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| Idea Title | A peer led approach to evaluating the soft and fluffy  |
| Team Name | #softandfluffy |
| Amount Bidding For  | £30,000 TBC  |
| Short description of the idea | To train a peer-led network of Community Reporters to evaluate creative activities, providing new insights, and measuring impact of what are often described as “soft and fluffy” approaches.  |
| Image | See attached  |
| Our focus | Our Service Users tell us that creative activities are good for wellbeing. They not only promote faster recovery rates, but can be life transforming. Although we know this, from our experience the benefits of creative approaches are really hard to capture. Service Users want to spend time doing activities, not filling in evaluation forms or completing on line surveys. Those that do complete evaluation forms, only give us a limited picture of the experiences of those who are willing to engage, leaving a gap in capturing wider service user experience and lack of evidence around impact of activities. We have spoken to those who access our creative activities through Creative Minds about what would work for them, and want to create new methods of evaluation to add to the range of other evaluation processes. This will turn what can be a challenge to our projects into something that could be a real asset to communities and fun for service users.This matters as, if we can fully understand the impact of creative activities and “soft and fluffy” approaches this will allow us to plan future approaches around what works best, and to better evidence impact of activities. |
| Our Proposal | Our aim is to develop a new means of evaluating “soft and fluffy” creative activities delivered by Creative Minds. This will provide evidence for the benefits of our work through developing a community reporting approach.We will train service users as community reporters, who will collect snapshot stories from participants of our creative activities, providing unique insight into the benefits of creative activities. Initially we will focus on service user experience of our Good Mood Football League. We will train four service user groups of around 10 participants from across the districts Calderdale, Barnsley, Kirklees and Wakefield, supporting them to develop skills in how to gather insight stories.Using the ‘snapshot story’ method (a short form of storytelling), service users will record on film their own thoughts and feelings on their participation in activities, and then use this method to gather snapshot stories from other service users. We will initially seek to gain stories from a total of 120 participants. We will then support service users to make sense of the findings identified in story collections, picking our key themes and learning. They will reflect on the key messages from these stories in order to communicate these to decisions makers and service providers in conversation for change events as a form of learning to support the development of services.We will work with Peoples Voice Media and University of Huddersfield to develop our approach who have experience of the community reporting approach, which we have trialed within our creative activities.  |
| The benefit we hope to achieve and how we will measure these | We hope to see the following benefits to services users:* Development of analytical and critical thinking skills, useful in a diversity of scenarios beyond the Community Reporting process.
* Service Users learn digital communication skills and will be empowered to use these skills to connect their ideas with the people in a position to make positive social change.
* Service User’s skills, confidence and emotional resilience are improved
* Service Users will have access to the Institute of Community Reporters website and continue to post stories of their lived experience once the project ends.

Staff benefits include:* Dialogue and inquiry inform and support innovation in service design, delivery and evaluation.
* Messages from community reporting challenge thinking and practice
* Messages support embedding community reporting into policy and practice learning processes in order to sustain participation of mental health service users in ways that can bring about real innovation and change for patient benefit.
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| Benefits we expect for the Q community  | National drivers promote a general move away from an expert controlled health system to one that is much more in the hands of the individual and community. We believe that empowerment of individuals through participatory and service user-led approaches such as community reporting and co-production with policy and practice professionals are key to taking this agenda forward. Our evaluation stories will appear on the Communityreporter.net web site and distributed to the community reporter network. Learning will be shared with the Q community, giving wider access to service user insights that are developed.  |
| Q members/non Q members in team  | * Phil Walters- Creative Minds
* Barry Percy Smith- University of Huddersfield
* Gary Copitch- Peoples voice media
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| Area of Interest  | Co-production, service user experience |
| Locations  | Yorkshire- Wakefield, Barnsley, Calderdale and Kirklees  |