



## Moving Forward - Arts Care's Strategic Focus



# Making a Difference in Health, Social and Community Care through the Arts

Arts Care is a leading regional Arts, Health and Well-being Organisation based in Northern Ireland initiated in 1991 by the then Department of Health. Our organisation delivers a wide range of innovative and impactful participatory arts projects, arts events, performances and exhibitions into the heart of Health, Social and Community Care Services in Northern Ireland.

**Arts Care's mission is to enable people in health and social care to transform their lives through participation in creative activities.**

## Our Aim

To enhance the quality of the service users, staff and community's experience of Healthcare through participation in and access to quality Arts engagement.

## Our Objectives

To provide quality arts engagement to enhance Mental Health and Well-being.

To transform clinical environments into 'creative cared for' spaces making them more friendly and welcoming.

## The Development of the Arts Care Centre, Belfast

In February 2020, Arts Care launched the opening of the new **Arts Care Centre**, a dedicated Arts and Well-being facility established to create community-based Art, Dance/Drama Studios, a Regional Arts and Health Gallery and Arts and Health Education, Training and Rehearsal spaces. The new centre provides non-clinical creative spaces for service users, healthcare staff, carers, community and artists to enjoy. The facility opens up opportunity for strategic Arts and Health Social Prescribing Programmes in development of creative partnership programmes with GP Practices and Community Organisations.



# Arts Care Programmes

Arts Care offers the following range of Art and Well-being Programmes and Projects:

- **Artist-in-Residence Programme** - a regional weekly residency programme across all five Health and Social Care Trusts. This programme deploys a team of highly skilled and experienced professional Visual Artists, Musicians, Dancer, Creative Writer into a wide range of Health, Social and Community Care Services.
- **Project Artist Programme** - this programme delivers a wide range of large and small scale Arts and Health Projects including the following annual Here & Now Older People's Arts and Well-being Festival and the Twilight Zone Looked after Young People's Project
- **The Cartwheel 999 Children and Young People's Arts Programme** - this regional programme provides a range of arts, music, dance, clowndoctoring, creative writing etc workshops, art exhibitions and performances Children and Young People's Health and Social Care Services.
- **Arts Care 4U Arts, Health and Well-being Digital Services** - in response to the Covid-19 Global Pandemic, Arts Care transferred the majority of programme activity on to a new Digital Online Service, '**Arts Care 4U.**' This online presence is now established into a programme of digital services including an Arts and Health Workshop Resource of over 400 videos/short films on the **Arts Care 4U YouTube Channel**. Arts Care continues to develop these services including facilitation of Artist workshops
- **The Arts Care Arts and Health Training, Education and Research Programme** for healthcare professionals, artists, arts students, healthcare students such as medical and nursing students. This programme links locally, nationally and internationally with universities, colleges offering training, education and research opportunities to further develop the Arts and Health Sector
- **Arts-based Professional Team Building Programme** - Arts Care provides an Arts-based professional team building service supporting the development of more cohesive and productive teams in Education, Healthcare and Business
- **Arts-based Strategy Development Service** using high quality and expert arts facilitation techniques to develop vision, generate creative ideas, innovation and future planning.



# Objectives and activities

## Charitable objectives of the company are:

### Services

To develop Arts Care's services in response to the needs and aspirations of the people in health and social care

### Quality

To ensure that the quality of all aspects of Arts Care's work is of the highest standard and continuously improves

### Research and Advocacy

To commission and disseminate appropriate research to further Arts Care's mission and influence relevant public policy and practice

### People

To ensure that Arts Care has the people required to achieve its aims and objectives and that they are effectively managed and supported

### Communications

To raise Arts Care's public profile and communicate effectively with external and internal stakeholders

### Resources

To ensure that Arts Care has the financial and physical resources required to achieve its aims and objectives and that these are efficiently managed

### Governance

To ensure that governance of Arts Care complies with the requirements of the law and good practice and continuously improves



# Aims of charity

## Services

- To extend existing services
- Increase access for under-represented groups
- Increase delivery through identifying new service settings
- Review areas of unmet needs

## Quality

- Develop quality assurance processes
- Develop service user participation strategy
- Design and test appropriate measurement and performance tools
- Regular review of services

## Research and Advocacy

- To actively cultivate advocates for Arts Care
- Actively contribute to relevant public policy
- Sustain systematic reviews of international literature
- To seek appropriate research partners

## People

- Relevant placement of staff and artists
- Review and further develop policies and procedures
- Provide appropriate induction and training of artists
- Develop new educational partnerships

## Communications

- Maximise media opportunities
- Review and update organisation branding

## Resources

- Ensure effective management of resources
- Ensure efficiency and value-for-money
- Actively seek to maximise grant income
- Identify additional funding streams

## Governance

- Fulfil strategic and operational plans
- Review and strengthen the role of committees
- Review and upgrade governing policies and procedures
- Review risk management
- Undertake further Board developme

The organisation will strive to achieve all strategic aims to ensure the safe and innovative delivery of the highest standard of Arts in Health Practice and Research Development.

## How achievement of aims further objectives

<p><b>Services</b></p>	<p>To develop Arts Care's services in response to the needs and aspirations of people in health and social care</p>	<p>Extending services through identifying new service user groups and healthcare settings thus accessing under-represented groups</p>
<p><b>Quality</b></p>	<p>To ensure that the quality of all aspects of Arts Care's work is of the highest standard and continuously improves</p>	<p>The development of robust systems within the organisation that secures and analyses relevant data thus producing critical information that informs how the organisation ensures high standards and quality of service delivery</p>
<p><b>Research and Advocacy</b></p>	<p>To commission and disseminate appropriate research to further Arts Care's mission and influence relevant public policy and practice</p>	<p>Arts Care through identifying critical research partners in local and international universities ensures that the organisation can draw on the academic expertise required to secure robust evidence of the positive impact of the Arts on Health and Social Care. This will ultimately influence public policy and practice</p>
<p><b>People</b></p>	<p>To ensure that Arts Care has the people required to achieve its aims and objectives and that they are effectively managed and supported</p>	<p>By reviewing regularly the recruitment and development of staff and the engagement of skilled professional artists underpinned by the organisation regularly reviewing policies and procedures, Arts Care will ensure the effective management of its human resources</p>
<p><b>Communications</b></p>	<p>To raise Arts Care's public profile local and international and continue to communicate effectively with external and internal stakeholders</p>	<p>Arts Care has identified a need to further invest in a skill base to communicate and to further promote the objectives of Arts Care by maximising media and social media opportunities</p>
<p><b>Resources</b></p>	<p>To ensure that Arts Care has the financial and physical resources required to achieve its aims and objectives and that these are effectively managed</p>	<p>This objective continues to be achieved by Arts Care actively identifying and seeking new funding streams such as Arts &amp; Business and sponsors to maintain and increase the delivery of Arts Care Services in areas of unmet need</p>
<p><b>Governance</b></p>	<p>To ensure that governance of Arts Care complies with the requirements of the law and good practice and continuously improves</p>	<p>This has been achieved through monthly Board meetings, sub-committees and regular review of the Arts Care Board membership ensuring adequate levels of expertise to fulfil the strategic and operational plans. Board development also has ensured that the organisation complies with the requirements of the law, good practice and continuous development</p>