

**Bradford 2025 Mental Health (SMI) Engagement Lead**

**Closing date for applications: Monday 2<sup>nd</sup> June 2025 at 9am**

**Interviews to be held: 9<sup>th</sup> and 10<sup>th</sup> June 2025**

**Fee:** A maximum of £30,000 (assumes a start date from mid - June 2025- 31<sup>st</sup> March 2026)

3-4 days a week / equates to a maximum of £200 per day for 150 days – some evening and weekend work will be required as will a commitment to work across the district. We will pay travel expenses for required travel around the district in line with our policy (your usual place of work will be the Bradford 2025 offices opposite City Hall.) We welcome applications from proposed job shares.

Bradford 2025 UK City of Culture (Bradford 2025) runs from January 2025 to December 2025 and is a celebration of Bradford city and district, taking place across its city, towns, villages and greenspaces. It will showcase the rich history of the area and spotlight its dynamic contemporary culture in all forms; dance and theatre, music and film, visual arts and crafts, food and sport. Bradford 2025 is created for, with and by the people of Bradford.

We are seeking a freelancer to work with us as Mental Health Engagement Lead. The work will involve operating alongside our Engagement, Audience, Ticketing and Skills, Volunteering and Wellbeing teams, and Bradford District and Craven Mind's (BDC Mind) Health Engagement Officers. The work is funded by BDC Mind and will contribute to their aim of helping people with Severe Mental Illness (SMI) live happier and healthier lives through access to culture by widening access to Bradford 2025's programme.

Reporting to the Director of Creative Engagement and Participation this role will ensure a people-centred approach to increase access and participation to the full range of cultural events and activity that make up the Bradford 2025 Programme. You will share information and access routes externally about the Bradford 2025 programme with health teams, the district-wide Creative Health Steering Group, and service users in health settings (including Primary, Secondary and Community Health Settings) as well as supporting settings and organisations we are working with in 'Our Patch' and explore synergies and referral routes to our Social Prescribing partners. The brief includes being an advocate for the positive impact of culture on Mental Health and to practically ensure people have the information and resource they need to effectively engage with our Programme.

We are looking for a someone who is experienced in project management, working with people with SMI or other access needs, and proactive at developing interventions to address barriers to access.

**Key deliverables of the brief are to:**

- Directly engage organisations and people living with SMI, using a person-centred approach to encourage their participation in Bradford 2025's programme.
- Develop systems to equitably allocate tickets and support with travel or other resources that are needed to meaningfully take part in our programme as groups and as individuals.
- Collaborate closely with the Engagement, Creative Programme, Audiences team, and Creative Health Manager to identify the most impactful activities and targeted messaging in order to reach and benefit those living with SMIs.
- Work closely with the Health & Engagement Officers and wider relevant colleagues at Mind.

- Work with staff across the local health system to develop and deliver interventions.
- Contribute to the empowerment of people with SMI by prioritising their needs in design and delivery of any plans connected to the programme.
- Maximise the value of the Bradford Buddies volunteer programme, to support people experiencing mental ill health to attend BD25 and wider cultural events.
- Demonstrate a proactive commitment to recognising and responding to safeguarding disclosures and concerns, adhering to Bradford 2025's Safeguarding Policy and Procedures.
- Complete or work with organisations to complete risk assessment and management plans for any interventions and work in a multi-agency way to positively manage risk.
- To manage an access budget, and report on this within agreed frameworks.
- To ensure that monitoring and evaluation collection systems are in place, that data and project information is collated in the correct place, is shared appropriately and is kept up to date.
- To uphold Bradford 2025's commitment to diversity, inclusion and sustainability in all aspects of the role.
- To provide regular updates to the Creative Health Manager and attend the Creative Health Steering Group and engage with the Creative Health Community of Practice as and when required as part of our commitment to partnership working.

We'd need you to be able to demonstrate that you have sound practical experience of client engagement and co-production with the ability to encourage, engage and involve people in ways that promote their involvement, independence, resilience and achieve positive changes in their lives; that you understand the important role creativity can play in supporting mental and physical health, and that you have experience of working within a multi-agency / partnership approach.

We're looking for someone who has proven communication, administration and organisational skills and is able to create a work plan and develop systems. You will understand how to plan for risk and respond to safeguarding concerns.

In this role we also expect you to uphold the Bradford 2025 Code of Conduct and Mind's Values and Core Principals.

Bradford 2025 takes the safeguarding of children, young people and adults at risk seriously and is committed to processes of safer recruitment. This role will involve working with adults at risk and their personal data. We will require two references and for an Enhanced DBS check with Adult Barred list check to be in place or to be willing for this to be carried out as part of the recruitment process.

If you require any adjustments to the recruitment process, please let us know so we can help you to be at your best. This might be as simple as wanting sight of the interview questions ahead of time – whatever it is, just ask and we'll see what we can do.

**To apply for this role please send a copy of your CV along with a covering letter of no more than two sides of A4 to [recruitment@bradford2025.co.uk](mailto:recruitment@bradford2025.co.uk)**

#### **PLEASE NOTE:**

Your covering letter is an important part of your application. Please read through the KEY DELIVERABLES and skills (listed above) and ensure that your letter clearly sets out one or more examples of how you meet each of these areas.