

Toolkit for COVID response Creative Flip 2021

Baltic Creative CIC supports circa. 170 companies across 118,000 sq/ft of space. The challenges facing all our tenants during the pandemic crisis have been varied which has meant we as a business, have needed to be even more flexible, innovative and supportive.

We've introduced a whole range of support during the Coronavirus pandemic which included:

1. Health & Wellbeing support
2. Grant support
3. Financial support
4. Operational Guidance
5. Partnerships and Advocacy

Tenants

Free online Health and wellbeing sessions. Including yoga, mediation, Pilates.

Held online social meet ups for tenants

Curated a 4 part event support series for tenants returning the workplace

In partnership with a local social enterprise

1. Stress management in the workplace
2. Digital and media detox
3. Looking after the wellbeing of your colleagues
4. Bringing mindfulness to the working day

Staff

Mental Health first aid training for staff.

Medicash health plan to access counselling and cover medical costs.

Flexible working arrangements.

Stress management training.

Access to one to one in person counselling with a small local organisation.

Working with the City Council rates office we helped tenants secure one off 10k small business cash grants linked to their business rates. This helped them cover their fixed costs like rent and electric etc

We created an online platform where our tenants and the community could access up to date support and links to information to help them.
<https://www.baltic-creative.com/covid19support/>

We saw the pandemic affect all tenants, and primarily tenants who worked in areas such as education, entertainment, hospitality and media. We provided bespoke support to 26 companies and a tenant by tenant basis taking into consideration their unique circumstances.

- Reduced lease terms and introduced more flexible terms
- Encouraging share occupancy with subletting
- Negotiated service charge premiums
- Rental holidays and temporary underpayments

We created a Safety Guidance booklet containing resources for tenants around office working and using communal spaces safely. This was updated and re-distributed each time restrictions were implemented or lifted or changed in any way.

We updated the tenants on changes to government advice and guidance in bite size pieces of information relevant to our sector - making it easier to digest and make sense of.

Most recently we have signed up to the government testing initiative to provide tenants with lateral flow testing kits - encouraging them to take tests before face to face meetings etc

Partnerships And Advocacy

Professional services

Liverpool Chamber strategic Partner: Helping connect tenants with specific business support such as DIT, HR and Hygiene.

Supporting growth and local Jobs

Kickstarter scheme: Supporting young people into the workplace by connecting tenants with potential employees.

Sector specific Opportunities

BIMA bespoke affiliate membership for tenants: Access to awards programmes, conferences and training.

Community and social good

Ethos Magazine: Exploring ways communities can work together to shape a better future.

BALTIC CREATIVE

COMMUNITY INTEREST COMPANY

Toolkit for COVID response Creative Flip 2021

Baltic Creative CIC supports circa. 170 companies across 118,000 sq/ft of space. The challenges facing all our tenants during the pandemic crisis have been varied which has meant we as a business, have needed to be even more flexible, innovative and supportive.

Health and Wellbeing

Method

Reflecting and discussing as a team what we are finding hard and what we would want from our company to help tackle our mental health.

We looked at things we already did and built on them, moving them online.

- Weekly yoga and pilates classes
- Workshops and learning opportunities
- Physical Wellbeing
- Mental Health awareness

Yoga and Pilates

We already provided a limited number of in-person pilates and yoga classes for tenants.

Moving the sessions online allowed the teacher to hold more regular and different types of classes.

Workshops and personal growth

We already provided in-person opportunities around business and growth.

We developed this model to accommodate a more thoughtful approach towards supporting tenants and staff.

- How to manage stress in the workplace
- Digital and media detox workshop
- Start Making a Positive Impact in Your Career
- Bringing mindfulness to the working day

Identify tenant barriers to good health and wellbeing

- Change: Working from home.
- Isolation: Being confined to the house.
- Productivity: the pressure to be productive working from home

Action

Providing tenants with daily opportunities to attend free online classes at different times of the day throughout the working week.

Outcome

This tackled both their physical health and mental health. Encourage time away from the computer and take time out for themselves.

Action

Providing tenants with online opportunities around mental health and how to think innovatively about how they work and manage their own wellbeing.

Outcome

Understanding how to reduce stress and to Identifying triggers to poor mental health in themselves and others.

Coming out the other side of the Coronavirus we will continue to further educate ourselves around mental health and wellbeing, our physical health, as well as provide, continued learning opportunities for the tenants.

Business Support

Identifying barriers to business growth and development.

- Changes to business: Pivoting, slow growth, unexpected growth.
- Changes around how business is conducted: From home, online.
- Changes to priorities for companies: Mindfulness, staff wellbeing.
- Changes in desired business outputs: Social good, longevity.
- Lack of networking opportunities and training opportunities.
- Productivity: Burnout and workload.

Outcome

- Tenant engagement
- Personal growth
- Business growth opportunities.
- More accessible to people.
- Networking Opportunities

Through the course of the programme, we can continually measure attendance and test different delivery methods.

Method

We used survey monkey to create a tenant feedback survey to ask our community what they would like us to cover in our next instalment of our business support programme.

From the tenant feedback survey, we identified 4 areas where tenants needed support

- Professional services
- Supporting growth and local jobs
- Sector-specific Opportunities
- Community and social good

Action

Working with our partnerships and building on our already existing business support programme.

- **Professional services:**

Liverpool Chamber strategic Partner: Helping connect tenants with specific business support such as DIT, HR and Hygiene.

- **Supporting growth and local Jobs:**

Kickstarter scheme: Supporting young people into the workplace by connecting tenants with potential employees.

- **Sector-specific Opportunities:**

BIMA bespoke affiliate membership for tenants: Access to awards programmes, conferences and training.

- **Community and social good:**

Ethos Magazine: Exploring ways communities can work together to shape a better future.

What's Next

Through our Health and Wellbeing programme, we have engaged with over 60 individual tenants. To reach over 100 by 2022 by exploring different types of classes and workshops.

We continue to explore partnership opportunities for business support programmes to cover more topics - both in-person and online.

As an employer of 6 staff, we have looked at additional support around Health and wellbeing.

We are supporting the staff with:

- Mental Health first aid training for staff.
- Mediacash health plan to access counselling and cover medical costs. Flexible working arrangements.
- Stress management training.
- Access one to one in-person counselling with a small local organisation

Resources

- www.baltic-creative.com/covid19support/
- www.eventbrite.co.uk/o/baltic-creative-cic-8445623405
- www.themindmap.co.uk
- www.balanceandmovement.co.uk
- www.transform-lives.org
- www.ethos-magazine.com
- www.liverpoolchamber.org.uk/article.aspx/show/30347
- <https://bima.co.uk/organisations/baltic-creative-cic/>