



Connect Grow Create!

Creative Steps Programme

Creative Participation for Positive Mental Health

A Social Return on Investment Report: 2019



plantation
productions
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ABOUT US

Plantation Productions is a community arts and media charity working across South West Glasgow. Our mission is:

To reduce inequalities and improve the life chances for people experiencing exclusion and disadvantage through poverty and social deprivation.

As part of our Making Art Matter programme we deliver Creative Steps to Wellbeing, a programme of engagement through peer support and creative participation for people experiencing mental health difficulties. Starting from a small group of 10 people, we now have over 150 participants attending and numbers are continually growing.

We believe that enabling people to be creative and connect with others, to think anew, is fundamental to human growth and unlocking potential.

The organisation was established in 2001 by Moya Crowley, the current Director. In partnership with Govan Housing Association we developed the concept of a creative community hub in central Govan. This resulted in the transformation of a row of derelict shops into the Portal, a vibrant local arts facility embedded in the community since 2007.

We take a multi-agency approach and develop partnerships with other services such as the NHS; Glasgow Community Planning Partnership; Community Police; Social Work Services; and mental

health service providers. This enables us to work with partners to identify areas of need in the community, working together to make a difference in people's lives and recovery.

For this Social Return on Investment report we used our existing methods of evaluation along with interviews with partners and stakeholders. Additionally, we developed new creative approaches to gathering evaluation data from participants, which enabled true stories of change to emerge.

We hope you will find this report as encouraging as we do. We thank all of our participants and commend them for taking their first step into this project and sharing their story.

We would also like to thank Tina Kardasinska, the Creative Steps Manager, who left her role this year to start a new life abroad. Tina built the Creative Steps Programme into the transformational programme that it is today. She was integral to developing key relationships with health services and continues to be a dedicated advocate for using creativity and peer support to promote positive mental wellbeing.





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EVERY £1 INVESTED IN THIS
PROJECT PROVIDES £7.55
SOCIAL RETURN ON
INVESTMENT



EXECUTIVE SUMMARY

This Social Return on Investment (SROI) is a report on the impact of our Creative Steps programme 2018-19. We have evaluated the benefits of this work, which uses creative participation and peer support to improve mental health and wellbeing, whilst reducing reliance on mental health services. The development of this programme places people with lived experience at the heart of the process. A key theme emerged, evidencing that people need a supported route back into the community. The participants lived experience and knowledge has shaped and informed our 3-step progressive model of engagement, overcoming the barriers to social participation and supporting people to make the transition from mental health services to community-based services.

A key principle in this programme is that a partnership approach across services, sectors and communities can best support people to make positive and lasting changes. Through this approach we demonstrate that individuals become better at managing their condition and start reconnecting with society, contributing to the community and living a more fulfilling life. Individuals in the programme were experiencing a wide range of mental health issues, including severe and enduring conditions and acute anxiety and depression. People affected would often withdraw to their home, avoid contact with others and lose interest in life. This impacts on every aspect of life and affects other family members and the ability to sustain friendships and social networks. Many disorders would include suicidal thoughts and self-harm.

This report focusses on two main stakeholders -

- People affected by a mental health conditions.
- NHS Mental Health Providers.

During the 2018/19 period, we provided services to 153 people. A total of 48 people took part in our evaluation sessions.



Of those taking part in our evaluations:

- 90% reported an improvement in supportive friendships
- 88% reported an improved sense of purpose
- 88% reported improved confidence
- 85% reported an increased ability to learn new skills
- 83% reported improved self esteem
- 83% agreed that doing something creative helps to distract them from negative things

We invested £108,000 in this project (Lottery Funding)

The project returned a value of £815,535

"I have a very complex array of illnesses. These mental health issues have been active since I was 6 years old and worsened when my mum died when I was 8 years old and continued to worsen at the hands of my abusive father who died when I was 11 years old. I began counselling aged 9 and have to this day support from the mental health team. Since starting on this journey, I have been able to cope with daily life better. I can navigate through the negative thoughts in my head and focus on the art. I no longer have any suicidal thoughts. I no longer feel lonely when things are going bad. The frequency and duration of these low moments are days not weeks now. I feel like I have a future to look forward to all thanks to this programme." - **Jack**

"If I am at home I feel I'm going to kill myself. Here I know it's not only me. I thought I had a disease. I felt sad. I feel happy now." - **Lydia**



CONTEXT

AROUND ONE IN THREE PEOPLE ARE
ESTIMATED TO BE AFFECTED BY MENTAL
ILLNESS IN ANY ONE YEAR



Mental health has been described by the World Health Organisation as:

"... a state of well-being in which the individual realises his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community."

Improving mental health is a National Priority for the Scottish Government.

Deep inequalities exist in life expectancy between the most and least deprived members of society. Glasgow City has one of the highest rates of suicide in Scotland, particularly concentrated in areas of deprivation.

Stigma and discrimination exacerbate these illnesses so that those with mental health concerns are less likely to seek early care for fear of being labelled.

A fifth of Glasgow's population, more than 125,000 people, is prescribed drugs for anxiety, depression and psychosis.

Glasgow City Council Integration Joint Board's Strategic Plan 2019-/22

The number of patients prescribed antidepressants has increased by 48% since 2009/10.

<https://www.isdscotland.org/Health-Topics/Prescribing-and-Medicines/Publications>

Suicide claims 2 lives a day in Scotland.

<https://www.mentalhealth.org.uk/campaigns/preventing-suicide-scotland>

CURRENT POLICY

The Scottish Government has prioritised a new approach to dealing with mental health with a focus on self supported management, which will now give more control to individuals, enabling them to become active in their own care rather than passive participants. This has already been introduced in Learning Disability and Adults with Disabilities.

This strategic approach has a focus on:

- Prevention
- Anticipation
- Self-supported Management

There is growing recognition that community-based services can play a vital role in complimenting health services to enable people to reconnect with their community and make the transition back into society. A holistic approach, known as social prescribing, engages individuals at the heart of the process and aims to identify interventions that will improve health and wellbeing.

The Scottish Government's Mental Health Strategy 2017 advocates a coordinated, collaborative approach across sectors, services and communities towards improving mental health and tackling inequalities in mental health.



Recovery based approaches have the potential to improve quality of care, reduce admissions to hospital, shorten lengths of stay and improve quality of life. While service users will always have access to the clinical and therapeutic services they need, realising recovery objectives will require services to embrace a new way of thinking about illness, and innovative ways of working.

How do we fit?

Plantation Productions is a creative arts and media charity with a mission to reduce inequalities and improve life chances for people experiencing exclusion and disadvantage. The Creative Steps programme uses creative participation and peer support to encourage connectivity, recovery, resilience and skills development in relation to positive mental wellbeing. Working in partnership with statutory services, we provide community based creative activities to complement an individual's support plan.

SROI METHOD



SROI is a way in which an organisation can look at what it does, measure the difference that activity makes to people's lives, and tell a robust story about that difference or impact. (Scottish Government)

Organisations in the not-for-profit sector have been consistently working to make a difference to people's lives, but are perhaps falling below the radar in terms of highlighting the impact they are making. Increasingly those organisations are

measuring their social impact using the SROI method. We can demonstrate authentic changes to people's lives as a result of our work. We can evidence value for money and calculate the social return.

This demonstrates clearly to funders the impact and value of their investment by being able to evidence results - not only for individuals, but also their families, friends and the wider community.



SROI PRINCIPLES



INVOLVE STAKEHOLDERS

We gathered information through a variety of evaluation sessions with 48 participants of the Creative Steps programme. We also have a robust evaluation framework in place, gathering information and feedback from Occupational Therapists based in Resource Centres and Community Links Practitioners based in Health Centres.

DO NOT OVER CLAIM

We have not included the indirect benefits we are aware of to the family members of the participants. We did not interview family members for this report; however we have significant feedback from participants in terms of reduced strain on family members and improved relationships.

UNDERSTAND WHAT CHANGES

We consulted with participants to establish the impact their mental health was having on their quality of life before the project. We looked at many aspects including relationships; resilience and coping ability, suicidal thoughts and community involvement. We devised creative and informal methods to capture and understand what changes.

VALUE THE THINGS THAT MATTER

The direct benefit we have included is the improved mental health of the participants and the savings to mental health providers.

ONLY INCLUDE WHAT IS MATERIAL

From detailed interviews with participants, we have discounted a percentage for what would have happened without the Creative Steps programme and what could be attributed to others. We discussed this with our participants.

BE TRANSPARENT

The financial proxies we have used are detailed in the data references of this report.

STAKEHOLDERS

Stakeholders are those who will see a change as a result of this project. The primary stakeholders for this report are people affected by a mental health condition and Mental Health Care Providers.

PEOPLE AFFECTED BY A MENTAL HEALTH CONDITION -

"Last summer I had an acute psychotic episode and was hospitalised for a month. I was extremely shaken by the experience, as I lost some of my memories and had no recollection of being given Electric Shock Treatment. After leaving the hospital, I have been experiencing immense anxiety and agitation, and needing help to cope with day-to-day life. I don't feel like leaving the house, and just want to stay in bed not doing anything at all. Attending these workshops has given me something to look forward to. It is a good way to spend a couple of hours making things. There is also a sense of satisfaction and achievement to get something done. Being with people who are going through a similar experience makes me feel that I am not alone on this journey." **Mary**

"This year my life fell apart completely. I ended up in psychiatric hospital for 5 weeks. There I was diagnosed with post-traumatic stress disorder. When I left hospital, I was terrified about how I would cope. I cannot say how much a difference Creative Steps has made to my life - not just in structured use of time, creative skills, planning, problem solving, group-work activity and confidence - but also because I have become involved and included in an amazing group and organisation. I feel more than just a recipient, but also that I can offer something back, I feel useful and valued.." **Becky**

SINCE COMING TO THE GROUP I GO FOR COFFEE WITH SEVERAL FRIENDS FROM THE GROUP I EVEN HAVE LUNCH SOMETHING I COULDN'T DO BEFORE THE GROUP HAS OPENED UP MY EYES TO SO MUCH MORE LIFE. BEYOND MY FRONT DOOR ITS A WONDERFUL WORLD OUT THERE.

Due to being unwell, my mind is not a stable place. The Craft group is a place of stability in the chaos and helps me more than most other things in my life. Even in hospital this was a place I could come and create things in the face of self-destruction, and be around people in the loneliest of moments.

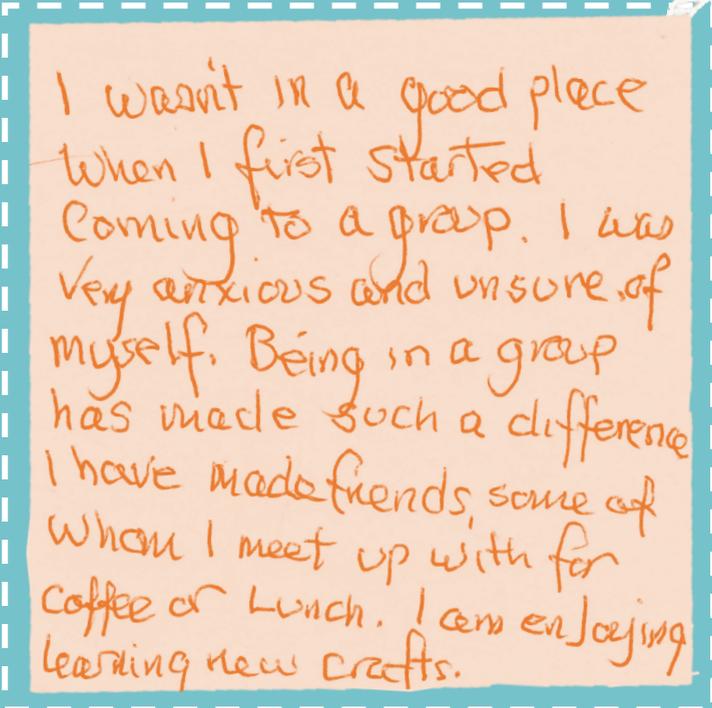
MENTAL HEALTH PROFESSIONALS -

We have developed relationships with mental health providers across South Glasgow and work in collaboration with -

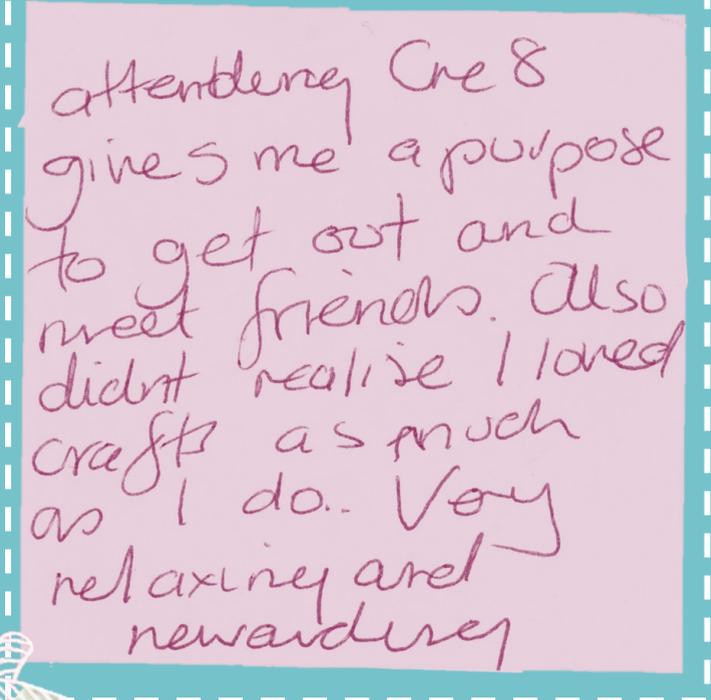
- Occupational Therapists in Mental Health Resource Centres.
- Community Links Practitioners in Health Centres.
- Third Sector Mental Health agencies such as GAMH and Cargomm.

"The individuals accessing secondary mental health services are people who have severe and enduring mental health diagnosis/illness. Most of these individuals will experience social withdrawal, social isolation, hopelessness, anxiety, poor confidence and self esteem, and suicidal thoughts. Medication used to treat some of these illness help to manage symptoms; however it is equally important to ensure that individuals are engaging in meaningful activity. Providing an opportunity to develop new creative skills provides individuals with a sense of purpose and empowerment and will inevitably promote mental health recovery and wellbeing."

Sharon Dillon, Occupational Therapist
Stewart Mental Health Resource Centre, Castlemilk



I wasn't in a good place when I first started coming to a group. I was very anxious and unsure of myself. Being in a group has made such a difference I have made friends, some of whom I meet up with for coffee or lunch. I am enjoying learning new crafts.



attending Cre 8 gives me a purpose to get out and meet friends. Also didn't realise I loved crafts as much as I do. Very relaxing and new adventures

WHAT WE DID

INPUTS

Creative Steps offers a wide range of creative classes and activities on a progression-based system to provide a supported route back into the community.

- A total of **153 individuals** attended the service in some form over the 2018/19 reporting period.
- We ran a total of **302 classes** within the year.
- There were **125 instances** of an individual progressing to a new or additional group.
- There were **1725 individual attendances** at the groups throughout the year.
- **87% of new referrals** received were from NHS services.

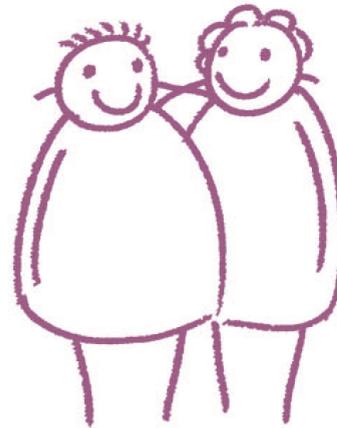
STEP 1: OUTREACH CLASSES

We provide creative classes in health settings such as Mental Health Resource Centres and Health Centres for individuals who want to attend a class, but want to start at a place of treatment that is familiar to them.



STEP 2: COMMUNITY CLASSES

We run a number of classes at our base in Govan - Gallery 966 at The Portal. Participants sign up to one of our weekly classes. All our groups enjoy a wide range of arts and crafts and benefit from the support of friendships. The peer support model encourages individuals who have a shared or similar experience to support one another, as well as providing comfort in the knowledge that they are not alone.



STEP 3: FURTHER ACTIVITIES

We run a number of additional groups throughout the year, such as Sewing and Photography classes, a community choir and a volunteering project. We also get involved in various events and festivals, craft fairs and film projects.



COMMUNITY CHOIR

The Govan Allsorts Community Choir meet weekly to rehearse, and have built a great reputation performing across Scotland - at local events, conferences and even at the Scottish Parliament.

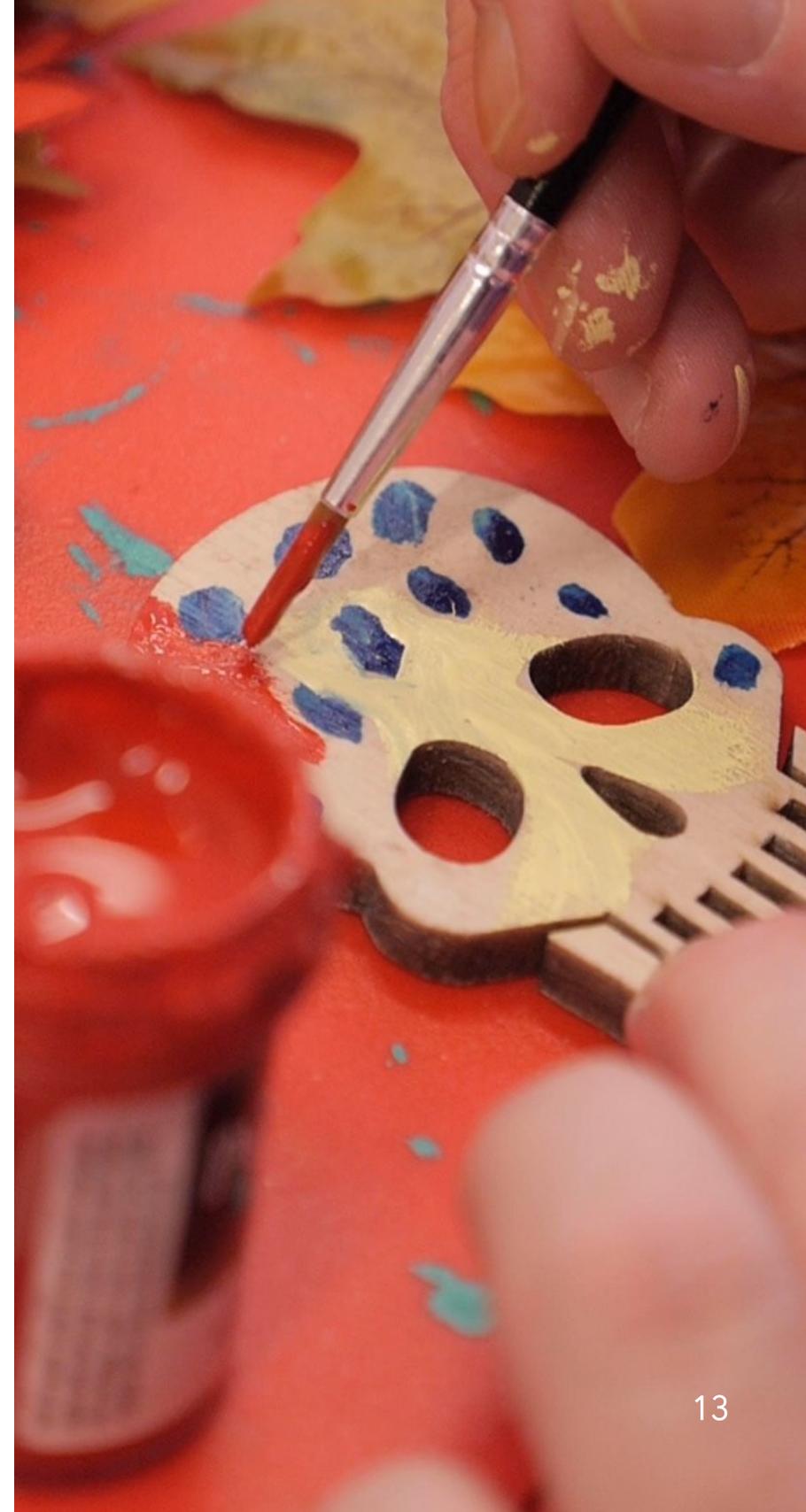


VOLUNTEERING GROUPS

Following the progression model, those who engage with the Creative Steps programme are given the opportunity to take part in our Volunteering Programme. We have a variety of different roles that people can participate in, such as service advocates, fundraisers and even volunteer tutors who run their own workshops.

EVALUATION SESSIONS

We have set up procedures to evaluate the project and monitor the outcomes. We use what we have learnt to contribute to discussions, to inspire others and to advocate for using creative participation as a tool for change.



OUR THEORY OF CHANGE

What did we aim to change as a result of this project?

FOR OUR PARTICIPANTS

People experiencing a mental health condition are better able to manage their condition so are reconnecting with society, contributing to the community and living a more fulfilling life.



Thus, participants have improved mental health and wellbeing and have increased their capacity to live a full and creative life, with the flexibility and resilience to deal with life's challenges.

FOR HEALTH CARE PROVIDERS

They would engage in partnership working with a creative organisation observing and evaluating any changes to the mental health and wellbeing of service users.



Thus, they anticipate a reduced strain on services and have increased awareness of the benefits of sustained creative participation.



WE TESTED THIS THEORY OF CHANGE THROUGH THE FOLLOWING METHODS:-

PARTICIPANTS:

- Carried out pre and post evaluation scoring for attending participants.
- Collected data regarding referrals, engagement and attendance on an ongoing basis.
- Members participated in an evaluation week which included creative activities, connection mapping, dot charts and focus groups.

HEALTH CARE PROVIDERS:

- Filmed interviews with Occupational Therapists and Community Links Practitioners.
- Ongoing consultation with health care providers who refer into the programme - Occupational Therapists based at Resource Centres and Community Links Practitioners, all who receive additional feedback from their own mental health staff; Community Psychiatrist Nurses, Psychiatrists and GPs.



WHAT WE ACHIEVED

OUTPUTS

We delivered a comprehensive creative participation programme in the south of Glasgow to engage adults who were experiencing enduring mental health conditions and living isolated lives.

STEP 1: OUTREACH CLASSES

We delivered **96 outreach classes** at Mental Health Resource Centres and Health Centres to reach those most isolated and most in need.

We worked with Occupational Therapists and Community Links Practitioners to devise and deliver 3 x 8 week creative courses working with referred patients at 4 health settings across south Glasgow.

STEP 2: COMMUNITY BASED CLASSES AT THE PORTAL

We developed 7 peer support groups in Gallery 966, Govan, where people attended weekly to learn new creative skills and benefit from peer support.

Monday	Time Out AM & Time Out PM
Tuesday	Cre8 & Well Crafty
Wednesday	Bead 'n' Blether & Woolly Wednesday
Thursday	Happy Crafters

STEP 3: FURTHER ACTIVITIES

Sewing Group - We delivered **36 machine sewing classes** in Gallery 966, from beginners to more advanced courses. These classes were delivered in partnership with the Glasgow Clyde College outreach programme.

Community Choir - We delivered **50 choir sessions**. Govan Allsorts Community Choir met weekly for rehearsals and delivered 9 performances throughout the year in a variety of settings including Glasgow City Chambers for the Annual Homelessness Conference, Buchanan Galleries for Yorkhill Sick Kids and the Govan Loves Christmas event.

Volunteering - Three of the community based classes were entirely managed by peer support volunteers from within the group. We supported members to run Bead n' Blether, Woolly Wednesday and Well Crafty, who engaged in activities such as jewellery making, knitting, basket weaving, crochet, glass painting and more.

"I wished I had found somewhere like this when I was seventeen, because I don't think I would need to be on as much medication as I am. I just wish that back then, that this was something that was offered at the primary care level rather than waiting until I was in a crisis point to be referred to somewhere." - Joe



THE IMPACT WE MADE OUTCOMES

Our long term aim:

People experiencing a mental health condition are better able to manage their condition so are reconnecting with society, contributing to their community and living a more fulfilling life.

We have 5 outcomes linked to this aim, which are monitored through the ongoing review and evaluation of various indicators.

Further information on our 2018/19 data, including a full progress report, is available on request.



OUR 2018/19 MONITORING AND EVALUATION MEASURED THE FOLLOWING OUTCOMES -

1. People experiencing a mental health condition are less socially isolated.

- 1725 unique attendances at groups.
- 87.5% reported an improvement in confidence.
- 77.5% noted an improvement to getting out and about.

"The confidence that I have got with joining the group has meant I have attended more groups here and also another group out with. I have joined the gym and made good friends with people that I go out for lunch with and spend time with."

2. People experiencing a mental health condition are learning new skills.

- 302 classes took place in the reporting period.
- 89.6% agreed that they enjoy taking part in creative activities.
- 66.7% state they feel more able to concentrate.

"I've made things that I didn't think I could do. I didn't even know that I could thread up a sewing machine. So I'm learning new skills, and I'm coming up for 55. I didn't even know how to sew before."

3. People experiencing a mental health condition feel more able to manage life's challenges.

- 83.3% agreed that doing something creative helped to distract them from negative things.
- 80% reported an increased ability to cope with things.
- 71.8% of individuals attending progressed from one of our outreach classes to our community based group.

"I am determined that my illness will not rule my life. If there wasn't classes like this then I wouldn't be determined to do things. I am determined to get up every morning, get dressed and come to this group, because that sets me up for the rest of the week."

4. People with a mental health condition have a more positive outlook.

- 77.5% noted an improvement in their ability to improve their lives.
- 72.5% noted an improvement in feeling positive about the future.
- 87.5% reported an improvement in their sense of purpose.

"I am proud of myself because now I meet new people. Before, I didn't really talk to anyone. I was alone with my disease and now I understand a lot of people are the same."

5. People with a mental health condition feel less alone with their condition.

- 75% agreed they feel able to share and talk about things when they attend their group.
- 90% reported an improvement in their supportive friendships.
- 81.3% agreed that attending the group reassures them that others are feeling a similar way.

"I've made many friends in the group and if I'm having a bad day there is always someone to listen and not judge me. I can go and visit members of the group out with group times. We have fun in the groups and enjoy a good laugh."

"I still say and feel like one of the lucky ones. Cos I didn't end up in hospital and I didn't end up on medication. But I think if these groups weren't here, I probably would've. I'd have just been another statistic. Another one to tick the box. But it's all these wee things that help – all these wee different steps." - Danielle

"I pushed all my friends away and was extremely lonely and I attempted to take my own life. This was when my life turned around. It is funny I tried to kill myself but instead I saved my life." - Josie



FROM AN INVESTMENT OF £108,000 FROM FUNDERS

THIS PROJECT RETURNED A VALUE OF £815,535



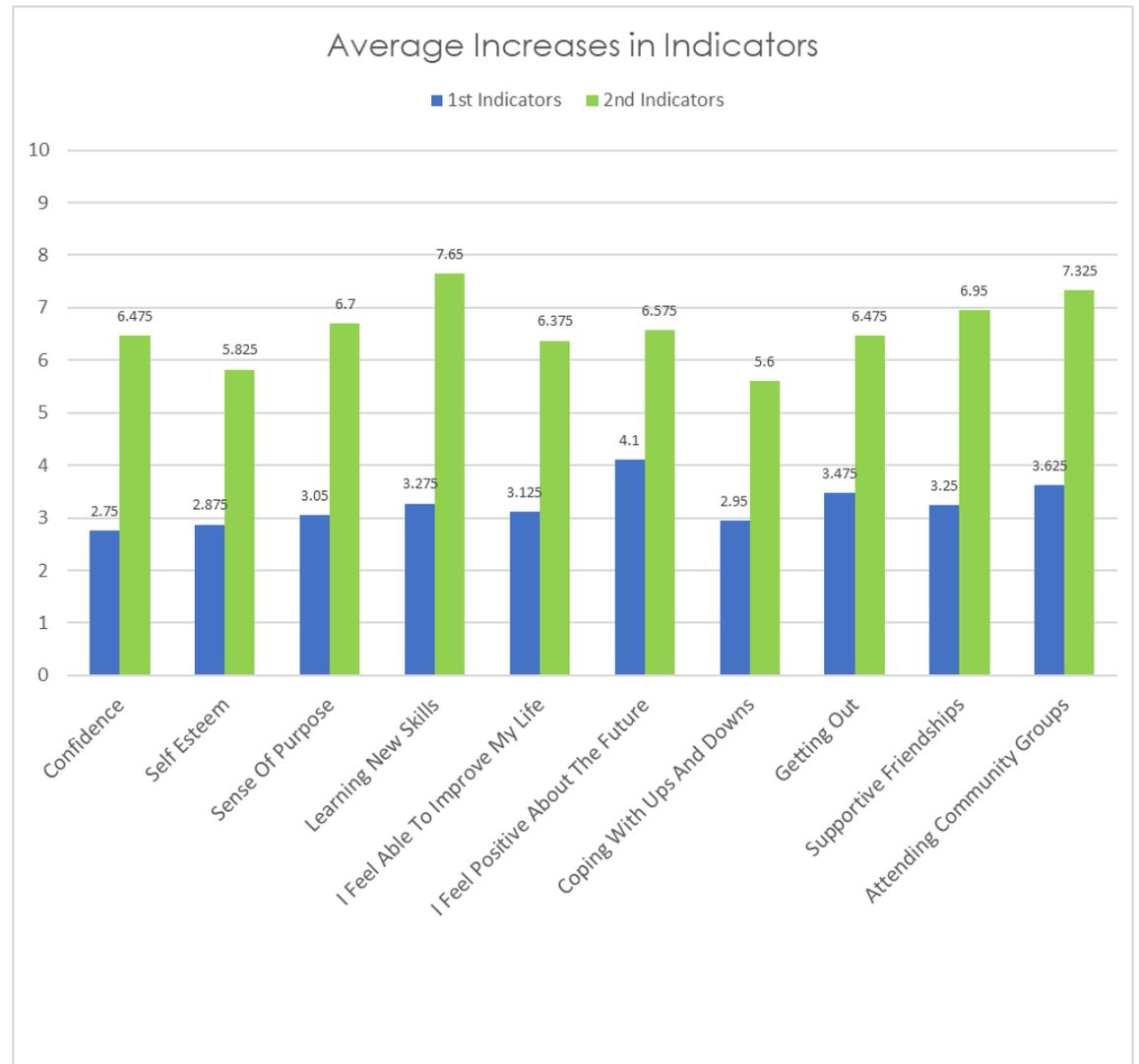
FOR EVERY £1 INVESTED THERE IS A SOCIAL RETURN OF £7.55

OUR EVALUATION EVIDENCED THE FOLLOWING OUTCOMES:

Statement	% Agree
1. I look forward to attending my group	85.4%
2. I feel understood by the people in my group	72.9%
3. I feel able to share and talk about things when I attend my class	75.0%
4. Attending the group reassures me that there are others feeling in a similar way	81.3%
5. I feel more able to concentrate	66.7%
6. I can be myself in the group	75.0%
7. I feel proud of what I create	70.8%
8. I enjoy taking part in creative activities	89.6%
9. Doing something creative helps to distract me from negative things	83.3%
10. Since starting my group, I feel that I don't need as many appointments with my GP / CPN / Health Worker	38.9%

Evaluation Day Data - November 2019: Based on data from 48 Participants

Dot Map with 10 Statements



Annual Progress Report 2018/19: Based on data from 40 Participants

Based on Before / After Scorings by rating qualities on a scale from 1 - 10.

Social Return on Investment Data:

People Experiencing a Mental Health Condition

Outcome Description	Indicator for this outcome	Financial Proxy	Value Per Person
1. People experiencing a mental health condition are less socially isolated.	No. of people reporting they: participate in more social activities; are less anxious around others; connected to society more; develop strategies to leave the house; attend activities outside the group. Source: SROI Connections, Focus Group and Dot statements.	Average spend per person on recreation and culture increases by 30% over the year (£22.38 per week). Source: Average weekly spend on recreation and culture per household (£74.60) ONS Household Expenditure, Family spending in the UK: April 2017 to March 2018, Table A52.	1,164
2. People experiencing a mental health condition are learning new skills.	No. of attendances at creative groups; No. of people noting improvement in ability to learn new skills; No. of people reporting ability to concentrate; No. of people reporting they are able to continue learning out with the group. Source: SROI Connections, Focus Group and Dot statements.	Glasgow school of art evening courses in a range of art and craft - average of £33 per week, for one year.	1,716
3. People experiencing a mental health condition feel more able to manage life's challenges.	No. of people able to use creative participation as a positive diversion; No. of people reporting being able to cope with problems when they arise; No. of people progressing from health setting group to community-based group. Source: SROI Connections, Focus Group and Dot statements.	One session with accredited CBT therapist at Glasgow Cognitive Therapy Centre = £50 per session for a 26 week course.	1,300
4. People experiencing a mental health condition have a more positive outlook.	No. of people reporting: increased confidence; they have things to look forward to; feeling pride in their achievements; feeling more positive about the future; having a sense of purpose; they recognise positive changes in themselves.	One to one therapy with a private provider in Scotland, The Priory, Glasgow, at £109 per session for 12 sessions.	1,308
5. People experiencing a mental health condition feel less alone with their condition.	No. of people reporting: they feel able to share problems when attending group; feeling reassured they are not the only person feeling like this; feel able to be themselves with a group of people facing similar challenges.	Group therapy with a private provider in Scotland, The Priory, Glasgow at £65 per session for 12 sessions.	780

Partners / Health Care Providers

Outcome Description	Indicator for this outcome	Financial Proxy	Value Per Person
1. People have improved mental health	No. of people reporting they: participate in more social activities; are less anxious around others; connected to society more; develop strategies to leave the house; attend activities outside the group. Source: SROI Connections, Focus Group and Dot statements.	People have three fewer appointments in the year. General Psychiatric Services, 2018, NHS Greater Glasgow and Clyde, Cost per attendance, Outpatient, £185 Source: (ISD National Statistics Release, Nov '18, Costs R300s).	555
2. People have reduced suicidal thoughts	No. of people reporting reduced suicidal thoughts, that they would otherwise have acted upon.	Cost of a serious suicide attempt, Global Value Exchange, inflation adjusted.	13,125
3. Fewer people are re-hospitalised	No. of people reporting they have been able to stay out of hospital.	General Psychiatric Services, 2018, NHS Greater Glasgow and Clyde, Cost per week, inpatient, 3,270 Source: (ISD National Statistics Release, Nov '18, Costs R300s).	3,270

SROI

Outcome	No. of people	Value £ per person	Deadweight	Displacement	Attribution	Drop off	Impact (in current year)	Year 1	Year 2	Year 3	
For Participants:											
1. Less socially isolated	117 - 153 people attended groups, 77% said increased ability to get out and about	£1,164	20%	0%	10%	80%	98,055	19,611	3,922	784	
2. Learning new skills	130 - 153 people attended, 85% noted improvement in ability to learn new skills	£1,716	20%	0%	10%	80%	160,618	32,124	6,425	1,285	
3. Manage life's challenges	122 - 153 people attended groups, 80% noted improved ability to cope	£1,300	20%	0%	10%	80%	114,192	22,838	4,568	914	
4. More positive outlook	110 - 153 people attended groups, 72% feel positive about the future	£1,308	20%	0%	10%	80%	103,594	20,719	4,144	829	
5. Feel less alone	138 - 153 people attended groups, 90% note an improvement in supportive friendships	£780	20%	0%	10%	80%	77,501	15,500	3,100	620	
For Health Professionals:											
1. Improved mental health	53 - 153 people attended groups, 39% report fewer appointments	£555	30%	0%	25%	80%	15,443	3,089	618	124	
2. Reduced suicidal thoughts	8 people reported they were prevented from attempting suicide	£13,125	30%	0%	25%	80%	55,125	11,025	2,205	441	
3. Fewer people re-hospitalised	20 weeks of hospital inpatient care are saved (10 people for 1 week each)	£3,270	30%	0%	25%	80%	34,335	6,867	1,373	275	
Total							658,862	131,772	26,354	5,271	
Present value of each year							658,862	127,316	24,602	4,754	
Total Present Value (PV)											815,535
Net Present Value (PV minus the investment) of £108,000 (BIG Lottery)											707,535
Social Return (Value per amount invested)											7.55

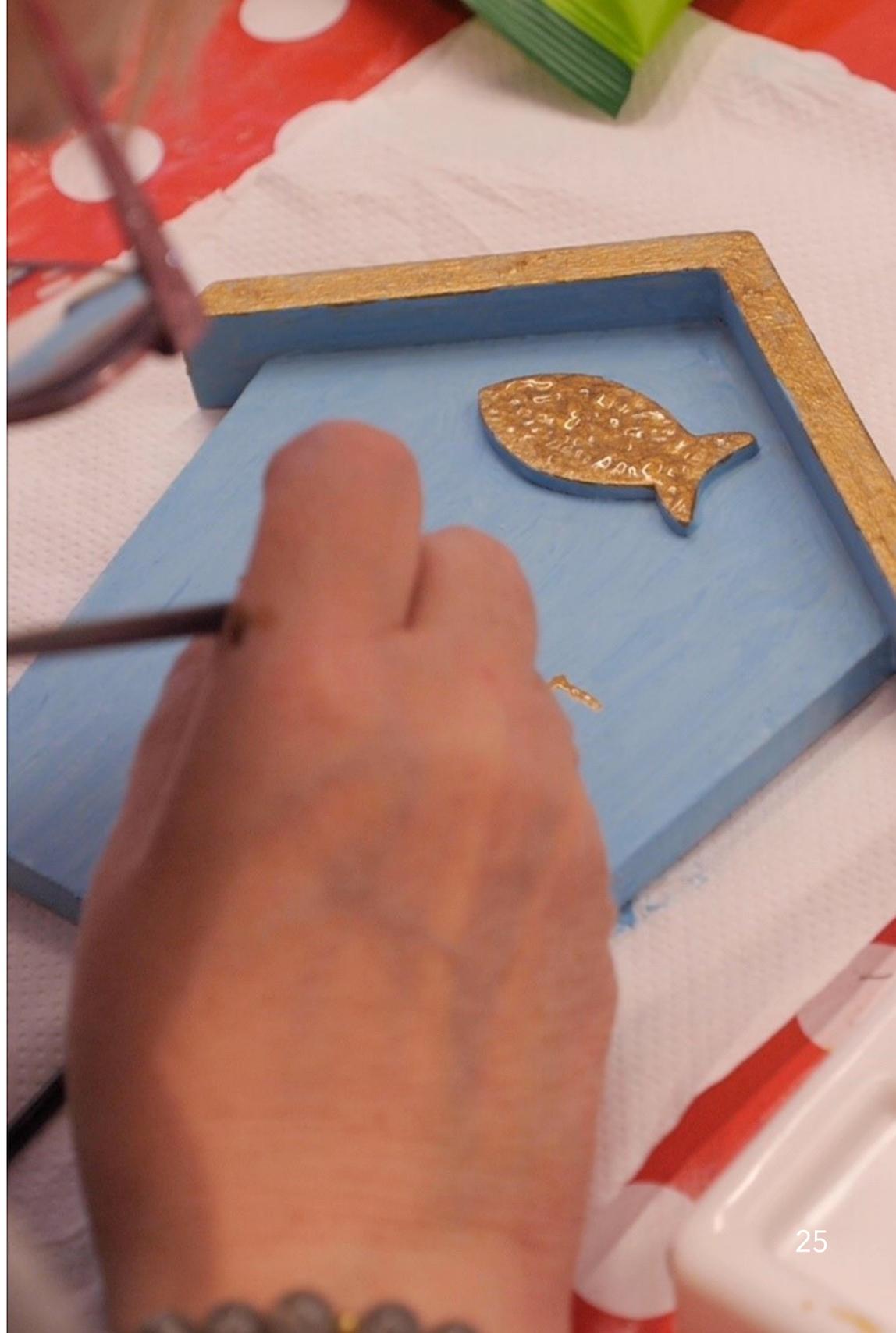
IN CONCLUSION

The seed of the Creative Steps programme began with 10 people and has continued to develop and grow to over 150 people currently attending on a regular basis.

The positive psychology that results from being creative has a powerful impact in making us aware of our capabilities. Interventions that help us to see the positive around us helps people look at life with optimism. When that is combined with building supportive friendships, we see significant changes.

The Creative Steps programme delivers a social return of £7.55 for every £1 invested. Not only does this model provide numerous personal benefits to the participants and volunteers, it also has wider reaching benefits reported by our statutory service partners, families and the communities in which we work.

“Coming here the walls start to break down. I started to develop the confidence to go, right, I’ve got to this point, I can move forward. There is always something to move towards.” - Bella



WHAT IS NEXT?

We believe that creative participation can be a complimentary, but equally valid and important service within a person's mental health plan. Programmes like Creative Steps provide a multitude of benefits, such as improved socialisation, confidence and skills development, as well as acting in a preventative capacity by increasing resilience, creating structure and providing a peer support network to help maintain recovery. Some participants report reduction in their medication.

Like other community-based organisations in our sector, we are reliant on funding in order to continue our work. We recognise, as in clinical care, many people require sustained support to maintain and improve their mental wellbeing and quality of life. Participants cite their engagement with the Creative Steps programme as being the highlight of their week, a vital part of their return to health. We will continue to source funding to ensure that our service can go forward benefiting the people who need it most.

We have evidenced that creative participation is an effective tool for building and promoting positive mental health. By continuing our work, we can reach more people, build further connections with statutory services and continue to advocate for the effectiveness of creativity and its essential role in promoting wellbeing.





Credits:

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