

## The Role of the CHWA Regional Champions- West Midlands:

### Explore | Connect | Advocate | Develop

The regional champions undertake this role in a voluntary capacity either in relation to or in addition to existing workloads, so should treat this guide as a series of suggestions that may help you with this role. Some aspects of this document will be more feasible than others. We would suggest that your role should be guided by where this work can support your existing practice and the priorities in your region.

The MOU with regional champions will give you a more detailed sense of the practical aspects of being a regional champion.

### 1. Explore

What is already happening in your area? Find out who the organisations, practitioners and commissioners are and what work is going on.

### 2. Connect

Attend quarterly CHWA meetings (see the MOU for more details)

Organise and chair regional steering group meetings.

Be responsible for taking the lead on reviewing steering group membership, roles and responsibilities.

Ensure steering group members and activities are fully representative of the diverse communities in the region.

Create, working collaboratively with West Midland steering group members, a vision, mission statement and delivery plan for the regional steering group, in agreement with the CHWA and in line with the wider purpose of the CHWA.

Support the West Midland Steering Group members to make connections with local organisations and individuals, for example, museums, art galleries, arts centres, archives, theatres, libraries, live music and dance venues, Cultural Education Partnerships (CEP), Universities, heritage and archaeological societies, etc. These might also include

* Your local LENS champions (contact Hayley/Victoria if you aren’t sure who they are)
* [Social Prescribing Regional Network leads](https://www.socialprescribingnetwork.com/regional-networks)
* [Museum Development Officers](https://museumdevelopmentnetwork.org/regional-programmes/)
* Arts Council England Health & Wellbeing / Criminal Justice Champions (contact Hayley/Victoria for their details)
* Your local Clinical Commissioning Group (search with [this link](https://www.nhs.uk/Service-Search/Clinical%20Commissioning%20Group/LocationSearch/1))
* Your local Primary Care Network (ask your CCG about this)
* Your local link-worker (ask your CCG)
* Hospital Arts managers in your region (the Network for Arts, Design & Heritage in Hospitals can help you find them via co-chairs Laura Waters [laura@airarts.net](mailto:laura@airarts.net) or Guy Noble [guy.noble@nhs.net](mailto:guy.noble@nhs.net))

### 3. Advocate

Use opportunities to advocate for the role of the arts and culture in relation to health and wellbeing. These could include anything from local meetings for cultural organisations to local newsletters, to meetings hosted by your local CCG to discuss social prescribing.

We strongly encourage you to speak on behalf of the Alliance as a regional champion, and showcase your own work and that of other local organisations/individuals as well as discussing any relevant national work CHWA is doing. [Please find the latest version of the CHWA presentation here](https://www.culturehealthandwellbeing.org.uk/media/370). Contact Victoria or Hayley if you need something more specific. Please amend this as you see fit, so that it relates to and amplifies your own work and/or work in your region.

### 4. Develop

Work as a team with your other regional CHWA champions and regional LENS champions to develop a collaborative regional strategy, using an asset-based approach that works for your own region and capacity.

This might involve regional networks; it might happen through events, scoping exercises, training, showcasing; or other means that feel more appropriate. Some recent examples of local developments include:

* Creativity & Wellbeing Week 2019 in [Norfolk](https://www.culturehealthandwellbeing.org.uk/news/blog/norfolk-creativity-and-wellbeing-week-2019), [Brighton](https://www.culturehealthandwellbeing.org.uk/news/blog/norfolk-creativity-and-wellbeing-week-2019) and the [North East](https://www.culturehealthandwellbeing.org.uk/sites/default/files/creative%20wellbeing%20brochure%20WEB.pdf)
* [North East network meeting](https://www.culturehealthandwellbeing.org.uk/news/meeting-17-june-2019)
* [South East museums networking meeting](https://www.culturehealthandwellbeing.org.uk/get-involved/events/south-east-museums-networking-and-sharing-good-practice-event-beaney-house-art)
* South East LENS meeting
* Yorkshire & Humber bid for a scoping exercise
* [Arts & Health South West’s regional strategy](https://www.ahsw.org.uk/regional-strategy/)

If you want to communicate with regional members, CHWA can send emails to the regional members on your behalf. Send us any text you want sent on.

Identify and attend training and development opportunities to enrich your own practice and the regional steering group. Develop others in the steering group through sharing information and encouraging participation in training and development opportunities.

Champion digital networks, communication and digital methods of engagement for wider reach.

Ensure the regional steering group actively participates in:

* City of Culture 2021 (Coventry)
* British Art Show 2021 (Wolverhampton)
* Commonwealth Games 2022 (Birmingham)

## Resources

The following will provide you with more detailed information to support your role:

[The Creative Health Report](https://www.culturehealthandwellbeing.org.uk/appg-inquiry/)

[Culture, Health & Wellbeing Alliance](http://culturehealthandwellbeing.org.uk/) website including

* [Social Prescribing](https://culturehealthandwellbeing.org.uk/resources/social-prescribing)
* [Loneliness](https://www.culturehealthandwellbeing.org.uk/resources/loneliness)
* [Research & Evaluation](https://www.culturehealthandwellbeing.org.uk/resources/research-and-evaluation)

## Contact

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