

Social Prescription Project: Arts on Prescription

Pilot Phase January-April 2014 Report

**Castle Vale's Our Place led by NPB & CVCRS
supported by AACV and BCC's Cultural Pilot**

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Executive Summary

The full report provides operational details and research evidence from a pilot programme that explored the benefits of using arts activities as a non-clinical approach to help people with poor health and wellbeing. The intention of the intervention was to develop an alternative approach to compliment or replace other methods to help address the high levels of long term sick and wellbeing conditions amongst residents in Castle Vale and reduce the pressure on GP surgeries as a result of this.

The pilot was designed and managed through a partnership between CVCRS (Castle Vale Community Regeneration Services), NPB (Neighbourhood Partnership Board) and AACV (Active Arts Castle Vale) with funding from Birmingham City Council Cultural Commissioning Service's Cultural Pilot.

Three arts activities were delivered as part of the pilot (singing, photography and walking/storytelling) with a target of 25 referrals. The project monitoring used a version of the WEMWBS tool to assess the wellbeing levels of participants at the start and end of the project. The health development officers from CVCRS also played a key part in observing and recording the impacts of the project on individuals.

The pilot exceeded its recruitment target with 28 referrals, although only one of these was from a GP. The others were self-referrals and through referrals made by CVCRS staff, other local providers and from advocates in the community.

The project was a success in terms of measured health outcomes, with significant wellbeing improvement being achieved for participants. The average WEMWBS (mental wellbeing) score of participants before the course was 37.5 (classed as 'below average' on the national rating scale), and at the end the average had risen to 52.9, a figure which is in fact slightly higher than the typical national average of 51.

Outcomes for individuals included: improved mental wellbeing; increased confidence; improved social interaction; tackled and improved mobility issues; tackled anxiety issues; improved memory functions; improved independent living; one person returned to work. As a result of the project many participants accessed additional activities to compliment and have been signposted onto community activities at the end of the 'prescription'.

In addition the project found that it is very likely that this approach not only benefits people with conditions for managing and improving but also is successful at preventing some conditions from developing or needing clinical support in the first place.

The pilot cost on average £33.80 per person per session. However it is possible with increased participation to run the project at £23.32 on average across the 3 groups. When taken together, the total roll-out cost of delivering a typical package of sessions across the artforms was estimated at £375 per participant.

A cost benefit analysis was undertaken by M·E·L Research based on the limited amount of pilot data available. This shows a potential cost saving to GPs over a three year period based on reduced GP presentation and prescribing costs. Using national reference data it is estimated that the direct financial return to GPs is on a fiscal ratio of 1.87 : 1 over this period.

There will be additional economic and social benefit savings resulting from the intervention in addition to this GP fiscal cost saving, and further savings to NHS fiscal costs in reduced secondary treatment. The limitations of the small amount of data from this pilot make this a cautious estimate, and a full scale controlled feasibility study is now justified to establish the costs and benefits on a more rigorous footing.

It is the finding of the pilot that arts on prescriptions is a successful model which could potentially deliver significant fiscal, economic and social benefits for residents in Castle Vale. There is a business case for further funding to be secured, to deliver a more extensive and more systematically evaluated programme in Castle Vale and in the wider Erdington District. There now needs to be a dialogue with the CCG and LCG as to how to build on this success and widen the beneficial impact in future.

Context	Aim	Inputs	Activities	Outputs	Outcomes	Impacts
<p>Individuals: there is a high level of long term sick and wellbeing conditions amongst the unemployed in Castle Vale.</p> <p>Sector: BCC delivering an arts pilot to support the local DCLG pilots (Our Place) both looking at addressing local needs though community based budgeting and delivering at a local level.</p>	<p>Improve the health and wellbeing of vulnerable and long-term sick/disabled individuals.</p> <p>Support positive change in behaviour for people with low wellbeing scores including decreasing unnecessary GP visits.</p> <p>To pilot health intervention through quality arts provision: additionally increasing arts attendances.</p> <p>Referrals from GP/health professionals. Resulting in commitment and financial buy in from CCG's/GP's in arts prescription activities.</p>	<p>£5,000 from the Cultural Pilot for activity.</p> <p>£1,000 from the Cultural Pilot for Cultural Pilot Coordinator.</p> <p>£250 for Critical Friend from NPB Our Place budget.</p> <p>£3,750 of staff time from CVCRS from NPB Our Place budget.</p> <p>£875 in kind support from AACV for coordination and press articles.</p>	<p>Funding for 3 programmes of activity over 8 weeks for a minimum target of 25 referrals across all programmes: singing; photography and storytelling.</p> <p>With</p> <ul style="list-style-type: none"> - Design and development time between partners and consultation with community - planning sign off from lead funder (BCC) - delivery stage - evaluation and data collation through WEMWBS, journals, observations & semi-structured interviews. 	<p>27 people referred: 1 from a GP; 6 other health professionals & 20 self-referrals.</p> <p>3 programmes of activity led delivered by 4 artists.</p> <p>20 people attending with 11 attending 2 or more programmes.</p> <p>Singing: 13 regulars 48 attendances.</p> <p>Photography: 15 regulars with 76 attendances.</p> <p>Walking: 10 people with 35 attendances.</p> <p>17 new participants in arts activities.</p> <p>1 person returned to work.</p> <p>1 person setting up self-employed business.</p>	<p>Individuals: improved mental wellbeing; increased confidence: improved social interaction; tackled and improved mobility issues; tackled anxiety issues; improved memory functions; improved independent living</p> <p>Sector: strengthened partnerships & improved coordinated approach through co-design and co-delivery between arts and health professionals. Individuals involved in selecting activities.</p>	<p>11 people self-referred into 3 other additional social prescription activities (Knits & Pieces; Extend; Living Life to the Full).</p> <p>Participants creating additional activity: exhibition locally and in the city centre; social singing through performances locally.</p> <p>CVCRS secured funds for additional 8 weeks for the three programmes.</p> <p>Increased knowledge & arts skills.</p> <p>Sustained arts participation.</p>

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