



## **Creative Health Associate**

### **Job Description**

**Part-time: 0.8 f/t (4 days / 30 hours a week)**

**Salary £42,000 per annum pro-rata**

**Fixed term contract**  
until 30<sup>th</sup> September 2024

Home-based with possibility of some hybrid working  
Regular travel within the region  
Some travel outside the region

**Deadline for applications: 30 April 2023**

This is an exciting opportunity for a dynamic and inspirational individual based in the [East of England NHS region](#) to join a national programme of Creative Health Associates. You will be employed by the [National Centre for Creative Health](#) (NCCH) and hosted by the [Norfolk and Waveney Integrated Care Board](#).

Funded by Arts Council England and delivered by NCCH, the Creative Health Associates programme will see seven Creative Health Associates, one in each of the seven NHS regions in England, working with health and care systems to deliver a step change in delivering creative health across the country. Creative Health Associates will be hosted by an Integrated Care Board (ICBs) in each region. ICBs are statutory bodies within [Integrated Care Systems](#). Creative Health Associates will be part of a national learning programme with the NCCH, learning from each other and experts in the field including experts by experience.

You will be an imaginative and self-motivated individual with a passionate belief in the power of culture and creativity to benefit the lives of individuals and communities. You will have an excellent understanding of your local health and/or cultural 'ecosystem' and be in a position to build on existing relationships and take an 'asset-based' approach to further developments.

## 1. Aims of the Creative Health Associate Programme:

- Improved understanding about potential cultural sector contribution at a neighbourhood, place and systems level within health and social care
- A range of signposting and learning opportunities to improve cultural sector understanding and engagement in health and wellbeing activity
- Mapping of key providers, networks and decision makers across the region
- Sharing intelligence and encouraging relationship development between cultural practitioners and health professionals
- Collation of useful and useable data sets to inform local planning and support meaningful, well targeted creative health delivery
- Support for the ongoing work of the National Academy for Social Prescribing in embedding social prescribing across the cultural sector
- Partnership project with Integrated Care Systems and cultural sector to develop a Creative Health Maturity Framework for use in place-based working

The Creative Health Associates will be employed by the National Centre for Creative Health and hosted by an Integrated Care Board in each region.

Creative Health Associates will have a strong commitment to the development of creative health in their region. They will have an excellent understanding of the cultural and/or the health ecosystem in at least one county/Integrated Care System in their region and experience of working collaboratively and in partnership with different organisations and individuals.

The Creative Health Associate's time will be divided between the Integrated Care System where they are hosted and spreading learning across their region. In each region there are a varying number of Integrated Care Systems. You can find out which Integrated Care Systems are in your region here:

<https://www.england.nhs.uk/integratedcare/ics-leadership/>

## 2. Job Purpose

You will:

- Map existing provision and delivery partners within your Integrated Care System
- More widely map networks and key actors and relationships in the region and ensure information and connections are supported between cultural practitioners and health professionals
- Collate useful and useable data sets identifying local and regional priorities and supporting the cultural sector to understand and use data in planning and delivery, including health inequalities data
- Share knowledge and learning more widely in the form of webinars, documents, diagrams and podcasts in collaboration with networks and systems
- Identify partners and potential funding/in kind support for two local/regional events bringing together health and cultural stakeholders and providers to

showcase good practice and research and catalyse strategic level commitment within Integrated Care Systems in the region

- Support delivery of a [Creative Health Huddle](#) in your host Integrated Care Board/region. These are exploratory co-production creative activities or events with people with lived experience of mental health services. Each Creative Health Associate will have access to a £5000 budget for this.
- Work alongside [National Academy for Social Prescribing](#) regional teams to support embedding social prescribing across the cultural sector and identifying needs of cultural sector in developing consortia, collaboration and partnership delivery
- Spread good practice and models for embedding creative health at a systems, place and neighbourhood level, including using the forthcoming Creative Health Toolkit to be published by the National Centre for Creative Health in spring 2023
- Engage in the iterative evaluation process for the forthcoming [Creative Health Quality Framework](#) being developed by the [Culture, Health and Wellbeing Alliance](#), learning how to use the framework and supporting others to do so
- Integrate learning from the [Mobilising Community Assets to Tackle Health Inequalities programme](#), with a particular focus on any [Phase 2 research collaboratives](#) in the region.
- Proactively participate in the collaborative development of a national Creative Health Maturity Framework and engage individuals and teams in your Integrated Care Board in the process
- Identify opportunities for sustainable funding, collaboration and partnership working to deliver against Integrated Care System and regional priorities and plan for legacy of the work beyond September 2024.

You will also:

- Take part in a programme of peer support and leadership development with the National Centre for Creative Health and the other 6 Creative Health Associates

### **3. Collaboration and partnership working**

Collaboration is a key feature of this post. Creative Health Associates will need to communicate and work in partnership with a number of individuals, organisations and agencies, both NHS and non-NHS, at local, regional, and national levels.

#### **Regional relationships:**

- [NHS Regional Teams](#) including Personalised Care Teams
- Integrated Care Systems, NHS trusts senior managers and clinical leads, hospital arts managers and NHS Provider Collaboratives
- Primary Care Networks
- Office for Health Improvement and Disparities (formerly Public Health England)
- Local Authority Heads of Services and Directors of Public Health
- Other Public Sector

- Voluntary Community Sector Networks and infrastructure organisations
- Arts Council England regional teams
- [National Academy for Social Prescribing](#) regional leads and teams and partnerships involved in the [Thriving Communities programme](#)
- [Culture, Health and Wellbeing Alliance](#) regional champions
- [Lived Experience Network](#) regional champions
- [NHS workforce, race, equality and inclusion teams](#)
- Specialist regional interest groups and networks in health (e.g. local professional networks)
- Cultural networks including artform specialists

### **Integrated Care Board Relationships**

In your host Integrated Care Board and System, as well as in others in your region, you will need to build relationships with Senior Managers including Chief Executives, Transformation, Health Inequalities and Personalised Care Leads and Teams, Heads of Service, Operational Managers, Commissioning Leads, Communications Leads, Finance Leads, Clinical Leads, Public Health Staff, Support Staff, etc

You will need a wide range of communication skills and the ability to develop your skills in talking to people from different backgrounds who understand different 'languages', those of the cultural sector and the health and care sector, in a variety of contexts. Examples include:

- Presentations on aspects of the work e.g. local and regional Strategic Groups, Partnerships and Networks.
- Ability to articulate to staff (NHS and non-NHS) the value of Creative Health, the evidence base, and examples of practice
- Establishing and contributing to dialogue with partners (or prospective partners) on aspects of joint working to achieve common goals, including relating to health inequalities.
- Facilitating discussions which encourage contributions from a wide range of participants and audiences where power dynamics may be unequal.

## **4. Data analysis and utilisation**

You will learn, or build on existing, knowledge and skills, about how to use population health and demographic data as well as qualitative data about population knowledge, attitude, and behaviour and proactively engage in discussions about how creative health is relevant in meeting population needs.

You will proactively contribute to planning and partnership development regarding identifying appropriate creative health interventions, services, projects, and other initiatives which will contribute to improving health and reducing inequalities.

You will develop skills in mapping data and finding accessible ways to communicate and share knowledge and understanding with key stakeholders and actors in the cultural sector in your region.

## **5. Programme Management**

The Creative Health Associates programme will be coordinated by a National Centre for Creative Health Programme Manager who will ensure regular and consistent communication between Creative Health Associates and the National Centre for Creative Health team and between the seven Creative Health Associates. They will be responsible for the learning and professional development programme (see section 6) and for the collaborative process to develop the Creative Health Maturity Framework. The Creative Health Maturity Framework will build on the NHS England/ National Centre for Creative Health Creative Health Toolkit (to be published spring 2023) as well as the Creative Health Quality Framework being developed by the Culture, Health and Wellbeing Alliance (to be launched in May 2023). The Creative Health Maturity Framework will align with the NHS Social Prescribing Maturity Framework (to be published early 2023).

There will be a structured induction period for the Creative Health Associates which will involve presentations about the strategic context and the role of the host Integrated Care Boards and the National Centre for Creative Health in supporting the Creative Health Associates Programme.

The host Integrated Care Board will identify a Sponsor who will take responsibility for Creative Health Associate's induction and relationships with relevant teams within the system including personalised care and public health teams. They will provide support via meeting regularly either informally or formally to discuss any challenges and opportunities. The induction will introduce the Creative Health Associate to the organisation structure and key contacts. They will ensure that the Creative Health Associate is introduced to the wider health systems across the region and identify and introduce them to key contacts in NHS Regional Teams, regional public health structures and health networks. They will identify best ways to support the Creative Health Associate in using publicly available data sets such as Fingertips, and any relevant support in understanding and analysing data (e.g. through public health teams). Opportunities for hybrid working and access to office space will be negotiated if appropriate.

## **6. Learning and continuing professional development**

Creative Health Associates will be members of a community of practice, supported to learn from each other, share challenges and opportunities and work collectively to maximise the potential of this programme. The Creative Health Associates will meet online once a month to keep up to date with developments in each region, to share their experiences and benefit from peer support and learning.

During the first phase of the programme Creative Health Associates will be meeting and networking with colleagues already working in each of their regions both informally and through partnership events and projects. Where possible the National Centre for Creative Health will enable face to face meetings and we anticipate bringing together all Creative Health Associates and other colleagues working in the field in summer 2023 to share and learn from each other. In the winter of 2023/24,

there will be a 3 day residential where Creative Health Associates will have time to reflect on their learning and progress in facilitated sessions, and individually and collectively plan for the next phase of the programme. They will be joined by a small number of experienced colleagues to explore leadership development in the field.

All Associates will be offered 5 tailored coaching sessions with Alex Coulter, Director of the NCCH. These 5 x 1 hour 1:1 sessions will be arranged and negotiated to suit the individual Associate's personal development needs. The methodology for the coaching sessions will be based on Alex's work with the King's Fund since 2018 on the Cascading Leadership programme.

## 7. Legacy

The Creative Health Associates programme represents a significant investment from Arts Council England and the legacy and future of the creative health field is an important dimension of the work we will deliver together. At national, regional and Integrated Care System level, we will all need to be thinking about the future from the beginning. This may look different in every region but planning for the future will be integral to the role of each of the Creative Health Associates and relevant in their developing relationships at Integrated Care System and regional levels.

### Person Specification

<b>Knowledge, Skills, Experience and Qualities</b>	<b>Expected</b>	<b>Desirable</b>
Relevant degree or similar qualification		X
Knowledge of wider health and social policy context	X	
Knowledge of creative health research, policy and practice	X	
Experience in developing partnership and cross-sector focused strategy and design	X	
Demonstrable personal integrity, cultural awareness and commitment to diversity	X	
Self-motivation and ability to work independently	X	
Creativity and imagination		X
Evidence of relationship management with a wide range of stakeholders, able to develop successful partnerships and generate support	X	
Evidence of facilitation skills in encouraging less heard voices and community participation	X	
Knowledge and experience in accessing quantitative data and analysing it		X
Experience of writing briefs and blogs etc for different audiences; creating content for social media and infographics		X
Project management skills and experience	X	
Skills and experience in evaluation and monitoring		X
Excellent written and verbal communication skills	X	
Influencing, communication and negotiating skills	X	

Excellent interpersonal skills in communicating with people from different backgrounds and at different levels in systems	X	
A range of skills in using computer applications and packages including MS Office, Powerpoint, Excel etc.	X	
<b>Additional information</b>		
Postholder will need to travel within the region. Occasional national travel will be required	X	
The work may involve frequent prolonged concentration, managing conflicting demands, unpredictable work patterns, occasional distressing conditions or emotional circumstances.		

Please submit a CV and letter of application saying why you want the role and outline your relevant experience and areas of knowledge and how you meet the person specification.

Please include the names and contact details of two referees and indicate whether you would be happy for us to contact them before an interview.

If you would like to submit your application in a different format, we are happy to receive audio or video recordings.

If you would like an informal discussion about the programme and role with Alex Coulter, Director of the National Centre for Creative Health, please email [alexandra@ncch.org.uk](mailto:alexandra@ncch.org.uk) or ring 07973 345967

If you have any specific access needs you would like to discuss please contact [alexandra@ncch.org.uk](mailto:alexandra@ncch.org.uk) or ring 07973 345967.

Please email your application to: [alexandra@ncch.org.uk](mailto:alexandra@ncch.org.uk) by midnight on the 30<sup>th</sup> April 2023.

### **Safer Recruitment Statement**

The National Centre for Creative Health is committed to safeguarding and promoting the welfare of children and vulnerable adults. The National Centre for Creative Health expects all staff, trustees, and associated personnel to share this commitment. The National Centre for Creative Health has a clear safeguarding policy and will take up references and will make appropriate checks as required prior to any offer of an appointment.

### **Diversity Statement**

The National Centre for Creative Health is committed to promoting equality and diversity, providing an inclusive and co-operative environment in which all individuals working for and on behalf of the organisation feel respected and able to give of their best. The National Centre for Creative Health is committed to reflecting and representing the diversity of the UK and to equal opportunities in employment. The policies and practices of the National Centre for Creative Health aim to promote an

environment that is free from all forms of unlawful or unfair discrimination and values the diversity of all people. At the heart of everything we do, we seek to treat people fairly and with dignity and respect.

We encourage all applicants to complete our Equality, Diversity, and Inclusion form at the start of a job application so that we can assess our performance.

## APPENDIX 1

### Further information about the Norfolk and Waveney ICB:

<https://improvinglivesnw.org.uk/about-us/our-nhs-integrated-care-board-icb/>

## APPENDIX 2

### Further information about the National Centre for Creative Health:

You can find out more about the National Centre for Creative Health on our website: [www.ncch.org.uk](http://www.ncch.org.uk)

Our vision is **Creativity for Healthy Lives**. Our mission is: *to advance good practice and research, inform policy and promote collaboration, helping foster the conditions for creative health to be integral to health and social care and wider systems*. The National Centre for Creative Health (NCCH) is a registered Charitable Incorporated Organisation (CIO) based in the UK. It was formed in response to Recommendation 1 in the 3 [Creative Health Report](#), the result of a 2-year inquiry led by the All-Party Parliamentary Group for Arts, Health and Wellbeing.

The NCCH fosters the conditions for creative health to be integral, driving the spread of *creative health activities and approaches* throughout the health, social care, local authority, Voluntary Community Social Enterprise sector and wider systems:

- *Creative health activities*: creative activities delivering positive health and wellbeing outcomes
- *Creative health approaches*: co-productive and innovative ways of working

We have a focus on health inequalities and working in partnership to support the spread of creative health activities at a neighbourhood, place and systems level. The *Creative Health* report is underpinned by the work by Sir Michael Marmot on the Social Determinants of Health. Only 10% of our health and wellbeing is linked to health services. 90% depends on our social connections, and the conditions in which we are born, grow, work, live and age. In Marmot's seminal work *Fair Society, Healthy Lives; The Marmot Review*, one of the six policy objectives is: *Create and develop healthy and sustainable places and communities*. Place-based thinking is helpful and bridges cultural policy and health policy. Evidence shows that people living in areas of higher deprivation are less likely to engage in community activities, but if they do engage it can have more benefits for their mental health than people in more affluent areas<sup>12</sup>. Covid-19 and the connected research has raised the profile of the

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<sup>1</sup> <https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-021-11740-6>

<sup>2</sup> <https://bmjopen.bmj.com/content/11/9/e045512>



importance of creativity for individual resilience and to support communities in crisis. There are many heart-warming and inspiring examples<sup>3</sup>. Creative health approaches can contribute to caring communities with a focus on health creation and prevention of ill-health. The experience of Covid-19 means that many leaders in health and social care and in local authorities are more aware of and receptive to creative health than ever before. However, the lack of sustainable funding is still a major challenge for small-scale and individual providers and we need to do much more to support infrastructure development in places, encourage collaborations and partnership working and help set up provider collaboratives and consortia with shared goals and to encourage collective impact.

### Hubs, Hives and Huddles

We are working in partnership with NHS England to support Integrated Care Systems (ICSs) to embed creative health approaches across systems, our **Creative Health Hubs** programme.

Our **Hives** are collaborations with key partners to deliver knowledge exchange events and webinars etc.

We are working with health providers and cultural organisations to deliver mental health focussed **Creative Health Huddles**, inter-disciplinary learning activities for small groups to explore co-production with creativity and lived experience at the heart.

### **Research partnership**

NCCH has a commitment to advance good practice and research and promote collaboration. We are working in partnership with the Arts and Humanities Research Council and other councils within UKRI to develop the translation of research into policy and practice on the [Mobilising Community Assets to Tackle Health Inequalities](#) programme. This is a phased programme over 6 years.

### **Policy work**

NCCH and the All-Party Parliamentary Group on Arts, Health and Wellbeing are delivering a [Creative Health Review](#) which will highlight the potential for creative health to help tackle pressing issues in health and social care and more widely, including health inequalities and the additional challenges we face as we recover from Covid-19. The Review is guided by [15 commissioners](#), including Darren Henley, CEO of Arts Council England, Professor Sir Michael Marmot, Monty Don, Tracy Brabin, Mayor of West Yorkshire, Baroness Lola Young, Chair of the recent LGA commission on culture and recovery, and other inspiring leaders from health, culture and politics. Commissioners will consider evidence and practice examples across seven themes and develop recommendations for policymakers to encourage and inform a cross-governmental creative health strategy: <https://ncch.org.uk/themes-and-roundtables>.

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<sup>3</sup> <https://www.culturehealthandwellbeing.org.uk/how-creativity-and-culture-are-supporting-shielding-and-vulnerable-people-home-during-covid-19>

