

Cultural Commissioning and Libraries

LGA / Libraries Taskforce Workshop

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Jessica Harris, Cultural Commissioning Programme Manager

Jessica.harris@ncvo.org.uk



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**ARTS COUNCIL
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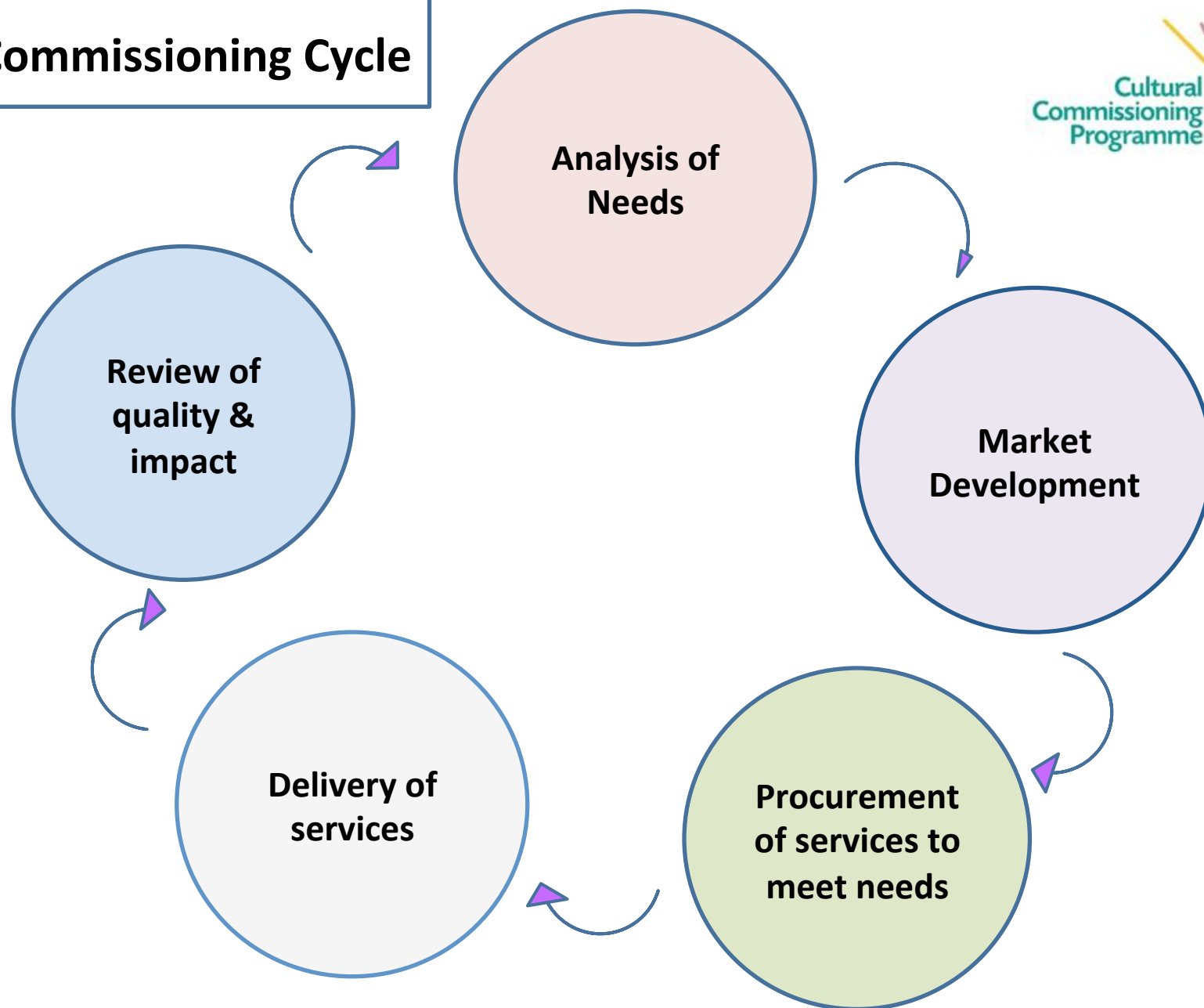
Cultural Commissioning Programme - Objectives

- Arts & cultural organisations better able to engage with public sector commissioning
- Public service commissioners more aware of potential for arts & cultural organisations to deliver outcomes



(c) Joe Magee, commissioned by Create Gloucestershire

The Commissioning Cycle



Heat mapping: Outcomes that arts & cultural providers help deliver

| Outcome |
|--|
| Mental health |
| Well-being |
| Education and learning |
| Employment and training |
| Physical health |
| Inclusion/ participation / community cohesion |
| Crime and public safety |
| Regeneration |
| Conservation and environment |
| Substance use |
| Housing |
| Finance / legal |

Society of Chief Librarians – Universal Offers



Digital

Health

Information

Learning

Reading

Children's promise

People who are blind or partially sighted

Libraries Taskforce Priorities



Digital



Wellbeing



Communities



Learning



Reading

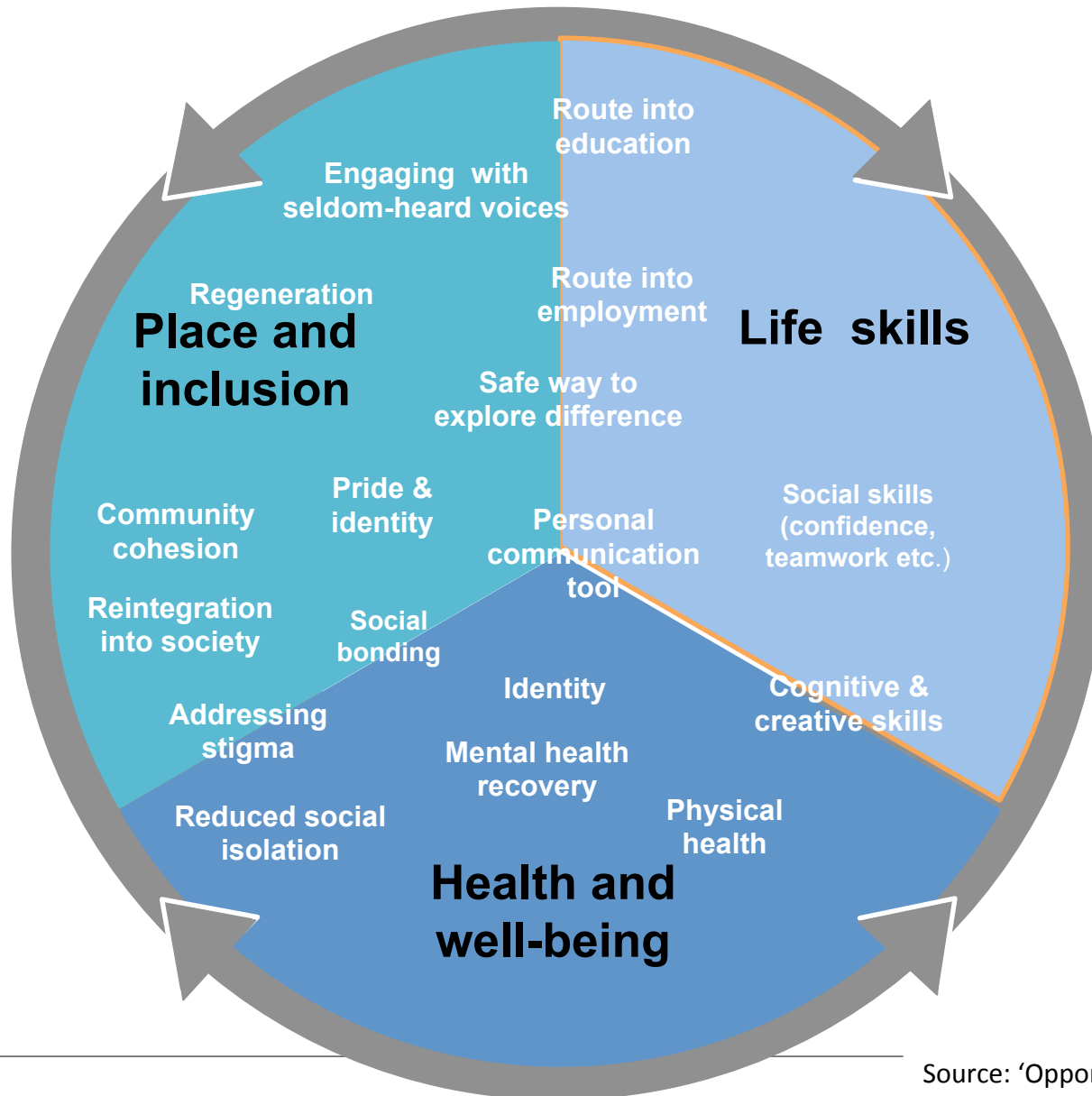


Culture



Prosperity

Value delivered by arts, museums, libraries



Encourage sustained participation

Effective working in preventative agenda

Addresses inclusivity and difference

Use of existing community assets

Case Studies

Reading Well Books on Prescription - Devon

Commissioned by Devon Public Health to improve mental health and wellbeing. £25-30k pa (2013-16) to provide set of BoP books in 57 local libraries, mobile and prison libraries.

Library service subsequently developed package of ideas that led to programme of four different projects – secured nearly £200,000 over three years from Public Health.

Arts on Prescription – St Helen’s Library Service

Funded by St Helen’s Public Health to help deliver outcomes inc. increased confidence, self-esteem and resilience, reduced social isolation, well-being.

Funding is used to deliver creative arts workshops to encourage participation. Health professionals can refer. Individuals can also self-refer.



Landmarks by Laura Ford commissioned by Willis Newson.
Photography: Jim Wileman

Evidence drawn from participants' views



National Museums Liverpool's House of Memories project. Photographer: Robin Clewley

Creativity Works - commissioned by Bath and North East Somerset Council to deliver Mental Health Creative Support Service

[Creativity Works - Arts and co-production for better mental health outcomes \(589KB, PDF\)](#)

Evidence used by B&NES:

- Participants feeling able to express issues through different art forms
- Peer tutors feeling encouraged and empowered to support their own groups
- No of groups which the project has supported and no moving towards independence.

Part of the remit is to make sure groups end in a good way. We look at what happens to them—do members go onto other things, like education? Basil Wild, Commissioner in Adult Social Care & Housing

Service evaluation & academic evidence

Reading Well Books on Prescription: Devon Library Service – commissioned by Public Health

https://www.ncvo.org.uk/images/images/practical_support/public-services/cultural-commissioning/BoP_case_study_FINAL_3.6.15.pdf

Evidence used by Public Health:

- Quality assurance of national framework
- Service data on book loan postcodes:
 - Higher loans in towns with above average incidence of mental health problems
 - People from all socio-economic groups are reading the books.
- Development of national framework supported by pre-existing academic research on impact of bibliotherapy on common mental health conditions.



Photo provided by Heart N Soul

3D approach to statistics



Helix Arts, Cityscape in Progress.
Photographer: Frances Arnold.

Cartwheel Arts – commissioned by Heywood, Middleton & Rochdale CCG to deliver mental health outcomes

[Heywood, Middleton & Rochdale Clinical Commissioning Group \(CCG\) and Cartwheel Arts - Why a Clinical Commissioning Group is funding innovation to build resilient communities \(376KB, PDF\)](#)

Evidence sources:

- Warwick-Edinburgh Mental Well-being Scale
- Mental Health Recovery Star
- Case studies, photographs of exhibitions and physical books

We try to balance statistical data and case studies, photographs of exhibitions and physical books. We call it 3D statistics: it's a richer resource with the numbers and headline figures as well as the emotional side and impact on people lives.'

Kerry Bertram, Cartwheel Arts

Financial & efficiencies evidence

Artlift, Gloucestershire – Cost-benefit analysis

[Working together to engage in commissioning – Create Gloucestershire \(272KB, PDF\)](#)

- GP initiated programme for patients with long term conditions – depression, chronic pain
- Referrals for 10 weeks arts activity
- Study of 90 patients who went through the course over 3 year period (09-11):
http://static1.1.sqspcdn.com/static/f/1482593/19171593/1341830741930/Simon_Opher_cost_benefit_report_2.pdf?token=KJzJuC%2FW0kRJ0LqzIoL4wIY1Y44%3D
- Better completion and attendance rates than other primary care based health referral programmes such as exercise schemes:
http://static1.1.sqspcdn.com/static/f/1482593/19171597/1341830781830/University_of_Gloucestershire_Evaluation_of_Art_Lift_Exec_Summay_Crone_e_t_al._2011.pdf?token=bdYNp%2Bae%2BKZx2ICPhFe3vXoDeoM%3D



Centre for Chinese Contemporary Art – mask-making workshop with Lydia Meiying. Photographer: Lydia Meiying.

Cultural Commissioning Programme: more information



- Resources, evidence, toolkits: <https://knowhownonprofit.org/funding/cultural-commissioning?ncvo-cultural-commissioning>

- Arts & Cultural Commissioning Toolkit: <http://www.artscommissioningtoolkit.com/>

- Cultural Commissioning Programme: <https://www.ncvo.org.uk/practical-support/information/public-services/cultural-commissioning-programme>



In-residence artist Jeni McConnell and In-Situ artists Kerry Morrison exploring use of recycled library books