



## Taking pART evaluation report

Autumn 2016



## SUMMARY

Taking pART was a series of creative workshops for people from Spalding and Boston with a special emphasis to integrate those experiencing mild to moderate mental health issues. People could go to all 24 workshops if they chose, and 44 attended. A central cohort of 39 people attended more than once, 16 in Boston and 23 in Spalding.

The programme was evaluated using the Warwick and Edinburgh Mental Wellbeing Scale and other techniques including observation, interviews, surveys and a creative interaction. Most people had a very positive experience and the results were excellent. The experience of other stakeholders was also evaluated.

The results for those in Boston were much better than in Spalding, which seems likely to be in part due to the smaller group. Encouraged by the project manager and supported by the library, in both places the participants decided themselves to start a club that would continue in a similar form. This is one of the best ways for the arts to be sustainable.

Average scores risk hiding some real highs but also some lows. At least three people got jobs but one person had to go into hospital for fulltime care.

Participants valued the programme highly and we heard almost no criticism, so we conclude that negative results were due to other factors.

National research shows that for the general population the happiness that the arts can engender is equivalent to good feelings from a £1K pay rise. Positive social encounters are even more

highly valued, and this is where much of the value of the programme lies.

The obvious knock on effect of these benefits (which fall to the individual) is that there are savings to the state in the form of lower health and welfare costs, and potentially higher tax revenues too. It seems justified for the programme to claim benefit of this kind from the strength of some of the results along with the feedback, and this is where the greatest value lies.

We consider the return to be in the range 2.8 (if there were no benefit beyond the year) to 3.3 and think it highly likely to be 3.3. There is the potential to return 4.9 with relative ease by establishing an exhibition and promotion to share awareness of mental health further, and we understand this is already being planned. Without savings to the economy the value is halved, but still returns 1.7 of social value for every pound invested.

There was also a ripple effect on the staff and artists involved and it seems likely to families. This places libraries, which are vulnerable at the moment, in a stronger position as a more diverse service.

The key learning is:

- 1 Those who took part started with wellbeing below the national average 'score' (46 points against a national average of 52), and ended above it – an eight point increase above the five points considered 'worthwhile'.

Participants in Boston and Spalding were on average:

- 16% and 9% happier personally
- 15% and 9% happier socially
- 16% more independent in Boston, but with no change in Spalding

After adjusting results for context (what might have happened anyway) and contribution by others, Transported/artsNK can confidently claim to have contributed about half of this benefit.

- 2 'The people' and 'the art' were the reasons given for positive results in that order.
- 3 The smaller, more cohesive group in Boston translated directly into better results and is the right approach for the future.
- 4 Libraries can be good hosts for the arts and for vulnerable people as they are both central and non-judgmental, diversifying their role beyond book borrowing.
- 5 The opportunity to raise further awareness of mental health issues with a display, installation and better promotion should be

explored and could create a lot of value.

- 6 As an arts development agency Transported/artsNK could now focus on sophisticated practice so that artists get benefit too to explore:
  - Targeting families is complex and may be damaging where family relations are bad or non-existent. On the other hand, families can be very important.
  - There are different benefits from working alone and in groups. Work alone at least distracts people from problems and is at best thoroughly engrossing. Working socially can engender mutual support with direct results.
- 7 In conclusion the investment of £24K, roughly half and half from an arts and mental health care source, will go on creating benefit into the future, with new groups set up and most participants saying this was a long term opportunity rather than 'nice to have'. A small amount of support here could go a long way.

# FULL REPORT

## Scope

This analysis is of a six month arts and mental health initiative called Taking pART, produced by artsNK with Transported in 2016, and funded by the Mental Health Promotion Fund and Arts Council England.

The impact is assessed for the main participants in the programme, the artists and library staff involved in delivering, families, potential audiences and the wider economy. Because of the feedback of participants and ongoing activity, the return is assessed over a longer period than delivery.

## A Story of Change

### What happened

Taking pART was a free programme of creative workshops held in Boston and Spalding libraries for anyone who wanted to attend. It had a special emphasis on integrating people who were depressed or experiencing anxiety, with the idea that there should be no boundaries or stigma because of skills, money or health.

*I really felt that people were so lovely and there was no pressure to pretend to be anything other than how or what we were at that time (participant)*

From Boston and Spalding, 44 people participated in the workshops with 39 attending more than one activity. It is the group of 39 that we analyse here. Participants could be referred or book themselves onto a workshop directly. Though it was not declared, people with recognised mental health issues and

others from the community worked side by side.

*The only thing you need to bring with you is an open mind (publicity)*

The open nature of the workshops gave the participants flexibility, for example one participant was accompanied by her children for a couple of sessions in the holidays.

There were six 'activities' in total between January 2016 and July duplicated in each library. Each consisted of four two-hour workshops that were held on a weekly basis at the same time and place. The offer was intended to be clear, inspiring and unstressful. Participants could attend all 24 workshops in one library if they chose.



*Participants' artwork*

The activities included 2D and 3D work; collage, mini book making, journaling, stitching and banner making, silk painting and woven work with artists Amber Smith, Katie Smith, Phiona Richards and Sue Rowland. These professional artists were carefully selected, not just for their artistic

competence but for their considerable sensitivity and mental health expertise. The Arts & Health Coordinator and Assistant were also at each workshop, supporting participants and observing for the evaluation.

## Why it took place

The aim was to show that creative activities led by professional artists that were inclusive and non-judgmental could make a difference to individuals and groups.

The programme was intended to help participants develop new skills, increase wellbeing, build lasting relationships and encourage mutual support. As a result they should feel more confident in themselves and with others. These intentions are characterised in this analysis as supporting participants to be happier, both in themselves and socially, and to be more independent.

This should then have a knock on effect locally and on the economy, through a more cohesive community and potential welfare savings.

The team hoped there would be a ripple effect on families who might feel better

able to care, and be happier in themselves. There was also the intention for libraries to learn more about how to diversify their service.

Finally we expected that Taking pART might change the perceptions of mental health, and of arts provision too across participants and staff, especially as it was designed to be a mixed group.

## Consultation and evidence collection<sup>i</sup>

Consultation with health and library staff and artists established an expected 'Story of Change' which was refined through the analysis and appears below as a chain of events.

Evidence of what happened was comprehensive; both objective and subjective and qualitative and quantitative (see appendices).

In a third stage the learning and impact model was updated with feedback from participants and staff. Two detailed replies from participants in particular were keen that the report showed the project more positively than in its first draft.

# The difference it made<sup>ii</sup>

Key Participants  
 Wider economy  
 Library staff and artists  
 Families

Outcome	Results
<b>Participants</b>	
Happier personally	16 in Boston and 23 in Spalding increased their personal wellbeing scores on average by 16% and 9% respectively (adjusted for context and contribution later) WEMWBS Q9,12 and 14: I've been feeling cheerful, I've been feeling good about myself, I've been feeling optimistic about the future
Greater sense of independence	16 in Boston increased their feeling independent scores by 16% on average (adjusted for context and contribution later). There was no change in Spalding. WEMWBS Q10 and 13: I've been able to make up my own mind about things, I've been dealing with problems well
Happier socially	16 in Boston and 23 in Spalding increased their social wellbeing scores on average by 15% and 9% respectively (adjusted for context and contribution later) WEMWBS Q5,6 and 11: I've been feeling interested in other people, I've been feeling close to other people, I've been feeling loved
<b>Other stakeholders</b>	
Change in perception of mental illness and the arts	21 participants and 9 staff were more aware of mental health issues with a significant increase of over 50%. This result translates into potential for community cohesion. 30 participants, but no library staff, reported a significant change in their perception of the arts. This result is subsumed within their other outcomes.
Community cohesion around mental health	We consider the 9 staff who reported a change in their attitude to mental health to be contributing to community cohesion.
Impact on welfare costs Sitting alongside participant values above	9 participants experienced a particularly significant change and we estimate that number of potential savings.
Diversification of libraries	Both libraries were diversifying through the programme.
Job satisfaction for artists and library staff	11 library staff and 3 out of 4 artists had an above average experience of job satisfaction from the work.
Wellbeing from better family relationships	We estimate impact on 9 family members, the same as the number of participants with significant results.

## The main stakeholder: Participants



Group artwork, Spalding

Taking pART worked with 39 participants in some depth, 16 from Boston and 23 from South Holland and 44 overall. It was challenging to meet the target of 50 participants, because participants wanted to stay on the programme and fewer spaces than expected became free. Clearly it was right to respond to this demand and this sensitivity is borne out by the results. There is clear

demand for this kind of service, the team had to start a waiting list.

A health survey that participants completed<sup>1</sup> showed that the average mental health scores for the group were in the bottom quarter of the population at the start of the project at 46 points, and considerably lower than the 52 point English population average.

Final scores were an average of 54. This 8 point improvement exceeds the change of 5 points considered 'worthwhile' by the developers of the survey.

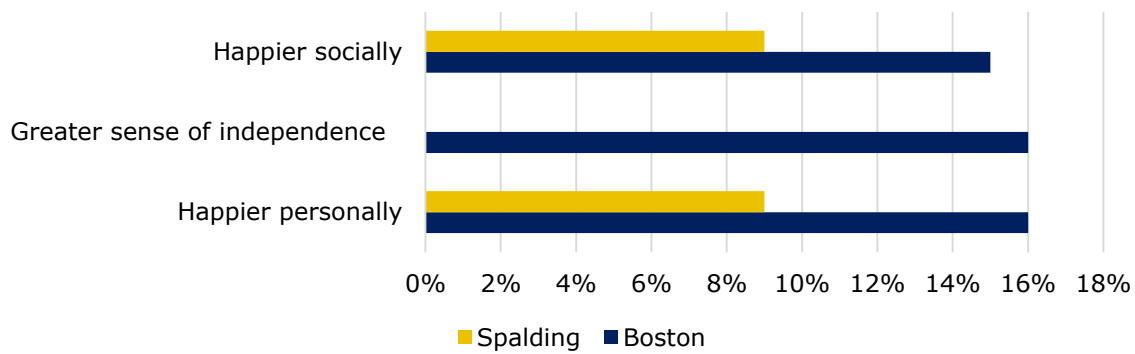
*I wasn't in a good place when I started. I have found work now and feel much better. Meeting people and getting to my art class once a week was important so the rest of the week was fine. To be creative took my mind off, sense of achievement.*  
(participant)

The results for the three participant outcomes were similar within each group, except for in Spalding where we saw no impact on independence. In fact, Spalding participants fared less well than people in Boston across the results.

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<sup>1</sup> Warwick and Edinburgh Mental Wellbeing Scale, known as WEMWBS

Participants' results (the change in their WEMWBS scores) before adjustment for context and contribution



These results come from grouped WEMWEBS scores from before and after the programme. We use the average in our assessment, but also recognise that there were some individual scores that were particularly strong and others that were negative.

### Happier personally

Participants enjoyed the workshops enormously and described different ways in which the workshops at least distracted them from problems, and at best allowed them to feel good about themselves.

*I believe that attending the groups helped me get through the months when I was out of work, as it was two hours a week where it was not related to looking for work, doing the craft helped me I think because you lose yourself in the work as you are busy concentrating on what you are doing (participant)*

*For me personally it meant two hours each week of 'me time' which I really looked forward to and in my 'stressed moments' would be a lifeline to cling onto (participant)*

### Greater sense of independence

The clearest indication of more independence is the decision of participants from both libraries to set up a new group themselves which they self-manage. Others had further plans for artistic engagement, including applying to the Arts Council for funding, and three that we know of got a job. This independence has a close relationship with the mutual support that makes participants happier socially and with their individual happiness supported through the programme.

### Happier socially

Although the numeric results show more or less equal impact in outcomes, relationships were the most frequently mentioned benefit, with individuals highly valued in the group in a variety of ways. This story shows how deep that can go:

When one participant was taken to hospital everyone asked about them every week; the others sent care packages and some visited in person. She sent a message to the project manager and assistant:



*my apologies for the out of the blue disappearance on yourselves and the group, i really do miss you all. As you're probably more aware now than at the beginning, i am in a psychiatric unit, beforehand I thought it may have been a short admission and id be out to do the weaving session, but looking at things and what doctors and people are saying, i don't think I'll be back - hopefully for the celebration presentation showing, I will be out and able to come but i just want to say thank you all; yourselves, the artists and the group for your hard work and kindness! i honestly do miss the group SO much and am gutted that I'm unable to continue. It's been such a pleasure working with you all and it was/has really helping/helped me, at one stage it was my only go out place, only time I left the house, despite me ending up in hospital - craft and art work is my main inspiration whilst I'm in here and I continue to be creative, it's what keeps me going; and that's because of the sessions i attended! once again thank you all, you all deserve gold stars \* for being so wonderful and fabulous! (participant by email)*

## Other stakeholders: The Ripple effect

### Awareness and cohesion

We expected that the programme might raise awareness across the board, with participants, library staff, artists and families. Although around half of participants felt Taking pART made no

difference to their attitudes to mental health, no doubt because people are already well aware<sup>2</sup>;

*Not changed my attitude to mental health, but it has reminded me that there are a lot of us, people going through things out there (participant)*

It made quite a big difference to those that did report change. And although library staff had already worked with public health services, it nonetheless had some impact here too. Artists were already working in this arena, and we were unable to hear from families in depth so we don't include results for them.

The project also made a considerable difference to people's perception of the arts, with over three quarters of participants saying their feelings had changed.

### Job satisfaction and better services

The work completed with the offer to library staff to have a new inspirational banner created for them from the results of the 'You know more than you think' activity with socially engaged artist Katie Smith. Both libraries have displayed the group banner for everyone to appreciate, with good feedback. Some staff have reignited their own passion for creativity. There was also an exhibition of the silk paintings the groups have created with artist Sue Rowland from July to November and artists generally went over and above their contract, one

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<sup>2</sup> With one in four likely to experience challenges in a given year<sup>2</sup>

visiting a participant in hospital for example.

There is a general sense that this has contributed to a further role for libraries; diversifying their service from merely book borrowing. This is welcomed by library visitors who agreed 100% that this is something libraries should be doing. It is particularly helpful whilst libraries are trying to diversify:

*We loved having the groups meeting in the libraries as it brought some life to the space they were using (library staff)*

This service development was reflected in a high sense of achievement in both library staff and the artists; valuable job satisfaction which also has a knock on effect on others:

*There was also a huge value in giving artists additional experience and training in working with participants with mental health issues, the greater understanding achieved will benefit other individuals in the future when working on similar projects (artist)*

## Other impact on the economy

The impact on welfare is in direct relation to the outcomes for participants and can include a reduction in need for mental health services and for other financial support. This might include a reduction in Employment Support Allowance<sup>3</sup> or Personal Independence Payment<sup>4</sup> or

other financial support. It could include an increase in tax revenue. We estimate these outcomes as asking about them directly may have undermined the sensitive approach of the programme. The individual WEMWBS results show that seven people saw a very large improvement (over 60%) and five a considerable improvement (over 20%). However this was offset by 4 seeing a considerable decrease in their wellbeing score (over 25%) and 4 seeing a small decrease. These negative changes are accounted for in the average elsewhere, but here we assume that a net impact could be nine people seeing a really substantial improvement, to the point where financial savings could be made.

## Wellbeing from better family relationships

Disappointingly we were not able to gather evidence for the experience of families except for one survey reply, and the celebration events had limited attendance (they were during the working day, which may have been a barrier). Some participant feedback urged us to include families however, and as we know some involved their families directly in the programme, and others went on to attend Family Fun Fridays and a Family Arts Festival. We estimate impact on 9 family members, the same as the number of participants with significant results.

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<sup>3</sup> The benefit for people who can't work because of illness or disability

<sup>4</sup> The benefit for people of working age with a long term health problem to help meet extra costs caused by their illness

## What worked?

### What worked well

#### Access, participation and quality

The projects worked well without barriers. They were easy to sign up to<sup>5</sup>, and the process was sensitively handled with contact through one person only. The mix of participants and variety of activities was appreciated. Attendance tended to build gradually, which made integration of newcomers easy; the longer nature of the programme worked well and could be built upon. A regular time and consistent place was also reassuring for people struggling with anxiety. One participant fed back that the target of 50 was unhelpful and *which people with mental health issues would have found too big and uncomfortable*. As the project assistant put it;

*the group provided an open environment, away from normal social circles where participants could talk about problems or forget about them.*

Coupled with the right kind of space in the library (100% reported a supportive environment) and ease of access to a central location (as much as it being a library), this was a very effective context.

As ever, artsNK and Transported have a commitment to working with excellent artists so both the conversations and the work produced are of quality:

*The artists were really good at engaging the users this time around*

*and the workshops were targeted at the right people (library staff)*

The result, as is often the case with Transported/artsNK, was that the work produced by participants was of a high standard. This is a significant element in a chain of events leading to *a huge increase in confidence and pride. This was seen clearly in the celebration days when showing friends and family their work (artist).*



*Participant's artwork*

In this instance the artists were perhaps more committed than ever.

*Phiona, Amber, Katie and Sue all put a lot of thought into their work- both in terms of making people feel comfortable and adjusting physical artistic practice to suit different participants and bring out the best in their abilities. Sue went to great effort to accommodate a participant who had a physical disability that hindered*

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<sup>5</sup> 12/13 participants said the process was easy or very easy

*their ability to weave- this was crucial for keeping their spirits up and keeping them included in the group. After visiting the groups a few times since the end of Taking pART I think it is noticeable that the strong, conscientious leadership with a professional artist was a big driver behind the success of the group. (Transported staff)*

## Results

The Boston Library project performed better than the project in Spalding Library in terms of measurable impact in all the participants' outcomes. The group had more consistent attendance, it was smaller and more cohesive. We also heard that there may be less stigma associated with mental health issues in Boston, though this is largely anecdotal.

### ■ Personal happiness

artsNK and Transported know that using the arts and creativity can engross people to the point where the activity has a real impact on their wellbeing. This principle was used again to good effect.

*I could get absorbed for two hours and forget about everything else that's going on. Good for the brain, good to chat, lose the feeling of isolation. My partner and I can only get out so much [due to disability]. It's convenient to come to Spalding, I was pleased I didn't have to go to Boston, it would have difficult to travel (participant)*

### ■ Happier socially

On the other hand, bringing people together socially is perhaps the most significant opportunity, as isolation is so bad for mental health, and good

relationships are so highly valued. Participant responses highlighted the people as 'the best thing' with the art being the second best. This is true even for those who are less extrovert.

*I find groups of people unpleasant but this was very good. The venue was a nice space and the organisation just right so helped me no end to settle to all the activities (participant)*

### ■ Independence

Both the personal and social outcomes impact on independence. The standalone nature of the workshops may have helped participants to move positively towards more independence, with something to achieve each week:

*I liked the fact that in the sessions we each started from scratch with whatever the artist chose for us to do and were supported to be able to achieve something at the end of the two hours (participant)*

Most encouraging of all is the self-organisation of participants in setting up their own group continuing at the same time and day to maintain consistency, which the library will also support with the offer of free space and refreshments. We see how effective this mutual support can be from the participant who had to go into hospital.

### ■ Attitudes to mental health and the arts

Generally, arts activities are what is sometimes called 'asset based', that is they focus on the positive rather than challenges in people's lives. They prove a very effective way of getting people to engage with agendas or issues that are challenging by offering something that is inspiring:

*Good reminder to celebrate life....coming to the sessions reminded me of the person that I am now (participant)*

## What worked less well; unexpected or unwanted results

### Access, participation and quality

Signposting in and out of the service didn't work as well as it might, and there is a sense that the mental health system is disjointed. Despite the team attending health and wellbeing meetings, sector conferences and producing publicity specifically for GPs, only 7 referrals came from support networks. One woman who came to the Spalding programme had not been referred by her GP and instead prescribed medication. Whilst there was not the capacity to take more participants, the feeling that they came across the service by accident could have undermined both participants respect for the programme and their self-respect.

*Poor attendance might be due to the fact the article my mum found for me in the voice local paper was only a small article hidden half way through the paper (participant)*

There is also some risk associated with the mixed attendance and activity. One area of challenge was an exercise that asked people to communicate with their '15 year old self'. A person who had suffered abuse as a child found this uncomfortable. Another participant was offended by the lack of sensitivity from another, and didn't return to the group. There is also always a diversity of views about how innovative participants are prepared to be with their artwork,

*interesting ideas but some are a little too different so may limit the people that take part (library staff).*

### ■ Results

To generate more of a knock on effect, more work could be done to make a whole-family difference, though there is also the risk for some that this emphasises their own loneliness. And library users had limited involvement, although the programme was open to them. They could be developed as both participants and audience.

*More could also have been done with the press to use the displays in the libraries to raise awareness of mental health issues (artist feedback)*

### The role of artists

As an arts development agency artsNK needs to support artists to develop their practice. In this instance artists were rightly chosen for existing experience with mental health issues – personally and professionally. This therefore limits their own ability to develop.

Nonetheless one artists describes how:

*There was also a huge value in giving artists additional experience and training in working with participants with mental health issues, the greater understanding achieved will benefit other individuals in the future when working on similar projects*

Whilst there may be little extra value to them in developing their practice, this is an essential investment to generating significant value to the participants from their expertise.

For example Katie Smith was central to the group visiting a participant who was taken to hospital. She visited herself and organised a collection of packages from friends, contacts and the group.

## Negative scores for participants

Four participants experienced significantly lower scores after the programme. Interestingly, two of them had brought offspring to the sessions.

One person from Boston self-referred and was suffering from depression. Though the participant attended 22 times, and brought a family member too, their wellbeing still suffered. The feedback they gave was that they felt pressure to be 'better' when asked what they had been proud of in the last week. They preferred the sessions to focus on crafts rather than mental health.

Because the data is anonymous our ability to link results with stories is by observation only. We hear almost universally good feedback about the programme and it is therefore most likely other factors causing these distressing outcomes.

## The role of families

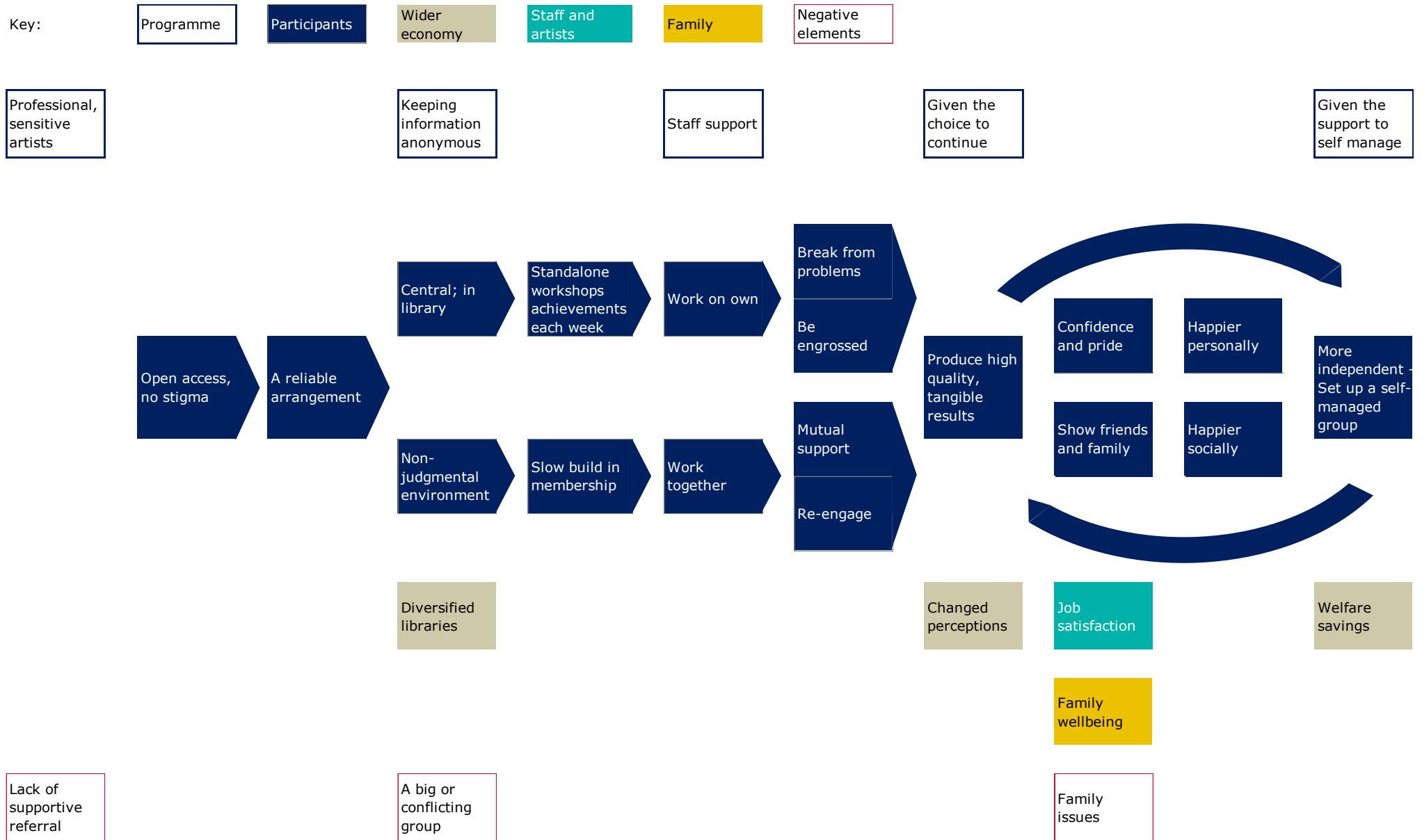
The emphasis in the delivery was on families being invited to celebratory events, but their support was likely to be more private.

For example, a Spalding participant based most of their work around their daughter, and when the daughter underwent a serious operation they took their weaving into hospital whilst they were with her. A Boston participant bought equipment for weaving and did the activity with their son. Passing skills on is both an excellent way of cementing those skills, and will contribute directly to wellbeing and confidence.

Others gave the cards they created with Phiona and Katie to family members and friends who were in a difficult place.

Others seemed to appreciate a break from families where ordinary responsibilities can be stressful, and where mental health can be an all-consuming issue. Though not voiced or asked about, this sensitive issue means that family would need to be very carefully considered in planning future work that is open access.

# Chain of events



## Impact: What was due to the project?<sup>3</sup>

### Adjusting the results for context and contribution

To make sure that the money was well spent we need to adjust the results to take account for the local context and any contribution by other people or activities. We account for what would, or could have happened to participants without the project, and what did happen to participants in the same period that could account for their results.

Over half participants (7 out of 13 surveyed) said they would have been doing nothing if they hadn't come to Taking pART; for some the future was looking very bleak, one would have been "*hiding in shrubbery*". Most couldn't attribute the results to anything else that they were engaged with<sup>6</sup>. In fact, they were very positive about the strength of this work and its ongoing impact:

*I don't think so [is there anything or anyone else responsible] but have found a craft group here now which I do not think I would have gone to if not for attending Spalding activities (participant)*

Later on participants joined who had been on other Transported programmes, but the Project Assistant says that at the start at least participants had *either had not heard of Transported or had no previous interest in art*.

*It has made me realise I can be creative and believe in my ability more so that we are continuing doing the*

*crafts on our own with the support of Transported when we need it (participant)*

In terms of the wider impact, there were no other arts or mental health projects planned in the library or for these people (though new management of the libraries is subsequently looking for more diversity in delivery).

### Adjusting the results to forecast long term benefit

This also means we can anticipate a longer term affect and we project that the impact will be felt in at least the next year and possibly longer.

Some participants took up other Transported offers like Family Fun Fridays and Family Arts Festival; others carried on the craft as a hobby.

*Two people I have seen since in Boston have loved weaving so much they have made several pieces since the sessions and talked about this work with huge confidence and enthusiasm (artist)*

But more significant evidence comes from those who set up ongoing groups at both libraries, in Boston including new work with the library staff on a Mapestry. Another participant is in discussion about setting up a pottery class and has been planning to apply to the Arts Council for funding for a kiln.

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<sup>6</sup> Asked to 'score' how much was due to Taking pART, answers ranged from 43% to 100% averaging 66%.



*Our group are still meeting on Thursdays, as you know, and are currently working with the support of Charlie to produce a mapstry townscape of Boston. A new member has joined and we keep it on all our flyers so new people can join in. Everyone seems to get such a lot out of it and the social aspect of it is just as important as the creative (library staff)*

We know of at least two participants from Boston and one from Spalding who found jobs during the programme.



*Participants' artwork*

## Return On Investment<sup>iv</sup>

### Investment

As a local free project the only costs to attend – travel - are considered so small as to be negligible for participants. The budget for the project was £21.4K, with £10K from mental health services and the rest from the Arts Council. We include a 10% allocation of overhead and as extra investment of time from the library was minimal, an allocation of £.5K here. In all this makes an investment of £24K.

### Value for money

Because many of the benefits of a programme like Taking pART are not financial, we attach 'proxy values' to the outcomes using national research and consultation with the people involved.

### The value of participation

Personal benefits to the participants have been valued here using academic research which compares the improvement in happiness from an increase in income, with the improvement in happiness generally gained from involvement in the arts for example. So we can say that the

increase in happiness by being involved in the arts, is equivalent to a £1K pay rise. These figures are available for the wellbeing derived from being involved in the arts, being happier socially and feeling you belong in a community.

Whilst peoples' mental health is the priority for this programme, the justification for its funding comes in part from potential savings to the public purse: if people no longer need clinical support for their mental health issues, or are more able to work and don't need welfare support.

We have tested this with some payments that could be saved for people in Taking pART. We suggest savings could be made in mental health care, (just short of £1K a year) and ESA or Child Tax Credits for example (at a little over £3K). We heard that at least three people got a job and have allocated this value to the number of people (9) whose WEMWBS score saw a very large improvement. We know there were people on the programme with severe needs, or who had multiple mental health conditions. This means the potential for savings over time could be much higher.

### In summary

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The value to a participant from the programme in terms of a contribution to them being happier personally and socially, and of being more independent is on average **£1,575**

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The value to the economy in savings in mental health services and welfare costs, for a few participants who felt a significant difference, could be **£4,325**

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## The value to other stakeholders

Although we were changing perceptions in individuals the *value* of this outcome falls to the community by undercutting division and a sense of 'other' towards people with mental health issues. We consider this to be about community cohesion using a valuation for a 'good' neighbourhood.

The value of greater awareness of the arts is captured in individual's own outcomes.

With both library staff and artists extremely positive about the programme their job satisfaction was enhanced beyond what is normal in the role. We value this by looking at willingness to accept a lower salary of people in libraries and the arts, to working with less public service ethos, in say publishing. Finally, we expected some value to the libraries through learning about diversification. This might equate to the service being willing to pay for training.

## Value of the outcomes

These are 'monetised' values but this is purely to enable a comparison across outcomes and with the investment. Note that the value of the outcome overall is the number of results x the % change which is not included in this table.

Key    Participants  
       Wider economy  
       Library staff and artists  
       Families

Outcome	Proxy value	Value of one full outcome	No. stake-holders	Value of outcome overall	Value per person/ stakeholder
<b>Participants</b>					
Happier personally	SWB <sup>7</sup> Valuation of happiness from involvement in arts	1,084	39	4,841	303
Greater sense of independence	Valuation from Sheltered Housing research	1,400	39	3,457	216
Happier socially	SWB Valuation of 'belonging' in a neighbourhood	3,919	39	16,898	1,056
<b>Other stakeholders</b>					
Change in perception of mental illness and the arts	For participants, the value of this outcome is captured by feeling happier socially so we avoid double counting.				
	For library staff, the value falls to the wider community as 'community cohesion around mental health.'				
Community cohesion around mental health	SWB Valuation of a 'good neighbourhood'	2,795	9	3,075	824
Impact on welfare costs	Mental health costs saved	942			
Sitting alongside participant values above	Savings of PIP or Child Tax Credits	3,543	9	38,931	4,325
Diversification of libraries	Cost of customer care excellence course	329	2	82	165
Job satisfaction for artists and library staff	Willingness to accept a lower salary to work in the arts or libraries	484	14	11,101	290
Total value				80,992	
Net present value				79,346	

<sup>7</sup> Subjective Wellbeing Valuation, the method described above

# Where does the value lie? Showing the calculation

Making a difference	Total value =	How many? x	How much? x	Value 1 outcome	Value per person
Happier personally	4,841	16 ●●●●●●●●●● 23 ●●●●●●●●●●	7% 4%	○ 1,084	124
Greater sense of independence	3,457	16 ●●●●●●●●●● 23 ●●●●●●●●●●	7% 0%	◐ 1,400	89
Happier socially	16,898	16 ●●●●●●●●●● 23 ●●●●●●●●●●	7% 4%	◑ 3,919	433
Change in perception of mental illness	-	9 ●●●●●●●●●	13%		
Diversification of libraries	82	2 ■■	13%	○ 329	n/a
Impact on welfare costs	38,931	9 ●●●●●●●●●	46%	● 4,484	4,326
Community cohesion around mental health	3,075	9 ●●●●●●●●●	13%	◐ 2,795	349
Job satisfaction	11,101	11 ●●●●●●●●●● 3 ●●●	14% 25%	● 4,848	793
Wellbeing from better family relationships	2,607	9 ●●●●●●●●●	3%	● 4,805	290

## Materiality<sup>8</sup>

After the first impact assessment was tested with participants and partners, the following amendments were made:

- Participants and the project assistant commented strongly on the impact for families so these results were reinstated, having been removed because of little feedback from families. Without this feedback results had to be estimated.
- Job satisfaction was included for library staff and artists after their feedback that there was significant value to this.

## Ratio

In total the value of the investment is £24K. The value of the return is £79K. This is a return of 3.3 to 1.

The return for the health service investment of £10K is 7.9.

An alternative opportunity for the health service could have been paying for 'behavioural activation' or 'mindfulness' group sessions. For the budget they could have supported 48 and 58 participants respectively with these methods.

This approach would not have generated the opportunity for participants to focus on craft as a vehicle to continue their relationships. It would have been unlikely to generate mutual support to the point where people would visit each other in hospital. Nor would it have had impact on the wider community in the library. It would also not have leveraged in an investment from the Arts Council. Overall we think the investment in Taking pART is good value for money.

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<sup>8</sup> Materiality is tested by ensuring that the results are both relevant to the story and significant in size.

# Impact Model

Story of change		Difference it makes	Evidence			Establishing impact					
People who matter		Outcomes	Indicators/evidence	How many?	How much?	Adjusted for context Less deadweight & displacement	Adj result	Adjusted for contribution Less attribution to others	Adj result		
<b>Participants</b>											
Boston	16	<b>Happier personally</b>	Self assessed feelings (WEMWBS); response to workshops by obs and colour swatch; participant's comments; interview or survey	Participants in Boston who came to more than one session	16	Cheerful, feeling good about self and optimistic - Boston (possible score of Cheerful, feeling good about self and optimistic - Spalding	16%	4/13 engaged with another activity likely to impact wellbeing	31%	Ppts score for 'how much due to others?'	7%
Spalding	23			Participants in Spalding who came to more than one session	23	Participants in Boston who came to more than one session	16		Make up own mind, dealing with problems well - Boston		16%
		<b>Greater sense of independence</b>	Self assessed feelings (WEMWBS); response to workshops by obs and colour swatch; participant's comments; interview or survey	Participants in Boston who came to more than one session	16	Make up own mind, dealing with problems well - Boston	16%	4/13 engaged with another activity likely to impact wellbeing	31%	Ppts score for 'how much due to others?'	7%
				Participants in Spalding who came to more than one session	23	Participants in Spalding who came to more than one session	23		Make up own mind, dealing with problems well - Spalding		0%
		<b>Happier socially</b>	Participants in Spalding who came to more than one session	Participants in Boston who came to more than one session	16	Interested, close and loved - Boston	15%	4/13 engaged with another activity likely to impact wellbeing	31%	Ppts score for 'how much due to others?'	7%
				Participants in Spalding who came to more than one session	23	Participants in Spalding who came to more than one session	23		Interested, close and loved - Spalding		9%
<b>Local economies</b>											
Participants expected to have low experience of MH issues	25	<b>Change in perception of mental illness</b>	Staff self assessment surveys, feedback from library managers, declared MH issues	Participants range between 21 (from sample) to 25.	21	Average change to participants	62%	No ppts reported being in other activity that might make a difference	31%	Ppts score for 'how much due to others?'	28%
Staff no. expected to have low experience of MH issues	3			4/5 Library staff reported a change	9	Average change to library staff	9		Average change to participants		66%
		<b>Change in perception of the arts</b>	Self assessment by online survey and feedback from library managers	10/13 participants reported a difference	30	Average change to participants	66%	Arts & libraries generally satisfying job, and possible other project though not MH focused	75%	Nothing else in library within time	30%
				Libraries confidence with the arts was high and didn't change							
Library service		<b>Diversification of libraries</b>	Indicated by staff perception of a new service	Both libraries experienced a new service	2	n/a				Results estimated to be same as job satisfaction	13%
Welfare & mental health services		<b>Impact on welfare costs</b>	Estimated net effect taking into account improvements and worsening situations	Estimated net effect taking into account improvements and worsening situations	9	Assume a saving made for each as we only count 'considerable' change	1	4/13 engaged with another activity likely to impact wellbeing	31%	Ppts score for 'how much due to others?'	46%
		<b>Community cohesion around mental health</b>	Library staff but not participants as would be double counting with happier socially	Library staff but not participants as would be double counting with happier socially	9	Results 'transferred' from 'perception of mental health' outcome					13%
<b>Transported, artists and library staff</b>											
Library staff	11	<b>Job satisfaction</b>	Self assessment by online survey and feedback from library managers and artists	Library staff	11	Library staff survey score	56%	Arts & libraries generally satisfying job, and possible other project though not MH focused	75%	Nothing else in library within time	0%
Artists	4			Artists	3	Artists responded 'a lot' and 'huge value'	3		50%		50%
<b>Families and carers and friends</b>											
Families	9	<b>Wellbeing from better family relationships</b>	Family participation in activities and interest in participants' work	Estimated from report feedback and checked with artists as too much contact with participants was negative	9	Estimate half of participants result for happiness	6%	Assume to be same as participants	31%	Assume to be the same as participants	3%
<b>Total</b>											
<b>Present values</b>											
<b>Ratio</b>											

Calculating the SROI in year 1				Establishing long term		Calculating long term SROI		Outcome total	Stakeholder total	
Value of investment	Proxy value of outcome	Value Y1	Value Y2	Years change lasts	Drop off	Value Y2	Value Y3			
It is considered that the travel costs for participants would be so small as to be immaterial.	SWB Valuation of happiness from involvement in arts	£1,084	1,268 2,293 1,025	3	33%	1,529	1,019	4,841	25,197	
	Valuation from Sheltered Housing	£1,400	1,638 -	3	33%	1,092	728	3,457		
	SWB Valuation of 'belonging' in a neighbourhood	£3,919	4,298 3,707	8,004	3	33%	5,336	3,557		16,898
As for libraries and participants	Value to ppts without MH issues captured by participants happier socially Value falls to individual as job satisfaction and community as cohesion No explicit value not duplicated by participants outcomes									
Managed Care Network investment	£10,000	Cost of customer care excellence course	£329	82	1	100%		82	42,088	
		Mental health costs	£942	3,873	3	33%	12,294	8,196		38,931
		Savings of ESA or Child Tax Credits	£3,543	14,568						
		Value of a 'good neighbourhood' HACT	£2,795	3,075	1	100%		3,075		
Library investment in-kind reported as ArtsNK/Transported investment	£500 £13,529	WTA lower salary to work in arts or libraries	£4,848	7,465 11,101 3,636	1.0	100%		11,101	11,101	
Assume none other than participants'	£0	Yearly cost of bringing up a child	£4,805	£1,235	3	33%	823	549	2,607	2,607
	24,029		45,869			21,074	14,049	80,993	80,993	
	24,029		45,869			20,362	13,115	79,346	79,346	
								1 to	3.3	



## What next? Learning and recommendations

### What if?⁴

#### Increasing social value

These recommendations come from assessing the Impact Model and testing scenarios.

Often quite a range of values can be created by varying the model. In this instance, it was not possible to generate very different values except for in one area (generating an audience). This leaves us confident of the value we describe.

- Testing numbers of participants and results in different libraries

Spalding results were lower than Boston and had they been the same the ratio would have been 16% better. However these results were unlikely with the larger, less coherent group. If the group size and the results were both the same as Boston however the result would have been a return of 3.9, a 7% improvement. We recommend that the project works with smaller cohorts concentrating on making them operate well as a group.

- Length of impact

If participants had not set up clubs themselves we would have been less confident of an ongoing impact. Without projected impact the return would have gone down by 15%. It is well worth Transported/artsNK making a small investment to encourage clubs to survive – they are vulnerable left completely to their own devices.

*Though some people have been happy to continue meeting, projects are now limited to what group members can teach each other and there was initially more pressure on them to find something to do. In Boston, the group have now started working with the library staff on a couple of arts projects, while in Spalding the group play board games and complete adult colouring books during their meetings (Transported staff)*

*I have found it difficult to carry on going at the moment mainly because I think that the emphasis is on taking some of your own craft along to carry on with and I don't have the confidence in myself or my abilities to be able to do that.*

- Valuing family impact

There was an appetite for family provision;

*I am sorry that you didn't get any feedback from families. I know that my family really encouraged me to go along each week and that they noticed a great difference in me and how I could cope through the rest of the week. They looked forward to seeing what I had made and I was able to feel proud of the things I took home, My children would all look forward to seeing what I had done, and in the school holidays came along to a couple of sessions with me which was lovely.*

And participants went on to attend family events.

Testing higher or lower numbers of family involved, and higher and lower values for them made little difference to the overall value. And there is also a

concern voiced by some that a focus on families makes those without, or with troubled family relationships feel worse.

Investing in a wider audience makes a larger difference, and considering opportunity costs may be a better place to spend time.

- Generating an audience for the work by adding more interpretation and promotion

Whilst there are issues around sensitivity and anonymity, gaining an audience for the work in the libraries could increase exposure in the region of 1,500 (estimated by library staff from previous analysis). If these people felt even a hundredth of the impact of others in their attitude to mental health issues (valued at £28) this could be an additional return over £40K. This increases the return by nearly half again, to 5.4. We recommend that the project needs not just to make a difference, but to be seen to making a difference and we hear this is already planned.

- Finally, the most significant difference to the state comes from participants' reduced dependence on services and ability to get a job.

We tested higher and lower numbers of people experiencing this impact, and of values attributed to it. This value could come from around 9 or 10 people benefiting and saving the state just over £4K (less mental health and ESA provision) or just 4 or 5 people experienced a bigger difference including contributing through taxation. We think something along these lines likely, so feel relatively confident of the values included.

## Conclusion

Bringing together learning from the what works section with this value analysis, we can conclude that Transported/artsNK has been very effective in this programme. The organisation knows what to do and how to do it and could not have got significantly more value from the investment for the main beneficiaries. In future it should:

- 1 Focus on consistency and cohesiveness in groups which may need to be smaller as a result.
- 2 Put a little support for a lot of value into ongoing groups if they want to set up. Involve those groups in future activity by invite.
- 3 Make the most of every project with installations and promotion of what happened to gain a larger audience. This both highlights issues like mental health and the ability of the arts to make a difference.
- 4 Only then develop a focus on families and handle that with care; it will be an intensely personal experience and could alienate some.
- 5 The main focus on open access mixed groups with professional, non-judgmental arts provision in a library worked well. Group and social issues need handling very carefully. More consideration of the relationship between individual work and a group approach would be a sophisticated development of the practice and may provide a focus of socially engaged arts development.

# Appendices

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## i Evidence and consultation

### Story of Change

Workshop with library managers, artists and Mental Health professional

Story of change checked with new users of the group and amended

### Results

WEMWBS

Colour swatch creative tool

Observation by artists and staff

Participant interviews

Participant surveys

Celebration observation

Graffiti wall at event (no data gathered)

Family survey

Artist reflections

Artist interviews

Artist survey

Library survey

Library managers interview

Comment cards

### Review of model and report

Email feedback from 2 participants, 2 library managers, 1 artist, 2 members of staff

## ii Results

We used the 14 WEMWBS questions to tell us about three participant outcomes that the team had targeted.

1. I've been feeling relaxed
2. I've been interested in new things
3. I've been feeling confident
4. I've been feeling useful
5. I've been feeling interested in other people
6. I've been feeling close to other people
7. I've been thinking clearly
8. I've had energy to spare (supporting question?)
9. I've been feeling cheerful

10. I've been able to make up my own mind about things
11. I've been feeling loved
12. I've been feeling good about myself
13. I've been dealing with problems well
14. I've been feeling optimistic about the future

#### Happier personally

WEMWBS questions 9,12 and 14

I've been feeling cheerful, I've been feeling good about myself, I've been feeling optimistic about the future

#### Greater sense of independence

WEMWBS questions 10 and 13

I've been able to make up my own mind about things, I've been dealing with problems well

#### Happier socially

WEMWBS questions 5,6 and 11

I've been feeling interested in other people, I've been feeling close to other people, I've been feeling loved

## iv Valuations

Happier personally		
SWB Valuation of happiness from involvement in arts	£1,084	SWB Valuation by Daniel Fujiwara for Happy Museum, 2011
Greater sense of independence		
Valuation from Sheltered Housing	£1,400	Valuation from Sheltered Housing <a href="http://hsha.org.uk">hsha.org.uk</a>
Happier socially		
SWB Valuation of 'belonging' in a neighbourhood	£3,919	SWB Valuation by Daniel Fujiwara for HACT, housing organisation
Change in perception of mental illness		
Value to participants without MH issues captured by participants happier socially.		
Value falls to individual as job satisfaction and community as cohesion.		
Change in perception of the arts		
Value captured within participants outcomes		
Diversification of libraries		
Cost of customer care excellence course	329	This valuation can be found in an SROI report produced by the social value lab - <a href="http://www.socialvaluelab.org.uk">www.socialvaluelab.org.uk</a>
Impact on welfare costs		

Mental health costs - Average cost of mental health services per individual (anxiety and depression)	£942	PSSRU Unit Costs of Health and Social Care, 2015
Savings of ESA or Child Tax Credits	£3,542.50	Average
Yearly ESA rate for 25 or over	£3,801.20	Turn2Us calculation
Yearly CTC based on no income with 2 children	£3,284	Turn2Us calculation
<b>Community cohesion around mental health</b>		
Value of a 'good neighbourhood' HACT	£2,795	SWB Valuation by Daniel Fujiwara for HACT, housing organisation
These sorts of values are as high as £11k as reported by Living Well West Midlands		
<b>Job satisfaction</b>		
WTA lower salary to work in arts or libraries	£4,848	ASHE 2016
Creative, arts and entertainment activities	£25,003	ASHE 2016
Publishing activities	£29,971	ASHE 2016
<b>Wellbeing from better family relationships</b>		
Average yearly cost of bringing up a child	£4,805	Liverpool Victoria Friendly Society annual survey 2010

## √ Sensitivity

Test higher results in Spalding to match those in Boston			
Cheerful, feeling good about self and optimistic - Spalding	16%		
Figure used in Impact Model	9%		
Make up own mind, dealing with problems well - Spalding	16%		
Figure used in Impact Model	0%		
Interested, close and loved - Spalding	15%		
Figure used in Impact Model	9%		
Investment	21,890		
Return	91,135		
Ratio	4.2	116%	16%
Test same number and results in Spalding as Boston	16		
Figure used in Impact Model	23		
Investment	21,890		
Potential return	84,646		
Potential ratio	3.9	107%	7%
Test lower number displacing a potential positive activity	10%		
Figure used in Impact Model	31%		
Investment	21,890		

Potential return	86,930		
Potential ratio	4.0	110%	10%
Test no club and shorter term outcome of 1 year	1		
Figure used in Impact Model	3		
Investment	21,890		
Potential return	66,918		
Potential ratio	3.1	85%	-15%
Test higher results for family happiness	13%		
Figure used in Impact Model	6%		
Investment	21,890		
Potential return	82,313		
Potential ratio	3.8	104%	4%
Test lower proxy for family happiness	2402.5		
Figure used in Impact Model	4805		
Investment	21,890		
Potential return	78,181		
Potential ratio	3.6	99%	-1%
Test higher proxy for family happiness	9610		
Figure used in Impact Model	4805		
Investment	21,890		
Potential return	82,313		
Potential ratio	3.8	104%	4%
Test fewer results for family happiness	3.9		
Figure used in Impact Model	10		
Investment	21,890		
Potential return	77,905		
Potential ratio	3.6	99%	-1%
Testing higher numbers of people changing perception of mental health, offset with cost of more installation	0		
Figure used in Impact Model	0		
Cost of interpretation and promotion of mental health needs and this programme	1000		
Audience numbers	1574		
Value of effect	28		
Potential investment	22,890		
Additional return	43,985		
Potential return	120,577		
Potential ratio	5.3	146%	46%
Test higher number having impact on welfare costs	18		
Figure used in Impact Model	9		
Investment	21,890		
Potential return	117,529		
Potential ratio	5.4	149%	49%
Test lower net benefit from people having impact on welfare costs	2,014		
Figure used in Impact Model	942		
Figure used in Impact Model	3543		

Investment	21,890		
Potential return	58,641		
Potential ratio	2.7	74%	-26%
Test higher net benefit from people having impact on welfare costs			
	8,969		
Figure used in Impact Model	942		
Figure used in Impact Model	3543		
Investment	21,890		
Potential return	117,529		
Potential ratio	5.4	149%	49%
Test lower number...			
	4.5		
...and higher net benefit			
	8,969		
Investment	21,890		
Potential return	79,558		
Potential ratio	3.6	101%	1%