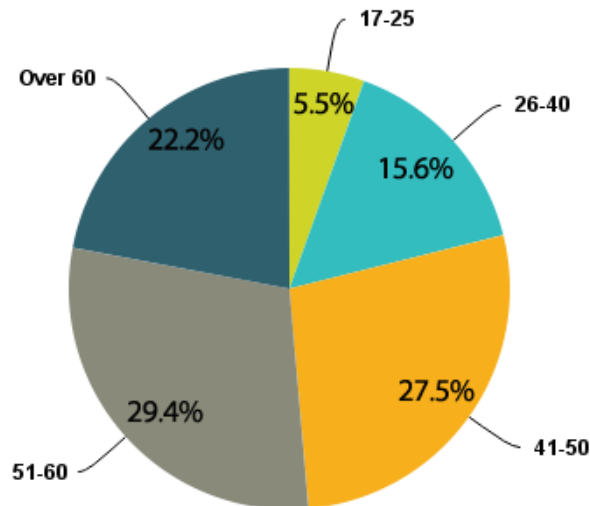# Creative Future Needs Analysis Report
May 2014

Q1 How old are you?

Answered: 109   Skipped: 4

The majority of respondents are aged 41 or over (79.1%), though 15.6% are aged 26-40 and only 5.5% aged 17-25. This corresponds well with evaluation figures, which show that only 6% of service users in 2012-2013 were aged 16-25, which suggests this survey has succeeded in targeting a good cross section of users.

Social Isolation Needs Per Age Group
The need for assistance with social isolation is different for every age group. According to the 2011 census for Brighton and Hove, the local resident population is 273,369[1].

"For just over one in six residents (44,569 people, 16.3%) their day to day activities are limited because of a long term health problem or disability"[1].

Older People (aged 65 and over)
Research shows that in Sussex, *"18% of older people were classified as vulnerable in terms of social isolation (West Sussex Public Health Observatory, 2006)[2*]".* Locally that equates to

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[1] Policy, Performance and Analysis Team. (2012). *2011 Census Briefing.* Available: http://www.bhconnected.org.uk/sites/bhconnected/files/2011%20Census%20Briefing%20-%20City%20Profile.pdf. Last accessed 19th May 2014.
[2] Marian Barnes Phil Cotterell Naomi Smith University of Brighton Chris Rainey Di Hughes Susan Davies West Sussex County Council. (2009). *The Independent Evaluation of the West Sussex Partnerships for Older People Project (POPP)*. Pg 4.
*Older people are defined as 65 years of age and over for the purposes of this report

49,206 socially isolated older people, which explains the need for support amongst this age group.
A report by Age Concern looked into factors affecting severe risk of social exclusion. These factors included poor health, having low occupational status and having never been married[3].

Adults (Aged 26-65)
The elderly are not the only sector of the population to find it lonely at the margins. Other groups include immigrants, the unemployed, lone parents, those with long-term mental health problems and disabilities, carers and people living in poverty. Social exclusion is defined as 'what can happen when people or areas have a combination of linked problems such as unemployment, discrimination, poor skills, low incomes, poor housing, high crime and family breakdown'[4].

An Age Concern report from 2008 concluded that 1.2 million people aged over 50 are severely excluded[5].

Young Adults (16-25)
Young carers aged 16-25 have been identified as a group of young people likely to experience social isolation[6], as have young people with neurodevelopmental disorders[7] such as ADHD and autism. Autism affects around 1 in 100 people, and ADHD affects 8% of the population[7]. In Brighton and Hove, that equates to 2733 young people with autism, and 21,869 young people with ADHD.

"Social isolation is a big issue for this group (autistic). They can often be at home with parents and live there until the parents die. Then there's nobody out there to support them." (Stakeholder)[7]

"Socially excluded young people are often far from socially isolated, but may be embedded - even trapped - in their communities. Others, such as those who have been evicted by their families or have been in care, may experience a sudden and drastic loss of social networks. In some circumstances, it is changing (and/or loss of) social networks, rather than their consolidation or extension, which may be key to changing outlooks and behavior[8]".

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[3] Age Concern (July 2009) Social exclusion in later life http://www.ageconcern.org.uk/AgeConcern/Documents/118_0609_Social_Exclusion_report.pdf
[4] Government Social Exclusion Task Force - http://www.cabinetoffice.gov.uk/social_exclusion_task_force/context.aspx
[5] Age Concern: Out of Sight, Out of Mind http://www.ageconcern.org.uk/AgeConcern/Documents/Out_of_sight_out_of_mind_Feb08.pdf
[6] Student Services. (2014). *Young Adult Carers.* Available: http://staffcentral.brighton.ac.uk/studentservices/youngcarers.shtm. Last accessed 19th May 2014.
[7] Nicola Smith. (2010). Age appropriate services for young adults with neurodevelopmental disorders. *ECOTEC Research and Consulting*. Pg 1-4.
[8] Gill Jones (2005) The thinking and behaviour of young adults (aged 16 - 25). *Literature review for the Social Exclusion Unit*, Pg 10.

Q2 Where do you live?

Answered: 76   Skipped: 37

Worthing 11% (8)
Bognor Regis 1% (1)
Shoreham 3% (2)
Newhaven 3% (2)
Hove 13% (10)
Horsham 7% (5)
Haywards Heath 4% (3)
Hailsham 3% (2)
Eastbourne 4% (3)
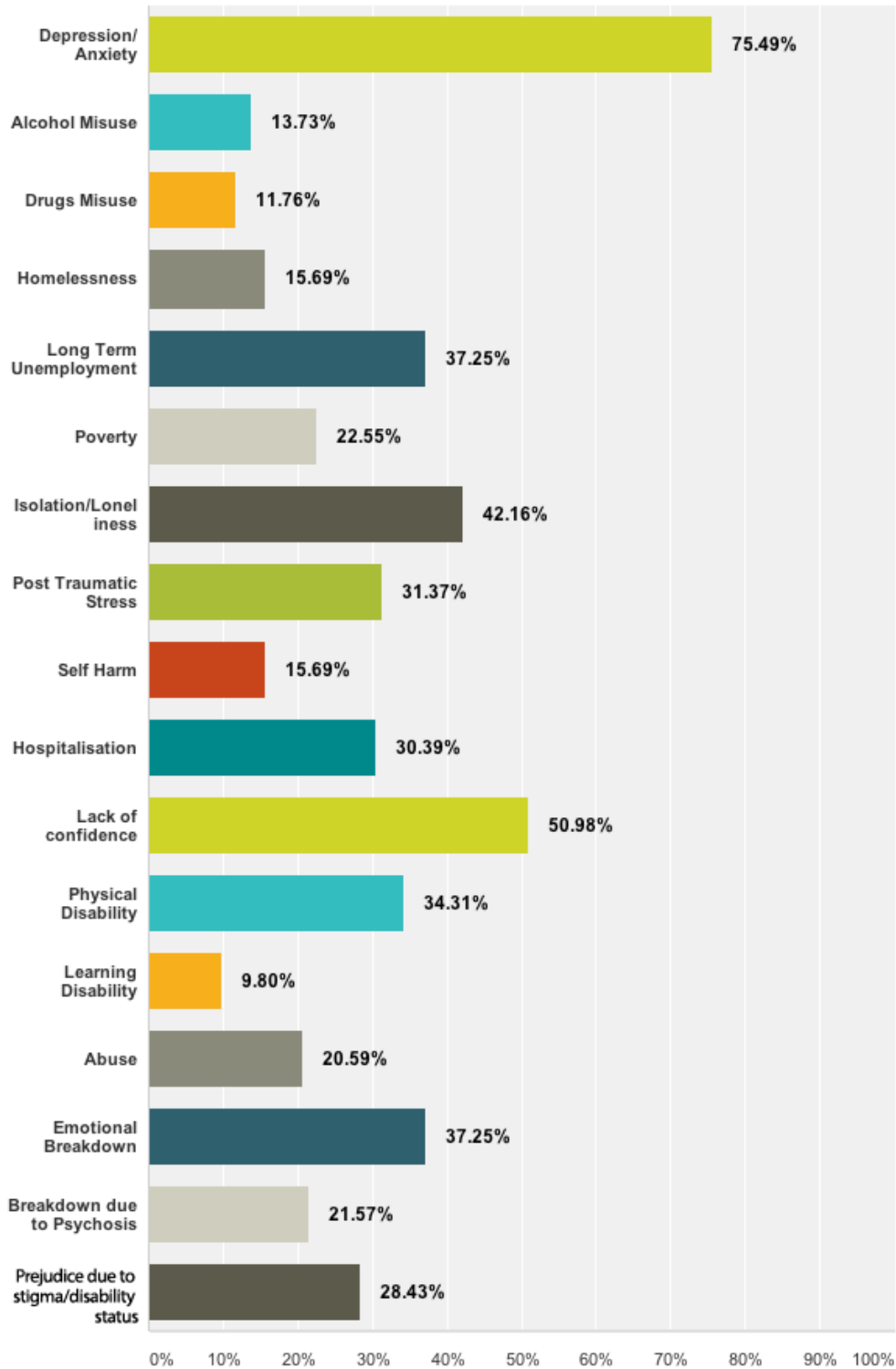Crawley 9% (7)
Brighton 38% (29)
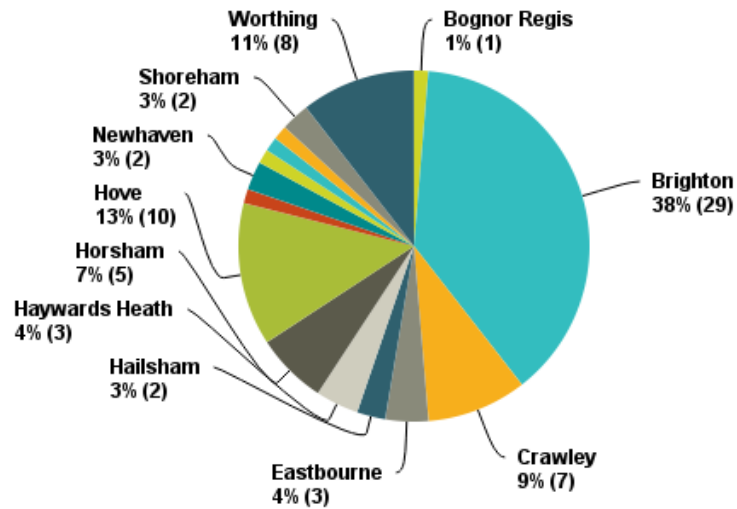
Our survey results show that we cover a large geographical area, with the largest areas of support being offered to respondents in Brighton (38%), Hove (13%), Worthing (11%) and Crawley (9%).

The Need for Support
As you can see in the below table, there is a huge demand for support services for people in these geographical areas suffering from social isolation.

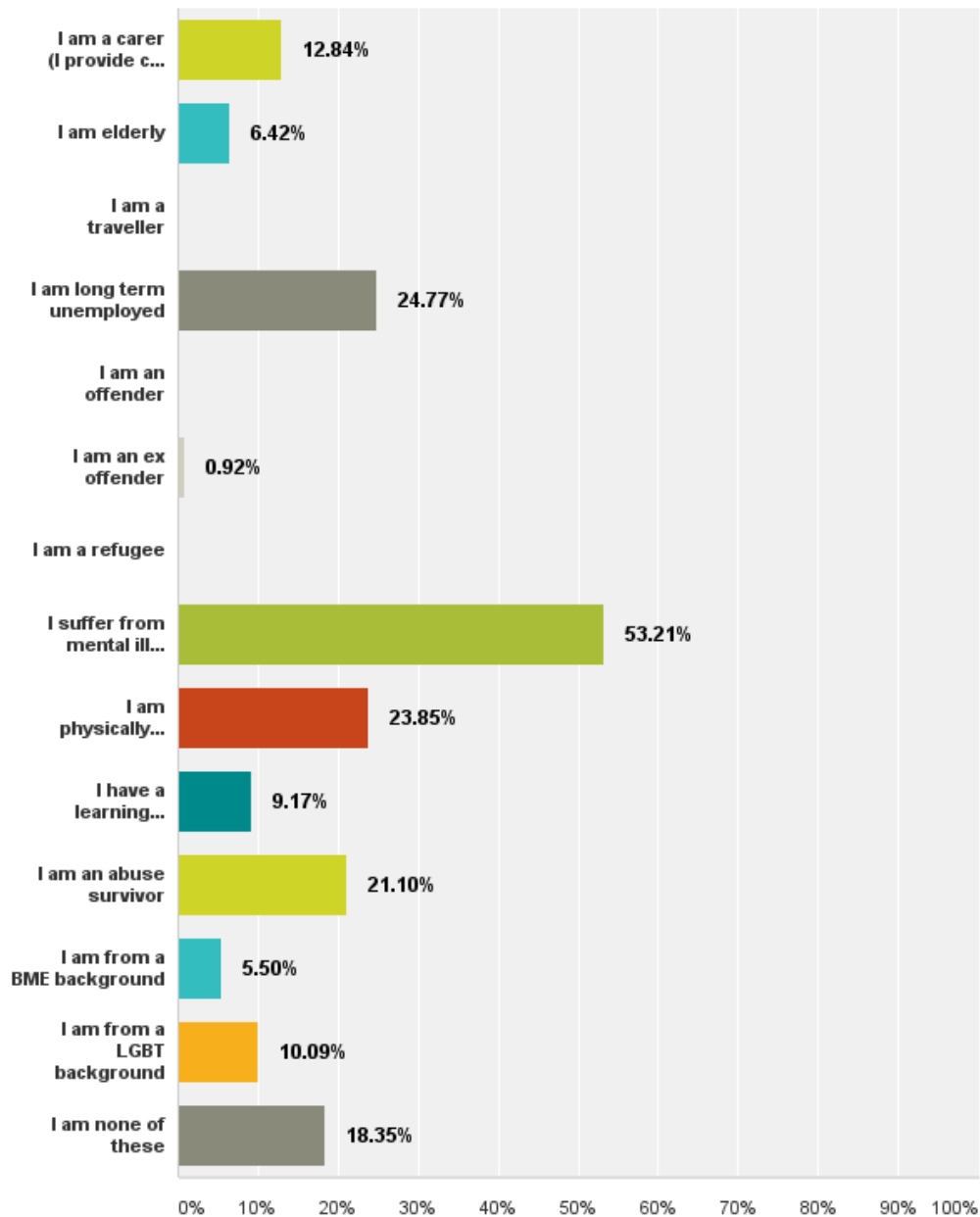## Which of the following issues have you experienced?

Answered: 102   Skipped: 11

Issue	Percentage
Depression/Anxiety	75.49%
Alcohol Misuse	13.73%
Drugs Misuse	11.76%
Homelessness	15.69%
Long Term Unemployment	37.25%
Poverty	22.55%
Isolation/Loneliness	42.16%
Post Traumatic Stress	31.37%
Self Harm	15.69%
Hospitalisation	30.39%
Lack of confidence	50.98%
Physical Disability	34.31%
Learning Disability	9.80%
Abuse	20.59%
Emotional Breakdown	37.25%
Breakdown due to Psychosis	21.57%
Prejudice due to stigma/disability status	28.43%

75% of respondents were suffering from depression and/or anxiety, 42% from isolation and loneliness, 37% were long term unemployed, 37% had experienced emotional breakdown and 15% were homeless. Many respondents are suffering from multiple support needs.

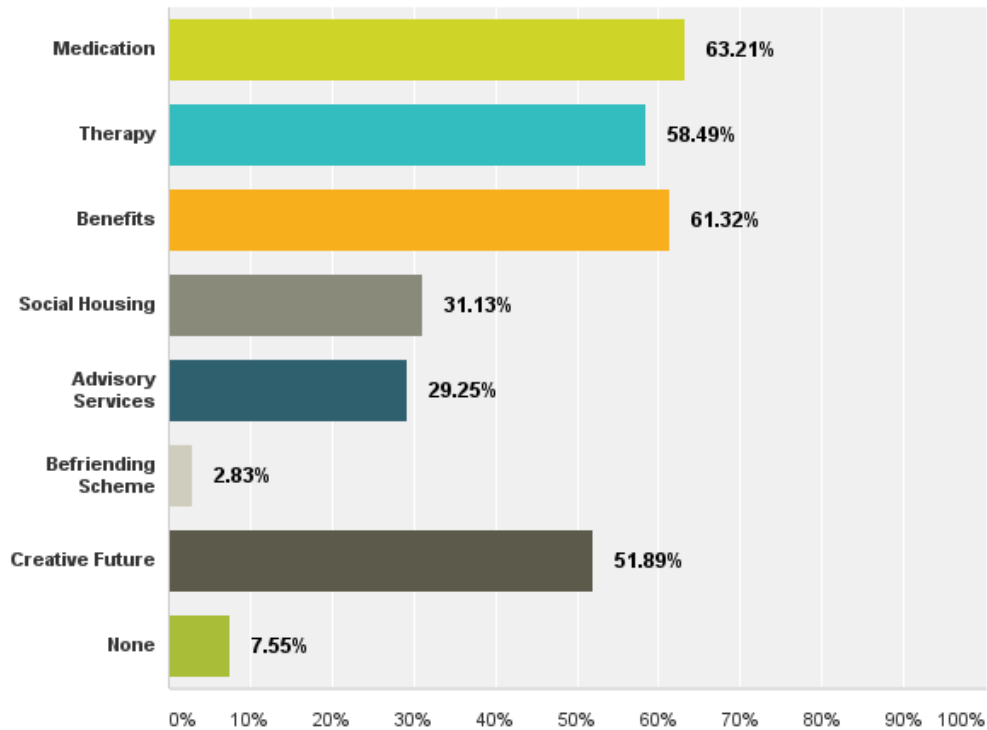## Q4 Please select which of the below statements applies to you (if any)

Answered: 109   Skipped: 4

Statement	Percentage
I am a carer (I provide c…	12.84%
I am elderly	6.42%
I am a traveller	
I am long term unemployed	24.77%
I am an offender	
I am an ex offender	0.92%
I am a refugee	
I suffer from mental ill…	53.21%
I am physically…	23.85%
I have a learning…	9.17%
I am an abuse survivor	21.10%
I am from a BME background	5.50%
I am from a LGBT background	10.09%
I am none of these	18.35%

53.21% of respondents suffer from mental ill health, 23.85% are physically disabled, 21.1% are survivors of abuse, 10.09% are from an LGBT background, 9.17% have a learning disability, and 13% are carers.

Q5 What types of support have you accessed?

Answered: 106   Skipped: 7

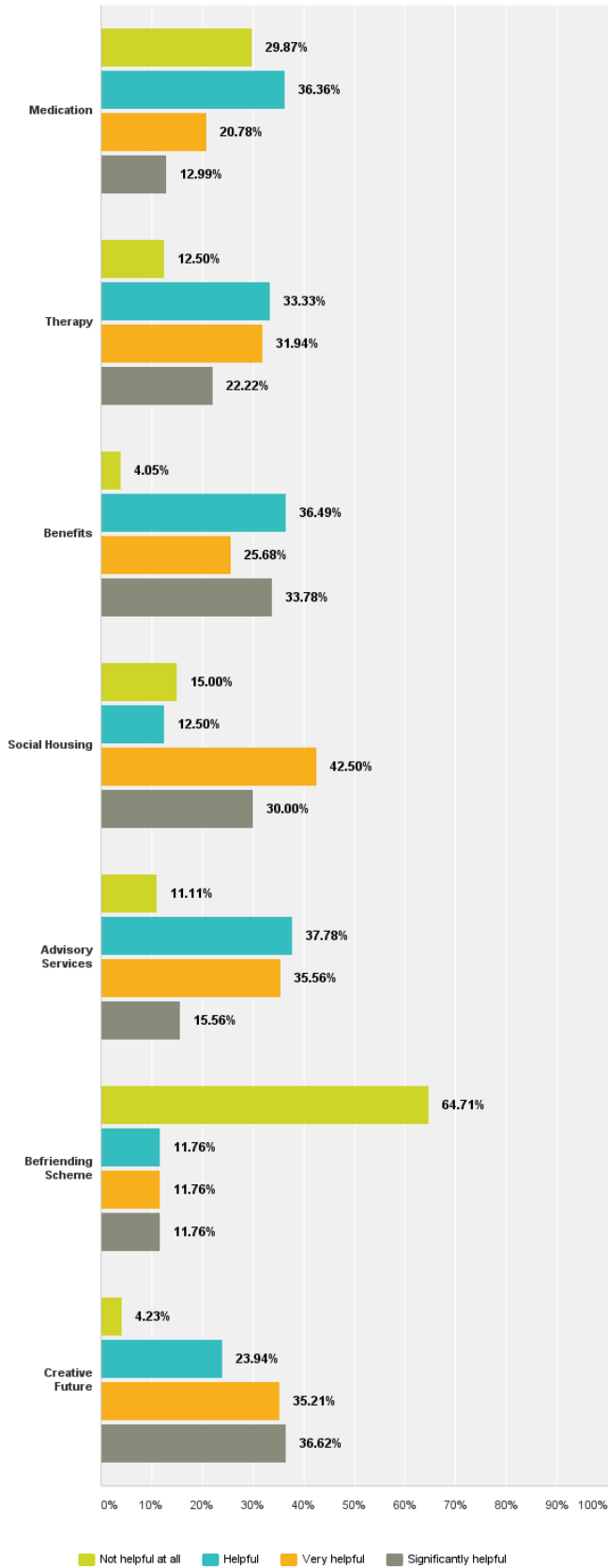| Support Type	Percentage
Medication	63.21%
Therapy	58.49%
Benefits	61.32%
Social Housing	31.13%
Advisory Services	29.25%
Befriending Scheme	2.83%
Creative Future	51.89%
None	7.55%

As you can see in the above table, the majority of respondents have accessed a combination of medication, therapy, benefits and social housing as well as Creative Future Services to assist them with the problems they are facing.

We asked them which of these they felt were most helpful in dealing with the issues they faced (results are shown in the table below).

Q6 How helpful have these services been in reducing the issues you are experiencing (mentioned in Question 1)?

Answered: 104   Skipped: 9

Medication
- Not helpful at all: 29.87%
- Helpful: 36.36%
- Very helpful: 20.78%
- Significantly helpful: 12.99%

Therapy
- Not helpful at all: 12.50%
- Helpful: 33.33%
- Very helpful: 31.94%
- Significantly helpful: 22.22%

Benefits
- Not helpful at all: 4.05%
- Helpful: 36.49%
- Very helpful: 25.68%
- Significantly helpful: 33.78%

Social Housing
- Not helpful at all: 15.00%
- Helpful: 12.50%
- Very helpful: 42.50%
- Significantly helpful: 30.00%

Advisory Services
- Not helpful at all: 11.11%
- Helpful: 37.78%
- Very helpful: 35.56%
- Significantly helpful: 15.56%

Befriending Scheme
- Not helpful at all: 64.71%
- Helpful: 11.76%
- Very helpful: 11.76%
- Significantly helpful: 11.76%

Creative Future
- Not helpful at all: 4.23%
- Helpful: 23.94%
- Very helpful: 35.21%
- Significantly helpful: 36.62%

Legend: Not helpful at all | Helpful | Very helpful | Significantly helpful

While we realise all services are being used in collaboration with a range of other support services, the results show that respondents value Creative Future services above others with 71.8% claiming they are very helpful or significantly helpful. This is almost as significant as social housing for respondents, which has been shown to be very helpful or significantly helpful (72.5%).

59.5% claimed benefits were significantly helpful or very helpful.
54.2% claimed therapy was very helpful or significantly helpful.
33.8% claimed medication was very helpful or significantly helpful.
Befriending has not made a significant difference to our respondents, with 64.7% claiming it was not helpful.

Q7 What is the best thing about working with Creative Future? (please select one from the list below - the one you feel is most important)

Answered: 97   Skipped: 16
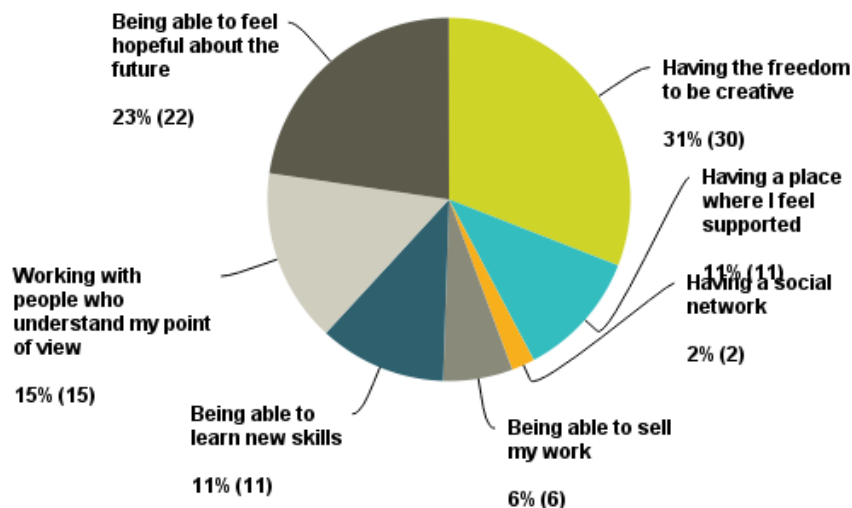
Research shows that people suffering from low self esteem tend to be more anxious, depressed, lonely, isolated and unhappy. They are less assertive, less likely to develop close friendships and more likely to drop out of school. They are at risk of developing behavioural patterns that will pose a risk to themselves (such as drug and alcohol addictions, criminal behavior and violence). Research strongly implies low self esteem as a risk factor in the development of psychological distress and behavioural problems. Due to these factors, raising self esteem has been shown to be a successful method of preventing and alleviating a variety of social and personal problems[9].

[9] Mark R. Leary, Lisa S. Schreindorfer, Alison L. Haupt Wake Forest University. (1995). The Role of Low Self-Esteem in Emotional and Behavioral Problems: Why is Low Self-Esteem Dysfunctional? Read More: http://guilfordjournals.com/doi/abs/10.1521/jscp.1995.14.3.297.*Journal of Social and Clinical Psychology*. 14 (3), 297.

From this, we can see the importance of the following outcomes:
31% of respondents felt the best thing about working with Creative Future was having the freedom to be creative.
23% of respondents felt hopeful about the future as a result of Creative Future services and support.
15% felt it was important to work with people who understand their point of view
31% felt supported
11% felt the best thing was the ability to learn new skills
6% felt the best thing was being able to sell their work
2% felt it was most important to have a social network.

All of these outcomes have an impact upon the self-esteem of the participants of Creative Future courses, so there is evidently a need to enable the development of access to services such as these.

Q8 What would you like to change about the Creative Future services? (select as many as you agree with)

Answered: 92   Skipped: 21
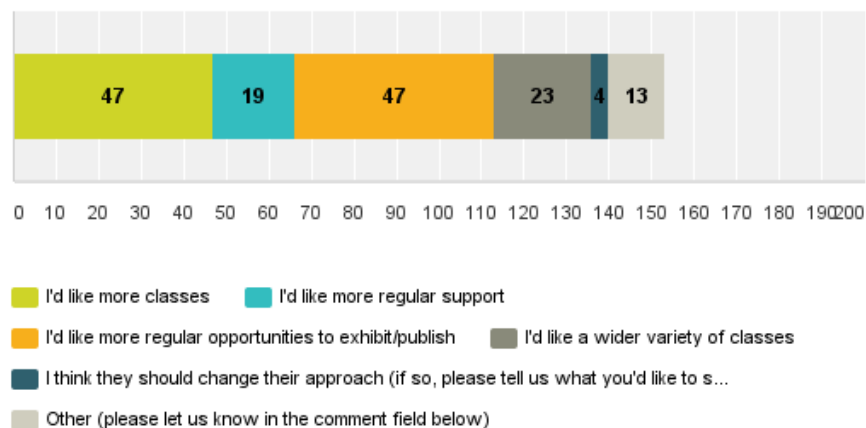
When asked what respondents would like to change about Creative Future services, 47% wanted more classes, 47% wanted more regular opportunities to exhibit and publish their work. 23% wanted a wider variety of classes, 19% wanted more regular support, and 13% gave suggestions (see below).

Transport and accessibility of classes was raised as a need for many who commented. Some suggested coffee mornings and critique of each-others work. Some suggested longer courses (longer than 5 weeks) and more signposting to other help available.

Below is a cross section of comments from this question (from a total of 29 responses)

"Put the Creative Writing and Jake Spicer art classes on different days so they don't clash!"

"Currently, art and creative writing classes are on at the same time, so i am unable to attend both"

"Help with travel to events/classes"

"I love the support you offered me. it's inspired me as a budding art professional, undoubtedly. I believe being able to run more courses, in partnership with local arts providers, local schools for mainstream and specialist schools, mental health teams and more broadly having wider links to training and promotion would be great; so that those/us vulnerable people can show the 'well people' of the world how gifted us outsiders really are would put us on a equal footing, if not show we might be disadvantaged, but our advantages are being beautiful, odd and expressive :)"

"Links with other colleges, courses and pathways to employment"

"I would love to see more of the opportunities in west sussex as well as east - I see things I would love to go to in Brighton, but don't find it easy to travel or get transport"

"More regional support in north of county would be great"

"Drop-in courses and/or courses than run for more than 5 weeks."
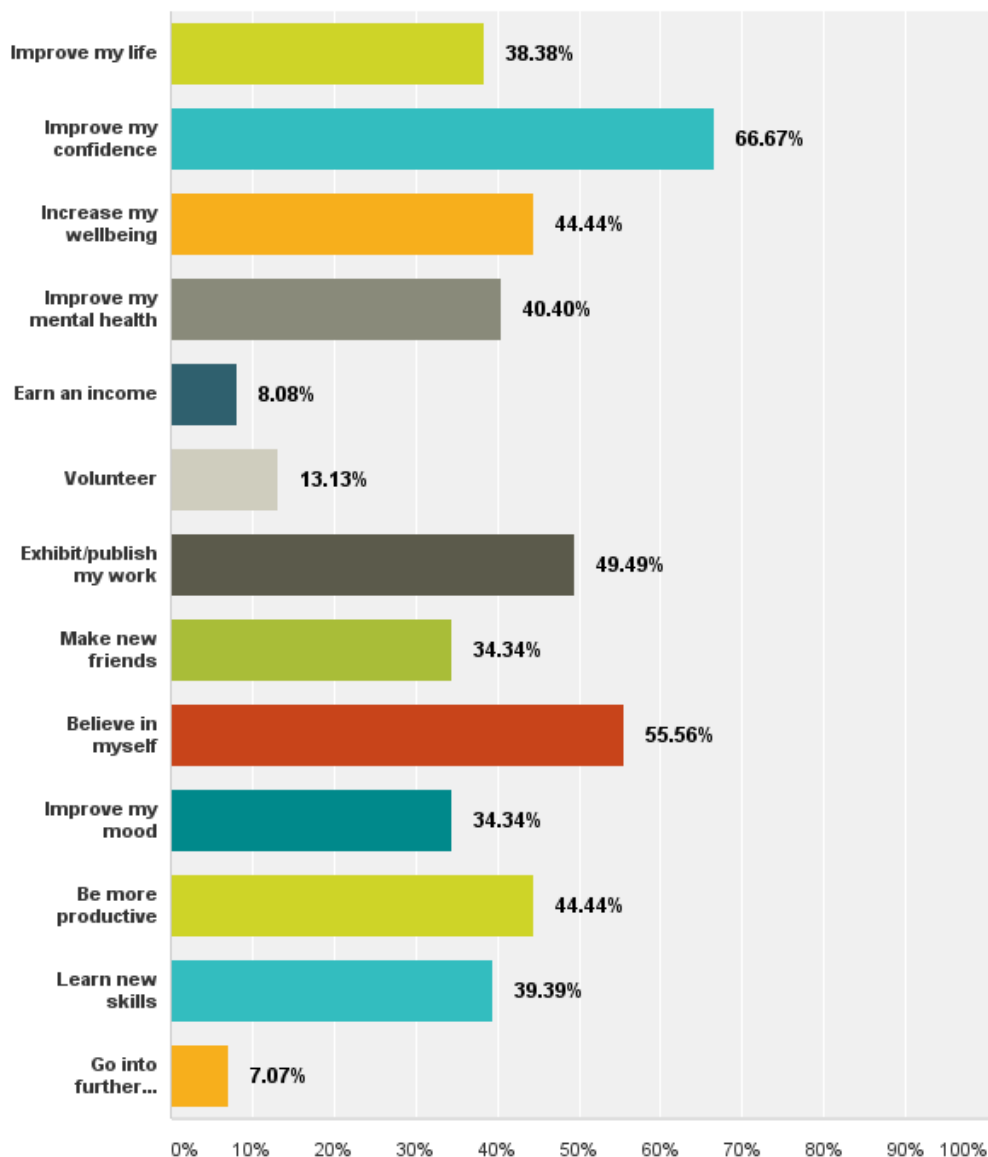
"Coffee mornings/crits of work?"

"The "Museum Tales" books and other Creative Future publications, should allow the writers a cut of the proceeds from sales"

"i would like to know more about what help is available"

Some comments suggested offence had been taken by the repeated use of various terminology relating to social isolation, so it would be useful to research improved approaches to monitoring progress which can meet funder requirements without causing offence/upset to candidates; *"Stop using the word 'marginalised' even if we are, it's hard to admit and to decide if you are yourself. Perhaps using the 'bringing the community together' approach?"*

Q9 Working with Creative Future has enabled me to...

Answered: 99   Skipped: 14

Category	Percentage
Improve my life	38.38%
Improve my confidence	66.67%
Increase my wellbeing	44.44%
Improve my mental health	40.40%
Earn an income	8.08%
Volunteer	13.13%
Exhibit/publish my work	49.49%
Make new friends	34.34%
Believe in myself	55.56%
Improve my mood	34.34%
Be more productive	44.44%
Learn new skills	39.39%
Go into further...	7.07%

While there are multiple and complex needs amongst the beneficiaries Creative Future works with, there are multiple benefits to the work undertaken by the organisation:

66.67% have improved confidence

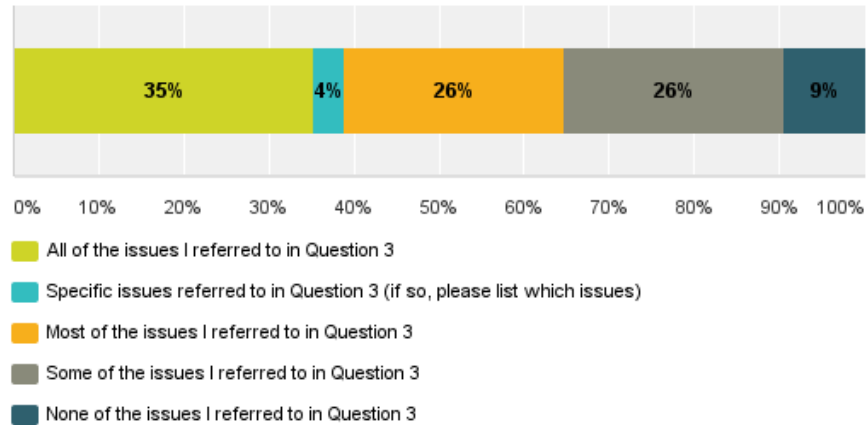55.56% believe in themselves as a result of the interaction with these services

49.49% have exhibited or published their work (which has been shown to tremendously affect self esteem, known to have a positive effect on preventing and alleviating a variety of social and personal problems[10]

10 Mark R. Leary, Lisa S. Schreindorfer, Alison L. Haupt Wake Forest University. (1995). The Role of Low Self-Esteem in Emotional and Behavioral Problems: Why is Low Self-Esteem Dysfunctional? Read More:

44.44% have increased wellbeing
40.4% have improved mental health
34.34% have made new friends, thus reducing their social isolation
34.34% have improved their mood.

Q10 I feel Creative Future services help me to be able to cope with...

Answered: 85   Skipped: 28

- All of the issues I referred to in Question 3
- Specific issues referred to in Question 3 (if so, please list which issues)
- Most of the issues I referred to in Question 3
- Some of the issues I referred to in Question 3
- None of the issues I referred to in Question 3

35% of respondents felt that Creative Future Services had helped them with all of the issues they highlighted in Question 3 (75% of which were depression/anxiety, 42% isolation and loneliness, 37% long term unemployed, 37% emotional breakdown, 34% physical disability/stigma).

26% of respondents felt Creative Future had helped with most of these issues.

26% felt Creative Future had helped them with some of these issues.

4% felt Creative Future had helped with specific issues.

That's a staggering 91% of respondents saying that Creative Future had helped them in some ways to face the issues they are dealing with.

Q11. We asked respondents *'Is there anything you would like to say which we haven't covered about how Creative Future has impacted upon the issues you have been dealing with?'*

Answers were very thorough on this topic (we received a total of 49 responses), below are a cross section:

"Staff have been extremely patient and supportive. My mentor never doubted that I could achieve what I have done"

http://guilfordjournals.com/doi/abs/10.1521/jscp.1995.14.3.297.*Journal of Social and Clinical Psychology*. 14 (3), 297.

"I shy away from social media but I know that eventually I will have to build a presence. Creative future offers excellent courses I would like to attend when I am ready"

"Writing was an outlet I have managed to develop after having been involved with Creative Future. It has been one way to have a voice that perhaps I didn't have before"

"While you are learning to be creative, any problems you have are forgotten for the time of the lesson, so you come out feeling good"

"This organisation has made me feel less isolated in the past but recently due to lack of help with travel I haven't been able to attend events"

"The emphasis on mental illness and how you have to have been marginalised by it in order to qualify for help is offensive. Can you not target your advertising so that people suffering from mental illness, or ex offenders or whoever, can access your courses without feeling patronised or labelled. Or just change the wording..."

"It's just so good that we have this organisation who support creativity - so much more than mere survival skills - which is mostly the case with marginalised groups. It gives one back your dignity!"

"Writing and performing in the landmark Brighton Museum felt like going from 'marginalised' to 'privileged' in one confidence-boosting leap, and the Museum Tales course an on-the-job training for becoming a 'writer in residence'. Where can we go next, please?!"

"I think being an artist or writer can be quite isolating, especially if there is vulnerability. I think that regular open sessions where people can meet for a cup of tea and a chat and show their work informally would be good. I think the staff at Creative Future do a wonderful job."

"The biggest problem faced by many people with mental illness in terms of functioning productively is confidence. Nothing harms your confidence more than being sectioned, except maybe prison. To give people back their confidence and rebuild their expectations should be a preliminary step to any expectation of occupation. Creative Future do a terrific job at this, but the job should have been done by government long before any punitive measures that punish the sick for not being in paid work they are unable to do."

Conclusion and Recommendations

This Needs Analysis has shown the impact of Creative Future upon beneficiaries from a socially excluded background, and highlights the need for more services to enable more individuals to take part in their activities. Creative Future has proved to effectively support and meet the complex and multiple needs of socially excluded beneficiaries, however there are many people who are keen to attend but are unable to do so due to accessibility of courses, timings of courses and travel expenses.

Recommendations for better meeting the needs of this client group would be as follows:

1. Attempt to engage with a larger percentage of younger beneficiaries (aged 17-25) especially amongst young carers, young people with neurodevelopmental disorders, those in care and those evicted by families who may be living in temporary or insecure accommodation (or homeless).
2. Create a Travel Assistance programme to enable people from less accessible destinations to access courses
3. Run a wider variety of classes, with more places available to meet the need
4. Create more opportunities for beneficiaries to exhibit/publish their work
5. Adapt the programme to be able to offer more regular support with potentially longer running courses (more than 5 weeks)
6. Build in signposting of other support available to socially excluded individuals

7. Explore income generation ideas which would enable courses to compile content/sell products and split the proceeds between beneficiaries and the organisation.