

Liverpool Mental Health Festival



2017

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Liverpool Mental Health Festival 2017



500
Free Meals!

49
Events

4,840
Conversations

48
Organisations

23
Venues

'Thank you for making my performance possible'

'Informative, inspiring &, most of all, fun!'



- 20 Artists Exhibiting**
- 24 Poets, Comedians, Readers & Musicians**
- 65 attending Workshops**
- 220 Fiery Finale-Goers**
- 13 Music, Dance, Acting & Drumming Groups**

'Many thanks for the wonderful memories, through the Art Exhibition, you have given my family'



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#lmhf17



Section 1: Introduction

World Mental Health Day (10th October) is celebrated in more than 100 countries & is supported by the United Nations & World Health Organisation. It aims to raise awareness of mental distress & promote positive wellbeing. Mental distress can affect anyone, with 1 in 3 GP appointments in Liverpool being about things such as depression, anxiety, stress & panic. Despite this, people experiencing distress still face prejudice, discrimination & exclusion because of it. As an organisation that ensures that the voices of those experiencing mental distress can be heard, Liverpool Mental Health Consortium has coordinated World Mental Health Day events within Liverpool for the past 7 years. For this 8th year, we presented the second Liverpool Mental Health Festival, running from 1st - 14th October, featuring music, dance, comedy, visual arts, poetry, drama, film, information & advice, workshops & more, happening across the 14 days. This report evaluates the mental health promotion & awareness work carried out in 2017.

Aims

- To raise awareness of mental health services through the provision of information & signposting, workshops, public health & anti-stigma messages
- To enable those affected by mental distress to come together to reduce their social isolation, develop self-advocacy skills, & increase their confidence & self-esteem.

Objectives

- Plan & deliver an inclusive Art Exhibition on the theme of Mental Health/ Distress
- Plan & deliver a Comedy Night, in partnership with Liverpool Comedy Festival
- Plan & deliver 'Believe It or Not!' Conference on Sexuality, Gender, Faith & Mental Health
- Plan & deliver a film night at FACT, including short films, with a wellbeing theme, by & about local people

- Coordinate workshops for Workshop Wednesday at Central Library & The Museum of Liverpool
- Plan & deliver 'Drama in Development' event
- Plan & deliver an all-day event on Williamson Square on 7th October, including information, advice & signposting, musical & other creative performances, & participatory activities that raise awareness of mental health & emotional wellbeing & challenge stigma & discrimination
- Plan & deliver 'Lunatic Fringe Soap Box' Poetry Slam
- Plan & deliver a Festival Finale
- Coordinate publicity about all other events included in the Liverpool Mental Health Festival programme

Section 2: Festival Promotion

Publicity & Marketing



The Liverpool Mental Health Festival Logo was designed by James Kirkham (IXIOD) & he was also commissioned to design the Festival Brochure & Posters. All events & activities were promoted via Liverpool Mental Health Consortium's website, Twitter feed & Facebook page. Tweets for all activities used the hashtag #lmhf17 so that partners could easily notice them & promote further. Metrics for both Twitter & Facebook show an increase in activity in the run-up to the Festival & throughout:

Twitter

Tweets:	78 (420% increase)
Impressions:	58.6k (495% increase)
Profile Visits:	2,000 (150.9% increase)
Mentions:	232 (321% increase)
Followers:	1,566 (Increase of 68)

Facebook

Page Views:	367 (432% increase)
Page Previews:	116 (383% increase)
Page Likes:	64 (178% increase)
Reach:	9,562 (269% increase)
Post Engagement:	1,195 (225% increase)

The full Festival Programme/Brochure was available well in advance in both hard copy & online via the Consortium's website. Brochures were delivered to all Festival venues, & organisations were able to pick up copies for dissemination. Billboard posters were displayed throughout Liverpool city centre. Many of our events, as well as those of partner organisations, had individual invite & booking information on Eventbrite.

Consortium Trustee, Pete Ryan, also provided a separate blog for the Festival with all listings & easily accessible booking information.

We continued our successful partnership with local marketing & publicity agent One Fell Swoop, who did much to disseminate activities to a wider population, resulting in articles in local press & interviews on local radio:

Articles:

- Art in Liverpool
- Bido Lito!
- Get into This
- Your Move Magazine
- One Fell Swoop
- Planet Slop
- Wellpool Blog
- Luciana Berger's Blog

Radio:

- Upfront Show with Ngunan Adamu, BBC Radio Merseyside
- Daybreak Show, BBC Radio Merseyside
- Mick Coyle 'Mental Health Monday' Show, City Talk

Window Display:

Liverpool's own independent bookshop, News from Nowhere, again hosted a Festival Window Display for the 2-week period including books relating to mental health & wellbeing & information on the Festival programme

Sofie's current 'Dead Baby Frog' tour, supported by Bisha K Ali, was part of The Unity's State of Mind programming throughout October &, falling on World Mental Health Day, also part of Liverpool Mental Health Festival. It deals with emotional abuse & the impact it has on being unable to express one's own emotions, including anger. It has plenty of heavy moments but also lots & lots of laughter, & Sofie is a great story-teller with an ability to keep the audience gripped & hanging on her every word - even spontaneously singing in unison at one point, which went down very well with Sofie!



On being a Festival Patron, Sofie says:

'I'm so happy to support Liverpool Mental Health Festival 2017! We all have stuff going on - & that's OK. There are very good reasons for it. But the important thing is to talk about it, to share our stories & to connect with others in whatever ways are easiest for us. For a socially anxious person like me, it's far easier to stand on stage & talk about the things that I want to communicate than it is to chat in a one-to-one situation. And we all need to find what works for us. That's why this Festival has something for everyone. Comedy, art, film, dance, drama, information, advice, training - opportunities to participate actively & opportunities to come along & watch quietly. I love what Liverpool is doing to keep mental health on everyone's agenda - particularly in these uncertain times.'

Section 3: Programme

Art Exhibition

Now in its 4th year, the Art Exhibition goes from strength to strength. This year, we have been fortunate to be able to exhibit at The Brink, with the exhibition showing for much longer than in previous years - 1st October - 8th January. Jazamin Sinclair, a local professional multidisciplinary artist & musician, coordinated & curated the exhibition to a high standard, resulting in 20 individual artists being able to show their work. The standard of the work, as ever, is incredibly high, & it was great to have so many of the artists present at the Launch.



The exhibition also includes 'A Celebration of Gillian's Artwork' by Gillian Watts. Gillian's family say: 'Gillian struggled with mental health problems in her 20s, but managed to obtain an HND in Art. Gillian loved & lived for art. Gillian was a very special person, she was full of compassion, always helping others, very generous &

loving. She had a zest for life, was witty, & liked making you laugh, Gillian died aged 38 on 16th June 2012. We hope you enjoy her art work'.

Internationally acclaimed artists The Singh Twins joined us as Patrons of the Festival's Art Exhibition for the third year. The Twins explore cultural, social & political issues of global significance within a highly decorative & often witty narrative style & said they were 'delighted to be named as Patrons of the Art Exhibition once again.' We thank them for their support of the artists whose work we display.

Artists who had their work exhibited generally felt a sense of pride & achievement in having their work shown, & comments so far have been positive:

'The festival is excelling itself again. I've been to the art exhibition at The Brink & was once again bowled over by the quality of the work.'

'I've never seen such a high-quality collection of art about mental health all in one place'

'I can't tell you how much this whole exhibition experience has meant to us, and to keep this poster & brochure forever is just fantastic for our family, thank you. Gillian would be so proud to be alongside other artists representing mental health & such talent. So lovely to have a video memory too. Many thanks for the wonderful memories through the art exhibition you have given my family.'

'What a pleasure to be involved with @liverpoolmh @jazaminsinclair art exhibition @BrinkLiverpool Lots of fantastic conversations'



You can see a brief video of the Exhibition here:

<https://www.facebook.com/jazamin/videos/10155857970110513/>

The exhibition is on at The Brink until January, so do go & take a look!

Comedy Night

We were delighted to present 'Still Feeling Funny' in partnership with Liverpool Comedy Festival. It was a night of stand-up comedy featuring the alumni of the The Comedy Trust's ground-breaking 'Feeling Funny' programme for men in Liverpool & Sefton. The Comedy Trust have been working with male groups since early 2015, teaching them stand-up comedy to encourage discussion around mental health, depression & anxiety. Having experienced mental distress, the 7 participants took the plunge & learned the craft of stand-up - in 6 weeks - & they were funny! The event attracted an audience of approx. 40 people & a lot of laughs.

Student Journalist Lydia Judd came to the show & wrote a piece for Purple Revolver. You can see it here: <http://www.purplerevolver.com/style/creative-review/126939-liverpool-mental-health-festival-2017-presents-still-feeling-funny.html>



Believe It or Not! - Sexuality, Gender, Faith & Mental Health

The Believe It or Not! Conference grew out of discussions at the Consortium's LGBTI+ Mental Health Steering Group, & was planned as a community-led informal forum for reflection & debate as part of this year's Festival. Held at St Bride's Church, 30 people attended - a fascinating group from a range of religious & spiritual traditions, including people of the cloth & dyed in the wool atheists!

The day was structured around 3 discussion points: 'You Gotta Have Faith' (Resilience), 'Losing My Religion' (Risk), 'God Only Knows' (Resolution). Joanne Theaker, a psychotherapist, Buddhist & trans woman was very well-placed to get the day's proceedings off to a flying start, with a talk on 'Revealing Our True Identity as a Spiritual Journey'. Zac & Megan (Many Hands One Heart) shared their own experiences of identity, faith & mental health. Their bravery & resilience in the face of what they had lived through moved the audience & provided ample discussion points. Thanks go to Kieran Bohan, member of the LGBTI+ Steering Group & Local Missional Leader in the Diocese of Liverpool, for all his support with enabling the Conference to happen. Thanks also to Brendan Curtis-Burton, our favourite caterer, for providing the most mouth-watering lunch!



Here are some of the participants comments when asked what they liked best about the event:

'Relaxed & open approach - not too structured, but structured enough'

'Open, friendly, respectful space'

'Listening to other people's lived experiences & wisdom about responding to challenges'

'The fact that I thought I wouldn't enjoy it - but I've loved today'

'Opportunity to mix with people with widely differing views on spirituality, religion & life in general'

'I learnt a lot from people's lived experiences'

'I learnt to challenge issues that I have been accepting without proper thought'

Film Night at FACT

We partnered with FACT for a showing of Donnie Darko – Troubled teenager Donnie (Jake Gyllenhaal) survives a freak accident & is haunted by visions of a man in a frightening rabbit costume. Is he experiencing mental distress or is it all to do with 'The philosophy of Time Travel'? (Director: Richard Kelly) 50 free tickets were offered for pre-booking, & seats were virtually full on the night. Before the main feature, we showed short films by & about local people with a wellbeing theme:

- 'A Miserable Teenager' (Young Person's Advisory Service)
- 'A Trick of the Eye, A Trick of the Mind' (Marc Fraser)
- 'Ellie' (Pete Ryan)
- Liverpool Mental Health Festival 2016 Highlights (Liverpool Live TV)
- 'Peter & Elain's Story' (Josh Woods)
- 'My Move on Up' (Spider Project Wirral)

'Can't think how I've gone this long without seeing Donnie Darko. What an absorbing film. Thanks @liverpoolmhc! @zest #lmhf17'

'Watching powerful short films on the big screen from @peteryan21 @MarcMarcf28 @YPASLiverpool part of @liverpoolmhc #lmhf2017 Bravo!'

'Brilliant to see our films up on the big screen...Donnie Darko wasn't bad either!'

Workshop Wednesday

Workshop Wednesday offered a range of free, diverse workshops facilitated by experts from across Liverpool & Merseyside - all put together with the aim of improving mental wellbeing. Topics included:

- Gentle Yoga, Breathing & Meditation (Saeed Olayiwola, SO Health)
- Mindfulness for Recovery (Ema Quinn, Mindful Recovery Initiative)
- Introduction to Solution-Focused Conversation (Steve Flatt, Psychological Therapies Unit)
- Health Barriers Facing Asylum-Seeking Women (Rachel Jenkins, MRANG)

- Healthy Minds (Dee Abimbola, LCDS)
- Wellness Recovery Action Planning (Kathleen Charters, Sahir House)
- Mindful Writing (Tom George, Tom George Arts)
- Flow Arts (Bring the Fire Project)
- Singing (Choir with No Name)
- Music-Making for All (Brenda Bixter, Eliza Greenwood Therapies)



The day almost got off to a shaky start when the original yoga instructor wasn't able to make it, but Saeed Olayiwola of SO Health stepped in, so big thanks to him for being our knight in comfortable clothing! All training & workshops were advertised through the printed brochure & social media & could be booked via Eventbrite. Altogether, 65 workshop places were taken up. Both participants & workshop leaders were positive about the sessions:

'I can't believe how brilliant today was at the workshops, it's one of the best days I've had with the Consortium. Thanks for doing a fab job of organising & supporting the whole day of events. I may be joining the Choir with No Name after today. What a day!'

'I really enjoyed the WRAP workshop last night. Very interesting & the atmosphere was really friendly & relaxed. Thanks!'

'Really enjoyed the mindfulness for recovery workshop yesterday, thanks!'

'We had such good fun, & great to be able to invite people from the workshop on Wednesday to join in the performance on Saturday too!'

Drama in Development

A great night was had at The Brink, listening to readings from 3 new plays about mental health by local writers:

- Anthony Richardson: 'CBT: A Psychological Drama in 3 Parts'
- Geoff Woodbridge: 'Some Girls Wander (Some Men Leave)'
- Mark Curtis: 'Red Carpet'

The plays covered homelessness, OCD, & suicide &, although these are serious subjects, there was a lot of comedy involved. Anthony & Geoff performed their own pieces. The reading of Mark Curtis' 'Red Carpet' was a preview of the play's premiere taking place at Edge Hill University Arts Centre, directed by Lisa Adams-Davey, & was performed by Lisa's alumni theatre company, Confianca Collaborative. Claire (LMHC) conducted Q&A sessions with the 3 writers, & there was a lovely atmosphere & a lot of support in the room.



'A really good night, but in a slightly troubling way. I guess that's the point of what you're trying to do. Talking about serious things in a serious way would be too much. Thanks for a good event.'

Williamson Square Celebration

As the nearest Saturday to World Mental Health Day, the Williamson Square Celebration was held on 7th October. It was opened this year by Lord Mayor Malcolm Kennedy, who was joined by Young Lord Mayor, Asal Hajimohammadi. Yasmin Marrow spoke from the stage about her own experience of mental distress & services. 20 different organisations were on the Square on the day, alongside 12 performance acts.

Stallholders were: The Brain Charity, CLAHRC NWC, Healthwatch Liverpool, Liverpool CAMHS Partnership, Liverpool Community Development Service, LMHC, Mary Seacole House, Merseyside Police & Crime Commissioner Team, MRANG, PSS, South Liverpool Citizen's Advice, Talk Liverpool, WHISC. Joined at various points throughout the day by The Sheila Kay Fund, The Richmond Fellowship & Beyond Recovery. With all organisations working in partnership, the tally counters (of those that handed them back!) showed that we had 4,840 conversations with the public.



Free food was available from Soul Fillers & Foodcycle Liverpool. Soul Fillers is an inclusive catering company creating fabulous food & employment opportunities for people marginalised in the labour market. Foodcycle Liverpool works to strengthen communities, reduce social isolation, fight food poverty & food waste, by cooking nutritious meals from donated, surplus food. 500 free meals were served up to event attendees, including volunteers, service users, & homeless people.

A packed programme, including plenty of local talent, was curated by Liverpool Mental Health Consortium, stage-managed by Marie-Lou Frieden, & expertly hosted by Nikki Greig & Pad Hughes. The morning went fantastically well with great performances from Drums for Health, St Julie's Catholic High School, Bollyfit, The Choir with No Name, Lunacorona and singer/songwriter Daisy Gill.



Then, the skies opened! We had a couple of hours of torrential rain, which sent the crowds running for cover, but thanks to Yellow House for braving the downpour & performing their silent drama whilst the matinee at the Playhouse was underway. We had to cancel the Wirral Roller Derby performance as the Square was so waterlogged, but the weather gradually cheered up & we had more excellent performances later in the day from Mel Bowen, Dave Owen & Anwar Ali, the fabulous Beat It! Drummers from Katumba, & the amazing Wellbeing Warblers (led by Amy Freeman) which consisted of people who turned up on the day, rehearsed for one hour & then gave an

absolutely barnstorming performance on stage, joined by The Strumbrellas (a ukulele group who meet at PSS Umbrella Centre)



The programme was well-received by partners, participants & public alike:

'We were chuffed to be part of the day, fab event!!!'

'What a day! Filled with lots of love, fun & a little toe tapping too'

'Very enjoyable day at Williamson Square yesterday, nice to meet some new faces & see familiar ones too. Well done @liverpoolmhc'

'A life affirming day! Hope this wasn't the last @liverpoolmhc festival. Liverpool's mental health 'world' will be so much poorer without them.'

'We really enjoyed having a presence on Williamson Square & were able to speak with a lot of different community members & potential volunteers, so it was well worth the rain! The Festival was wonderful & we look forward to being involved next year. Thank you so much for organising such a brilliant festival.'

'Only feedback I have is positive. Despite the rain it was a great day. Informative, inspiring &, most of all, fun.'

Lunatic Fringe Soapbox - Poetry Slam

Liverpool Mental Health Festival's own poetry slam invited people to hit the limelight & showcase their best lines. Host Pad Hughes, host of Liverpool's monthly poetry/spoken word open mic night, 'A Lovely Word', lent fun, expertise & encouragement, made sure that readers stuck to the rules of play, & kicked off the night with one of his own poems.

A total of 14 poets performed their work on the theme of mental health, & they were all brilliant, & brave! Such a range of styles, too. Some of the subject matter was quite heavy, as you might expect, but there was also some humour & some joy. And, as ever, the warmth & support in the room was palpable. Many thanks to Pad & all the poets!

'Thank you for making my performance possible! Keep up the good work!'

'The poetry was awesome! So many positive events on such a little budget.
We are in awe!'

Here's a taster of one of the contributions from a first-time poetry slammer:

Just Listen

I feel like I'm knocking at a door,
Wish you would listen a little more.
Sometimes you're a friend, sometimes a foe
Like memories that come & go.
Not knowing how I'll feel today,
Not able to work out the way
To try and be just like the rest,
I'll try to act my very best.
Wanting acceptance & support,

Not waiting for the next retort.
I'm not stupid, I'm just mad,
So, stop trying to make me feel bad.
Should I try knocking harder at the door?
Knock until my fists are sore.
I may be mad, but I'm not contagious,
I may be eccentric, but not outrageous.
I'm just me, warts and all,
Trying to stand straight & tall.
Just wanting to fit in, be respected,
Not prodded, poked & dissected.
My madness may always be with me,
But I just want you to look & see
I'm just human, just like you,
And I have feelings, like you do.

Corinne Jones



Festival Finale

220 people joined us for our fabulous fiery Festival Finale. Workshops were run by Bring the Fire Project, giving an introduction to Flow Arts. Adults & young people alike were able to discover poi, staff spinning, & levitation stick during a fun & dynamic movement workshop, & there was a real carnival atmosphere. Bring the Fire Project & Katumba then joined forces to bring a stunning display of rhythm & pyrotechnics to close the festival with a bang. The award-winning Blackburne House café tantalised people's taste buds with festival flavours.

'Epic show!'

'Such a great idea & great people! Thank you !!!'



Section 4: Promotion of Other Liverpool Mental Health Festival Activities

The following activities, planned & provided by other organisations as part of the Festival, were also promoted through the event programme/brochure & social media, & were integral to Liverpool's Mental Health Festival success:

- Bring & Sing Meet-Up at The Caledonia
- Young People's Mental Health & Emotional Wellbeing Activities - YPAS North, Central & South Hubs

- A Beginners Guide to Life Coaching - Dave Wood, Metanoeo Academy
- Proud2BMe Festival - Spider Project Wirral
- Magnet Open Mic Night - LMHF Special (Mellowtone)
- LGBTQ+ Youth: Take Pride in Your Identity - GYRO
- Mental Health & the PIP Assessment - Liverpool Community Advice
- Raise Your Voice: Open Mic Night - MYA
- Community Dog Walk - Pets & Pals CIC
- Health & Wellbeing Roadshow - Liverpool Community Development Service
- Building Baby's Brain Workshop - LivPiP, PSS
- Walk for Mental Health - Healthiness Ltd
- Healthy Brain Active Body - Healthiness Ltd
- Cultural Sensitivity Session - Liverpool Community Development Service
- Art, Mental Health & Me - Mersey Care NHS Trust
- Happiness Every Day - Merseyside Polonia
- National Mental Health Football Championships - Everton in the Community
- Women Celebrating World Mental Health - WHISC
- You, Me & ND (Neurodevelopmental Conditions) - Addvanced Solutions
- Health & Wellbeing Symposium - Voice of Nations
- Better Balance - Healthiness Ltd
- Loneliness Summit with Luciana Berger MP
- Big Brew Event & Meet the Chief Executive - Mersey Care NHS Trust

CAMHS (Child & Adolescent Mental Health Services) Partnership Activities

We always enjoy the enthusiasm of CAMHS colleagues & their excellent, pro-active, interactions with members of the public for Liverpool Mental Health Festival. Thanks to everyone who got involved!

Rain didn't dampen the spirits of representatives of Liverpool CAMHS partnership who took part in the **Williamson Square** celebration, as well as holding individual events throughout the festival.



As part of the Festival, young people from GYRO (YPAS's LGBTQ youth groups) & THE Action Youth (YPAS Trans specific youth group) created an amazing exhibition space at the Walker Art Gallery: **LGBTQ+ Youth - Take Pride in Your Identity**. This was a true reflection of the pride, positivity & creativity that LGBTQ young people in Liverpool have. The event was part of the Coming Out: Sexuality, Gender & Identity exhibition at the Walker Art Gallery in conjunction with the Arts Council Collection. The pop up event was a great success & young people really enjoyed having the chance to showcase their work in such a prestigious venue. Curating the exhibition has not only helped young people develop confidence in themselves & their abilities, but has also shown them that venues like the Walker Art Gallery can be for, & enjoyed by, young people. You can see a walk-through of the exhibition here: <https://youtu.be/dX5T9Xce2No>



On 5th October MYA RAISE Team, in partnership with MYA NOISE, hosted a **Raise Your Voice Open Mic Night** for young people. Lots of young people took to the stage to perform through poetry, spoken word, singing, instrumentals & motivational speaking. Several of the pieces focused on mental health, challenging stigma, & sharing personal experiences. The event was well-attended, with lots of young people challenging themselves to take to the stage for the first time.

By Liverpool CAMHS Partnership



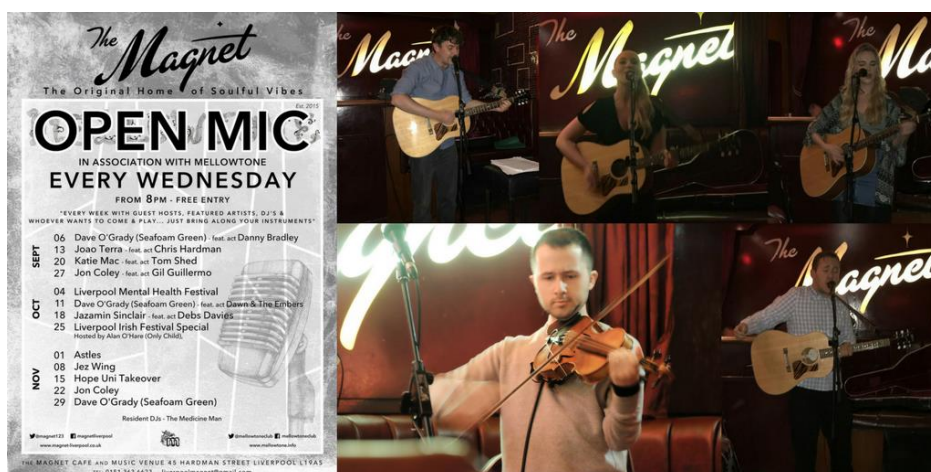
Loneliness Summit

Over the last few years, Luciana Berger (MP for Liverpool Wavertree & a previous Shadow Minister for Mental Health) has been a great supporter of what we do at Liverpool Mental Health Consortium. When she said she'd like to organise an event as part of this year's Mental Health Festival, we jumped at the offer! As part of the Festival, she hosted a Loneliness Summit, the findings of which will be fed into the Commission on Loneliness, established in honour of the late Jo Cox MP. She also brought the Shadow Secretary of State for Health, Jon Ashworth MP, along for good measure



Open Mic Night at The Magnet - LMHF Special

Mellowtone have been quietly creating a stir since 2014, with parties, gigs & showcases, & presenting songwriters & bands from the worlds of folk, blues, roots & more. We were delighted when they offered to present a Liverpool Mental Health Festival Special Open Mic Night as part of their regular series at The Magnet. Thanks to Dave McTague for his support, Dave Owen for his excellent hosting, & all who took part.



'Last night's Open Mic session at The Magnet was really uplifting - music is definitely food for the soul.'

'It's #OpenMic at #LMHF17 & all the turns rock!'

Section 5: Festival Outputs & Outcomes

Objectives were met by delivering all of the planned events & activities:

- An inclusive Art Exhibition on the theme of Mental Health/ Distress
- A Comedy Night, in partnership with Liverpool Comedy Festival
- 'Believe It or Not!' Conference on Sexuality, Gender, Faith & Mental Health
- Film night at FACT, including short films by & about local people with a wellbeing theme
- Workshops coordinated for Workshop Wednesday at Central Library & The Museum of Liverpool
- 'Drama in Development' event
- An all-day event on Williamson Square on 7th October, including information, advice & signposting, musical & other creative performances, & participatory activities that raise awareness of mental health & emotional wellbeing & challenge stigma & discrimination
- 'Lunatic Fringe Soap Box' Poetry Slam
- Festival Finale
- Coordinate publicity about all other events included in the Liverpool Mental Health Festival programme

A total of 49 separate events to celebrate Liverpool Mental Health Festival were publicised & promoted to the public. Publicity included:

- Logo & branding to bring all events together under the Liverpool Mental Health Festival banner
- Coordinating content & design of full Brochure of events
- Billboard posters
- Art Exhibition poster
- Social Media: Facebook & Twitter coverage for all events #lmhf17

- Partnership with One Fell Swoop
- Partnership with Liverpool BID
- Promotion on BBC Radio Merseyside & City Talk x 3
- Attracted high-profile guests as Festival Patrons & Art Exhibition Patrons - Bill Ryder-Jones, Sofie Hagen & The Singh Twins
- Festival supported by Ambassadors: Councillor Joanne Calvert, Lord Mayor Malcolm Kennedy

Public awareness & understanding of mental health was raised, both through the promotion of the programme & through the public's engagement with the activities. The activities ensured that individuals who use mental health services & other members of the general public affected by mental distress are more confident in expressing themselves & feel less isolated, both through opportunities to participate in activities & through delivering activities:

- The Williamson Square Festival provided advice & information from 20 different services/organisations, & tally counters used by volunteers & stallholders showed that we had at least 4,840 conversations with members of the public
- 65 people took part in workshops
- 40 people attended the Comedy Night
- 32 people attended Drama in Development
- 40 people attended the Lunatic Fringe Poetry Slam
- 28 people attended the Believe It or Not! Conference
- 20 people exhibited at The Brink for the Art Exhibition
- 220 people attended the Festival Finale
- People with experience of mental distress were prominent in developing, delivering, & participating in activities, including performances on Williamson Square, showing their short films at the Film Night, exhibiting in the Art Exhibition, taking part in the Poetry Slam, showcasing their plays at Drama in Development, performing at the Comedy Night, & volunteering their time & skills

'Congratulations on another amazing (& very busy!) festival - you & your team always do such an amazing job & I'm looking forward to the report!

'I feel honoured to have been a small part of a really big event!'

'We really enjoy getting involved in the festival.'

'It was a wonderful experience & we were delighted to be there at the Festival in support of Mental Health. Thank you for your support.'

'Fingers crossed it will be able to go ahead next year.'

'I'm always delighted to be involved & hope it will be viable for this very important Festival to continue.'

Many many thanks to our Event Manager, Nici Konigs Balfry (Zest Event Management). Without her passion, enthusiasm & attention to detail, the Festival would not be the success it is today.

A Big Thank You to all our partners, artists, performers, stallholders & venues who've helped to make this such a special Festival!

Many thanks to this year's Volunteers: Corinne Jones, Hilary Mercer, Karla McDonough, Lynsey Templeman, Meryl Cuzak, Saad Alshukri, Sarah Mottram, & Steve Butler-Boycott; & to our favourite Lovelock's Coffee Shop for providing them with food!



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