

LIVE AT THE Luxo

A SOCIAL DETERMINANTS OF HEALTH PROGRAMME FOR OUR COMMUNITY

Final Report

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Robin Lane Health and Wellbeing Centre

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Introduction

In January 2014 the Robin Lane Medical Centre set out to:

- develop a new arts venue, audiences for the arts, opportunities for arts participation and for artists, from a primary care base in Pudsey, Leeds.
- take arts in primary care in a brand new direction, using the potential of large untapped audiences and a local gap in arts provision to open up new opportunities for accessing great arts experiences through a programme of live events, workshops and artist collaborations.
- strategically increase spend on the arts from the health sector

This report extrapolates learning from the project, gives an overview of the activity, measured against the original aims of the project and touches on future plans in its consideration of sustainability.

live@theLux...the basics

The following excerpt from our original application explains the basics of live@theLux:

Our arts programme, based at our well being centre and cafe/bar, would aim to:

- Develop Cafe Lux as a primary arts and music venue in Yorkshire
- Develop new audiences for high quality arts in primary care and locality settings
- Contribute to the arts ecology for Leeds
- Develop leading edge models for arts in health
- Be sustainable, replicable and commissionable for other health commissioners across the UK

We propose a 1) live, universal strand, a 2) targeted interventions strand, a 3) experimental strand and a 4) sustainability and growth strand:

1. Live at Cafe Lux

Our universal offer – a music and arts programme led by professional artists but with room for local, up and coming or amateur talent. This develops new audiences for the arts in a new context – filling an arts gap at the heart of the Pudsey community – and judged and marketed as an arts venue with different programmes catering for different audiences, interests and needs. The programme will include music, poetry, storytelling, comedy, drama, artist talks and workshops at an average of 1 performance per week.

2. Targeted interventions

Many individuals face physical, social and psychological barriers to the arts. Our targeted interventions will enable new ways of seeing or experiencing the arts for people who had previously not considered it or enable access through more specific outreach and support. This might include people with particular conditions such as dementia or chronic pain or people such as the isolated older population or young families.

3. Health and arts professional collaborations

The space in between two disciplines is fertile ground for creativity and this strand promotes the artists exploration and interpretation of the space and ground between the arts and medicine/social science. There would be 2 projects, 20-30 days each in size, each with a small production budget. The emphasis will be on the artistic and creative potential of their common ground and in seeing things in new ways. Outcome and outputs to be negotiated depending on art form and approach but each will be showcased appropriately as exhibition, performance or other.

4. Development and advocacy

This strand invests in increasing the share of health and care spend on the arts and on developing awareness of opportunities and readiness to act amongst the arts sector. Activities for staff at the practice will seek to deepen their relationship with the arts whilst seminars for health and care professionals will cover specialist topics e.g. arts for over 55's or the arts and emotional intelligence. Events for the arts sector will increase awareness of the health context as opportunity for audience development and a new market for income generation. A conference will showcase the impact of the arts and the replicable model of commissioning, designed to increase commissioning and thus resources into the arts sector.



Overview

Outlined in this next section are our achievements and lessons learned against our original aims.

Overall we are pleased with the progress we have made against our original aims. We have overachieved in some areas, underachieved in others and have achieved in other areas we never planned or anticipated in the first place. The project has been truly iterative and has had to be.

Establishing the programme in the first instance and embedding an arts coordinator into the staff team was much more challenging than we anticipated and took much, much longer than we planned. The

bringing together of two cultures takes time and is actually an ongoing process. Although the practice is innovative and forward thinking in its approach, there were still challenges when faced with the realities of working with an arts professional with a differing agenda and different needs. There is still a way to go in terms of really understanding how we can bring the best out of each other, for the benefit of patients and the Pudsey community but we have made an excellent start.

The strands of work we planned in the beginning have evolved. It became clear that some were appropriate for where we were at (although still took time to develop, test and experiment) whilst others needed changing altogether. We have a strong public performance programme at Cafe Lux but unexpectedly we also have one in the waiting areas of the surgery. We have a fledgling arts on prescription programme that refers patients directly from GP's and other clinicians into a supported arts participation process but it is taking longer than we thought to get it really working. The collaborations we planned between artists and medical professionals were a step too far in terms of the readiness of the organisation overall and the fledgling arts programme and whilst we have hosted one regional event for people interested in arts and health in the region, the events and seminar have had to be put on hold as a result of lower than expected income generation and capacity. We have tried to make fewer things work well rather than stretch everything too thinly as our ambitions outstripped capacity and readiness in the beginning. However instead we have an established exhibition programme in Cafe Lux and in the surgery itself; we have commissioned art work and we have established a good working relationship with Leeds City Art Gallery whereby we link with local schools to involve them in selecting the work for exhibition in the surgery. Essentially the strands have evolved to reflect the needs and timely opportunities that exist in our specific place.



Activity against aims

Develop Cafe Lux as a primary arts and music venue in Yorkshire

Cafe Lux has begun to establish itself as a known arts and music venue in the area.

Programming at Cafe Lux includes:

- Once a month poetry and a pint night (a host, a guest poet and readings/participation from the audience)
- FNMC (Friday Night Music Club - one Friday per month gig for all kinds of music, largely on the Leeds or West Yorkshire scene)
- Cabaret Nights – occasional cabarets organised in collaboration with Cabaret Heaven
- One off theatres shows and special events – one woman Romeo and Juliet (Debs Newbold), Midnight Soup by Leo Burtin

In the last eighteen months we have worked extensively with key partners in our approach to programming: Cabaret Nights with Irregular Arts' Mysti Valentine; Ossett Observer on the Friday Night Music Clubs and A Firm of Poets for Pint and a Poem.

The programming of Cafe Lux has been done with 2 potential audiences in mind; Pudsey residents (patients, non patients, users of the health and wellbeing centre and general Pudsey public) and the broader Leeds/Yorkshire arts audience. The programming of high quality artists and performers right in the heart of Pudsey aimed to increase access to high quality arts provision for people who may not be able to or may not be willing to travel into Leeds City Centre to access arts and culture. The aim was to enhance the cultural and social life of Pudsey as a contribution to how the community served by Robin Lane might flourish. From the beginning we understood that to sustain this in the long term then it would also need to bring in audiences from outside Pudsey to help the numbers add up. In theory bringing audiences into the venue mean increased spending behind the bar and in the cafe which in turn subsidises the overall arts programme.

Poetry and a pint

The poetry and a pint have been successfully developed in partnership with Firm of Poets including Ralph Dartford, Matthew Stoppard and Matt Abbott. A special guest is programmed for each event, which has included Helen Mort, John Hegley, Tessa Gordziejko Mark Connors, Genevieve Walsh and John Hepworth.

The format of the event works well with the combination of both special guest poet and contributions from the audience (largely local residents and patients) and although numbers started low, as we expected, there is now a loyal fan base for the event with around 25-30 audience/participants in regular attendance with some events attracting up to 60. The age of people attending ranges from 20-90 and whilst the majority of people are local, recent surveys suggest that some travel from Holmfirth, Halifax, Wakefield, Sheffield and Hull to see a particular performer.

The health and confidence benefits are also evident, with one particular patient who suffered from a chronic stutter, eventually having the confidence to stand up and perform. We have just launch a small collection of his poems which is for sale in the Café and funds are going back onto the project.

LIVE **AT THE** **lux**

Thursday 11th February

GUEST STAR KEIRON HIGGINS
PUNK POETRY FROM HALIFAX'S LYRICAL MACHINE GUN



FIRM OF POETS

PRESENT

POETRY & A PINT

**THE FINEST SPOKEN WORD ACTS, A GUEST POET
ANNOUNCED EACH MONTH & 10 OPEN MIC SLOTS**

Starts 7:30pm | £3 on the door | hello@afirmofpoets.com

CAFE LUX, ROBIN LANE MEDICAL CENTRE, ROBIN LANE, PUDSEY LS28 7DE

LIVE MUSIC | COMEDY | THEATRE | POETRY | ART | WORKSHOPS



Friday Night Music Club

Friday Night Music Club has allowed us to experiment with different artists and genres of music to test the appetites of potential local and farther reaching audiences. We have developed FNMC in partnership with Ossett Observer which has meant a range of local and regional talent have played at Cafe Lux; including Lula and the Beebops, and the Leeds City Stompers as well as Wakefield born Fran Smith who has been featured on Radio 2's "Introducing".

FNMC attracts a regular group of local residents, many of them older, who have expressed their delight at being able to come out together to 'such a good night'. Audiences from further afield also come to follow the particular artists so it has been important to be able to try out different things to see which audiences are attracted.

Some FNMC have been very well attended and others less so and moving forward we need to think carefully about the balance between populist and niche with regards how it affects our ability to financially sustain the Cafe Lux programme of public events e.g. it may be that for the cafe's public events the ratio of income generation needs to be higher, particularly if there are areas of other activity we wish to do that cannot generate an income e.g. the arts on prescription work.

The other limitation on this work is that even if we were to assume bigger and bigger audiences would develop over time, the current Cafe Lux venue has limited capacity which is actually smaller than we had originally anticipated in relation to music events. This means our potential to generate more income to fund the programme is limited and so the impact on this is that it would limit the price we could pay for performers e.g. bigger bands and groups or higher profile and more expensive performers would be difficult to programme because we would not make enough tickets available to make it financially viable.

Cabaret Nights

Cabaret Nights has been developed in partnership with Irregular Arts' Mysti Valentine who is an experienced cabaret programmer and has brought a host of local, regional and national artists such as Mandy Muden and Barbara Nice to Pudsey.

The cabarets are always sold out and always very successful evenings with great atmosphere and memorable performances but it is here again that the limitations on capacity cause issues for programming of this kind. With support from ACE we have been able to heavily subsidise the price of the tickets but with cabarets being expensive to programme, as by definition there are a number of acts, we cannot make enough tickets available to make this event sustainable based on ticket sales alone. Income from ticket sales accounts for around a 1/3 of the cost of the performers. At this stage further analysis of bar sales is required to ascertain whether this can break even and be programmed moving forward.