



Bradford District and Craven

# The Act as One Festival

Plan



## Introduction

This short document sets out the purpose, target audience, main ideas and format for the Act as One Spring Festival. The festival will bring together what was previously planned to be two separate online events – “The Health and Wellbeing Boost Weeks” and “The Act as One Spring Festival”. This new event will simply be called “The Act as One Festival”.

## Purpose

The main objectives for the event are:

- Promote and boost health and wellbeing across our health and care teams
- Emphasise the importance of looking after ourselves and each other
- Value “our people”
- Encourage the investment of time to support mental and physical wellness
- Demonstrate pride in our place
- Set out our vision and shared purpose as a place
- Showcase our great work and inspire our people
- Celebrate our strengths

## Target audience

The audience is for all our people in paid or un-paid roles in the Bradford District and Care health and care place. The event is not aimed at members of the general public.

## Scheduling

The Festival will start on Wednesday 7<sup>th</sup> April with a week of staff wellbeing and mindfulness events, supported by and organisation called [Halsa](#), who run virtual on-site workplace wellbeing courses. There will then be a break of a week, and the remaining parts of the Act as One Festival will commence on Tuesday 27<sup>th</sup> April. Sessions will run on Tuesdays and Thursdays only over four consecutive weeks through until the 20<sup>th</sup> May. The proposed timetable is set out below:

Monday	Tuesday	Wednesday	Thursday	Friday
<b>5<sup>th</sup> April</b> EASTER MONDAY	<b>6<sup>th</sup> April</b>	<b>7<sup>th</sup> April</b> Wellbeing Events	<b>8<sup>th</sup> April</b> Wellbeing Events	<b>9<sup>th</sup> April</b> Wellbeing Events
<b>12<sup>th</sup> April</b> Wellbeing Events RAMADAN START	<b>13<sup>th</sup> April</b> Wellbeing Events	<b>14<sup>th</sup> April</b> Wellbeing Events	<b>15<sup>th</sup> April</b>	<b>16<sup>th</sup> April</b>
<b>19<sup>th</sup> April</b>	<b>20<sup>th</sup> April</b>	<b>21<sup>st</sup> April</b>	<b>22<sup>nd</sup> April</b>	<b>23<sup>rd</sup> April</b>
<b>26<sup>th</sup> April</b>	<b>27<sup>th</sup> April</b> Festival & Wellbeing Events	<b>28<sup>th</sup> April</b>	<b>29<sup>th</sup> April</b> Festival & Wellbeing Events	<b>30<sup>th</sup> April</b>
<b>3<sup>rd</sup> May</b> BANK HOLIDAY	<b>4<sup>th</sup> May</b> Festival & Wellbeing Events	<b>5<sup>th</sup> May</b>	<b>6<sup>th</sup> May</b> Festival & Wellbeing Events	<b>7<sup>th</sup> May</b>
<b>10<sup>th</sup> May</b>	<b>11<sup>th</sup> May</b> Festival & Wellbeing Events	<b>12<sup>th</sup> May</b>	<b>13<sup>th</sup> May</b> Festival & Wellbeing Events RAMADAN END	<b>14<sup>th</sup> May</b>
<b>17<sup>th</sup> May</b>	<b>18<sup>th</sup> May</b> Festival & Wellbeing Events	<b>19<sup>th</sup> May</b>	<b>20<sup>th</sup> May</b> Team Recognition Day	<b>21<sup>st</sup> May</b>

The benefits of spreading events over a longer period of time, on set days are:

- Allows those that are on leave or who work part-time to come to some of the events
- Enables those observing Ramadan to engage in events both before and after the season.
- Ability to repeat some sessions to maximise engagement



- Gaps between sessions gives “breathing space” to allow people to engage with each other in between sessions
- People cannot take a lot of time out to attend lots of events in a single week, but will be able to attend more if events are spread out
- Scheduling the festival in this way avoids notoriously busy times of the week (Monday’s and Fridays)

## Format of festival days

The first five festival days will be entirely focussed on staff wellbeing. Sessions will run at different times of the day, designed to maximise engagement and attendance.

Once the festival re-commences on the 27<sup>th</sup> April, the basic routine of each day will be structured around sessions being held in one of three potential time slots:

- 9 to 10am
- 12 to 1pm
- 4 to 5pm

Some days will have two sessions available, some will have all three possible sessions available. Running each day with a similar structure will staff get used to knowing the points in the day when things are likely to be happening, and should therefore help maximise attendance.

Each day will have a range of different sessions available for staff to choose from. Some sessions will focus specifically on staff wellbeing, others on our place. The wellbeing sessions will be run by Halsa. The sessions more focussed on our place will have one of three main formats, including:

- Guest Speakers (national/regional/local)
- Discussion and Q&A sessions
- Expo and innovation sessions

Within these sessions, the sorts of topics we would like to cover will include but should not be limited to

- **Digital** – how to work with new technology to deliver key areas of work and innovation
- **Power of communities** – this session would focus on how VCS and Public Health colleagues are working with the programmes and the impact of having our VCS colleagues involved has made on the delivery of the programmes.
- **Ramadan** – Sessions themed around working with communities and staying well during this time.
- **Population health and using data for good** – how we’ve used data to informed the work we’re doing in Act as One and how people working in front line roles can use information in their day jobs to improve what they do

Registration will be free and delegates will be able to dip into and out of each session as they wish to fit around their personal schedule. All sessions will be recorded and available as a composite package at the end of each week.

## Recognising outstanding teams in our place

Over the last 12 months the public at large as well as many businesses have shown their gratitude and thanks in many ways for the outstanding care they have received – from food goody parcels to art work, from tweets to road signs. At the Act as One Festival, we would like to recognise great teams in our place.



Ideally, we will be looking for teams made up of people from different sectors and organisations who are really already living the values of “Act as One” We will use our connections to the local Voluntary and Community Sector too, to help us find outstanding teams. There won't be any categories as such, we're simply looking to highlight the work of five great teams.

We would like to run this session as the final session of the festival, and we would also like to use this session to create a final video of people in our communities recognising the contributions of those in health and care.

### **Communications and marketing campaign**

In order to promote the festival, there will be a communications and marketing campaign in the run up to the event as well as during the event itself. The event will be used to launch the Act as One twitter account and web pages too, which will be used throughout the events to share content, and promote what's happening.

### **Making it happen**

A small design team from across our place has been formed to lead the development of the Festival. The group includes colleagues from the Act as One programmes, the local authority the Integrated People Board. and the new System Associate Director for Communications, who will develop a communications campaign for the event.

Other next steps include:

- Continue agreeing programme content, combining live and facilitated sessions with recordings.
- Approach the VCS to help develop the event and the recognition events