



Person-centred

Value lived experience and enable potential.

- Involve people with lived experience in the development and delivery of the work.
- Consider what matters to participants when planning how to evaluate.



Equitable

Work towards a more just and equitable society.

- Find out about local health needs, priorities, and inequalities and develop work in response to these needs.
- Ensure employment practices are equitable, inclusive, and accessible and that everyone involved in the work has a clear brief, contract, and fair and equitable rates of pay.
- Think about how to evaluate in a way that includes diverse voices and perspectives and benefits participants as well as stakeholders.



Safe

Do no harm, ensure safety, and manage risk.

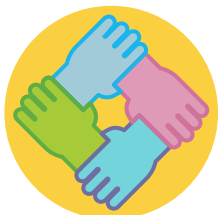
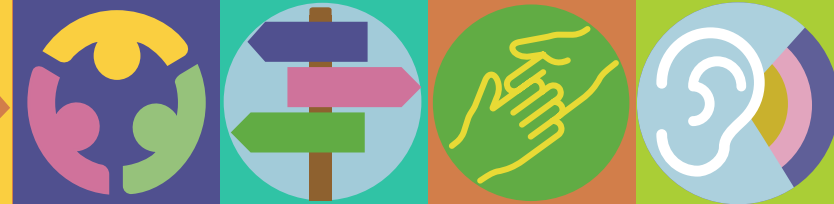
- Risk assess practice, both formally and informally, at all stages of the work.
- Think about the impact that the work (including its evaluation) may have on those delivering it and ensure that policies, procedures, and practical support is in place to ensure safety.
- Consider any training needed to practice safely and well, including safeguarding, equality and diversity and mental health first aid.
- Identify appropriate budget to support the needs of creative practitioners, volunteers, and support workers.



Creative

Engage, inspire, and ignite change.

- Coproduce the work with creative practitioners from the outset.
- Keep briefs open and flexible, ensuring there is space to experiment, iterate and adapt.
- Enable space to reflect on and learn from failure as well as success.



Collaborative

Work with others to develop joined-up approaches.

- Invest time in building strong, sustainable partnerships.
- Develop shared solutions to identified needs by pooling resources, sharing expertise, and working together across sectors.
- Budget time and resources for this process.



Realistic

Be realistic about what you can achieve.

- Allow sufficient time for the work at all stages – ideas development and testing, partnership building, participant recruitment, and evaluation.
- Be realistic about what you can achieve in relation to the time and resources available.
- Be prepared to do better by doing less.



Reflective

Reflect, evaluate, and learn.

- Don't wait until the end. Plan and budget for evaluation at the same time as developing and planning the work.
- Use evidence and learning from previous evaluations to inform the development of new work.
- Create opportunities for creative practitioners to have a voice in the evaluation.
- Don't underestimate the time and resources needed for evaluation. Budget accordingly. Be realistic. It is better to do less and do it well.



Sustainable

Work to develop a positive long-term legacy for people and planet.

- Develop partnerships that will support the delivery of sustainable social and environmental impacts.
- Make sure that the resources needed for the sustainable, long-term running of the organisation are built into project funding bids.