



**Strategy 2020 - 2023**

# CREATIVITY

**Improving health & wellbeing through informed choices**

**Identifying and engaging with those most vulnerable in society**

**Education, progression & employability**

**Anti- stigma campaigning**

**People led**

**Award Winning**

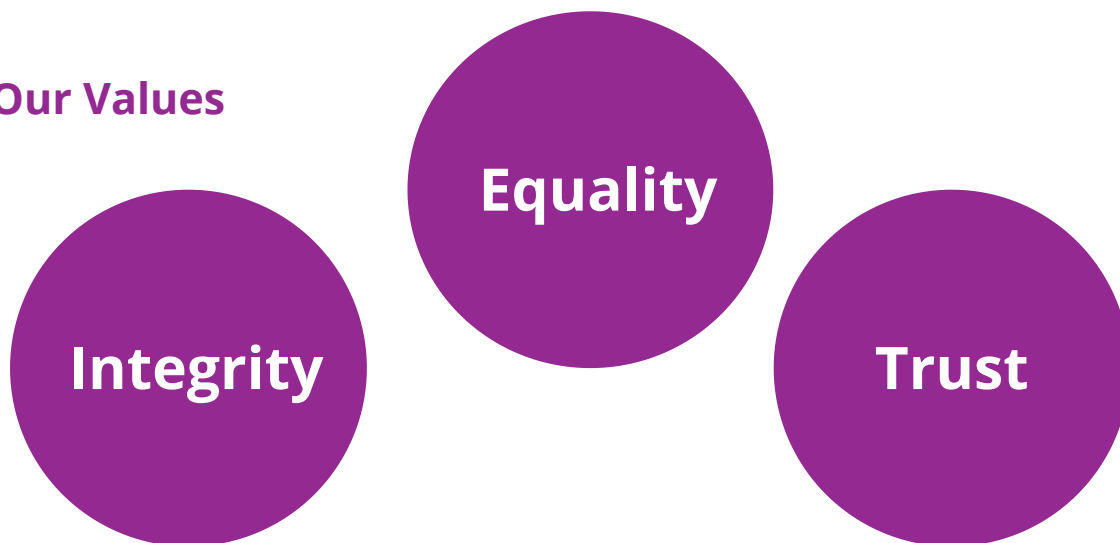
## The Organisation

Reachout is an innovative and inclusive award winning member-led charity which has been delivering creative opportunities, education and wellbeing to local communities aged 16 – 80+ years experiencing life's challenges, poor mental health and disability since 1993. Using expressive arts as the vehicle; the service delivery model promotes informed wellbeing choices and mental health awareness to maintain wellbeing and prevent relapse.

## A Unique & Valuable Resource

Reachout ensures a large, flexible safe & friendly environment for local people to get involved in a wide range of expressive arts and wellbeing activities; experience creativity, meet new people and discover hidden talent.

## Our Values



Reachout advocates a strengths based approach starts with the premise that all of us have something to offer, including people who need support to participate fully in the community. Reachout is self-managed by members, giving them sense of ownership and commitment is a significant factor in Reachout's success.

## Vision

**“A Centre of Excellence for Creativity and Wellbeing  
Inclusive to All”**

## Objective

**‘To promote mental health and wellbeing  
through a variety of art forms’.**

## Mission

**To provide inclusive access to quality creative  
opportunities for adults and young people experiencing  
challenges and mental ill health.**

Addressing the interconnected challenges of poverty, inequalities, sustainability and collective wellbeing.

This strategy encourages organisational growth alongside a small generated income whilst continuing to remain within the ethos of the charity and responding to local need.

By the end of this strategy Reachout's vision is of a Social Enterprise supporting the long term viability through income generation working with new partners, supporting other demographics whilst further delivering inclusive art based inclusive workshops. Feasibility study to complete 2021.

To fulfill our objectives Reachout will continue to collaborate. Identify new, and strengthen existing partnership to expand our reach and delivery of our 4 key programmes Inspire, Inspire, Make, Change and Creative Space, the latter replaced our drop-in during Covid-19.

It is important adequate time is given to ensure the studio is fully operational to deliver our varied creative programmes, staff are properly up-skilled to manage the space and equipment and risk assessments are effectively in place per workshop.

When we are confident of the practicalities and capabilities of the space and disabled toilet facilities we will then consider deviating from our core service to introduce quality creative programmes to the public, other services and businesses.

We will embed the themes of environment and digital throughout our programmes. We are proud to be a Creative Carbon Scotland Green Arts Initiative member.

## **The Service**

Access to expressive and creative arts and wellbeing opportunities delivered by professional artists for adults aged 16+.

Our self-help service removes isolation and mutual support enables individuals to learn better ways to handle common problems such as anxiety, depression, low self-esteem, low self-confidence, poor sleep and panic attacks through expressive creative workshops.

Reachout promotes improved self-acceptance, a structured day and aspirations to enable a route to recovery and for some eventual return to the workplace.

## **Goal**

The goal for 'Creative Communities' is to create access to high quality creative programmes promoting great art, inclusive practices, knowledge and learning, ensuring that people experiencing mental ill health, learning and physical disabilities have active and influential experiences alongside others to build resilience as a route to recovery and maintaining wellbeing.

# Programmes

## Inspire

Creative opportunities for young people experiencing challenging circumstances, mental ill health and barriers to employment.  
Young people aged 16+ years  
Inspire outreach young people 11+ years

## Inspire through Outreach

Taking our Service to Them

Children & Young people disengaged with school or attending ASN department

## Make

Supported Adults 16+ living with mild learning or physical disability

## Change

Adults experiencing poor mental health, unemployed, single parents, carers and volunteers, including those requiring a stepping stone, post pandemic through bereavement, redundancy, poverty

## Social Prescribing - Creative Space

Creative Space are available to book for members working on personal art projects at home who would like a space to work and guidance from our studio team.

This is an opportunity for people to develop their own current work and socially distance meet with other members who are also developing their own projects.

# Reachout Strategy 2020 - 2023

**Short Term**

*Evidence  
We Are  
Covid Resilient*

**Medium Term**

*Future Proof  
Reachout*

**Vision**

**A Centre for Excellence In Creativity &  
Wellbeing**

**Long Term**

*Develop  
Social Enterprise*



**Engagement through isolation**

**Remote creative programmes**

**Online/social programmes**

**Registered studio programmes**

Reachout has proven during 2020 our resilience as a result of our reactive flexible approach; adapting services to connect with those most vulnerable and isolated through delivering remote art packs supported by partner volunteers, online creative sessions, increased social media presence and sharing partners wellbeing information.

To further improve Reachout's ambitions:

**Revised operations model includes workshop, studio access, online and remote activities.**

Revised materials availability and distribution with quarantine of all materials 72, 48, 24 hrs. Full Covid-19 risk assessments in place.

Expectations of increased poor mental ill health, increased poverty, increased social isolation, fear and bereavement suggests an increase in referrals.

Increased resource will be required and as such we now employ 1 ft & 2 pt Visual Arts Project Workers supported by 1pt Arts Resource Worker, Studio Manager, Finance & Governance Manager & Executive Artistic Director who report to our Board of Directors.

We anticipate as 2021 progresses to increase our studio volunteering and Studio Assistant opportunities.

The Vision to create a Centre of Excellence for Creativity and Wellbeing will be realised through a phased Development Plan.

The Key Objective is creating sustainable growth over the next 3–5 years: Increasing our membership and widening our catchment area.

Engaging with quality artists ensuring diversity and inclusion and sharing the 'good work' created leading to 'excellent work'.

The key to success will be delivering the services to meet the expectations of the membership, partners and customers whilst also delivering the desired outcomes for grant funders.

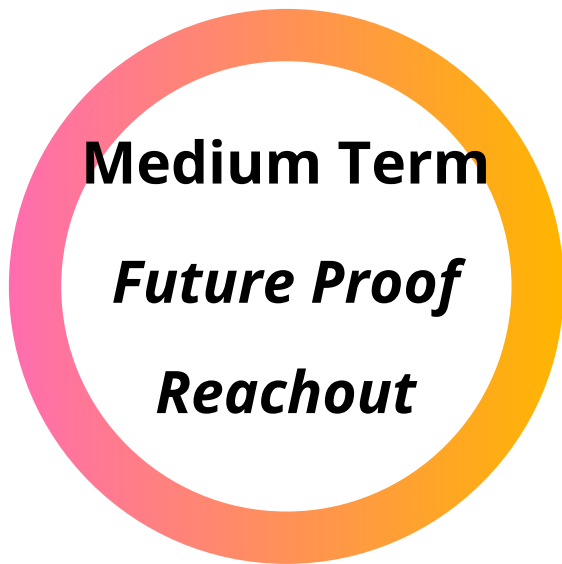
It is important that the charity is both aware of, and reactive to national programmes and initiatives. These can have a significant impact on both referrals, funding and resources. It would be naive to ignore, and our strategy should be influenced even if we set our strategy and reflect why we are doing what we believe is right, even if it is a deviation.

We will aim work in partnership with Clackmannanshire Council to re-establish a Clackmannanshire Culture & Arts Strategy and influence our programmes aligned to Mental Health Strategy 2017-2017, Clackmannanshire LOIP 2017 - 2027 and Clackmannanshire PEF Framework.

Our work closely aligns to Scottish Government's National Outcomes and puts creativity at the heart of tackling the significant inequalities which exist in Scotland today.

Our ongoing challenge is to become sustainable; to move away from year-on-year funding and to secure more longer-term and large-scale contracts that will allow us to grow our impact with high quality, collaborative, creative programmes delivered through robust partnerships.





**Studio programmes**

**Remote programmes**

**Online & social programmes**

**Self-directed programmes**

Reachout's learning culture has enabled all staff to pursue CPD and bespoke individualist training programmes encouraging shared knowledge and learning of professional skills and talents within our team.

The wellbeing of our staff is paramount and all employees are encouraged to undertake mental health awareness training to recognise the importance of self care.

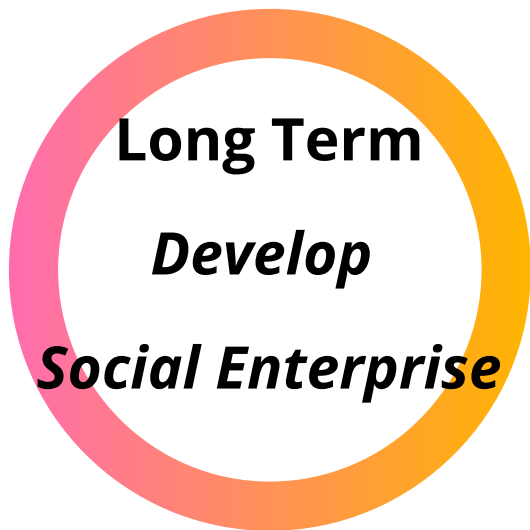
Investing in the development of our digital infrastructure will ensure all staff have access to IT equipment to work and deliver activities both remotely and via online. If required to re-close the studio our aim is to support our membership to have the skills and confidence to access their digital devices to connect with us online.

We will slowly begin to increase the numbers of participants and volume of workshops as Government guidelines allow.

Re-establishing our 'Make' programmes and embarking on an 'Inclusive Communications' Project with our disabled and supported membership.

As we live with the pandemic new partnerships and opportunities have been identified strengthening our delivery and reach, working with others further a field out with our locality.

Robust governance is key to success retaining and recruiting new knowledgeable directors as strategic leaders and as such we will consistently review and revise our governance procedures, risk register and policies.



**Increased partnerships**

**Build long term collaborations**

**Secure funding  
in an ever changing landscape**

We are fortunate to have secured grant funding from The National Lottery Community Fund 2021-2023 and The Robertson Trust 2021-2024 with an element of match funding from a 3 year commitment from Reachout reserves accrued through the closure of Reachout previous employability social enterprise Art'n'Mind The Makers Gallery & Bistro.

Our knowledge and learning from Art'n'Mind will inform our feasibility of establishing a new trading arm alongside identifying the needs and gaps in current provision to provide long term viability and income generation.

Our current funding will assist the long anticipated commencement of our garden project which has been postponed due to the pandemic.

Developing our garden project will provide more improved accessible creative activities for social integration, improved health, new skills & more confidence, aiming to rediscover self-belief whilst connecting with others in safe and supportive outdoor settings.

A garden feasibility study will commence with community consultations to develop a community sensory outdoor workshop space and garden with viable income sources providing intergenerational creative opportunities.

The Social Enterprise, following feasibility study, will facilitate support to other groups, socio-demographics and inclusive art based initiatives. It will be developed on the "foundations" of the Reachout mode of operation, utilising skills, experience and practices known to work.

## Reachout Board of Directors 2021

Chair: Craig Machan  
Treasurer: Graeme Samson  
Director: Alice Matthews  
Director: Janne Parkinson

For further information on Reachout strategy  
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