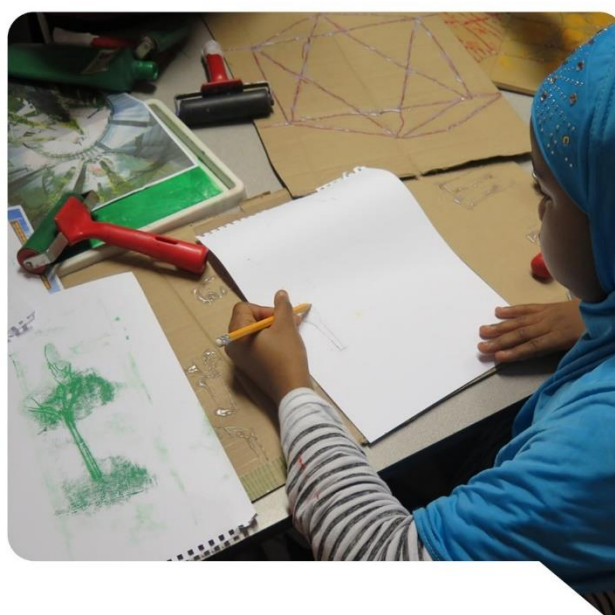


**I HAVE
BEEN SO
IMAGINATIVE
AND USED
ALL MY
CREATIVITY.**



community:matters

Connect Stars

October 2019 – July 2020

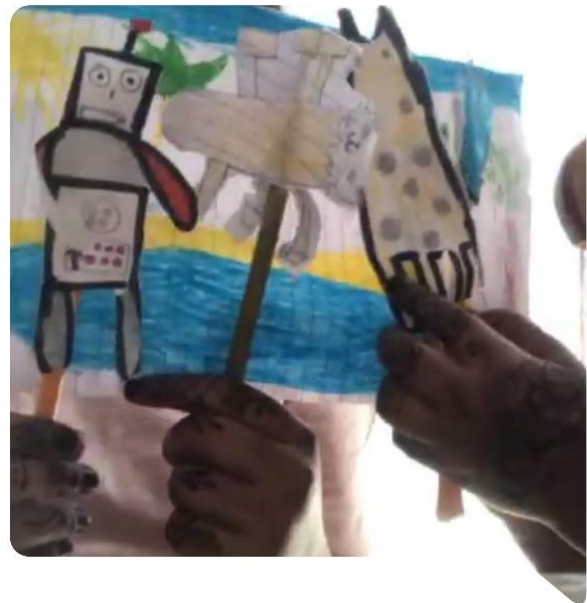
EVALUATION REPORT

Chairman: Eddie Donaldson OBE **Chief Executive:** Nicky Goulder **Ambassador:** Alistair DK Johnston CMG **Patrons:** Sir Matthew Bourne OBE, Esther Freud, Dame Evelyn Glennie, Howard Goodall CBE, Ken Howard OBE RA, Erwin James, Shobana Jeyasingh CBE, Tim Marlow CBE, Nicholas McCarthy, Lord Moynihan, Susannah Simons **Trustees:** John Broadis, Tony Cates, Eddie Donaldson OBE, Tim Jones, Marit Meyer-Bell, Vanessa Sharp, Paul Thimont, Carol Topolski

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EXECUTIVE SUMMARY

Create is the UK's leading charity empowering lives, reducing isolation and enhancing wellbeing through the creative arts. It enables society's most disadvantaged and vulnerable people to develop creativity, learning, social skills and self-esteem.

With funding from John Lyon's Charity, Create designed *community:matters*, a multi artform programme for some of the most vulnerable young people in Brent. Between October 2019 and July 2020, Create delivered 24 half day creative art workshops over 12 days with 34 young people aged between 5-16 who attend Connect Stars (CS), a charity based in Brent that provides support and services to members of the BAME community. Under the guidance of Create's professional artists, the participants worked together to make architectural prints, paint a banner, write original songs and devise a live cartoon.

The May and July workshops took place online under Create's remote workshop programme. **Create Live!** was developed in response to the coronavirus lockdown, delivering high quality, engaging, interactive, collaborative creative workshops with participants in their homes via Zoom.

All participants who attended the final project day (94%) completed feedback questionnaires as did all staff from CS and Create's artists. Verbal feedback was collected throughout the project from all participants, staff and Create's artists. Staff and participants were asked to rate the success of *community:matters* in enabling the participants to develop a range of skills; and to appraise the success/enjoyment of the project overall. The key results are shown in the table below:

Participant skill development	Participant rating	Staff rating
Artform skills	86%	100%
Communication	85%	100%
Confidence	93%	100%
Creativity	95%	100%
Digital/technology	75%	100%
Ideas listened to	93%	100%
Learning from artists	100%	100%
Social skills	79%	88%
Teamwork	95%	100%
Wellbeing	63%	100%
Project overall	98%	100%

ABOUT US

Create is the UK's leading charity empowering lives, reducing isolation and enhancing wellbeing through the creative arts.

We know that unleashing creativity ignites imaginations, develops confidence and builds relationships. Like setting off a firework, our professional artists light the touch paper and our participants discover new found self-belief and a desire to try more, do more and be more.

We're a national charity that champions local priorities by collaborating with our partners to tailor every project to each individual's needs. We believe that everyone – regardless of circumstances, behaviour, age, gender, race or disability – deserves the chance to fulfil their potential. Each project is a collaboration with one or more community partners, which have specialist knowledge of local priorities and the participants that they exist to serve.

Our focus is on engaging the most marginalised participants in inspiring, sustainable arts programmes – delivered in familiar settings where they feel comfortable and safe – in areas where provision is poor and engagement in the arts is therefore low. During the COVID-19 lockdown we are delivering our programmes via **Create Live!**. We prioritise our work with seven participant groups: young patients; disabled children and adults; young and adult carers; schoolchildren (and their teachers) in areas of deprivation; vulnerable older people; young and adult prisoners (and their families); and marginalised children and adults.

Many of our programmes are developed and delivered in partnership with the business community, helping to meet their Corporate Responsibility priorities. Every project we deliver is rigorously evaluated because we're passionate about providing inspiring and empowering creative experiences that have a lasting impact. We also evaluate the longer-term impact of our work through the *Making it Matter* initiative, which revisits two projects each year, 6-24 months after they took place.

One spark of creative energy opens up a world of positive opportunities. **Create lights that spark**

PROJECT NEED

Brent is ranked 11th on the Government's London borough deprivation indices, with 33% of households living in poverty and 31% of employees earning less than the London Living Wage, a higher rate than any other borough except Newham. The creative arts are a powerful tool in empowering and upskilling children and adults alike and, with Brent being the London Borough of Culture in 2020, during which the voices of young people should take centre stage, it is particularly important that the voices of marginalised young people in the borough are heard.

AIMS

To give young people in Brent the opportunity to explore their creativity in high quality creative arts workshops led by professional artists; to use the creative arts to enable young people to develop social skills, trust and supportive relationships with their peers, enhance self-confidence and self-esteem, and have fun.

PROJECT SUMMARY

Workshops

Printing: 21, 22, 23 October 2019

- Under the guidance of Create's printmaker, participants were inspired by the theme of "Brent's future".
- Working in small groups, they made a range of prints including block prints, mono prints and collagraph prints.
- They worked in pairs and small groups to create architectural drawings and collages as blueprints for the Borough's future.
- They then used the prints and collages as the basis for 3D models, bringing to life their drawings and prints.

Sharing: 23 October

- Participants exhibited their work to an audience of families, CS/Create staff.

Participants

10 aged
5-11

2 aged
12

7 audience
members

Painting: 17, 18, 19 February 2020

- Under the guidance of Create's visual artist, participants were inspired by the theme of "Brent's outdoor spaces".
- They worked in pairs and small groups to develop sketches and paintings based on natural forms.
- Working as one group, they collectively painted a large banner celebrating Brent's outdoor space.

14 aged
6-11

during lockdown putting these to the music they had created.

- They recorded elements of their music and vocals, which were edited to create the final pieces.

Sharing: 22 July

- Participants performed their original songs to an audience of their families, CS/Create staff via Zoom.

10 audience
members

Total number of different participants across the project

34

Sharing: 19 February

- Participants exhibited their work to an audience of families and CS/Create staff.

9 audience
members

Visual Art (via Create Live!): 26, 27, 28 May

- Under the guidance of Create's visual artist, participants created a 'live cartoon'.
- They worked in small groups, in break out rooms, writing original stories.
- They drew original characters and backgrounds to support their stories.

10 aged
6-11

1 aged 12

FUNDING

community:matters was funded by John Lyon's Charity.



JOHN LYON'S
CHARITY

OUTPUTS

Intended 20+ young people aged 5-25 in Brent will have taken part in *community:matters*.

34 young people aged 5-16 took part.

Intended 24 half day workshops will have taken place over 12 full days, delivered by Create's professional artists.

As intended.

Intended Workshop series will have culminated in informal performances, exhibitions and/or recordings of participants' work.

Informal sharings took place after each workshop for family and friends. Participants received a copy of their songs and live cartoon from their music and visual art workshops respectively.

Intended Every participant will have been presented with a Certificate of Achievement.

As intended.

Sharing: 28 May

- Participants performed their live cartoon via Zoom, with each household taking charge of certain scenes. to an audience of their families, CS/Create staff.

9 audience
members

Music (via Create Live!): 20, 21, 22 July

- Under the guidance of Create's musician, participants wrote an original soundtrack to a film scene, as well as songs inspired by the COVID-19 lockdown.
- They used objects around the home to create musical instruments, using them to create beats and rhythms.
- They wrote original lyrics and poetry about their experiences

11 aged
5-11

4 aged
12 - 14

OUTCOMES

intended outcome in bold; evidence of outcome follows

Participants will have explored their self-expression, enhanced their creative thinking and developed their creative/artform skills.

- **95%** of participants and **100%** of staff said participants developed their creativity:

I HAVE LEARNT TO USE MY IMAGINATION MORE.

Participant

"Coming up with our own rap lyrics was fun and creative." "Drawing the future felt pretty creative." "I have learnt to draw using my imagination." "I enjoyed thinking of all the possibilities of our story." Participants "The workshop enabled the participants to think outside the box." "I think the young people were given the freedom to explore and develop their ideas." Staff "The young people went on a voyage of musical discovery, starting from a point of assuming music is really complicated, but we broke it down and realised it consists of simple parts layered up. We took on creating a rap, and the lyric writing was exceptional!" Artist

- **86%** of participants and **100%** of staff said participants developed their artform skills:

THE SOUND OF MUSIC CAN CHANGE THE WAY YOU FEEL.

Participant

"I have a lot more art skills now." "I've learnt a lot about writing stories." "I learnt more about the guitar and piano." "For the first time I learnt how to use watercolours." "My favourite part was when we made and played our own instruments." Participants "Chloe [Create artist] was extremely engaged with the young people and used the visuals very well." "The young people made use of the equipment they had around their homes and made brilliant work as a result." Staff "The participants developed their painting skills whilst working on a large canvas. Each contributing to their section on the large mural." Artist

Participants' ideas will have been encouraged, listened to and incorporated in the creative process, helping them to feel valued and develop confidence.

- **93%** of participants and **100%** of staff said participants' ideas were listened to:

I FELT LISTENED TO IN EVERY DISCUSSION.

Participant

"Jenny [Create artist] listened to all my ideas." "My group's story was based on my idea." "Mike [Create musician] listened to our ice cream rap and other ideas." "My ideas were listened to for the whole three days." Participants "Everyone was given opportunities to share their ideas and each idea was taken into account and respected." "Everyone has had the chance to contribute to the workshops and thus feel valued." Staff "Participants' ideas were at the heart of the project and were central to each stage. Their characters were based on their ideas of the future; their stories were written together. Their contributions were sought throughout and always welcomed." Artist

Participants and staff will have enjoyed working with and learning from Create's professional artists.

- **100%** of participants said that they enjoyed working with and learning from Create's artists; **100%** of staff said participants benefited from working alongside them:

HE HAS A WAY OF MAKING EVERYTHING FUN.

Participant

"She was really helpful and lovely." "She was very smart, kind and great at art!" "He is nice and listens to everyone." "He's kind, understanding and easy to talk to." "She's great at helping to improve your ideas." Participants "She's been excellent with the participants and they've learnt so much from her." "He was brilliant in his demeanour, skill set and delivery style." Staff

Participants and staff will have reported increased digital/technology skills as a result of participating in **Create Live!** workshops:

- 75% of participants and 100% of staff said participants developed their digital skills:

I LEARNT HOW TO USE LOTS OF NEW FEATURES.

Participant

"I now know how to log in, use the chat function, give a thumbs up and mute." "I know you can mute others if it's too noisy." "I'm now better at using Zoom." Participants "Participants became more comfortable using the platform and understanding how it works." "Their digital skills improved as the participants are able to use Zoom more efficiently." Staff "Participants developed their confidence and ability to re-join a session, to ask for help if they couldn't hear and learnt how to rename themselves. They also developed their online etiquette, which improved with each session." Artist

Participants will have developed their social skills, new trusting relationships, shared understanding, teamwork and communication skills through creative activities that promote group cohesion and peer support.

- 95% of participants and 100% of staff said participants developed their teamwork skills:

IT WAS FUN WORKING WITH THE OTHERS BECAUSE THEY WERE FUNNY AND KIND.

Participant

"I have got to see other people with different abilities." "When you work with others, they can help you." "I've enjoyed working with people who have different ideas to me." Participants "There was lots of good teamwork taking place as participants had to work with each other to come up with their stories." Staff "The young people found it quite hard to bond as there were lots of different ages. We also had late comers every day, which disturbed and distracted the group." "This has been a really challenging project. I designed these

workshops for 9-12 year olds, as agreed at the planning meeting with Connect Stars, but we had 5-11 year olds." "The participants worked so well together throughout which is common in music workshops as one player can't make a band!" Artist

- 85% of participants and 100% of staff said participants developed their communication skills:

I FELT HAPPY AND COMFORTABLE LISTENING AND TALKING TO THE OTHERS.

Participant

"I enjoyed listening to other people's opinions." "We were shy at first but seeing other people talk and get involved helped us communicate with others more." "I felt comfortable asking other people about their characters and what their names are." Participants "This was a high point of the workshop as Mike was very engaging and encouraged positive communication skills." Staff "The communication of emotions through their lyrics was awesome. One young person created a thought-provoking view on coronavirus and BLM through the eyes of an eight-year-old, which was amazing." "For the sharing, the participants put on a great showcase for their parents. Each of them prepared a speech and presented their work. It was great to see them communicate so confidently." Artist

- 93% of participants and 100% of staff said participants developed their confidence.

I'M MORE CONFIDENT PRESENTING MY WORK.

Participant

"I felt more confident talking to people as everyone was so nice." "We felt more confident because we had lots of time to practice our ideas." "My confidence grew when I was leading my group." "I felt more confident working in my own home." Participants "They were never discouraged and therefore they had the confidence and belief

in themselves to commit to their ideas.” Staff “I think it was clear by the end of the week that the participants were proud of their work as many asked to take their pieces home and they seemed to have a real sense of pride during the sharing.” Artist

- 79% of participants said they enjoyed working with/meeting new people; 88% of staff said participants developed their social skills:

I'VE MADE NEW FRIENDS FROM COMING ALONG TO THESE WORKSHOPS.

Participant

“I met some new people, but I also got to see some of the same people from the last workshop.” “I think the workshops were really good because we got to know each other, and we saw how music can affect a film.” “I have nine new friends now!” Participants “The project enabled the young people to use the breakout rooms and increase their sociability.” Staff “We played lots of games, we were silly at times and we made sure they were able to natter to each other and relax into the project.” Artist

Participant wellbeing will have been enhanced.

- 63% of participants and 100% of staff said participants’ wellbeing had been enhanced:

WE LEARNT THAT MUSIC CAN CHANGE OUR EMOTIONS AND OUR MOODS.

Participant

“I have been really happy being creative.” “I am happier.” “I felt happy meeting more people who are like me.” Participants “Having the platform to speak freely and write down their feelings in a song was very powerful.” Staff “Create Live! is a phenomenon, full stop! In the most isolating year imaginable, Create Live! has managed to open the doors of play, creativity and togetherness. I truly hope their wellbeing has improved.” Artist

CS’s programme of activities will have been enriched and enhanced by the inclusion of *community:matters*.

- “*community:matters* has greatly enriched our programme. It has enabled us to engage new families we’ve not engaged before, gain more participants and enhanced all of our participants’ skillsets.” “Definitely, it’s allowed us to engage our young people during COVID-19.” Staff

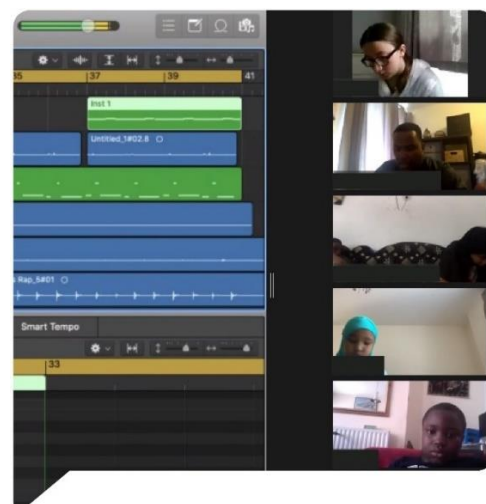
RECOMMENDATIONS

- Ask CS to recruit participants within the agreed four-year age range to enable activities to be appropriately designed.
- Ask CS to ensure that participants arrive in time for the agreed start to avoid disruptions.

IMPACT AND FUTURE PLANS

- 98% of participants and 100% of staff said they enjoyed the project; and 88% of participants and 100% of staff said they would like to work with Create again. Create has funding to return to Connect Stars to deliver *community:matters* in 2020/21 and 2021/22.

Report compiled by Create, August 2020, from written and verbal feedback collected from 34 participants, seven staff members, four Create artists and Create’s management team.



APPENDIX I: PARTICIPANT STATISTICS

- 34 participants: 15 male; 19 female
 - 28 aged 5-11; 6 aged 12-16
 - 3 have special educational needs
 - 3 have both special educational needs and a mental, physical and/or emotional disability.
 - 22 Black African; 2 White British; 1 White Other

APPENDIX II: SELECTED PARTICIPANT WORK

