



What is the Creative People and Places Programme?

- The programme funded by Arts Council England started in 2012
- Creative People and Places focuses on parts of the country where involvement in arts and culture is significantly below the national average
- Creative People and Places is about more people taking the lead in choosing, creating and taking part in arts and culture experiences in the places where they live.



Creative People and Places

Last week Arts Council announced that following a competitive application process they are investing £38.3 million in 39 Creative People and Places programmes.

All successful applicants will receive funding between £750k to £1 million over the three year period. We are one of the 39 projects.

Examples of partners in this round include housing associations, Lancashire Wildlife Trust, Derbyshire federation of Women's Institutes, Knowsley safari park, Sellafield Nuclear Decommissioning Agency, the New Forest National Park, Wigan Athletic Community Trust, 6 Towns radio in Stoke.

Creative People and Places

Since inception in 2012 up to 2021, there have been:

- over 7.4 million engagements with the programme
- involving over 17,404 volunteers and
- over 1000 local partners - including a haulage firm, a rugby club and a number of housing associations - helping to put creativity at the heart of local communities
- 83% of CPP engagements are from lower and medium engaged groups – low to medium engaged groups are over represented in CPP in comparison to UK households.



Phases

- Phase One , 2013-2016 - £2million
- Phase Two, 2017-2020 - £1million
- Phase Three, 2020-2023 - £500,000
- New programme, 2022-2025 - £1 million

How we started

This was the initial film that we used in our interview for the project.

- Three consortium partners, led by the University of Sunderland also with The Customs House (Arts Centre) and Sunderland Music, Arts and Culture (MAC) Trust
- A local authority ward based approach
- £2million over three years (2013-2016), to achieve a three year project that had a ten year vision!

A black rectangular title card with white text. The main title 'The Cultural Spring' is in a large, serif font. Below it, in a smaller, sans-serif font, is the subtitle 'North Sunderland & South Tyneside' followed by the year '2013' on a new line.

The Cultural Spring
North Sunderland & South Tyneside
2013

‘There’ll be other people who are sitting at home, watching their TV, thinking why am I doing this, why aren’t I playing my guitar, or why aren’t I playing my drums or my ukulele and they’ll be waiting for this leaflet that says come along guys, even if you think you’re rubbish, come along and join in’

Frank a resident from Sunderland



What Are Our Aims?

- Increase participation in arts and culture within our communities
- Enable more excellent art to happen in our communities
- Help communities to set up and run sustainable events and workshops independently from us
- Reflect and share learning



OUR THREE YEAR PROGRAMME

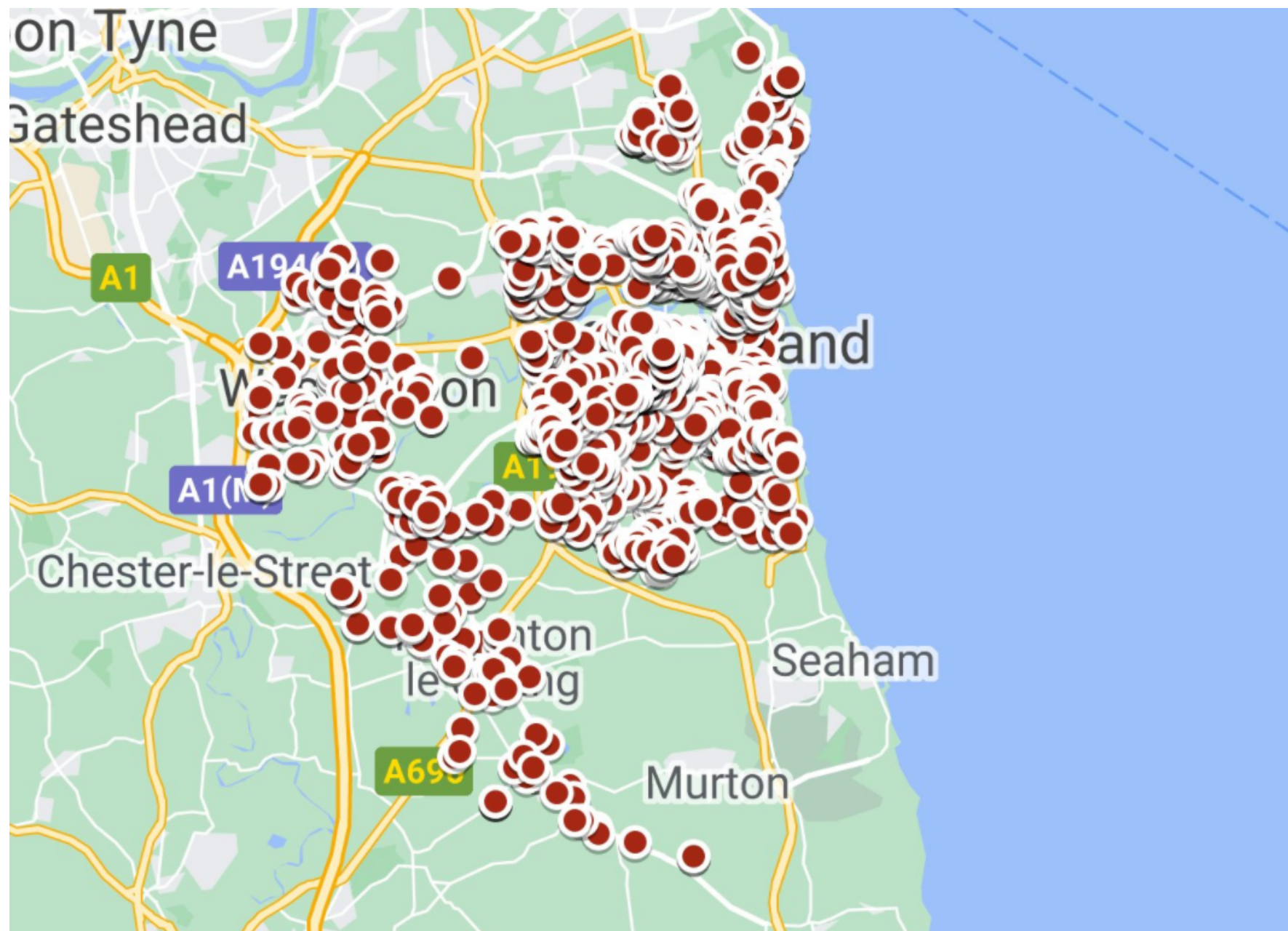


The Team



What Happened ?

- The role of Community Champions as decision makers and volunteers
- Large scale commissions – four each year (commissions worth £40,000 -£100,000)
- Research and Development projects
- Workshop sessions
- Go and See visits
- Your Art



2013-2016

- Offered over 150 different art form workshops
- Produced 11 large scale events including, BBC Great North Passion, Inventors, Summer Streets and RUSH
- Supported 58 Your Art applications for residents and groups to come together to run their own activities
- A regular Go and See programme
- Supported 9 Research and Development commissions



2017 -2020

- 180 creative workshops
- 37 Go and See visits
- 82 co-produced pilot arts activities (Your Art)
- 178 artists and creatives employed
- 28 commissioning forums
- 3 academic/partnership research studies

Any Questions?

2017 – Change of Evaluation Approach

Vision

- For arts and culture to be an expected and accepted part of everyone's lives in Sunderland and South Tyneside.

Mission

- Develop an inclusive and diverse programme to encourage and enable everyone's engagement and to establish a new cultural environment.
- Attract great musicians, artists and writers to work with communities.
- Provide opportunities for people to be part of the decision-making processes which influence what is programmed, commissioned and delivered so they can enjoy new experiences, discover new passions, learn new skills.
- Catalyse partnerships and opportunities.

Impacts

- Improved wellbeing.
- Enhanced community cohesion and self-reliance.
- Improved local image and civic pride.
- Economic contributions.

The Cultural Spring

Kati's really champion



Kati Whiteoak was a volunteer at Grindon Church Community Project when she first encountered The Cultural Spring Project.

"Project Director Emma Horsman approached us as she was looking for a venue in Grindon. We got chatting and I'd say The Cultural Spring has become a big part of our own project."

"We have two groups that started off as Cultural Spring projects that are now self-sustaining."

"We have Grindon Painters, a group of about 15 painters who meet every Thursday morning between 10am and noon at our building in Galway Road, and our MARRAS group, which stands for Magical And Really Remarkable Amateur Stagecraft." Earlier this year they finished performing their second Christmas show, Aladdin, under the direction of Corinne Kilvington. We put on our first show, A Christmas Carol, with the help and support from The Cultural Spring. Since then, the number of people in MARRAS has grown and we have a younger group and an older group now. "So many people in those shows, or who worked on them, had never done anything like it before – but they loved every minute of their involvement."

"We also host Cultural Spring workshops which has been great for the local community – giving them opportunities they wouldn't have had otherwise," added Kati who is retired after a career in the health sector.

"In a way, I'm part of the legacy too. I had an interest in the arts, but now it's a passion and that's down to The Cultural Spring and the experiences I've had – I've been a regular attendee at workshops." Kati became a Cultural Spring Community Champion two years ago. The role helps her decide what arts activities will be delivered in her community, and she has also sat on panels to decide where the funding for community-based arts projects will be spent.

Her involvement in The Cultural Spring deepened even further when she was asked to join the Cultural Spring Steering Group, a forum which provides strategic leadership for the project and oversees its successful implementation and delivery.

An estimated 2,859 hours of creative activities took place over Phase Two. This gives an accrued unit cost calculation of £0.15 (ie. total cost divided by hours divided by engagements)

99% recommend to others

PROJECT OUTCOMES INCLUDE

- 77% improved well-being
- 78% more connected
- 85% learned new skills
- 66% increased pride in the area
- 96% increased confidence
- 93% appetite for future arts engagement
- £23,632.50 engager spend (based on 50% of all of those engaged £2.50 each*)
- 59% intend to give back to their local communities



180 workshop programmes

OUTPUTS

- 37 Go and See visits
- 82 co-produced pilot arts activities
- 178 artists and creatives engaged in delivery contracts
- 100 Cultural Spring conversations



125 community champions

CULTURAL SPRING'S ACTIVITIES ENGAGED 18,906 PEOPLE

- 7576 participants
- 11,128 audience members
- 74 volunteers
- 3 interns
- 91% were from the areas of least engagement



FOR EVERY ... £1 THE ARTS COUNCIL INVESTED...

...a further £1.05 was secured to support and enhance delivery



2020 – to date

The pandemic started just as we were about to start our third phase

- 5 Community Research and Development Projects, e.g. Superhuman Art Project & Lockdown Writing
- 23 Workshops – digital and non- digital e.g. Writing bootcamp, Post art, Front Street Songs, Winter Light installations, Animal face/pen portraits & intro to podcasting.
- 2120 Craft packs distributed – e.g. Eco Crafts, Textile Crafts & Mixed Craft packs.
- Go and See Visits – not possible for obvious reasons.



Testimonials

'Feel great after each workshop. Connected and a bit lighter'

'Helped keep a positive outlook and cheered me up'

'Made me feel really special to be receiving a pack of treasures and treats to create. It really changed my mood and gave me something worthwhile to do'

'As a carer I need an outlet, and for me, crafting is it'

'Due to the unprecedented situation, my kids cannot have a normal life, so this type of activity helps their mind and body to be active'

'Excellent way to engage the brain learn, meet and share with others'

Outputs, April 2020-August 2021

3 Year Targets	18 month target	Delivered	Analysis
4000 Participants (3500 workshops & 500 Go and See)	2000	3387 Participants - 3420 Craft pack participants - 417 workshop participants - 0 Go and See participants	Exceeded
30 Creative practitioners commissioned	15	29 (all from Sunderland & South Tyneside)	Exceeded
2 New companies commissioned	1	2	Exceeded
50 Community Arts Champions	25	23	92% achieved
10 Commissioning Forums	5	4	80% achieved
10 Commissioned organisations	5	3	60% achieved
20 Volunteers	10	2	Covid prevented delivery
8000 Audience members	4000	0	Covid prevented delivery of large scale events

Outputs, delivery

Indicator	Non digital workshop participants	Digital workshop participants
Reporting that participation had made them feel happy	100%	90%
Sense of achievement	100%	95%
Learning something new	88%	93%
Intention to engage in future arts activities	100%	100%
Would recommend to others	100%	100%
Increased connections/valuing social aspects	78%	55%

Feedback from Artists involved in project from 2020:

- 88% adapted delivery – use of Zoom, YouTube and Tik-tok, written notes, telephones, cycle by
- 88% increased confidence
- 88% making a difference
- Valuing Cultural Spring, the team and their support





What we've learned?

- Be patient
- The importance of listening
- Free has no value
- Take risks, learn and adapt
- Marketing needs a range of approaches

What we've learned continued:

- Build in legacy from the beginning
- Keep with it –self-sustaining groups
- Community decision making processes
- Partnership working
- Venues as partners – mutually beneficial
- Working with artists who share our values and want to 'co-create' rather than 'do to'



Community Champions

The lifeblood of our project

Make decisions and challenge us

Shape and develop our programme



Challenges

- Relationship building – developing trust takes time
- Funding – Arts Council Grant comes with an expectation of match funding being sourced
- Marketing – there isn't one approach
- Roles

And now...?



- Online workshops – creative writing sessions have proved the most popular
- In person taster workshops in a range of community venues
- Monthly craft packs with check in calls

Monitoring and Evaluation

- Evaluation, Data Collection and Monitoring
- Capturing data (quantitative) when participants / audiences sign up for workshops and events
- Surveys (qualitative)– post workshops and events
- Focus Groups – community champions / artists / participants
- Stakeholders, including CS Steering Group
- External Evaluators – Co-Libra
- Critical Friend – Chrissie Tiller



Excellence

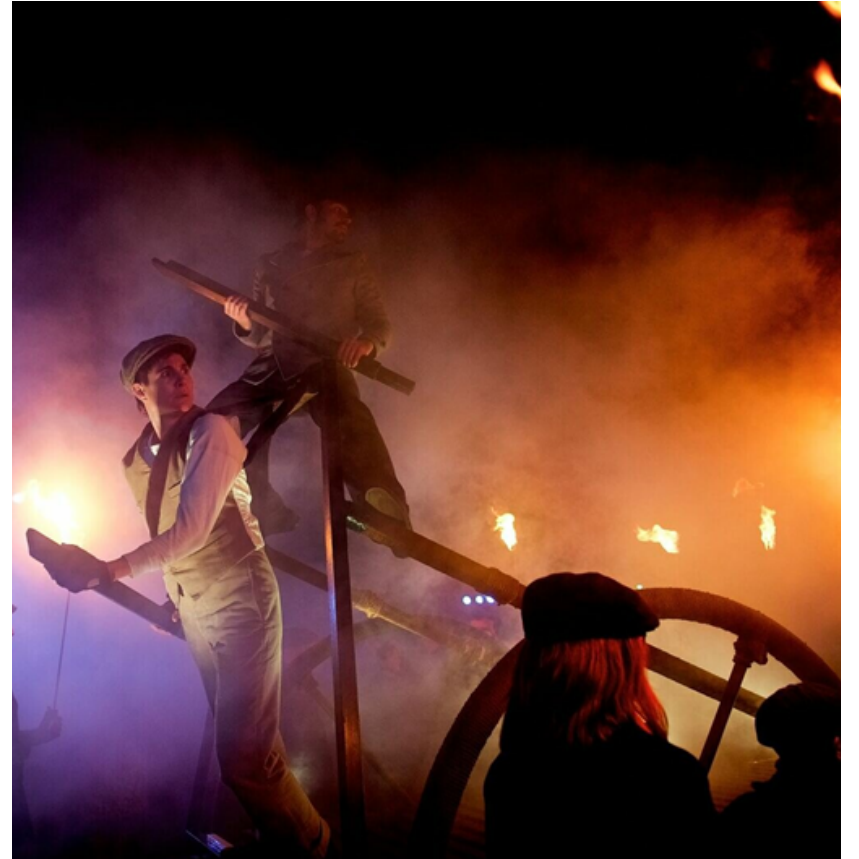
Interim Report by Co-Libra our external evaluators, September 2021:

The extent to which the aspiration for excellence of art and excellence in the process of engaging communities has being achieved? *The Cultural Spring continues to demonstrate innovation and excellence in the process of engaging communities. This is evident in the numbers of people from the communities of least engagement participating and engaging in Cultural Spring's art and cultural activities (be they digital or non-digital), and also in terms of their active participation, voice and representation when designing and choosing the activities to be delivered through Your Art, co-commissioning, Community Champions and Steering Group representation.*

What's Next?

From April 2022-March 2025 we'll be able to deliver the following programme with our communities:

- Community Engagement Activities (including face to face workshops, online activity and activities at home)
- Empty Shops programme
- Facilitated visits
- Large Scale Research & Development projects
- Social Prescribing / Health and Wellbeing
- Cultural Friends





Thank You

Useful Links:

www.theculturalspring.org.uk

<https://www.arts council.org.uk/>

<https://www.creativepeopleplaces.org.uk/>

Links to films shown in this presentation:

Our original interview film (2013): <https://vimeo.com/61358433>

Our First Three Years documentary: <https://vimeo.com/199140914>

Sandra Naglis our Community Champion (full version):

<https://www.youtube.com/watch?v=L2ts5BNArRQ>

60 second film 'What We Do' from Autumn 2021:

<https://www.youtube.com/watch?v=HaKwHq0mC7I>

Emma Horsman – emma.horsman@theculturalspring.org.uk