

# GRANT APPLICATION 2015/16 – ASSESSMENT AND RECOMMENDATION: APPENDIX A

|                                    |   |                       |
|------------------------------------|---|-----------------------|
| <b>Priority Corporate Outcomes</b> | To support families and individuals that need help, such as to change behaviour and lead active lives<br>To help people with mental health issues to stay well, get a job and remain active |                       |
| <b>Organisation</b>                | <b>ART REACH BARNET</b>   | <b>ref</b><br>5/S/MHD |
| <b>Address</b>                     | Studio One, Insight School of Art, 122-128 Lancaster Road, New Barnet   |                       |

## Corporate policy, aims and objectives

The council is committed to helping people to be independent and live active lives, recognizing that some people need more support than others to achieve this. The transformation of adult health and social care set out in the Care Act 2014 and Department of Health publications 'Our Health, Our Care, Our Say' and 'A Vision for Social Care, Capable Communities and Active Citizens' places growing emphasis on preventative services; delivering targeted information and advice; and ensuring people have the right support at the right time.

The government's mental health strategy, 'No Health Without Mental Health', focuses on good mental health; helping people with mental health problems to recover, to have good physical health and to have a positive experience of care and support; and reducing the number of people suffering avoidable harm or experiencing stigma and discrimination. The council is working with the Barnet Clinical Commissioning Group to re-image mental health services to enable people to achieve key outcomes to prevent crises; maintain their well-being; and ensure they feel empowered to be active members of their community.

## Activities / proposal

Art Reach Barnet (ARB) is a new not-for-profit organization, registered as a company limited by guarantee in January 2015, aimed at helping people with often complex mental health problems to recover and regain independence through making and selling arts and crafts, and providing services, in the community. It has grown out of a social enterprise, 'Arts 89', based at Barnet College, and seeks to incentivize clients to share skills; offer peer support; and make decisions instead of relying on college staff to do so, as previously.

Supported from the final round of the Big Society Innovation Bank in 2013/14, Arts 89 provided work experience and employment / volunteering opportunities in the visual arts for twelve people recovering from long-term mental health problems through the creation of an on-line shop and gallery selling arts and crafts. The project, which taught participants desk top publishing, marketing and business skills, achieved its key objectives. Its success prompted a group of seven participants to roll out the model in the community through the creation of their own self-help group.

ARB offers a weekly programme designed to suit people with mental health problems who benefit from a structured regime. It includes two days of assisted craft production, divided into four half-day sessions with a capacity of ten people per session. Activities comprise card, badge and jewellery making; picture framing; sign writing; mosaics; and knitting and crochet. Supportive training is also provided, such as in IT and book-keeping. Meditation, yoga and a shared lunch offer an additional social dynamic. Products are sold once a month at Barnet Market and at various community events and festivals, at which trained members of ARB also now offer face painting for children as an additional source of revenue. .

Craft production and training take place at a private art studio, where space is rented, and once a week at a retail outlet. The project is publicized through a website, the media and statutory and voluntary sector agencies active in the mental health community. Barnet Voice for Mental Health and Community Focus feature prominently amongst a range of sources of referrals. At present, ARB has 25 regular participants, all but two of whom live in Barnet. It has an option to increase use of its main venue to a third day a week as client numbers continue to grow.

ARB seeks to offer a formalized pathway to paid work whereby clients progress from the collaborative production of items sold in the name of Art Reach to specialization in a chosen area, involving responsibility for materials, ordering and costing; training and mentoring others in that skill; and selling their work in their own name through the infrastructure of ARB's website, social media and sales outlets. A small proportion of sales revenue will be retained by ARB in return for its ongoing support, notwithstanding that not all participants will necessarily need studio time on a long-term basis.

The group's ethos is to help people who would otherwise be dependent on mental health services to understand their strengths; grow in resilience; and gain independence. In particular, it seeks to address the barriers that exist to people with a history of mental health problems returning to paid employment because of the demands placed on them by employers and a lack of understanding of their needs. Peer support is a proven tool in speeding the recovery process, and in this instance helping develop new skills, self-confidence and self-esteem. Feedback from participants is very positive, especially in relation to the opportunities that are presented to contribute to service delivery and management.

The Joint Commissioning Unit for Mental Health and the Mental Health Partnership Board commend ARB as a model peer-led organization which complements strategic aims and adds value to other services through mental health service users managing their own recovery at a pace and in a place that suits them. A steady and sustained recovery and self-management are key components to reducing reliance on secondary mental health services. The proposed re-introduction of service users supported by ARB into the workplace is considered to be a realistic outcome with the help of existing contracted services.

### **Cost and financial need**

ARB's budget for 2015 shows expenditure of £12,325, of which 80% are recurrent revenue costs, including a rental liability of £5,025, reduced by 50% since ARB moved its main base from a more expensive location in N12 earlier this year. The balance of revenue expenditure (£5,300) includes materials, supplies and activity costs; volunteer training; administration; transport; and insurance. One-off expenditure on equipment and IT software is shown as £2,000. Income is estimated to be £3,950, primarily from the sale of goods and services (including face painting, web designing and framing). The sale of products from Barnet Market last Christmas generated £800. ARB has recently helped Barnet Voice for Mental Health to re-brand arising from promotion of new IT and web-design services.

There are no charges to participants on the basis that they contribute their skills and time to sustaining the organisation and supporting others. The appointment of a local celebrity as ARB's patron has helped raise its profile and enhance its fundraising potential, something that its upcoming registration as a charity will also support.

In 2013/14, the council funded the Arts 89 project, still continuing at Barnet College, with a grant of £15,452 from the Big Society Innovation Bank.

This request is for a grant of £10,000, a sum that exceeds the estimated shortfall (of £8,375) by

£1,625. The award recommended, which acknowledges ARB's current status as an entirely volunteer-led organisation, is based on the shortfall presented, but excludes the provision for refreshments (£600), which should be self-financing.

ARB's sustainability is predicated on its development as a self-funding enterprise from 2016 onwards through sales, events, workshops and fundraising as part of a strategic three-year plan. The organisation is progressively publicising its skills and services and expanding its range of clients and outlets. A successful trial has been conducted of the proposal to collect 10% of the proceeds of the sale of items made by participants who start to operate more independently, working in their own time and with their own materials.

Ultimately, ARB proposes to create several part-time jobs within the organisation, co-ordinating projects, marketing and volunteers, as a stepping stone back into paid work for members.

#### **Grant recommendation, type and conditions**

**£7,800** (from Edward Harvist Charity)

Start-up grant

☐ \*

One-off grant

☐

#### **Special conditions:**

Payment of the award should be made subject to (a) agreement of a set of targets and milestones for monitoring purposes and (b) the receipt of quarterly progress reports and an undertaking to provide an evaluation of the success of the project in twelve months' time.

#### **Target grant outcomes**

To support people recovering from mental health problems to regain their resilience and independence and become active members of the community.

**Date:** June 2015