the main reception and the clinical rooms at NHS House, replacing the old faded pictures/ reproduction prints with 'Fresh Art'. The aim is for artwork in NHS House to promote conversation, ideas and inspiration between service users and staff.

MUSICA

MUSIC WORKSHOPS IN CARE SETTINGS

HIGHLY COMMENDED PROJECTS

Musica provides interactive music workshops for all ages in community and healthcare settings. These sessions are designed to improve the overall wellbeing of the participants, and each workshop is tailored to suit the needs of the groups Musica are working with. The over-arching aim of Musica's workshops is to use music to enhance the wellbeing of older adults in care settings, particularly those living with dementia.

Musica understand the daily challenge of providing residents with a variety of activities, when demands on care settings to motivate and stimulate their residents/patients are ever increasing. The quality of activities is highly important for both the wellbeing of the residents and the reputation of the care setting. Musica's workshops benefit both the care setting and its service users, providing an affordable solution for an in-house activity programme which promotes health and wellbeing. Musica base their session plans on extensive research into the benefits of music in everyday life, and work closely with each client to ensure services meet their requirements.

Since it began in 2010, Musica has become a respected brand. Through their highly trained and experienced representatives, they have built a proven track record of delivering projects across the UK. All of their representatives have received training in arts and health and/or education, and they bring these skills to the sessions they deliver. Through the use of franchisees the organisation are able to deliver Musica workshops in care settings across the South West.



- Musica Workshop 1 (Photo: Somerset Care)
- Musica Workshop 2 (Photo: Somerset Care)

ROYAL ALBERT MEMORIAL MUSEUM & ART GALLERY (RAMM) RAMM'S WELLBEING PROGRAMME

(LIVING EACH SEASON;
COLLECTIONS & IDENTITY;
AND ENGLISH AT THE MUSEUM)

HIGHLY COMMENDED PROJECTS

The wellbeing programme at Exeter's Royal Albert Memorial Museum & Art Gallery (RAMM) was designed to help people make the most of life, regardless of the challenges they were facing. During 2015, RAMM worked with people with dementia and their carers; people with mental health issues; and people learning English or improving their literacy skills

RAMM's collections range from stuffed birds to artefacts from around the world, local landscape paintings and archaeological finds. For some people, objects provide a starting point for a journey of self-discovery, a way to tell their own story and build self-esteem. For others, exploring objects is a shared experience in the moment which stimulates the mind and liberates people to be themselves. The museum itself is a safe, welcoming, non-institutional space where visitors are free of the labels they might experience in the rest of life.

The aim of the wellbeing programme was to use the museum and its

collections as a flexible resource to help people feel connected, express their identity, build confidence and find their own place in the world. Across the wellbeing programme, people define themselves by their willingness to explore the museum, not their illness or role in society.

RAMM provided courses in Collections and Identity, co-created and co-delivered with Devon Recovery Learning Community. They also offered a nature sound walk through Ubuntu multicultural counselling services, and worked with Exeter College to teach an English at the Museum course, aimed at students improving their literacy as



- RAMM's Living Each Season programme included dementia-friendly gallery tours (Photo: Royal Albert Museum & Art Gallery)
- An Egyptian tapestry inspired a dementia-friendly group to create Autumn leaves using textiles (Photo: Royal Albert Museum & Art Gallery)

well as others with English as a foreign language. In 2015 RAMM began offering monthly dementia friendly sessions to the public. These alternated between object-handling on a seasonal theme, hands-on art-making, and gallery tours. The museum adapted activities to suit external day care providers, an NHS dementia assessment ward, and local memory cafés.

RISING VOICES WESSEX RISING VOICES HIGHER

HIGHLY COMMENDED PROJECTS

A diagnosis of cancer shatters peoples lives and those of their family. Rising Voices Wessex community choirs present a unique way to help people affected by cancer to recover from their experience.

Rising Voices Wessex's choirs are open to anyone who needs support and encouragement to regain their health and wellbeing following treatment for cancer, those who are carers or those who have lost a loved one to cancer. Members do not need to be able to read music. The project aims to help people achieve a 'new normality' in the above circumstances.

Singing is recognised as improving self-confidence, wellbeing and quality of life.

The choir was initially set up for three months to 'test the concept' in 2013 and evaluation showed that people found the singing beneficial. The initial

choir was established in Poole and now has over 60 members; a second Bournemouth-based choir commenced in June 2015 and has over 20 members.

The key innovation is the establishment of the choir specifically as a form of rehabilitation and a means to achieve wellbeing after having experienced the aspects of cancer described above. No such specific choir was in existence previously in the locality. The fact that some key funding sources have been from the health sector represents further innovation and acknowledges the beneficial relationship between music-making, in this case singing, and wellbeing.



- Russell Watson Concert (Photo: Maureen Foxley)
- Levitation (Photo: Maureen Foxley)

THE JUDGES

Paul Dieppe (Trustee of AHSW)

Paul qualified as a doctor in London in 1970 and specialised in rheumatology. He became ARC professor of rheumatology in Bristol in 1987, and then Dean of the Bristol Faculty of Medicine between 1994 and 1997. He then switched to health services research and was the Director of the Medical Research Council Health Services Research Collaboration between 1997 and 2007. After that he spent a short time at the University of Exeter before moving to the Peninsular Medical School to work in clinical education research. With the formation of the new Exeter Medical School, Paul then took on the new role of Professor of Health and Wellbeing, and is working on setting up a network of people in and around Exeter with academic interests in health and wellbeing. He is also doing a part-time PhD on healing.

Debbie Geraghty (Executive Director, Plymouth Music Zone)

Debbie has worked for the multi-award winning community music charity for 12 years having been its Development Director for 6 years before eventually taking over the helm. She spent the first 3 years with the organisation as a Music Leader, filmmaker, event & project manager as well as being responsible for leading Plymouth's 'Space for Sport and Arts' revenue programme that created sport and arts activities across

four settings in the most economically deprived areas of Plymouth. Debbie is a passionate advocate of wellbeing and coaching and an active member of an Action Learning Set involving leaders from national arts organisations. She also represents the South West as a committee member on the Institute of Fundraising's national Cultural Sector Network set up to improve fundraising within arts and heritage organisations. She previously completed the IoF's Certificate in Fundraising via the Arts Council's 3 year Catalyst programme.

Ruth Kapadia (Relationship Manager, Arts Council England)

Ruth is the Relationship Manager for Diversity in the South West office of Arts Council England. Her role includes ensuring that the arts investment in the region represents the full diversity of 21st century England, as well as assessing grant applications for Grants for the Arts and strategic funds. Her previous experience includes working as Marketing Director for South West Arts Marketing, project managing the Regional Development Agency's Creative Development Programme, and working at Aspects and Milestones mental health charity.

Sue Isherwood (Chair of AHSW)

Sue runs an independent cultural consultancy -C3, specialising in strategy development, leading change and facilitation for problem solving across

the culture and voluntary sectors. For 11 years she worked in local government, developing cultural strategy and delivering major programmes around creative industries, arts education and rural regeneration. She is currently managing Leading Learning, a leadership programme for senior culture and leisure services officers on behalf of the National Culture Forum. From 2002 to 2007 she was Chair and Strategic Lead for the National Association of Local Government Arts Officers (nalgao - now Arts Development UK). Before that she worked mainly at national level for such organisations as The Arts Council, The British Film Institute and the Royal Photographic Society.

Jane Willis (Director of Willis Newson)

Jane is the driving force behind Willis Newson, which she founded in 2002. Willis Newson is one of the UK's leading arts and health consultancies. They have carried out projects in acute, community and mental health settings and have worked on a number of large capital projects including PFI, P21 and Treasury-funded schemes and have collaborated with architects, developers, contractors and local stakeholders. Jane is a well-respected member of the UK's arts and health community and has been a key player in the development of the field since 1994, when she set up Vital Arts, the arts programme of Barts and the London NHS Trust.

For further information about the projects in the Arts & Health South West Yearbook 2016 or about the Arts & Health South West Prize please contact info@ahsw.org.uk or visit the website www.ahsw.org.uk

Arts and Health South West is a registered charity and an infrastructure organisation which seeks to facilitate positive changes in people's health and wellbeing by encouraging creative participation in the arts. We are a free membership organisation of more than 1700 members, open to any individual or organisation with an interest in, or actively engaged in, arts and health activity. We draw on the knowledge we have gained over a decade, to facilitate collaborations and productive partnerships within the arts and health sectors to create exciting projects and build on opportunities; and, as a well-respected voice within these sectors, we provide information, research, support, training and advocacy for people who believe in the value of creativity in enhancing people's health and wellbeing.



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