CREATIVE AND CREDIBLE
Evaluation for Arts, Health and Wellbeing

2018-2019 SERIES

Introduction to Creative and Credible: 4 September 2018
Creative and Credible Intensive: 26 September 2018
Introduction to Creative and Credible in association with the Royal Society of Public Health: 10 January 2019
Creative and Credible Intensive: 30 January 2019
Creative and Credible Intensive: 10 April 2019
Introduction to Creative and Credible: 24 April 2019
Creative and Credible Intensive: 15 May 2019

The Centre's aim is to...
...understand the role and contribution of the arts to wellbeing in health, social care, arts organisations and in community settings.

The Centre's objectives are...
...to work in partnership with local, regional, national and international organisations to deliver high quality research and knowledge exchange in the area of arts as wellbeing;
To develop best practice in performing and participatory arts as wellbeing in individuals, communities and organisations;
To embrace the social, spiritual and political aspects of well-being and the effect of the inculcation of societal values on the individual and the transformative effects upon artistic practice.

For further information regarding the Creative and Credible workshops at the University of Winchester, please contact Holly.Pye@winchester.ac.uk

Evaluation for Arts, Health and Wellbeing
Led by Jane Willis, Director, Willis Newson and Karen Gray, University of Worcester. Consultant Advisor, Professor Norma Daykin, University of Tampere.
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The Centre for Arts as Wellbeing at the University of Winchester. Willis Newson and the RSPH are launching a CPD Programme, Creative and Credible, led by Professor Norma Daykin and Willis Newson Director Jane Willis, co-producers of the Creative and Credible Website and materials.

The programme builds on the Economic and Social Research Council funded research project with University of the West of England (UWE), Bristol which completed in 2015, and aims to support best practice in evaluation in arts, health and wellbeing.

The potential contribution of arts to health and wellbeing is increasingly recognised by policy makers and those who fund and commission local services. Recent initiatives such as cultural commissioning and social prescribing mean that arts and artists can contribute to meeting local needs through innovative practice, projects and programmes. In order to engage with these exciting agendas, those providing arts activities to support health and wellbeing are increasingly required to provide robust evidence of impact.

Gathering the right evidence can seem challenging to those unfamiliar with the language of healthcare, medicine or social sciences. This two workshop series aims to demystify evaluation, helping participants to identify suitable evaluation approaches, outcome measures and impact assessment tools for their work. It is aimed at arts practitioners and arts managers as well as healthcare professionals, policy makers and commissioners.

**Introduction to Creative and Credible** Cost: £50.00
This introductory workshop will explore key principles and methodologies for evaluating creative arts for health and wellbeing. It will explore the types of evidence that might be useful for arts practitioners and organisations seeking to develop a wellbeing focus as part of their work. It will examine each phase of the evaluation cycle, from planning through to dissemination, responding to participants’ questions and providing guidance on when and how to use different evaluation approaches, methods and tools.

**Creative and Credible Intensive** Cost: £175.00
This programme is aimed at people who have completed ‘Introduction to Creative and Credible,’ or have some experience of evaluation. Participants need to commit two to three days of private study prior to the workshop, during which they will be supported to consider in more detail questions of evidence and evaluation in relation to their own practice, focusing on a specific arts project or programme. With expert guidance, they will develop a logic model and a theory of change for a real world project. The programme will culminate in a workshop with a small group (maximum four participants), facilitated by experienced evaluators, during which participants will be able to share best practice and develop a clear outcomes framework to guide future evaluation and enhance organisational development.

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**Jane Willis**
**Director, Willis Newson**

Jane Willis is founder and director of arts and health consultancy Willis Newson. She has been a pioneer of the arts and health field since 1994, when she set up Vital Arts, the arts programme for Bart’s Health NHS Trust. She has an excellent knowledge and understanding of healthcare and the arts and marries these areas of expertise to produce inspiring creative programmes that improve health and wellbeing.

In 2010 Willis Newson was awarded the Royal Society of Public Health Award for ‘outstanding contributions to arts and health practice and research’; in 2013, Jane won the Arts and Health South West Award for individual contributions to the arts and health sector.

Jane has played an active role in the development of the sector over the past 20 years and is particularly committed to supporting evaluation practice. Working with Professor Norma Daykin, she has developed research programmes, training and resources to support improved evaluation practice including www.creativeandcredible.co.uk

Jane@WillisNewson.co.uk

**Karen Gray**
**University of Worcester**

Karen Gray is an experienced researcher and evaluator, specialising in arts for health and wellbeing. She is a currently a doctoral researcher at the Association for Dementia Studies at the University of Worcester, exploring the challenges of evaluating arts-based activities for people living with dementia. This work is funded by the Alzheimer’s Society through TANDEM (The Arts and Dementia) Doctoral Training Centre, a collaboration between the University of Worcester and the University of Nottingham. Previously Karen managed and delivered arts and health evaluation consultancy, training and mentoring for Willis Newson.

With Jane Willis and Professor Norma Daykin, Karen was part of the original team that developed the training and resources underpinning the Creative and Credible programme. Her research interests lie in exploring the opportunities and issues that face all those evaluating and researching at the intersection between the sciences and humanities. She is committed to maintaining and developing links between research and arts practice. Karen has a first doctorate in Literature from Cambridge University.

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