

Your Creative Health Partners



Welcome to
The Creative Health Alliance



What is it that we do?

The Creative Health Alliance Limited provides bespoke, values-driven services blending strategic and operational perspectives to facilitate multiprofessional health and care workforce development across the career lifespan.

By bridging systems, health and care provider organisations, education providers and the workforce, our aim is always to be responsive and impactful:

- for the workforce,
- for services,
- for organisations, and ultimately
- for the people and communities we collectively serve.

We provide the headspace, insights, capacity and leadership to bring stakeholders together to progress important strands of work supporting the transformation of health and care services to better meet the needs of the individuals, communities and populations they serve ... and therefore their outcomes and experiences.

Our approach is based on:

- High standards of professionalism and high-quality outputs
- Inclusive and collaborative stakeholder engagement
- Working with and building communities centred on a common goal
- Enabling, empowering and supporting the development of everyone involved
- Critical friendship and curiosity
- Honesty, integrity and fairness.



Examples of our work

- Reviewing the Royal College of Occupational Therapists' Career Development Framework, making recommendations for the positioning, content and form of the planned later edition.
- Leading the co-creation of the inaugural British and Irish Orthoptic Society Professional Development Framework to articulate, promote and support learning and career progression across all career levels and roles.
- Leading a significant proportion of the British Association of Prosthetics and Orthotics' 2024/25 workforce development programme, including:
 - establishing the national learner network and learner resource hub;
 - developing a simulated learning resource to support learners going into practice-based learning settings for the first time;
 - creating and curating a suite of resources to raise the profile and unlock the potential of the support workforce;
 - creating and curating a suite of early career support (preceptorship and foundation support) resources;
 - authoring a professional stewardship report – An exploration of practice-based learning in prosthetics and orthotics in the United Kingdom – providing comprehensive analysis of the current state of practice-based learning within the profession, highlighting the critical need for growth and innovation to meet future workforce demands.
- Establishing and delivering a programme of workforce development workshops and mentoring for allied health professionals at Hampshire Hospitals NHS Foundation Trust.

Whether your focus is uni- or multi-professional, we have the cross-sector knowledge, skills, experience and expertise to help you achieve your goal, and establish firm foundations for future developments and impact.

Why us?



As registered healthcare professionals, we have all worked across sectors and settings, including in practice, academic, research and national leadership roles. Together, we have amassed over 90 years' experience and bring different and complementary knowledge, skills and expertise to the table.

Because we are not part of the infrastructure, but have a well-grounded inside knowledge of it, we offer objective insights that those inside may not see. We are able to bridge systems and strategic directions, health and care provider organisations, education providers and the frontline workforce. We provide value for money and innovative solutions that are impactful – for services, for the workforce, for organisations, and for people who access health and social care services.

Meet our core team



Dr Beverley Durrant

Dr Beverley Durrant is an [HCPC](#) registered podiatrist and independent consultant with nearly 30 years of experience as an allied health professional. Her career spans diverse roles across NHS clinical practice, leadership, and the higher education sector, bringing a rich blend of expertise and insight to her work. As an accredited transformative coach, Beverley adopts a coaching mindset throughout her work that is open, curious, and client centred.

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Dr Jo Watson

Dr Jo Watson is an [HCPC](#) registered occupational therapist and freelance consultant. In a career spanning over thirty years, she has worked in practice in Australia and the UK, in higher education as an educator and researcher, and in a national strategic leadership role heading up education and research for the Royal College of Occupational Therapists. She is also an Adviser for the [James Lind Alliance](#).

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Dr Stephanie Tempest

Dr Stephanie Tempest is an [HCPC](#) registered occupational therapist and learning and development workforce consultant with nearly three decades of experience including neurorehabilitation practice, academia, and national healthcare leadership. She is also a Chartered Fellow at the CIPD.

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What people say

Chair, British Association of Prosthetists and Orthotists

The Creative Health Alliance are a fabulously **knowledgeable, reliable, dedicated team** of professionals who understand the allied health landscape. They are a structured, organised team who combine a clear plan of delivery with **innovation and out-of-the-box thinking**, resulting in exceptional outputs. A pleasure to work with.

Programme Manager, British and Irish Orthoptics Society

We worked with The Creative Health Alliance from September 2024 to March 2025 on the newly named Professional Development Framework, which is a significant resource that will support orthoptists across their careers, from students to expert practitioners. The team delivered all agreed outputs to an **exceptional standard** and within agreed timelines. Participants were excited to see how the framework would shape the future including as a valuable tool for appraisals and staff development.

Programme Manager, Royal College of Occupational Therapists

Sincere thanks and appreciation to The Creative Health Alliance for their **outstanding work** on the RCOT Career Development Framework (CDF) review, delivered as part of the workforce reform programme. The team approached the review with professionalism, depth of expertise and a strong **commitment to co-production and engagement**. Their ability to draw on robust evidence, lived experience and professional insight has resulted in a review that

is both critically reflective and practically useful for the occupational therapy workforce. Their recommendations for the revised framework are thoughtful, inclusive and future-focused, offering clear, accessible guidance that reflects the complexity and diversity of occupational therapy roles across the UK. We are grateful for their **dedication, clarity of vision and collaborative approach** throughout this important piece of work.

Michael Guthrie, Director and Freelance Policy Consultant, M B Guthrie Limited

I worked with The Creative Health Alliance as part of a project team delivering a significant programme of education and workforce reform for an AHP professional body. Exactly what needed to be done and why was not always clear from the outset. The team applied an **appropriate methodology to navigate this complexity** and develop plans for work which were clear, achievable and meaningful. They

collaborated effectively with stakeholders throughout to benefit from their perspectives, secure their buy-in and create a solid foundation for future engagement. I was particularly grateful for their teamwork, support and peer review during the project. Bev, Jo and Steph are great to work with. They are **experts in their field**, and really care about what they do, and this shows in the high quality of what they deliver.



For further information contact
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