



# Arts and Mental Health for London grant funding

Deadline: Monday 5PM, March 16<sup>th</sup> 2020

The Healthy London Partnership in partnership with Arts Council England and the Mayor of London is inviting proposals from arts and cultural organisations which can work with us to help improve the health and wellbeing of people with mental health issues in either Southwark or Merton.

Grants from £3,000 to £10,000 per organisation are available, for programmes lasting around 3 and no more than 6 months. Any art form will be considered.

## Background

The Healthy London Partnership has been working with Southwark and Merton over the past year to help develop and test new, non-clinical ways of helping people with mental health issues. This is part of a wider programme concerned with scaling and mainstreaming social prescribing and related models of personalised and preventive models of support that address the physical, psychological and social support needs of local residents.

We are excited by the latest evidence that points to the many connected ways in which the arts help to improve health and wellbeing, as illustrated in figure 1 below. Some of the most promising evidence relates to the role of the arts in promoting mental wellbeing. Arts activities show promise in being able to soothe the ‘fight or flight’ response, trigger the self-soothing (‘parasympathetic’) response, and help people reflect on and perceive difficulties and challenges in new ways.

All of the components listed above and below appear to work to support ‘activation’ – helping people to take actions that speak to their emotional and practical priorities, in a safe, rich, psychologically aware environment. This is especially valuable for the many people who are still living with the past experience of trauma and for whom the health service does not as yet provide sufficiently scaled or well-evidenced support by other means. See for example Van Der Kolk, ‘The Body Keeps the Score’ 2014.

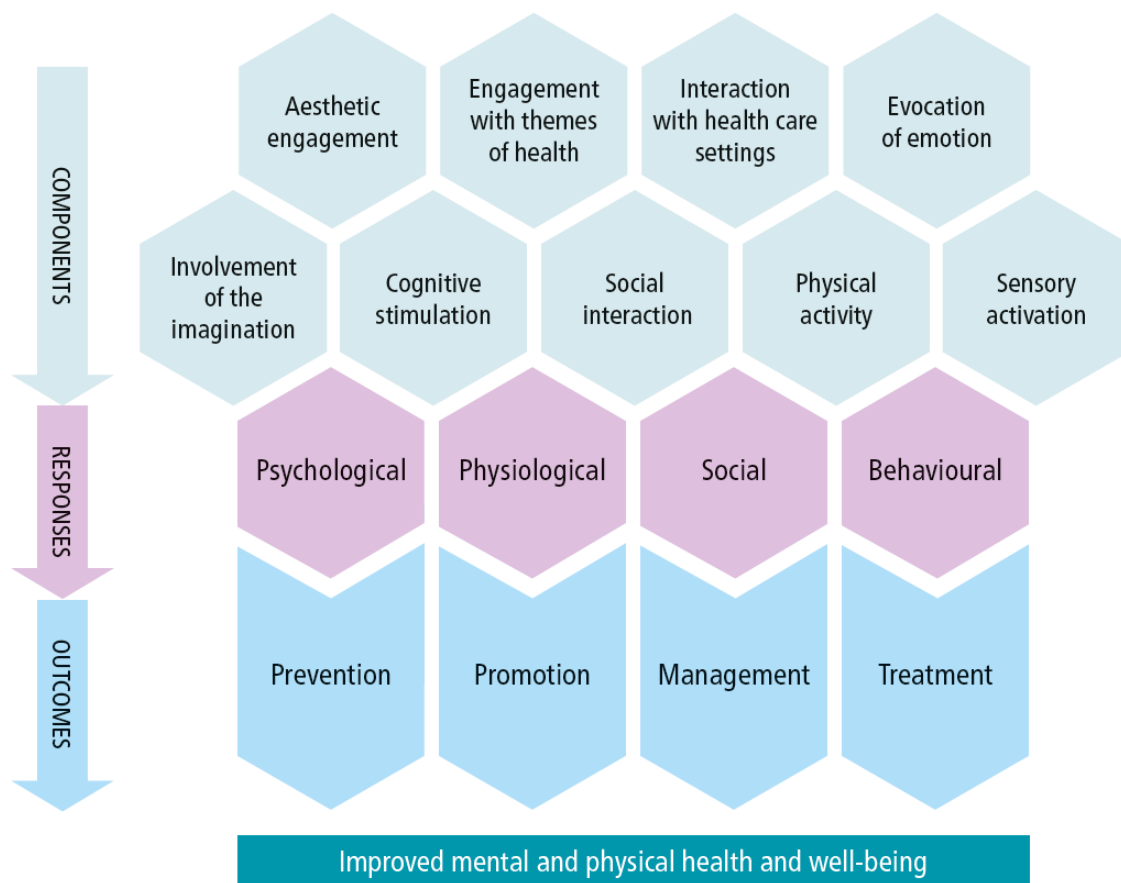


Figure 1: The role of the arts in improving health and well-being. Summary of WHO scoping review by Daisy Fancourt and Saoirse Finn, 2019

### The funding on offer

Grants from £3,000 to £10,000 are on offer for each organisation. We need you to tell us whether you want to work in Merton or Southwark, or potentially both (within a maximum grant of £10,000).

A total of £30,000 is available for each borough (i.e. £60,000 in total).

### Embedding your work in Merton and Southwark

We'll help successful applicants to embed their work within existing artistic or wider support activities and services in Merton or Southwark and help you make best use of evolving referral channels.

In Southwark we encourage a particular focus on the current arts and health activity in the Dulwich area, and/ or the current focus of public health engagement work in Walworth. In Merton we have a particular focus on the East Merton Network and we also encourage making connections with the mental health forum.

Please see a generic view of the referral process in figure 2 below. This diagram shows a view of the ideal future state of the referral process showing the intention to maximise the different routes that people can access support such as yours. For now, the main referral route in Southwark will be the Single Point of Access referral team who will telephone residents prioritised by their local GP, taking a motivational interviewing and health coaching approach, and referring them on to relevant support. The phone service will be backed up by a growing network of social prescribing link workers, employment support advisers, IAPT (Improving Access to Psychological Therapies) and local third sector networks.

In Merton, the main referral routes will be both via a mature social prescribing network, as well as more intensive assessment and referral for those with more complex needs. As with Southwark, there are many other referral routes including employment support, IAPT and wider third sector networks.

Whilst existing local arts organisations will naturally be well-placed to show how they will embed their work locally, we do also encourage bids from long-standing pioneers in the field of arts and mental health who may not yet work in Merton or Southwark, especially if you are doing pioneering work in relation to trauma. In this case, it will help your bid if you can explain how you will build on existing artists and venues, for example by offering paid work to local artists, training, ongoing support, or help with quality assurance. If your organisation does not currently work in Merton or Southwark, please also outline in your application how this work could be sustained locally beyond the duration of the project.

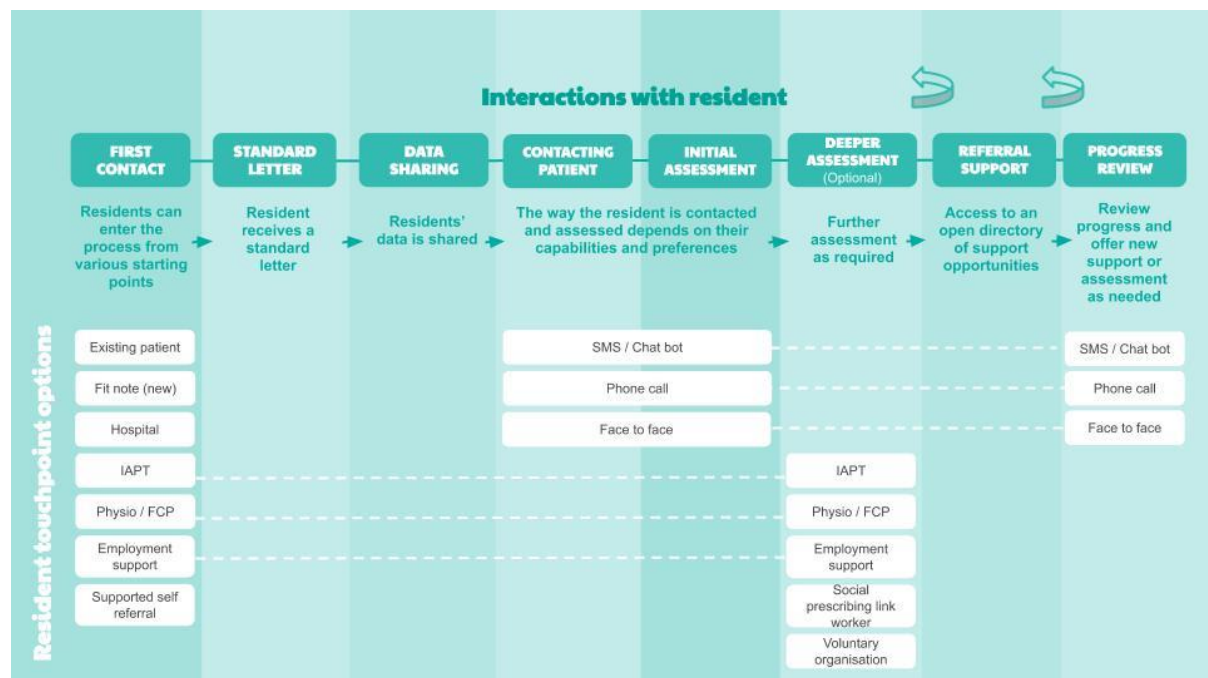


Figure 2: Generic referral process

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## Potential future funding

Healthy London Partnership's aim is that arts activities approved for funding that subsequently show impact, engagement and cost-effectiveness will be automatically considered for long term funding. We are in the process of co-producing a new model of Local Shared Investment Funds that can pool national and local funding, and sustain activities such as those covered in this funding programme, on a long term basis, but no guarantees of continued funding can be made at this point.

## How grant aided programmes will be evaluated

Our main requirement for successful grant recipients is that you keep a reliable record of who has taken part (number of unique users, number and % of sessions / events attended). We will also collect outcome data including the Warwick Edinburgh Wellbeing Scale, one question on levels of patient activation, and perceived progress on priority issues and goals identified by the resident (a version of Psychlops / Myops). Users will also be asked to rate and give feedback on their experience. All grant recipients will be free to collect other data as you wish. We'll give you simple tools and support to collect the above data.

At the end of your programme, which will typically be between three and six months, your programme will be reviewed across the following main dimensions: a) level of sustained engagement; b) user rating and feedback; c) progress against key outcome metrics; and d) value for money. We'll also capture information about quality in this application process – see below - that can be built on as your project gets final approval and goes live.

An assessment of value for money combines a view of the unit cost per person of taking part in the programme along with data on the other dimensions above, especially levels of sustained engagement and consistently high user ratings. It is worth stating the obvious, that lower unit cost interventions are far more likely to scale than those which are more costly, given wider funding constraints. Many effective interventions operate on a unit cost range of £60-200 per person, and interventions above this range will therefore face more scrutiny around evidence of superior efficacy.

## Support

Healthy London Partnership and other partners (including both Arts Council England and the Greater London Authority, as well as local commissioners, and primary care and social prescribing practitioners) will help successful grant applicants in a number of practical ways, tailored to your particular needs and goals. The support menu includes help with optimising referral channels, partnering with other local organisations, designing appropriate monitoring and evaluation frameworks, building

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a business case for longer term funding and tapping into the burgeoning innovation and evidence in this field.

## The process

Please apply following the simple format set out in the accompanying application form.

The deadline for applications is Monday 5PM March 16th, 2020. No exceptions will be made for late entry.

Your proposal will be reviewed by arts and health experts and key local stakeholders, with a central decision making role for people with lived experience of mental health conditions.

Please note that applicants whom we have selected in principle will then be subject to further brief checks around quality and potential to integrate with existing work in Merton and Southwark.

Our quality checklist includes:

- Data protection
- Safeguarding
- Insurance
- Health and safety
- Last year's accounts
- Actual expenditure and projections for current financial year
- Skills and experience of key staff
- First aid
- User experience

We will call selected applicants to discuss these areas, and where further assurance is required we might ask you to send additional evidence by email. We endeavour to make this process as swift and easy as possible, as well as useful in helping to prepare your organisations for potential future funding.

## Your application

The application form asks both for information about your organisation and its work, as well as the specific proposal that you are making here.

There are no word limits, but brevity, bullet points, practical details, evidence of work to date, and above all vivid description of what this means in terms of user experience and ethos for people with mental health issues, are strongly encouraged.

You are welcome to include additional, brief and relevant information as an annex below the application form or as an attachment e.g. images, tables, case studies etc. where you feel they will add additional colour and context to your application i.e. as

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part of this document, or no more than one further separate document. Please use a 12 point font size when completing the application form.

Applications should be titled 'Arts and Mental Health for London' and sent to [hlp.neighbourhood.networks@nhs.net](mailto:hlp.neighbourhood.networks@nhs.net) as soon as possible and by no later than 5pm on Monday 16<sup>th</sup> March 2020. If you have any questions about the application process please get in touch via [hlp.neighbourhood.networks@nhs.net](mailto:hlp.neighbourhood.networks@nhs.net).

Please follow the format set out below in making your application. See Healthy London Partnership website for Word document version.

## Application Form

<b>You and your organisation</b>	
1. Your organisation's name and address	
2. Your organisation's legal status e.g. charity, company limited by guarantee, Industrial and Provident Society, Community Interest Company etc.	
3. Your name as lead applicant	
4. Your contact details including mobile and email	
5. What is the name or working title of the project you are applying to do?	
6. Please give us a short summary of your project – max 50 words	
7. Tell us the total amount you are applying to us for, including any personal access costs	
8. Tell us the start and end dates for your project	

<p>9. Is your proposal for Southwark, Merton, or both boroughs?</p>	
<p><b>Your proposal</b></p>	
<p>10. Tell us more about your project and what you want it to achieve</p> <p><i>Please cover:</i></p> <ul style="list-style-type: none"> <li>• <i>your target group</i></li> <li>• <i>the rationale for your approach</i></li> <li>• <i>some of the key hallmarks of your approach that make for an effective, high quality experience</i></li> <li>• <i>how you will work with and safeguard the wellbeing of vulnerable people, as well as your own staff</i></li> <li>• <i>how you will work with artists</i></li> <li>• <i>if you do not currently operate in Merton or Southwark, how this work might be sustained</i></li> </ul>	
<p>11. How will you ensure that your work is able to reach vulnerable people, and those who may not have previously engaged with similar programmes? Please include examples from past and current programmes where relevant.</p>	
<p><b>Impact</b></p>	
<p>12. Please outline the anticipated activity and outputs from your project?</p> <p><i>Please include:</i></p> <ul style="list-style-type: none"> <li>• <i>how many people will benefit from the project</i></li> <li>• <i>how many times people will take part</i></li> <li>• <i>what those people will do</i></li> </ul>	

13. Please outline any changes or outcomes that you expect to see from your work, including any impact beyond the direct participants in the programme	
14. Tell us how you plan to monitor the progress of your project and evaluate your outcomes throughout the project	
<b>Planning and delivery</b>	
15. Tell us about your (or your organisation's) recent relevant work and experience	
16. Who will be involved in delivering the sessions/ activities with your target audience?	
17. Are other partners involved, if so please outline how each partner will contribute to the activity, and give a brief description of their work	
<b>Finance</b>	
18. Please set out your total budget for this project (including details of any additional funding or in-kind support that you expect to receive for this work) and a high level overview of your expected expenditure (including how any larger cost items have been calculated e.g. for staff costs it is useful to include both number of days and average rate of pay).	



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<i>Please note that there is no requirement for you to make a matched or in-kind contribution.</i>	
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## **Annexes**

Please feel free to add anything else below that you think will add colour or context to the work that your organisation does and to the project you are proposing.

Please include no more than one separate documents.