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## Report of the Director of Adult Social Services

### Executive Board

Date: 4 November 2009

Subject: Response to Deputation to Council – The ‘Time to Change’

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#### Electoral Wards Affected:

Ward Members consulted  
(referred to in report)

#### Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

Eligible for Call In

Not Eligible for Call In  
(Details contained in the report)

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## EXECUTIVE SUMMARY

On Wednesday 16 September a Deputation was brought to Council on Time to Change – a campaign which aims to end discrimination faced by people experiencing mental health problems. This report gives further detail on the Time to Change campaign and the work going on in Leeds to support this.

### 1.0 Purpose of this report

1.1 The purpose of this report is to highlight the work of the Time to Change campaign in Leeds and the role of the Council within the campaign.

### 2.0 Background information

2.1 On Wednesday 16 September a Deputation was brought to Council on Time to Change. Members of the local Time to Change working group briefed Councillors on the campaign and requested their support in championing Time to Change in their wards. The transcript from the deputation to Council is appended to this report.

2.2 Time to Change<sup>1</sup> is a three year programme running across England which aims to end discrimination faced by people who experience mental health problems. The programme is made up of 35 projects led by Mind and Rethink and is funded through

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<sup>1</sup> Background information on national Time to Change programme is taken from the Time to Change website [www.time-to-change.org.uk](http://www.time-to-change.org.uk)

the Big Lottery Fund and Comic Relief. The programme is being evaluated by the Institute of Psychiatry at King's College, London.

2.3 It includes:

- A national campaign
- Local community projects
- Get Moving - a mass participation physical activity week
- Time to Challenge - legal test cases
- Education not Discrimination (END) - training for student doctors and teachers
- Open Up - a network of grassroots activists combating discrimination

2.4 The programme aims to measure success in terms of the experience people have of discrimination. The aims of the programme are stated as:

- To create a 5% positive shift in public attitudes towards mental health problems
- To achieve a 5% reduction in discrimination by 2012
- To increase the ability of 100,000 people with mental health problems to address discrimination
- To engage over 250,000 people in physical activity
- To produce a powerful evidence base of what works

2.5 The National Campaign

A national campaign was launched across England in January to challenge attitudes and change behaviour around mental health problems. This has been built on with a summer campaign running through to the end of August and including adverts on television and in the press. A series of roadshow events will be held across ten locations (including Leeds) in September and October.

2.6 Get Moving

Time to Change's Get Moving is a week of events in October where people challenge discrimination by bringing people with and without mental health problems together to get active at fun events.

2.7 Time to Challenge

Time to Challenge will challenge discrimination against people who experience mental health problems by taking cases through the courts. These cases will concern points of law that have a public importance and relevance to all service users. By doing this we will help to establish a wider understanding that discrimination on the grounds of mental health is no longer acceptable.

2.8 Education not Discrimination (END)

END is the element of Time To Change that targets key audiences who have a significant impact on the lives of people with mental health problems. Rethink will be working with medical school students, trainee teachers, trainee headteachers and school social inclusion officers

2.9 Open Up

Open Up is Mind's grassroots anti-discrimination project, and is led by people with lived experience of mental health problems.

2.9.1 Open Up works on the principle that talking about mental health is the best way to confront stereotypes and tackle prejudice. The project looks for positive and constructive ways to communicate what it's really like to live with a mental health problem.

- 2.9.2 Open Up believes that real change can be achieved by working together. It links up people with experience of mental health problems so they can support each other to speak out about their experiences. Through the Open Up network, members can access support, advice, training and inspiration for their work challenging mental health discrimination.
- 2.10 Time to Change in Leeds  
Time to Change in Leeds was launched on Thursday 25th June 2009. As part of the national Time to Change campaign the launch event challenged people to end discrimination and stamp out stigma. Campaigners demonstrated the 'weight' that mental health related illnesses can hold over people with a six-foot high boulder. The Time to Change in Leeds campaign has a particular focus on challenging the stigma that surrounds mental health and raising awareness of mental illness in the workplace.
- 2.11 Organisations currently involved in the campaign in Leeds include Leeds Partnership NHS Foundation Trust (LPFT), Leeds Mind, Leeds City Council (LCC), NHS Leeds, Leeds Teaching Hospitals NHS Trust (LTHT), Information for Mental Health (IMH), Volition, Community Links and Together.
- 2.12 There are a range of activities and events organised as part of Time to Change locally including:
- 2.12.1 Changing Attitudes in the Workplace  
Work is underway with local companies to offer mental health first aid training. In exchange for the free training businesses are asked to circulate E-communications, display Time to Change literature and encourage others to hold awareness raising events. LCC is part of this initiative.
- 2.12.2 LCC has also been involved in the local steering group for the campaign. There has been a survey on LCC Intranet site. This has been set up to measure both attitudes around mental health and awareness of the campaign before and after Time to Change activities, promotion and events (so far there has been in excess of 700 responses).
- 2.12.3 Football Tournament  
A football tournament is being organized as part of the national Get Moving week. Leeds United FC, the Adult Social Care (ASC) Community Alternatives Team, NHS Leeds and the Positive Mental Attitude Sports Foundation are working together to organise this. The will be held on Tuesday 6th October at Football World, Leeds. Ten teams of service users, carers, friends and family will compete in a 7 a-side tournament. The winning team will be presented with a trophy (hopefully by a Leeds Utd player) and their own kit provided by Leeds United FC.
- 2.12.4 Time to Change roadshow  
A multi-media roadshow is hitting the streets of Leeds with a strong anti-stigma message as part of the national Time to Change campaign. The roadshow will be in Briggate on Thursday 8 October, 10am -4pm, and is one of just ten taking place across the UK. It was awarded to Leeds after a successful bid by LPFT to host it.
- 2.12.5 The roadshow will be staffed by people with experience of mental ill-health, staff from across the city, carers and leads from the national Time to Change team. Large TV screens will show the stories of people who have experienced stigma and discrimination due to mental ill-health and local people will be invited to join in a

special visual petition. They can 'lend their face' to the campaign and be part of massive montage of images being collected as the campaign travels across the country.

- 2.12.6 The campaign has been backed by major celebrities including comedienne Ruby Wax, and others who have shared their experiences of mental ill-health to help reduce stigma. The project aims to encourage as many people as possible in Leeds to get involved in tackling one of the nation's last lingering taboos.
- 2.12.7 This is a nationally led event. We have local involvement and promotional agreement from Marks and Spencer and are looking for a local celebrity for further endorsement.
- 2.12.8 Drama at LPFT's AGM  
As part of LPFT Annual General Meeting there will be an anti stigma debate. As part of this debate LPFT are inviting local leads from across the city to sit on the expert panel. John Lennon, Chief Officer for Access and Inclusion will represent LCC on the panel. The AGM will be held on Tuesday 29<sup>th</sup> September at the Civic Hall, Leeds from 9.30am – 12.30pm
- 2.12.9 There will be a special performance by the One in Four Theatre Company designed to get everyone talking. The piece is based on the stigma and discrimination people with mental health related illnesses have experienced in their own neighbourhoods. It will be followed by the anti-stigma debate with expert panel to look at how the local community can make a difference in their everyday lives to combat stigma and discrimination. It will also be an opportunity to look at the work the trust has achieved over the last year.
- 2.12.10 Website  
LPFT have WebPages set up for Time to Change in Leeds within the LPFT site. Information about the local work can be found at [www.stopstigma-leeds.com](http://www.stopstigma-leeds.com)

### **3.0 Main issues**

#### **3.1 Employment**

- 3.1.1 People with mental health issues are the most discriminated against group of people with disabilities within the workplace. The Leeds Time to Change campaign has chosen to focus on delivering changes in attitude through the workplace. A starting point for this has been offering Training and Development Leads within local companies complementary spaces on Mental Health First Aid training courses in exchange for an agreement to promote the campaign within the company. Major employers that have signed up to this to date are LCC, Yorkshire Forward and Hallmark - 24 people have received training, including people within LCC HR department.
- 3.1.2 The Council, as a major employer in the City of Leeds has in place a Disability Employment Strategy, the aim of which is to increase management and staff awareness of disability issues, review current policies and processes, and improve recruitment, retention and support of disabled people and people with long term health conditions, who are currently employed by the Council. As a response to the identified need to support all employees with regards to their well-being, there is localised targeted activity led by the Council's HR Team and supported by Care First, the Council's Employee Assistance Programme, taking place to support both employees, and managers of employees, who have a mental health problem.

### 3.2 Vocational Rehabilitation Work with Mental Health Service Users

- 3.2.1 There are a number of national, regional and local initiatives that aim to improve employment outcomes for people with mental health problems. There is also evidence to suggest that improving outcomes through vocational support can reduce demands on health and social care resources.<sup>2</sup>
- 3.2.2 LCC Adult Social Care employ an Employment Development Co-ordinator based at Stocks Hill Day Service who works as a mental health development and casework specialist. The Co-ordinator supports a number of social enterprises, works in partnership with other mental health employment services and undertakes individual casework.

### 3.3 Vocational Rehabilitation in Practice – The Melting Pot

- 3.3.1 A partnership between Stocks Hill ASC Day Service and Dosti Asian Women's Support Service. The Melting Pot is a pioneering multicultural, mental health catering and administration social enterprise. The project aims to enhance service user's employment prospects, increase social cohesion between cultures and offer paid employment opportunities.
- 3.3.2 Participants in The Melting Pot can undertake a 10 week rolling training programme to learn about catering or can access training in administration. Each service user has an individual plan drawn up to set goals that will eventually lead to employment or other meaningful activity and to address barriers to employment. On completing the programme people are supported to access voluntary work within the project's buffet catering arm, to access jobseeking with the support of Work Well West or access other volunteer opportunities within catering or administration.
- 3.3.3 16 people have attained a food hygiene certificate with The Melting Pot, two people have progressed into work.

### 3.4 Other Social Enterprise Support provided by ASC - Dezine and Print.

- 3.4.1 Dezine and Print was set up as a graphic design and print social enterprise by a mental health service user about five years ago. In the last couple of years he has recruited two other service users as co-workers. The enterprise is constituted as a community group and they own a significant amount of equipment. They are currently renting business premises but they are seeking an alternative venue.
- 3.4.2 All of the service users involved in Dezine and Print report that they gain a strong therapeutic benefit from their involvement in the project. They work from a community setting.

### 3.5 Other Vocational Rehabilitation Provision.

- 3.5.1 Leeds Mind manage two employment specific projects – Dove and Working Minds. The Dove project has been running for about 20 years and is open to anyone with a mental health problem. Dove offers individual casework, courses in IT, jobsearching, and volunteering and awareness training for employers. Working Minds sits within Leeds Mind but has a multi-agency board with representation from Jobs and Skills within Leeds City Council, Touchstone, St Annes, NHS Leeds and Community Links.

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<sup>2</sup> Adults with mental health conditions are often in contact with up to ten different agencies and can require multiple interventions, with each person costing statutory services tens of thousands of pounds every year.

The service offers awareness training to employers and carries out individual casework for people who have been on incapacity benefit for more than two years.

- 3.5.2 Mental Health Employment services across the city can be fragmented and sometimes find themselves in competition with one another. An initiative called Work Well West has sought to overcome these issues by bringing together employment initiatives in the west of the city to facilitate networking between agencies and offer service users a cohesive and effective pathway into employment. The model is now being expanded into the South of the city with plans to roll out to the North.
- 3.5.3 NHS Leeds funded a Citywide Employment Consortium. The Leeds Mental Health Employment Consortium was a City-wide multi-agency group with representation from the Statutory, voluntary and private sectors, mental health and mainstream services – it also included service user representatives. The consortium worked at a strategic level to ensure that the employment and training needs of people with mental health problems in Leeds are met and to address any barriers to their employment. The worker who co-ordinated the Consortium has recently left their post and the key partners are currently considering the most appropriate way to take forward strategic development around employment.
- 3.6 Sainsbury's Centre: Centres of Excellence Programme.
- 3.6.1 Leeds applied to the Sainsbury's Centre to be a Centre of Excellence in Evidence Based Supported Employment. Leeds were invited to join the programme as an 'emerging centre'. The programme centres on the use of the Individual Employment Support (IPS) model. IPS is about embedding employment in the work of NHS mental health services.
- 3.6.2 IPS involves adhering closely to the following six principles;
- Gain employment in open labour market.
  - Obtain the job directly rather than after lengthy job preparation
  - Integrate mental health employment specialists in community mental health teams.
  - Base job on client preferences.
  - Provide continuous assessment of needs
  - Offer time unlimited support for client after they have gained employment.
- 3.6.3 The proposed model is to pilot a whole-systems approach to vocational support in LPFT over a two year period. The pilot will enable LPFT and key partners to develop a local evidence base of what works in employment support that translates national guidance<sup>3</sup> into practice. This evidence will provide a business model that can be applied in other contexts and research evidence that will contribute towards the local, national and international knowledge base.

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<sup>3</sup> *Vocational services for people with severe mental health problems: Commissioning guidance (DH, 2006).*

- 3.6.4 As part of the IPS project a whole time equivalent employment specialist from Working Minds will be seconded into one of LPFT's Community Mental Health Teams to work alongside health and social care colleagues for one year. Working Minds employment specialists will also be partly co-located into the remaining three community mental health teams. There will also be a programme of training and development for Health and Social Care staff delivered by the National Development Team.
- 3.7 Whilst employment initiatives within health and social care include targeted work with employers, this is limited. Time to Change is seeking to reach a wider audience and foster a change not only in supporting people with mental health issues into work but in supporting people within the workplace who may experience periods of mental ill health to retain employment.

## **4.0 Conclusions**

- 4.1 Time to Change is a national campaign to combat stigma which aims to end discrimination towards people with mental health problems. Locally there is strong support for the campaign from mental health providers across health, social care and the voluntary sector. The Deputation to Council on Time to Change sought Councillors support in championing the campaign.

## **5.0 Recommendations**

- 5.1 The Executive Board are asked to confirm the Council's support for the Deputation, and endorse the work of Time to Change by promoting the campaign to a wide audience across the City.
- 5.2 The Executive Board are asked to note the Council will carry promotional materials in One Stop Centres, Libraries etc and place links to the Time to Change campaign on the LCC website and intranet.
- 5.3 The Executive Board are asked to note the Council's approach in tackling these issues, as described in paragraph 3.1.2, and agree the Council can lead by example in line with our Disability Employment Strategy, by ensuring that we follow good practice in supporting employees with mental health problems.

## **Background documents referred to in this report**

Background information on national Time to Change programme is taken from the Time to Change website [www.time-to-change.org.uk](http://www.time-to-change.org.uk)