

TITLE OF REPORT/BRIEFING: Time to Change Hub

Purpose of the Report

1. To seek the support of the Health & Wellbeing Board to proceed with a joint bid with Newcastle Health and Wellbeing Board and Newcastle Gateshead CCG to deliver a local Time to Change hub www.time-to-change.org.uk/get-involved/hubs

Background

2. Too many people with mental health problems are made to feel isolated, ashamed and worthless. But with the right support from those around them, people can recover and have equal opportunities in all areas of life. Time to Change has been set up to support communities, schools and workplaces to open up to mental health; to talk and to listen. Their strategy is about targeting people through three interrelated activities; social leadership, social marketing, and social contact.
3. Time to Change is a national mental health anti-stigma campaign and social movement funded by the Department of Health, Comic Relief and the Big Lottery Fund. It is run by Mind and Rethink Mental Illness.
4. Time to Change intervention aims are to empower communities to lead and embed local change together, through setting up a number of 'Time to Change Hubs across the country. Health and Wellbeing Boards and Local Authorities are being encouraged to come together with local partners and make their local community a Time to Change Hub.
5. A Time to Change Hub is a partnership of local organisations, and people, who are committed to ending mental health stigma and discrimination. Collectively and independently, they initiate and run regular local activities to challenge mental health prejudice, coming together to align and maximise the impact of their combined activity. They provide encouragement, support and tools to those that are already campaigning locally and to those that aspire to join the campaign, as well as seeking to encourage anti-stigma and discrimination policies and best practice within both their own organisations and relevant local strategies.
6. A Hub is organised and sustained by local organisations and individuals, supported by Time to Change. Hub areas are geographically defined by agreed postcode areas (e.g. aligned to a Local Authorities jurisdiction or similar), set to ensure optimum focus and impact for the campaign locally. Time to Change Hubs are not organisations in their own right or part of a franchised network.
7. Mental health organisations across Gateshead and Newcastle, from NHS trusts to the smaller VCS organisations are well connected and practiced in open, collective work and campaigning, while we are also fortunate in having some of

the longest-lasting and most respected mental health service user and carer groups in the country, who are visibly active, have a wide and diverse reach and are well networked, locally, regionally and nationally.

8. Newcastle and Gateshead are especially well-placed to host the regional hub, since members of the Newcastle/Gateshead Mental Health Programme Board have a well-established pattern of connected, joint working, have assisted with the creation of the Newcastle/Gateshead mental health collaborative, ReCoCo (www.recoverycoco.com) and the partner agencies, who importantly include those with direct lived experience, already fulfil many of the functions of a time to Change hub.
9. Each Hub will receive 18 months direct support from Time to Change from the date of their appointment. After this period Time to Change would expect Hubs to commit to continuing to work around mental-health anti-stigma and discrimination independently for a reasonable period to ensure local changes in attitude and behaviour are sustained.
10. The sums available are a £10,000 'Champions Fund' to dispense awards ranging between £100 and £500 for a variety of creative activities to encourage people to talk about mental health in different and unusual settings, and a £15,000 contribution towards staff time / costs incurred in administering the Champions Fund and Hub partnership.

Proposal

11. The proposed Time to Change Hub bid will be a partnership between Newcastle and Gateshead, supported through Newcastle Gateshead CCG and the Mental Health Programme Board (MHPB).
12. The proposed 'hub host' will be the Newcastle Gateshead Mental Health Programme Board, led by Newcastle Gateshead CCG, which already leads on a number of strategies for mental health improvement on behalf of the two statutory boards.
13. The Hub host will coordinate; the writing of the proposal, the recruitment of organisational support to oversee the programme, the administration of the Champions Fund and Hub partnership and the collation of an evaluation of the programmes.

Recommendations

14. The Health and Wellbeing Board is asked to endorse the proposed partnership with Newcastle and Newcastle Gateshead Mental Health Programme Board to oversee the development and delivery of the 'Hub' programme.

Contact:

Alice Wiseman, Director of Public Health

Telephone: (0191) 433 2777