

Kent Creative Commissioning Programme



ROYAL
OPERA
HOUSE
BRIDGE



Supported using public funding by
ARTS COUNCIL
ENGLAND

06/06/14



Why we are involved and what we want to achieve

- More creative and better outcomes for commissioners and for young people in Kent
- Increased capacity in the arts and cultural sector (more organisations are commission-ready, understand more about the commissioning process, share learning)
- ROH and Artswork Bridge organisations working together with KCC partners to lever and maximise investment
- Building strong strategic relationships for future commissioning opportunities



Story so far....

- A very long conversation or journey
- November 2012 - start of series of support sessions for arts and cultural partners to support them to be “commission – ready”, led by Linden Rowley – 4 to date – 4 to come
- Conversations with Public health and KCC arts and culture about commissioning, also part of Arts Council agenda re: sustainability
- Out of this was born the Six Ways to Wellbeing
- Resulted in 6 districts @ 35K each to work with HLCs and Libraries on creative interpretation of the Six Ways
- Deliver 50 hours minimum contact with children and young people - plus festival event to promote Six Ways

Public Health is.....

‘The science and art of preventing disease, prolonging life and promoting health through the organised efforts of society’

Sir Donald Acheson Public Health in England

Public Health Priorities

- Reducing health inequalities
- Improving mental health and well-being
- Improving sexual health and reducing teenage pregnancies
- Enabling more older people with chronic disease to live at home
- Reducing levels of substance and alcohol misuse

Six Ways to Wellbeing

Research based model developed by New Economics Foundation and SLaM

- Be Active (Body)
- Connect (People)
- Keep Learning (Mind)
- Take Notice (Place)
- Give (Spirit)
- Care (Planet)



- www.liveitwell.org.uk/ways-to-wellbeing/six-ways-to-wellbeing



Partners and stakeholders

- Artsworld and Royal Opera House Bridge
- KCC Arts and Culture
- KCC Public Health
- Arts and cultural partners
- KCC Procurement
- Steering group members (inc CPP Swale and Medway)
- Healthy Living Centres
- Libraries Service



Investment

- Programme total £254,000
- Public health £120K + 24K evaluation
- Bridges £45K x 2 = 90K plus 15K evaluation and 5K support programme (55K each in total)
- Enormous amount of in-kind time: planning, meetings, interviewing, drawing up specifications and questionnaire for applicants learning, goodwill particularly for core team



Ingredients

- True partnership working
- Willingness to engage
- Support programme
- Expertise
- Time
- Sheer determination
- Political buy-in



Learning

- Multi layered – learning as we co - devised
- 3 successful awards leaving 3 districts still unallocated
- Revised approach which we will have to broker differently, more “guided”
- Can use 3 tenders route this time (under EU threshold)
- Capacity of sector/NPO applications/ lack of entrepreneurship/time or timing



Support package and Evaluation

- Public Health overarching evaluation – WEMWBS
- Bridges funded programme evaluation to include support package
- Collecting evidence and learning from process
- Arts Award and ACE quality principles
- Work with NEF to build on this model