

The Social Return on Investing in Community Arts in Mental Health at Inside Out

(April 2010 – March 2011)

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About this report

Accreditation of this report by the SROI network is pending. Following the principles of SROI, this report includes information about the methods used as well as findings. A full description of the process and assumptions is included in the Notes section.

Every effort has been made to use plain English throughout, with technical terms in brackets

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Executive Summary

This report presents a forecast of the social return created by Inside Out activities, relating to the year ended 31st March 2011.

The Inside Out Community was founded in 2003 and became a registered charity in May 2010. Its mission is to provide a therapeutic arts programme for people recovering from periods of mental ill health and those seeking to sustain themselves emotionally during potentially overwhelming life events. The programme is based in Ipswich and draws participants from the town and surrounding area.

Although the value we create goes far beyond what can be captured in financial terms, this is, for the most part, the only type of value that is measured and accounted for. As a result, things that can be bought and sold take on a greater significance and many important things get left out. Decisions made like this may not be as good as they could be as they are based on incomplete information about full impacts.

Social Return on Investment (SROI) is a framework for measuring and accounting for this much broader concept of value. Inside Out have used SROI to understand the impacts of their activities and show how they understand the value created, manage it and can prove it.

The change as a result of Inside Out activities for each of their stakeholders has been explored from the perspective of the stakeholder, measured and valued and recorded on an impact map. Positive and negative, intended and unintended changes have been considered. The amount of change that will happen anyway and/or will be down to others has also been estimated and taken into account.

This analysis is intended to provide practical information on pitching for future funds and to raise the profile of Inside Out's social impact.

Inside Out offered a programme of creativity and wellbeing workshops throughout the year. These were open to anyone recovering from a period of psychological distress with no formal referral or enrolment process. Participants were able to choose to take part in the whole programme or to just attend the workshops of most interest to them. Topics included creative writing, music, singing, drama, film making, photography, art and dance.

Social change that this analysis explored and estimated the value of includes:

- ❖ Improvement in confidence and self esteem
- ❖ Improved/ sustained mental health and well being
- ❖ Greater resilience and coping skills
- ❖ Improved social network
- ❖ Improved morale/ mood- greater optimism
- ❖ Enriched quality of life - more meaningful use of time
- ❖ Sense of supportive community
- ❖ Reduction in NHS costs

This analysis estimates that for every £1 invested in Inside Out activities there is social value created in the range of £5.30 - £9.38.

Recommendations

From the study, a number of main messages and implications emerge as significant for Inside Out. The main recommendations from this SROI forecast are:

- Map the data collection requirement for undertaking SROI analysis and ensure that the appropriate data will be collected in a usable format. Preferably this should be incorporated in the regular collection of management information, monitoring and evaluation data and client progress information
- Use the SROI analysis when tendering for new contracts or applying for additional funding. This will help Inside Out to provide clear evidence of outcomes from the stakeholders and make the harder to measure social impacts of the service clear
- Identify and consult the stakeholders not included in this forecast to establish and measure the value created for them. These can include
 - families of clients
 - Referral agencies
 - Other public agencies and third sector organisations working the field of mental health
- Ensure commissioners and partners learn about the outcomes of this SROI analysis and understand the implications of it
- Communicate the main messages from this SROI analysis to trainers, facilitators and volunteers of Inside Out to boost morale and emphasise the importance of the work they do for clients

Assurance Statement

This report will shortly be submitted to the SROI Network Assurance Panel

Acknowledgments

The report was written by Carol Deslandes based on information provided by Inside Out, a series of work-shops with the Trustees and telephone conversations / meetings with work-shop trainers

Full Report

Introduction

This study assesses the impact of the activities undertaken by Inside Out, using the Social Return on Investment (SROI) methodology to understand the social value created.

The analysis was completed by Carol Deslandes, Partnership Director - Business Link (East).

Context

The Inside Out Community was founded in 2003 and became a registered charity in May 2010.

Its mission is to provide a therapeutic arts programme for people recovering from periods of mental ill health and those seeking to sustain themselves emotionally during potentially overwhelming life events.

The programme is based in Ipswich and draws participants from the town and surrounding area.

Whilst there has been a degree of success in attracting funding, this has been for specific purposes and cannot be used for general charitable purposes. This situation has proved challenging for the organisation and “the issue of future sustainability of the organisation will be the prime focus of attention and decision by the Trustee Board for the current financial year, if Inside Out is to continue to develop¹.”

Workshop Programme

77 workshops were delivered in the year ended 31 March 2011

15 locally based artists were involved in leading those workshops

569 total numbers of attendances

56 different people attended the workshops and all short programmes with restricted places were fully subscribed

11 = Average Friday open workshop attendance

11 = Average Wednesday open music workshop attendance

Reflecting the richness of the Inside Out programme workshops included creative writing; music and singing; drama; film making; photography; art and dance

¹ David Patrick, Treasurer in his annual report dated 31st March 2011

“The last 12 months could be described as “the best of times and the worst of times”. It has been the worst of times in the sense that like many charities in austerity Britain we have faced a struggle to sustain services and realise our vision in such a competitive funding climate.

*But we have come through the year and this sustainability remains a challenge – a challenge that requires us to become more business minded and organisationally adept **without** losing sight of our vision and core values.”*

“It is not the number of workshops that matter; what is important is the sense of creative community at the heart of Inside Out and what emerges for individuals artistically and personally from being part of that community”

Peter Watkins

Chairman

13th May 2011

What is Social Return on Investment?

Every day our actions and activities create and destroy value; they change the world around us. Although the value we create goes far beyond what can be captured in financial terms, this is, for the most part, the only type of value that is measured and accounted for. As a result, things that can be bought and sold take on a greater significance and many important things get left out. Decisions made like this may not be as good as they could be as they are based on incomplete information about full impacts.

Social Return on Investment (SROI) is a framework for measuring and accounting for this much broader concept of value. It is also a way to gauge the magnitude or quality of the value created compared with the initial investment. It takes into account the full range of social benefits to all stakeholders, rather than simply focussing on revenue or cost savings for one stakeholder. It is a story about change, upon which to base decisions, that includes qualitative, quantitative and financial information.

SROI is a process and method to understand how certain activities can generate value and, importantly, a way to estimate that value in monetary terms. SROI enable a ratio of benefits to costs to be calculated e.g. a ration of 3:1 indicates that an investment of £1 delivers £3 of social value.

SROI is a principles based methodology. The principles, a Cabinet Office sponsored guide to SROI and further information are available at www.theSROInetwork.org The guide documents the standard approach to SROI and this analysis has been carried out using that standard approach.

This report does not contain an explanation of every step of the SROI process. Where appropriate, steps have been summarised to be clear that they have been carried out. For details of what is involved in any steps, why they are important and a worked example, the Cabinet Office sponsored Guide to SROI should be referred to.

Inside Out have used SROI to understand the impacts of their activities and show how they understand the value created, manage it and can prove it.

Method

There are 6 stages to SROI:

- | | |
|-----------------|---|
| Stage 1: | Establishing the scope and identifying key stakeholders |
| Stage 2: | The story of change – the relationship between inputs, outputs and outcomes |
| Stage 3: | Evidencing outcomes and giving them a value |
| Stage 4: | Establishing impact |
| Stage 5: | Calculating the SROI |
| Stage 6: | Reporting, using and embedding |

Principles

SROI is based on seven principles and these underpin how SROI should be applied. Of these principles, materiality² has frequently guided the judgements made when compiling this report

1. Involve stakeholders
2. Understand what changes
3. Value the things that matter
4. Only include what is material
5. Do not over-claim
6. Be transparent
7. Verify the result

Stage 1: Establishing the scope and identifying key stakeholders

The first step is to be clear about scope and agree material stakeholders

Strategic context

Inside Out felt that in undertaking this project to learn how to and to produce an SROI report, they had the perfect opportunity to demonstrate their social impact on mental health. It would also be used both for development as a third sector organisation and to give funders and commissioners a clearer picture to help them make more intelligent investment and/ or purchasing decisions about Inside Out. This analysis is evaluative, although it will also inform future programmes of work.

Recent discussions³ with Business Link (East)⁴, highlighted the need for the organisation to secure additional (longer term) funding if its future sustainability is to be assured. Whilst, in the past, there has been a limited degree of success it was believed that the ability to demonstrate “added value” to funders would prove invaluable in the quest to secure additional funding and that SROI would provide such a framework.

This Social Return on Investment (SROI) analysis uses available statistics for the work-shop programme delivered in the 12 months to 31st March 2011 as its base.

² A piece of information is material if it has the potential to affect the stakeholders’ decision

³ March 2011

⁴ Virginia Idehen (Business Advisor); Carol Deslandes (Partnership Director)

Stakeholders

Anyone who is involved in or affected by a course of action

Those people or groups who are either affected by or who can affect policy.....

Objectives

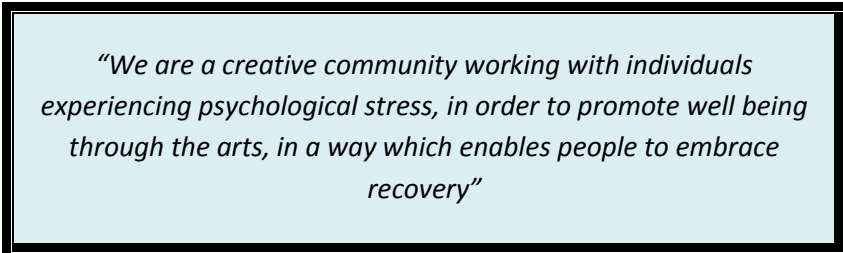
The objectives of this analysis were, therefore, to:

- Make use of the support available to produce an Impact Map and SROI Report as an evaluation of the services provided in the year ended 31st March 2011
- To identify suitable indicators that would enable Inside Out to measure outcomes and social impact for mental health through the provision of arts based activities
- To provide a working document that can be used to demonstrate the social value of investing in Inside Out

Stakeholders and engagement

We identify stakeholders that are “material” to the analysis, beyond the immediate beneficiaries. Material stakeholders will be included in the calculations.

Stakeholder engagement is key to understanding the outcomes stakeholders experience and how they value them. Four workshops have been held with material stakeholders to re-visit the mission and purpose of the organisation (see Appendix 3) as well as explore the impact of Inside Out activities. This resulted in a clear statement of purpose and the identification of key stakeholders:



“We are a creative community working with individuals experiencing psychological stress, in order to promote well being through the arts, in a way which enables people to embrace recovery”

Clearly, participants are the main focus of the programme and it could be assumed that their families and the community benefit from seeing them supported. However, the evidence to support this is anecdotal and data is not currently collected which would support this hypothesis. For this reason we have excluded them from the analysis.

Appendix 3 details the full list of stakeholders identified and Table 1.1 shows the identified stakeholders and their reason for being included or excluded from this study:

Table 1.1: Stakeholders

Stakeholder	Included	Reason
Community (of interest)	Yes	Significant impact expected
Family of clients	No	Significant impact expected, but unable to consult within the limitations of this study (no direct contact with families made)
Participants (Individuals experiencing psychological stress)	Yes	Main beneficiaries of the service
Staff/ work-shop leaders	No	No significant impact expected, apart from job satisfaction
Funders	No	Not material – service helps achievement of strategic targets, but mainly through the social value created for clients ⁵
Statutory bodies	No	Not material – service helps achievement of strategic targets, but no significant social value creation expected
Other referral bodies (Social Work, GP, psychiatrists, CPNs etc.)	No	Not material – service helps achievement of strategic targets, but no significant social value creation expected
NHS	Yes	Significant impact expected

We have anecdotal evidence that some of Inside Out staff/ work-shop leaders have firsthand experience with mental health issues and therefore chose to work with Inside Out, but in many cases this will not be disclosed to Inside Out. Therefore, we expect that there will be additional outcomes for this group, similar to clients, but we have not been able to identify these.

⁵ The value created for clients will be calculated under Clients. Also, calculating this value to funders would lead to double counting

Stage 2: Story of change

A principle of SROI is that it involves stakeholders to help us understand what we invest, what we do and the difference it makes – the “story of change”

The change identified for each stakeholder was explored, measured, valued and recorded on an impact map. Appropriate sections of the impact map are, therefore, included throughout this report. However, this report is best understood when read together with a copy of the full impact map

What the programme invests (inputs)

The inputs are these:

Stakeholder	Inputs
Participants	Time, effort and emotional engagement
Inside Out staff and volunteers	Budget + value of volunteering
NHS	No input

In monetary terms⁶ this has been calculated as:

Stakeholder	Inputs	£
Participants	Time, effort and emotional engagement	0
Inside Out staff and volunteers	Budget (unrestricted funds)	5323
	Budget restricted funds)	3847
	Value of volunteering	7250 ⁷
NHS	No input	0
Total		£16420

⁶ Based on the year ended 31 March 2011

⁷ Calculated by taking an average of 18 hrs pw volunteer time, £10.07 hourly rate for a period of 40 weeks

Re-Presenting Self

Project and Exhibition

Developed as an extension to the wide ranging arts programme, its aims were to work with a small group of people who wanted to challenge themselves and their creative processes by working in a more focussed way within a stimulating and inspiring space.

The course looked at ways of representing self through a series of workshops in which museums represent people and their stories and applying those same principles to aspects of self

“It has given me a much wider scope for thinking and appreciating art and history”

“Being with others and hearing their ideas and having this space and time has been wonderful”

“I was given a title or was posed a question for a talk which began each week’s session. This freedom was both a challenge and daunting.

However, it was also liberating and rewarding, because it made me look differently at the building itself and at the items within it. My own personal development was enormous”

What the programme does (activities and outputs)

Inside Out offered a programme of creativity and wellbeing workshops throughout the year. These were open to anyone recovering from a period of psychological distress with no formal referral or enrolment process.

Participants were able to choose to take part in the whole programme or to just attend the workshops of most interest to them. Topics included creative writing, music, singing, drama, film making, photography, art and dance.

- 77 workshops were delivered between April 2010 and March 2011
- 56 different people attended the workshops
- 11 = Average Wednesday open music workshop attendance
- 11 = Average Friday open workshop attendance
- 569 total number of attendances
- 15 locally based professional artists were involved in leading workshops during the year

The difference it makes (outcomes)

Table 2.1 shows for each stakeholder included in the analysis the anticipated outcomes and the method of engagement

Table 2.1: Stakeholders

Stakeholder	Anticipated outcomes	Method of engagement
Participants	<ul style="list-style-type: none">• Improvement in self confidence and self esteem• Improved/ sustained mental health and well being• Greater resilience/ coping skills• Improved social network• Improved morale/ mood; greater optimism• Enriched quality of life with more meaningful use of time	Feedback from trustees/ work-shop leaders Observations Survey of clients Telephone/ face to face interviews with work shop leaders
Community (of interest)	<ul style="list-style-type: none">• Encourages sense of supportive community	Telephone interview with work shop leaders
National Government (NHS)	<ul style="list-style-type: none">• Reduction in NHS costs• Savings in health spending if mental and physical health improves	No consultation required

Stage 3: Evidence

How do we know things have changed? (Indicators)

Having refined the list of outcomes we try to understand how much, if anything has changed for each stakeholder group. We start by agreeing how we know things have changed

Art is widely recognised as a tool for change – change to the self and change to society. A study published by the Nursing Times in May 2010⁸ looked at the experiences of people involved in an art on prescription programme. Participants benefitted from having a “safe place” to come to, making new friends and social networks, experiencing peer support and opportunities for future education and work. It comments that facilitating social networks and friendships may be one of the most important things mental health nurses can do for clients.

An evaluation of a scheme on the Isle of Wight⁹ resulted in 74% saying they would continue creative activities long term; 64% showing lower indicators of anxiety and depression; 69% recording improvements in social health; 64% in self confidence and self esteem and 63% in their physical health and outlook.

Inside Out programmes have always accepted the need for people to be selective and irregular in their attendance. This has been a valued feature of the programme, removing the pressure of expectation on individuals.

Following our conversations with stakeholders, the following model illustrates the stages of change¹⁰, in which the starting point for the individual might well be “Relapse” moving through “Not interested in changing” and other stages culminating in “Maintaining changes”. However, the nature of mental ill health is such that the relapse stage may well be experienced repeatedly.

Out There Project

The aim of the six week course is to provide a level of learning and stimulus usually accesses at further education level without the pressures and academic involvement

Numbers are limited to between 5 and 6 members per session. Part of the aims of the project is to create a small group that will support each other, be able to contribute constructive ideas about individual work and to motivate and encourage one another

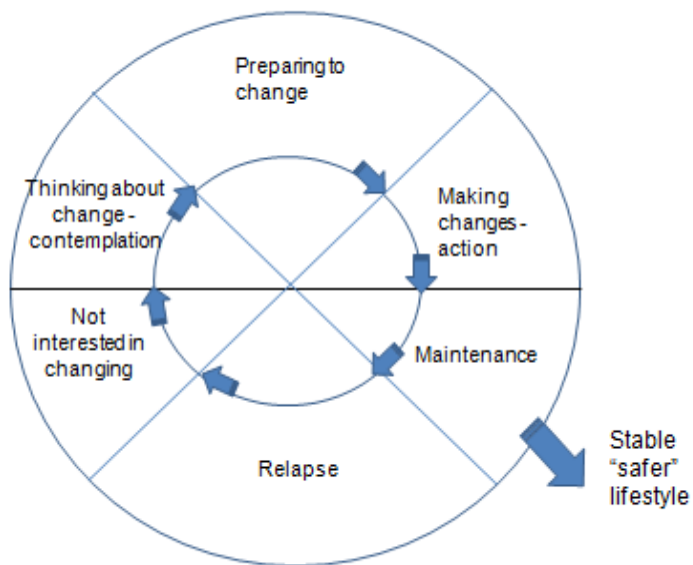
“My illness prevents me from making long term plans as I get ill so regularly but I was pleased that I was able to complete this course. Something I have not been able to do for years”

⁸ “Does prescribing participation in arts help to promote recovery for mental health clients”

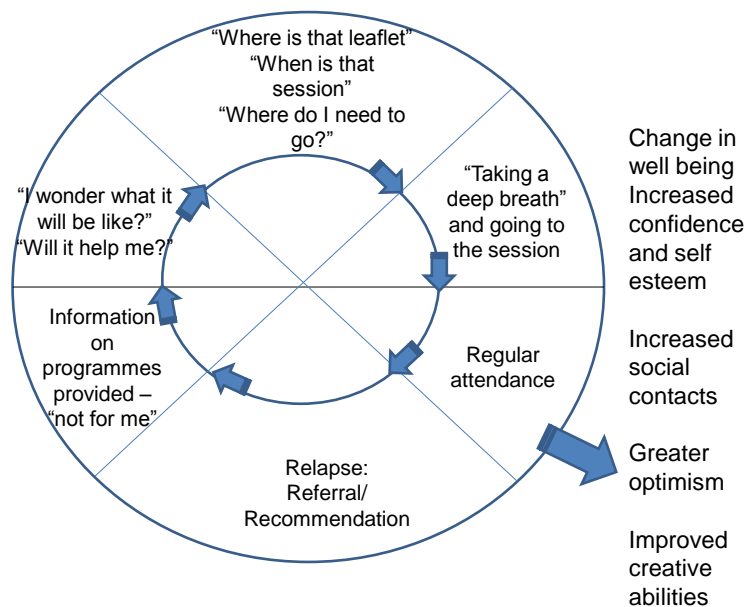
⁹ Healing Arts on the Isle of Wight – “Time being 1”

¹⁰ Adapted from Prochaska and Di Clemente (1982)

Figure 1: The stages of change model¹¹



A typical story of engagement with the organisation might be:



¹¹ See Appendix 5C for further detail

Results

Of those that participated in the 2010 survey:

- 86% believed that attending Inside Out had helped improve/ sustain their mental well-being
- 83% believed that attending Inside Out had improved their social confidence and level of social activity
- 86% believed that engaging in creative activity helped in their recovery
- 56% have creative activity referred to as one of the well being strategies in their care/ recovery plan. 30% do not have a care/ recovery plan in place
- 69% believe that participation in the arts contributes to their quality of life

To the casual observer the rate of progress may seem negligible but for a significant proportion of those attending the sessions, the changes have had a profound effect on their ability to express themselves and to cope with life

Stage 4: Establishing impact

It is important to establish the impact of the service to provide credibility and avoid over claiming. The impact of the service will be determined by:

- Deadweight – how much of the outcome would have happened anyway
- Attribution – what part of the outcomes can be attributed to Inside Out activities and what part to others
- Displacement – what activities or services are replaced by Inside Out
- Drop off – the decline of the outcome over time

Deadweight

Deadweight is a measure to describe the outcome that would have happened anyway, even if the activity had not taken place and for which Inside Out cannot claim credit. It is calculated as a percentage.

In considering deadweight, it was felt that if Inside Out had not been an option there would have been approximately 13% of participants for whom confidence, self esteem and coping skills would have been achieved anyway. For the socially focussed skills i.e. improved social network, improved morale and more meaningful use of time the deadweight has been estimated at 10%. 10% deadweight has also been assumed for the outcomes attributed to Community (of interest) and The State.

Self empowerment

Self empowerment is a state in which an individual possesses a relatively high degree of actual power – that is genuine potential for making choices

Tones and Tilford (2001)

Self esteem

How good you feel about yourself; an opinion of yourself

Ewles and Simnett (2003)

Self efficacy

Whether people believe they can change

If a person feels confident in their abilities to perform a desired behaviour for a specific setting, then they are likely to engage in that activity

Attribution

To avoid over claiming SROI uses attribution to assess how much other people or activities have contributed to the identified outcome. This is taken as a percentage and deducted from the total impact

Attribution was difficult to judge as in many cases change is not due to one single activity, but a result of more than one service and/ or people working together. For some participants, attendance/ involvement is part of their care package and therefore Inside Out is only one cog in the care plan wheel and the importance of that cog will vary from individual to individual.

The percentages are detailed on the Impact Map

Displacement

Displacement is an assessment of how much of the outcome has displaced other outcomes. We have not been able to identify any displacement of other services or activities.

Calculation of Impact

The impact of the service is calculated by the quantity of the outcomes multiplied by the value of the financial proxy, minus any deadweight, attribution and / or displacement.

This calculation has been carried out for each row (outcome) of the Impact Map. The total impact is, therefore, the sum total of all the impact calculations for each outcome.

Putting a value on the results (Financial proxies)

A principle of SROI is to value the things that matter. Because SROI captures social and environmental, as well as economic benefit – things that have no price as such- we use proxies to represent the value created. This enables us to quantify the results meaningfully and gives us a common unit of measurement to compare the return with the investment

Financial proxies have been selected that represent the value to the stakeholder as much as possible. In some cases this has been easier than others. Where it has not been possible to identify a value that represents the change in costs/ income to the stakeholder, then other values have been considered which includes changes in costs/ income for other stakeholders or the state, but this has been avoided where possible.

Each financial proxy and its source are detailed on the Impact Map.

How long the changes last (Duration and drop off)

The longevity, or sustainability, of each change was also considered. In many cases the change was “life changing” and potentially lasts for the rest of their life. However, it is hard to keep track of participants and Inside Out do not have this data currently.

So there is potentially long term change as a result of inside Out activity, but it is difficult to be confident about the duration or attribute all this change to Inside Out. To take this into account the analysis has capped any change at a maximum of 3 years and in the case of the State limited it to 1 year after Inside Out activities and also identified significant amounts of drop off to avoid over estimating Inside Out’s contribution to this change once participants have left Inside Out.

How long the changes last

For outcomes that last longer than one year, it is likely that the effect of the outcome will be less over time. It will be influenced by other factors and it could be less attributable to the activity. This is calculated by deducting a straight percentage from the outcome each year.

We have assumed a drop off rate of 80% for all outcomes (other than the State) so that the calculations will err on the pessimistic side to avoid over claiming.

Stage 5: Calculating SROI

We insert our input or investment value. To calculate immediate return we multiply the impact (results less what we can't take credit for) by the financial proxy. We project the value into the future, using what we know about duration. The totals are discounted to present value, recognising that money in the future will be worth less than money today

The following calculations and steps have been used to arrive at the Social Return of the activities considered in this analysis.

The value of the investment (Inputs)

Based on the financial accounts for the year ended 31st March 2011 the income received was £9170 (£5323 unrestricted funds and ££3847 restricted funds). In addition to this, volunteer time (trustees and volunteer tutor support) was calculated at £10.07 per hour (based on the regional data from the Annual Survey of Hours and Earnings (ASHE))

The total input amounts to £16,420

The future value of change

Some of the change identified lasts beyond the activities analysed and the period of analysis. Where this occurred, the value of the change in future years has been projected and the value over all projected years totalled.

In projecting value into the future, the fact that money in the future the monetary value used may be worth less must be taken into account. Therefore, discounting is applied, however, to those values that have been projected for longer than 1 year. The interest rate used to discount the value of future benefits in this case is 3.5% as determined in the Government Green Book – recommended discount rate for public funds.

Social Return

In the account that has been created for this forecast SROI the total Impact calculation is as follows:

$$\text{SROI} = \frac{\text{Total Present Value}}{\text{Total Inputs}}$$

In our calculation of the impacts we have established the total of all impacts of the programme of activities at £160,234. This represents the total value created by Inside Out over a 3 year period and is shown on the Impact Map

The total Present Value for the project, at a discount rate of 3.5% is £153,940. This represents the total value created by Inside Out over a 3 year period, whereby the earning capacity of the amounts in the future is discounted

$$\frac{£153,940}{£16,420} = 9.38:1$$

This is the normal way of presenting social return and the overall figure produced by this analysis.

This means that this analysis estimates that for every pound invested in Inside Out activities there is £9.38 of social value created.

However, if you invest money, (in a savings account for example), you would normally deduct the initial investments from the final figure in your account to consider the return on your money. This is the net return. So, if the initial investment (the total inputs) is deducted from the present value to give the net present value and the resultant figure is divided by the value of the inputs, the social return for this analysis will be as follows:

$$\frac{£153,940 - £16,420}{£16,420} = 8.38:1$$

This means for every pound of investment in the service social value of £8.38 will be created

Sensitivity Analysis

The results presented in this forecast are based on impact adjustments according to available evidence, including qualitative data on the experience of stakeholders. This has involved some evidence that in time should be retested and verified.

Sensitivity analysis is used to test the effects of alternative impact adjustments given that there are areas of the base case that could be derived from imperfect evidence. This particularly relates to values assigned to deadweight and attribution which will require further research. The following areas were chosen as those with the most potential to affect the results:

Item	Base Case	New Case	SROI
Outcomes clients	Forecast outcomes for clients	50% of the forecast outcomes are achieved	5.30: 1
Outcomes Government	Forecast outcomes for government	No outcomes for government are achieved	6.96: 1
More meaningful use of time for clients	£7584 impact forecast	Only 25% of forecast outcomes are achieved	8.97: 1
Improved life skills (greater resilience and coping skills, improved social network, greater optimism)	£50,539 impact forecast	Only 25% of forecast outcomes are achieved	6.64: 1
Attribution	Depending on outcome, ranging from 0% to 31%	50% attribution for all outcomes	5.76: 1
Deadweight	Depending on outcome ranging from 0% - 13%,.	33% deadweight for all outcomes with less than 33%	6.63: 1
Drop off	Taken at 80% for all relevant outcomes	100% for all relevant outcomes	8.07: 1

The sensitivity analysis shows that if the already conservative values used in the analysis are reduced even further, the SROI index does not fall below 5.30: 1. This value would be reached if only 50% of all outcomes for clients would be achieved.

We believe the assumptions are cautious and if anything, under-claim given the high drop off and cautious attribution assumptions.

Conclusion and Recommendations

From the study, a number of main messages and implications emerge as significant for Inside Out. The main recommendations from this SROI forecast are:

- Map the data collection requirement for undertaking SROI analysis and ensure that the appropriate data will be collected in a usable format. Preferably this should be incorporated in the regular collection of management information, monitoring and evaluation data and client progress information
- Use the SROI analysis when tendering for new contracts or applying for additional funding. This will help Inside Out to provide clear evidence of outcomes from the stakeholders and make the harder to measure social impacts of the service clear
- Identify and consult the stakeholders not included in this forecast to establish and measure the value created for them. These can include
 - families of clients
 - Referral agencies
 - Other public agencies and third sector organisations working the field of mental health
- Ensure commissioners and partners learn about the outcomes of this SROI analysis and understand the implications of it
- Communicate the main messages from this SROI analysis to trainers, facilitators and volunteers of Inside Out to boost morale and emphasise the importance of the work they do for clients

Appendices

Appendix 1: Impact Map

Appendix 2: Notes

Appendix 3: The “Shield”

Appendix 4: Inside Out Survey 2010

Appendix 5: The stages of change model - explanation

Appendix 1: The Impact Map (complete)

Social Return on Investment - The Impact Map																										
Organisation					Inside Out					Name		Carol Deslandes					Time period		Year ended 31st March 2011							
Objectives			Use the SROI analysis when tendering for new contracts or applying for additional funding. This will help Inside Out to provide clear evidence of outcomes from the stakeholders and make the harder to measure social impacts of the service clear										Date		Oct-11					Forecast or Evaluation		Evaluation				
Stakeholder	No. stakeholders	Outcome	Indicator description	Indicator	Outcome incidence	Deadweight description	Deadweight proportion	Proportion of stakeholders or outcome incidence?	Deadweight incidence	Incidence after deadweight	Attribution proportion	Incidence after attribution & deadweight	Displacement proportion	Incidence after attribution, deadweight & displacement	Financial proxy description	Proxy	Total Annual Value Produced	Annual Drop Off	Value Year 1	Value Year 2	Value Year 3	Value Year 4	Value Year 5	Total Value	Present Value	
Participants	56	Improvement in confidence and self esteem	Number of clients reporting increased confidence; number of clients for whom others report increased confidence	0.83	46.48	Estimated proportion of people with mental health issues without similar intervention reporting improvement in confidence and self esteem in the previous 12 months	0.13	Stakeholders	7.28	39.20	0.17	32.5	0.0	32.5	Cost of assertiveness and building personal confidence training - Jarrold Training - www.jarroldtraining.co.uk	£235	£7,646	0.80	£7,646	£1,529	£306	£0	£0	£9,481	£9,091	
	56	Improved/ sustained mental health and well being	Number of clients reporting an improvement in their health and well being	0.86	48.16	Estimated proportion of people with mental health issues without similar intervention reporting improvement in health in the previous 12 months	0.13	Stakeholders	7.28	40.88	0.14	35.2	0.0	35.2	Per hour of client contact costs - mental health professional £55 @ average of 20 hours	£1,100	£38,672	0.80	£38,672	£7,734	£1,547	£0	£0	£47,954	£45,980	
	56	Greater resilience and coping skills	Improvement recorded in responses on mental well being; number of participants with improved or stabilised mental health	0.69	38.64	Estimated proportion of people with mental health issues without similar intervention reporting improvement in resilience and coping skills in the previous 12 months	0.13	Stakeholders	7.28	31.36	0.31	21.6	0.0	21.6	Cost of 16 sessions of cognitive behaviour therapy	£1,000	£21,638	0.80	£21,638	£4,328	£866	£0	£0	£26,832	£25,727	
	56	Improved social network	Number of participants reporting improved social life; extent to which participants engage in new activities	0.83	46.48	Estimated proportion of people with mental health issues without similar intervention reporting improved social life	0.10	Stakeholders	5.60	40.88	0.17	33.9	0.0	33.9	Average cost of an activity with others once a month - pizza, drink, pudding + taxi. www.pizzahut.co.uk	£35	£1,188	0.80	£1,188	£238	£48	£0	£0	£1,473	£1,412	
	56	Improved morale/ mood- greater optimism	Changes in reported depression, anxiety and stress	0.86	48.16	Estimated proportion of people with mental health issues without similar intervention reporting improved morale/ mood and greater optimism	0.10	Stakeholders	5.60	42.56	0.14	36.6	0.0	36.6	Cost of 6 NLP sessions @ £90 per - www.altonlp.com	£540	£19,765	0.80	£19,765	£3,953	£791	£0	£0	£24,508	£23,500	
	56	Enriched quality of life - more meaningful use of time	Number of workshops attended; work produced that is meaningful and important to the individual	0.69	38.64	Estimated proportion of people with mental health issues without similar intervention reporting an enriched quality of life	0.10	Stakeholders	5.60	33.04	0.31	22.8	0.0	22.8	Average cost of a hobby - www.jonlaine.co.uk/media/newsreleases/anbribs-burning-a-hole-in-their-pockets	£280	£6,379	0.80	£6,379	£1,276	£255	£0	£0	£7,909	£7,584	
Community (of interest)	56	Sense of supportive community	Reported change in extent to which people feel that individuals within 'the community' help one another	0.69	38.6	Proportion that would have travelled to other art based activities	0.10	Outcome incidence	3.86	34.8	0.17	28.9	0.0	28.9	Average cost of a community of interest based membership organisation e.g. Women's Institute	£30	£866	0.80	£866	£173	£35	£0	£0	£1,074	£1,030	
State	56	Reduction in NHS costs	Individuals are less dependent on Community Psychiatric Nursing Support	0.86	48.2	Estimated proportion of people with mental health issues without similar intervention reporting reduced dependency on CPN support	0.10	Outcome incidence	4.82	43.3	0.14	37.3	0.0	37.3	Per hour of client contact costs - mental health professional £55 @ average of 20 hours	£1,100	£41,003	100%	£41,003	£0	£0	£0	£0	£41,003	£39,617	
	0	Change in public attitudes towards mental health problems	People report that they have a positive mental attitude towards mental health; people with mental health problems feel less stigmatised	0	0.0		0.0	Outcome incidence	0.00	0.0	0.00	0.0	0.0	0.0	Insufficient data to quantify this outcome	£0	£0	0.8	£0	£0	£0	£0	£0	£0	£0	
																						Total benefits		£153,940		
																						Total inputs		£16,420		
																						SROI Ratio		9.38		

Section 1: Stakeholders and Outcomes

Stakeholder	No. stakeholders	Outcome	Indicator description	Indicator	Outcome incidence
Participants	56	Improvement in confidence and self esteem	Number of clients reporting increased confidence; number of clients for whom others report increased confidence	0.83	46.48
	56	Improved/ sustained mental health and well being	Number of clients reporting an improvement in their health and well being	0.86	48.16
	56	Greater resilience and coping skills	Improvement recorded in responses on mental well being; number of participants with improved or stabilised mental health	0.69	38.64
	56	Improved social network	Number of participants reporting improved social life; extent to which participants engage in new activities	0.83	46.48
	56	Improved morale/ mood- greater optimism	Changes in reported depression, anxiety and stress	0.86	48.16
	56	Enriched quality of life - more meaningful use of time	Number of workshops attended; work produced that is meaningful and important to the individual	0.69	38.64
Community (of interest)	56	Sense of supportive community	Reported change in extent to which people feel that individuals within "the community " help one another	0.69	38.6
State	56	Reduction in NHS costs	Individuals are less dependent on Community Psychiatric Nursing Support	0.86	48.2
	0	Change in public attitudes towards mental health problems	People report that they have a positive mental attitude towards mental health; people with mental health problems feel less stigmatised	0	0.0

Section 2: Deadweight, Attribution and Displacement

Deadweight description	Deadweight proportion	Proportion of stakeholders or outcome incidence?	Deadweight incidence	Incidence after deadweight	Attribution proportion	Incidence after attribution & deadweight	Displacement proportion	Incidence after attribution, deadweight & displacement
Estimated proportion of people with mental health issues without similar intervention reporting improvement in confidence and self esteem in the previous 12 months	0.13	Stakeholders	7.28	39.20	0.17	32.5	0.0	32.5
Estimated proportion of people with mental health issues without similar intervention reporting improvement in health in the previous 12 months	0.13	Stakeholders	7.28	40.88	0.14	35.2	0.0	35.2
Estimated proportion of people with mental health issues without similar intervention reporting improvement in resilience and coping skills in the previous 12 months	0.13	Stakeholders	7.28	31.36	0.31	21.6	0.0	21.6
Estimated proportion of people with mental health issues without similar intervention reporting improved social life	0.10	Stakeholders	5.60	40.88	0.17	33.9	0.0	33.9
Estimated proportion of people with mental health issues without similar intervention reporting improved morale/ mood and greater optimism	0.10	Stakeholders	5.60	42.56	0.14	36.6	0.0	36.6
Estimated proportion of people with mental health issues without similar intervention reporting an enriched quality of life	0.10	Stakeholders	5.60	33.04	0.31	22.8	0.0	22.8
Proportion that would have travelled to other art based activities	0.10	Outcome incidence	3.86	34.8	0.17	28.9	0.0	28.9
Estimated proportion of people with mental health issues without similar intervention reporting reduced dependency on CPN support	0.10	Outcome incidence	4.82	43.3	0.14	37.3	0.0	37.3
	0.0	Outcome incidence	0.00	0.0	0.00	0.0	0.0	0.0

Section 3: Financial proxies

Financial proxy description	Proxy	Total Annual Value Produced	Annual Drop Off
Cost of assertiveness and building personal confidence training - Jarrold Training - www.jarroldtraining.co.uk	£235	£7,646	0.80
Per hour of client contact costs - mental health professional £55 @ average of 20 hours	£1,100	£38,672	0.80
Cost of 16 sessions of cognitive behaviour therapy	£1,000	£21,638	0.80
Average cost of an activity with others once a month - pizza, drink, pudding + taxi. www.pizzahut.co.uk	£35	£1,188	0.80
Cost of 6 NLP sessions @ £90 per - www.altosnlp.com	£540	£19,765	0.80
Average cost of a hobby - www.ybonline.co.uk/media/newsreleases/arebrits-burning-a-hole-in-their-pockets	£280	£6,379	0.80
Average cost of a community of interest based membership organisation e.g. Women's Institute	£30	£866	0.80
Per hour of client contact costs - mental health professional £55 @ average of 20 hours	£1,100	£41,003	100%
Insufficient data to quantify this outcome	£0	£0	0.8

Section 4: Total Value/ Present Value – Years 1-5

Value Year 1	Value Year 2	Value Year 3	Value Year 4	Value Year 5	Total Value	Present Value
£7,646	£1,529	£306	£0	£0	£9,481	£9,091
£38,672	£7,734	£1,547	£0	£0	£47,954	£45,980
£21,638	£4,328	£866	£0	£0	£26,832	£25,727
£1,188	£238	£48	£0	£0	£1,473	£1,412
£19,765	£3,953	£791	£0	£0	£24,508	£23,500
£6,379	£1,276	£255	£0	£0	£7,909	£7,584
£866	£173	£35	£0	£0	£1,074	£1,030
£41,003	£0	£0	£0	£0	£41,003	£39,617
£0	£0	£0	£0	£0	£0	£0

Total benefits	£153,940
Total inputs	£16,420
SROI Ratio	9.38

Appendix 2: Notes

Theory of change; outcomes and proxies for stakeholders:

Outcome	Participants: Improvement in confidence and self esteem
Theory of change	By attending work-shop(s) [art, singing, photography, film making, music, creative writing, drama, circle dancing, drumming] participants' creative abilities were improved. As a result, they felt engaged in things that have or bring meaning. As a result they experienced an increased hope and confidence for the future leading to increased confidence overall
Deadweight	How much of the outcome would have happened anyway: 13%
Rationale	In considering deadweight, it was felt that if Inside Out had not been an option there would have been approximately 13% of participants for whom confidence, self esteem and coping skills would have been achieved anyway.
Attribution	What part of the outcomes can be attributed to Inside Out activities and what part to others: Others: 17% Inside Out: 83%
Rationale	Attribution was difficult to judge as in many cases change is not due to one single activity, but a result of more than one service and/ or people working together Results of 2010 survey used to estimate percentages
Displacement	What activities or services are replaced by Inside Out: 0%
Rationale	We have not been able to identify any displacement of other services or activities.
Drop-off	The decline of the outcome over time: 80%
Rationale	Again, this has been difficult to quantify and for that reason a relatively high drop-off rate has been used, to avoid over-claiming
Proxy	Cost of assertiveness and building personal confidence training: £235
Source	Jarrold training www.jarroldtraining.co.uk
Rationale	Formal training session will lead to knowledge of specific tools and techniques to improve confidence

Outcome	Participants: Improved/ sustained mental health and well being
Theory of change	By attending work-shop(s) [art, singing, photography, film making, music, creative writing, drama, circle dancing, drumming] participants were able to demonstrate an increased willingness to be more open to sharing experience. As a result, they experienced an improvement in self expression. As a result their mental health and well being was sustained
Deadweight	How much of the outcome would have happened anyway: 13%
Rationale	In considering deadweight, it was felt that if Inside Out had not been an option there would have been approximately 13% of participants for whom confidence, self esteem and coping skills would have been achieved anyway.
Attribution	What part of the outcomes can be attributed to Inside Out activities and what part to others: 14%
Rationale	Attribution was difficult to judge as in many cases change is not due to one single activity, but a result of more than one service and/ or people working together Results of 2010 survey used to estimate percentages
Displacement	What activities or services are replaced by Inside Out: 0%
Rationale	We have not been able to identify any displacement of other services or activities.
Drop-off	The decline of the outcome over time: 80%
Rationale	Again, this has been difficult to quantify and for that reason a relatively high drop-off rate has been used, to avoid over-claiming
Proxy	Per hour of client contact with mental health professional: £55 per hour for an average of 20 hours
Source	Unit costs of Health and Social Care 2010 http://www.pssru.ac.uk/pdf/uc/uc2010/uc2010_s10.pdf
Rationale	Programme of bespoke intervention with mental health professional will provide the participant with an action plan and follow up

Outcome	Participants: Greater resilience and coping skills
Theory of change	By attending work-shop(s) [art, singing, photography, film making, music, creative writing, drama, circle dancing, drumming] participants were able to demonstrate an increased willingness to be more open to sharing experience. As a result, they experienced an improvement in self expression. As a result their mental health and well being was sustained resulting in improved coping skills and greater resilience
Deadweight	How much of the outcome would have happened anyway: 13%
Rationale	In considering deadweight, it was felt that if Inside Out had not been an option there would have been approximately 13% of participants for whom confidence, self esteem and coping skills would have been achieved anyway.
Attribution	What part of the outcomes can be attributed to Inside Out activities and what part to others: Others: 31% Inside Out: 69%
Rationale	Attribution was difficult to judge as in many cases change is not due to one single activity, but a result of more than one service and/ or people working together Results of 2010 survey used to estimate percentages
Displacement	What activities or services are replaced by Inside Out: 0%
Rationale	We have not been able to identify any displacement of other services or activities.
Drop-off	The decline of the outcome over time: 80%
Rationale	Again, this has been difficult to quantify and for that reason a relatively high drop-off rate has been used, to avoid over-claiming
Proxy	Cognitive Behaviour Therapy: Course of 16 sessions - £1000
Source	Oxford Economics - "Mental Health and the UK Economy"; 2007
Rationale	<p>Cognitive Therapy is a focused, problem-solving psychotherapy that has been shown to be highly effective for the treatment of many mental health problems.</p> <p>The therapist and client work together as a team to identify and solve problems, and therapists help clients to overcome their difficulties through changing their thinking, behaviour, and emotional response</p>

Outcome	Participants: Improved social network
Theory of change	By attending work-shop(s) [art, singing, photography, film making, music, creative writing, drama, circle dancing, drumming] participants were able to demonstrate an improvement in confidence and self esteem. As a result, socialisation and inclusion was increased. As a result participants experienced improved levels of social confidence and social activity and their social life improved.
Deadweight	How much of the outcome would have happened anyway: 10%
Rationale	For the socially focussed skills i.e. improved social network, improved morale and more meaningful use of time the deadweight has been estimated at 10%.
Attribution	What part of the outcomes can be attributed to Inside Out activities and what part to others: Others: 17% Inside Out: 83%
Rationale	Attribution was difficult to judge as in many cases change is not due to one single activity, but a result of more than one service and/ or people working together Results of 2010 survey used to estimate percentages
Displacement	What activities or services are replaced by Inside Out: 0%
Rationale	We have not been able to identify any displacement of other services or activities.
Drop-off	The decline of the outcome over time: 80%
Rationale	Again, this has been difficult to quantify and for that reason a relatively high drop-off rate has been used, to avoid over-claiming
Proxy	Average cost of an activity with others once a month: Pizza, pudding, drink + taxi = £35
Source	www.pizzahut.co.uk
Rationale	Whilst activities at Inside Out are weekly, not everyone attends on a regular basis. Therefore, the proxy frequency of once a month is deemed to be reasonable

Outcome	Participants: Improved morale/ mood- greater optimism
Theory of change	By attending work-shop(s) [art, singing, photography, film making, music, creative writing, drama, circle dancing, drumming] participants were able to demonstrate an increased willingness to be more open to sharing experience. As a result, there's an improvement in the ability to manage that which is difficult. As a result their ability to cope and experience greater resilience was enhanced. As a result their quality of life was enriched leading to improved morale/ mood and greater optimism
Deadweight	How much of the outcome would have happened anyway: 10%
Rationale	For the socially focussed skills i.e. improved social network, improved morale and more meaningful use of time the deadweight has been estimated at 10%.
Attribution	What part of the outcomes can be attributed to Inside Out activities and what part to others: Others: 14% Inside Out: 86%
Rationale	Attribution was difficult to judge as in many cases change is not due to one single activity, but a result of more than one service and/ or people working together. Results of 2010 survey used to estimate percentages
Displacement	What activities or services are replaced by Inside Out: 0%
Rationale	We have not been able to identify any displacement of other services or activities.
Drop-off	The decline of the outcome over time: 80%
Rationale	Again, this has been difficult to quantify and for that reason a relatively high drop-off rate has been used, to avoid over-claiming
Proxy	Neuro Linguistic Programming (NLP): 6 sessions @ £90 per session
Source	www.altosnlp.com
Rationale	NLP is a set of insights and skills with which you can actively use your mind and your emotions and your body to run your own life more successfully and to communicate with other people with 'extra-ordinary' effectiveness and which will result in the client having greater optimism about their future.

Outcome	Participants: Enriched quality of life - more meaningful use of time
Theory of change	By attending work-shop(s) [art, singing, photography, film making, music, creative writing, drama, circle dancing, drumming] participants were able to demonstrate an improvement in their creative abilities. As a result, they experienced an improvement in growth and personal development. As a result they felt their recovery was helped. As a result this was a more meaningful use of time
Deadweight	How much of the outcome would have happened anyway: 10%
Rationale	For the socially focussed skills i.e. improved social network, improved morale and more meaningful use of time the deadweight has been estimated at 10%.
Attribution	What part of the outcomes can be attributed to Inside Out activities and what part to others: Others: 31% Inside Out: 69%
Rationale	Attribution was difficult to judge as in many cases change is not due to one single activity, but a result of more than one service and/ or people working together Results of 2010 survey used to estimate percentages
Displacement	What activities or services are replaced by Inside Out: 0%
Rationale	We have not been able to identify any displacement of other services or activities.
Drop-off	The decline of the outcome over time: 80%
Rationale	Again, this has been difficult to quantify and for that reason a relatively high drop-off rate has been used, to avoid over-claiming
Proxy	Average cost of a hobby: £280
Source	www.ybonline.co.uk/media/newsreleases/arebritsburning-a-hole-in-their-pockets
Rationale	The activities available in the Inside Out programme could also be classed as a hobby

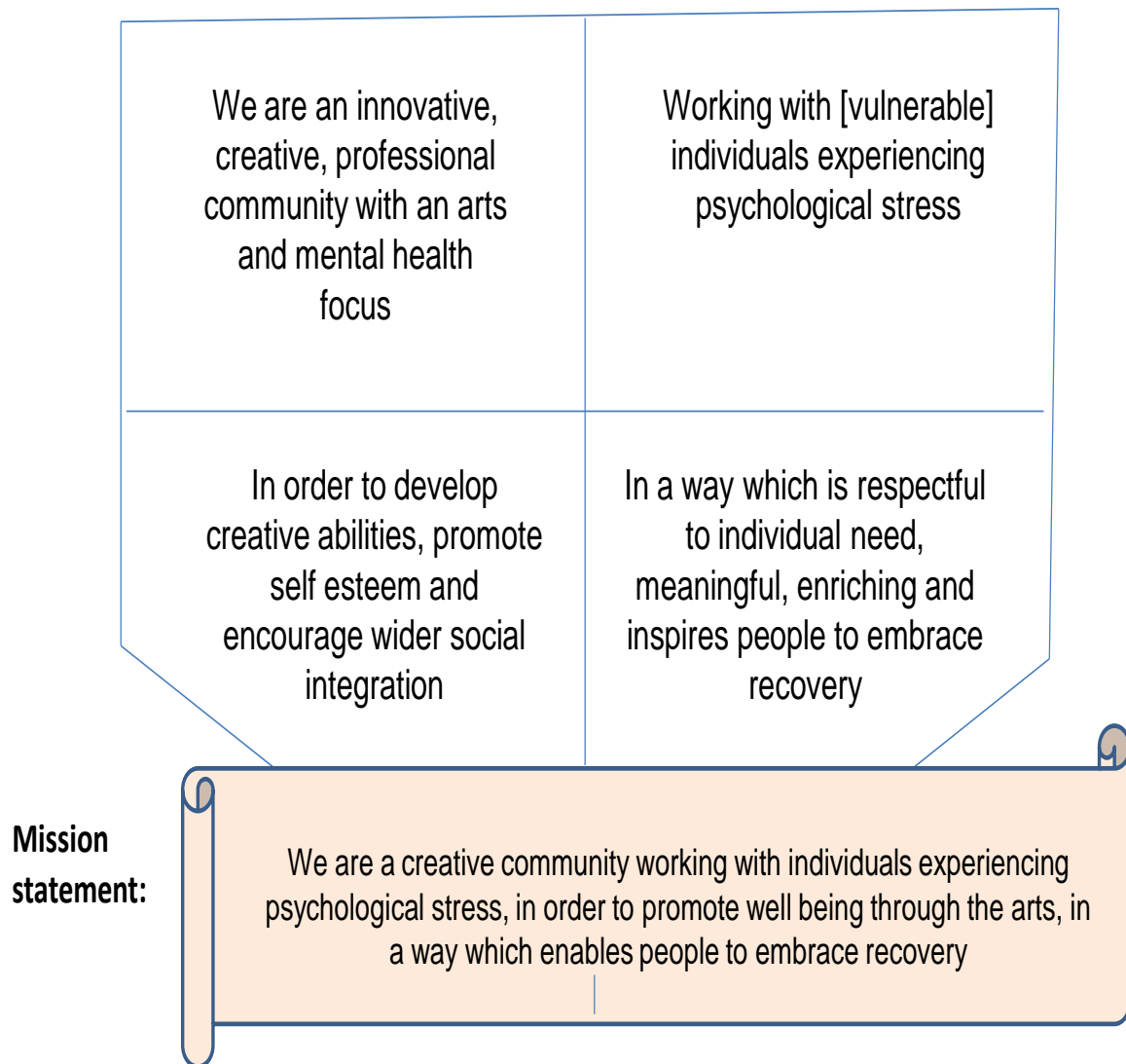
Outcome	Community (of interest): Sense of supportive community
Theory of change	By attending work-shop(s) [art, singing, photography, film making, music, creative writing, drama, circle dancing, drumming] participants were able to demonstrate an improvement in their creative abilities. As a result, a sense of belonging to a supportive community developed. As a result they were more likely to attend the work-shop sessions. As a result positive relationships were developed.
Deadweight	How much of the outcome would have happened anyway: 10%
Rationale	For the socially focussed skills i.e. improved social network, improved morale and more meaningful use of time the deadweight has been estimated at 10%.
Attribution	What part of the outcomes can be attributed to Inside Out activities and what part to others: Others: 17% Inside Out: 83%
Rationale	Attribution was difficult to judge as in many cases change is not due to one single activity, but a result of more than one service and/ or people working together Results of 2010 survey used to estimate percentages
Displacement	What activities or services are replaced by Inside Out: 0%
Rationale	We have not been able to identify any displacement of other services or activities.
Drop-off	The decline of the outcome over time: 80%
Rationale	Again, this has been difficult to quantify and for that reason a relatively high drop-off rate has been used, to avoid over-claiming
Proxy	Average cost of a community of interest based membership organisation e.g. The Women's Institute: £30
Source	www.thewi.org.uk/
Rationale	56 individuals attended a total of 569 workshop sessions (average of 10 sessions per individual). An average membership organisation meets once per month and allowing for holidays the average attendance will be 8 - 10 meetings:

Outcome	State: Reduction in NHS costs
Theory of change	By attending work-shop(s) [art, singing, photography, film making, music, creative writing, drama, circle dancing, drumming] participants were able to demonstrate an improvement in their creative abilities. As a result, anxiety and stress levels were reduced. As a result individuals are less dependent on Community Psychiatric Nursing support. As a result there is a saving to the state. As a result there is a reduction in NHS costs
Deadweight	How much of the outcome would have happened anyway: 10%
Rationale	Estimated
Attribution	What part of the outcomes can be attributed to Inside Out activities and what part to others: Others: 14% Inside Out: 86%
Rationale	Attribution was difficult to judge as in many cases change is not due to one single activity, but a result of more than one service and/ or people working together Results of 2010 survey used to estimate percentages
Displacement	What activities or services are replaced by Inside Out: 0%
Rationale	We have not been able to identify any displacement of other services or activities.
Drop-off	The decline of the outcome over time: 100%
Rationale	Again, this has been difficult to quantify and for that reason the maximum drop-off rate has been used, to avoid over-claiming
Proxy	Cost per contact hour for a mental health professional: £55 @ average of 20 hours
Source	http://www.pssru.ac.uk/pdf/uc/uc2010/uc2010
Rationale	Reduction in need to access NHS support

Outcome	Change in public attitudes towards mental health problems
Theory of change	By attending work-shop(s) [art, singing, photography, film making, music, creative writing, drama, circle dancing, drumming] participants were able to demonstrate an improvement in their creative abilities. As a result, the public attitudes towards mental health and associated stigma are challenged.
<p>As there is insufficient data available at this stage to support the proposed outcome this has not been progressed.</p> <p>However, improvements and amendments to data collected should mean that this could be included in future analyses</p>	

Appendix 3: “The Shield”

Inside Out



We are			
An Arts in Mental health Community	Professional	Innovative	Creative
Arts	Hurting	Community	Artists
Interested in the Arts	Misunderstood	Providers of inspiration	Believe people express feelings/ difficulties more easily though arts
Mental Health focussed	Broken	A service provider	A team
A community focussed group	Fallible	A sanctuary	A group
An organisation	Caring	Mixed	Friendly/ warm
A resource	Maturing		
Key words/ phrases:	Professional Innovative Creative Community An Arts in Mental health Community Believe people express feelings/ difficulties more easily though arts		
Key sentence:	A creative, innovative, professional community with an arts and mental health focus		

Working with			
Community	Volunteers	Whoever shows an interest	Mental Health professionals
People in the community	Mental Health	Those who are sensitive to the world	Mental Health organisations
Arts organisations	The vulnerable	Carers	Statutory Sector
Creative and other Arts organisations	People with mental health problems	Supporters of “Inside Out”	Statutory Services
Arts and Cultural organisations	Those who find mainstream support unhelpful	[People] Individuals	Managers of NHS Trust
Artists	Individuals with vulnerability	Staff at CSV	Funding Bodies
Other charities	Voluntary Sector Services	Other agencies	[Range of agencies]
Key words/ phrases:	A range of agencies The vulnerable Individuals People with mental health problems Individuals with vulnerability		
Key sentence:	[Vulnerable] Individuals experiencing psychological stress		

In order to			
Provide therapeutic atmosphere	Promote recovery	Promote therapeutic arts	Lighten the load
Promote healing	Believe in and build trust	Give a focus	Pass on skills
Provide a safe place to explore creativity	Connect people sharing interests	Help make connections	Have fun
[Provide] creative fulfilment	Enrich quality of life	Develop creative abilities in vulnerable people	Facilitate growth and personal development
Assist well being and recovery	Affirm	Demonstrate a way to a creative life	Develop positive identity
Assist people's recovery	Offer an alternative	Promote and encourage self confidence and esteem	Raise self worth
Restore confidence	Integrate individuals back into society	Promote reasonable self esteem	Increase socialisation and inclusion
Improve/ sustain mental health and well-being	Challenge stigma	[demonstrate] Best Practice	Release
Renew	Reignite	Restore	Engage people in things that have or bring meaning
Bring people together to create something bigger	[Provide] courage		
Key words/ phrases:	Promote recovery Develop creative abilities in vulnerable people Facilitate growth and personal development Promote and encourage self confidence and esteem Increase socialisation and inclusion Raise self worth Courage		
Key sentence:	Develop creative abilities, promote self esteem and encourage wider social integration		

In a way which			
Improves quality of life for individuals	Is innovative and challenging	Is safe and supportive	Is self affirming
Demonstrates best practice	Laughs a little	Shares more deeply	Encourages sense of supportive community
Encourages self discovery	Improves self confidence	Provides support for those on the road to recovery	Is compassionate
Is sharing	Is thoughtful	Is positive	Is creative
Is caring	Doesn't discriminate	Has empathy	Is a community
Is inspirational	Is challenging (and stretching)	Offers acceptance and support	Is enjoyable
Is socially including	Is seen as being useful by "Everybody"	Encourages social interaction	Provides services that have been discontinued elsewhere
Is warm and friendly	Is meaningful	Doesn't set timescales	Respects individuals
Promotes growth and development	Establishes routines	Develops relationships	Gets people back on track
Is personally and creatively validating	Is accepting	Encourages self expression	Enables
Is respectful	Enhances lives	Aids recovery	Revitalises
Awakens that which is buried	Is creative	Is fun	Respects individuals
Works from the person	Encourages individuality	Accepts	Respects self
Develops	Is inspirational		
Key words/ phrases:	Is innovative and challenging Improves self confidence Is positive Is creative Is challenging (and stretching)		
	Respects individuals Is meaningful Enhances lives Aids recovery Is inspirational		
Key sentence:	Is respectful to individual need; is meaningful, enriching and inspires people to embrace recovery		

Appendix 4: Inside Out Survey 2010¹²

The survey had a 44% response rate¹³

How often do you attend Inside Out sessions?							
Most weeks	10	Frequently	6	Sometimes	6	Occasionally	1

What mainly determines whether you attend?							
Type of workshop	12	How I feel on the day	7	Other activities/ commitments	3	Other reasons	1

What workshops have you enjoyed the most over the last 12 months?					
Please rate on a 1 – 5 scale with (1) least enjoyable; (5) most enjoyable					
	1	2	3	4	5
Art	0	1	0	8	7
Singing	1	3	0	3	10
Photography	1	2	1	2	5
Film making	1	1	2	2	3
Music	0	1	1	2	9
Creative writing	0	1	2	7	3
Drama	1	2	4	3	5
Circle dancing	0	0	2	3	7
Drumming	3	0	3	3	7

¹² Completed in Sept 2010

¹³ 52 questionnaires sent out – 23 respondents returned completed forms

Has attending Inside Out helped improve/ sustain your mental well being?							
Helps a lot	14	Of some help	6	Helps a little	2	Not helped at all	1

Has attending Inside Out helped improve your social confidence and level of social activity?							
Helps a lot	12	Of some help	7	Helps a little	3	Not helped at all	1

Does engaging in creative activity help in your recovery?							
Helps a lot	13	Of some help	7	Helps a little	3	Not helped at all	0

If you have a care plan/ recovery plan, is participation in creative activity referred to as one of your well being strategies?						
Yes	13	No	3	Have no care/ recovery plan	7	

Does participation in the arts contribute to the quality of your life?					
Yes	16	No	2	Don't know	5

How well organised are Inside Out sessions on a scale of 1-5 where (1) is poorly organised and (5) well organised					
	1	2	3	4	5
	0	0	5	8	9

How welcoming, accepting and supportive are Inside Out sessions on a scale of 1-5 where (1) is poor and (5) highly supportive

	1	2	3	4	5
	0	0	3	8	12

Comments: Please add any further observations about your experience of Inside Out as a resource for mental health and well being:

- Being with like minded people – the enthusiasm and relaxed atmosphere
- This community should be nation/ worldwide. Everyone needs a healthy creative accepting space in life
- I would attend more meetings if they were in the afternoon. My drugs make me very tired in the mornings
- Social demands of participating I find difficult – if I could just come in and work quietly it would be much easier
- We need a permanent space for creative work
- Took me a long time to feel settled and safe
- Don't seem to get so overwhelmed by my feelings these days. I believe it's down to creativity coming alive in me; I have a safe outlet
- I love going – the activities calm me
- I found the website helpful – people talking about what they had visited and seen art wise. It helped me feel connected with things going on
- Inside Out has kept me out of hospital
- Helped me feel more comfortable with myself and others and more confident with my art work
- Thanks for the opportunity of being able to get in touch with my true self
- Great place to go when you are feeling fragile and isolated as you do when you come out of hospital
- I have gone from attending every week to sometimes and as a result I am not as well as I could be
- Best programme I ever joined. Being able to play the drums again meant the world to me

Appendix 5: The stages of change model - explanation

Pre-contemplation (not interested in changing)

- No evidence of intention to change in the foreseeable future
- Lack of awareness of any problem relating to self
- Ability to see solution to problem in relation to others
- Hallmark: resistance to recognising or modifying lifestyle
- May believe self unable to change

Contemplation (thinking about changing)

- Awareness of problem relating to self
- Thinking of changing
- Not yet committed to action
- Weighing up the costs and benefits of change; seeking information to assist decision
- This stage can last for minutes, months or years
- Ambivalent
- Change is still not worth it

Preparation (deciding to change)

- Perceived benefits of change appear to outweigh costs
- Belief that change is possible and worthwhile for self
- May require extra knowledge, skills and support to change
- Often associated with small behaviour changes, e.g. smoking less, picking up or re-reading the leaflet about a work-shop

Action (trying to change, changing)

- Modification of behaviour, experiences and/ or environment
- Requires positive decisions to act differently
- Sometimes a need to make temporary changes in other aspects of lifestyle to support change
- Features of success: clear goal; realistic plan; appropriate support; rewards

Maintenance

- Continuation of change
- Working to prevent relapse and consolidate changes made
- Time needed to break “pattern” and establish “happier” lifestyle
- Can involve struggle to maintain new behaviour
- Requires ongoing support

Relapse

- A normal part of the change process
- Happens in high risk situations
- Planning ahead can help to prevent it

Summary

Describes a process of change that requires practitioners to:

- Identify distinct stages to work through with clients
- Accept “relapse” as an integral part of the process of change
- Design individualised interventions to support change
- Acknowledge practitioner effectiveness in moving clients through stages

Limitations

- Takes little account of the social context in which the person is attempting change
- Allows for a prescriptive application of interventions to stages