

youth arts transforms lives



www.artswork.org.uk



Artswork is a national youth arts development agency and a registered charity committed to transforming the lives of children and young people through arts and cultural practice.

We aim to act as national champion to increase opportunities for children and young people to lead, participate, work in, experience and enjoy the arts.

We deliver our work in the following ways:

- Programmes with, for and by young people
- Advocacy and networks
- Leadership and skills development

2012 is a very special year for Artswork as we celebrate 25 years of service.

From 2012-15 we also embark on a new role as the Bridge Organisation for the South East region supporting Arts Council England to ensure all children and young people experience the richness of the arts both in and outside of school.

Sir Ken Robinson, Artswork's Patron and founding Chair, sends a birthday message!

Artswork was founded on a simple principle: that enabling young people to engage in the practice and appreciation of the arts in all their forms has huge personal benefits for them and equal benefits for the health vitality of our communities.

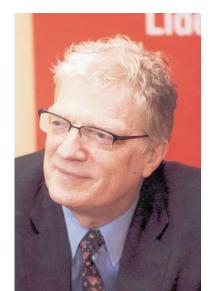
This is not an opinion or a theory. It's a truth that's been demonstrated repeatedly during the twenty-five years that Artswork has been working with young people and by the work of many other agencies too.

It has been confirmed by independent research and by the findings of government evaluation programmes including OFSTED. The personal, social and economic benefits of supporting youth arts are confirmed by experience in other countries too, including the US, where I live now. And yet, the case for arts for young people still has to be made, provision still has to be fought for, and along the way the work of Artswork has become more important as its reach has extended to national as well as regional roles. In the last twenty-five years, Artswork has

grown in stature partly because of the expertise and commitment of its board, staff and many supporters. It is also because it taps into the fundamental creative passions of young people themselves. My deep congratulations to Artswork for all the vital work it has done so far and all that it will do yet.

Kn 720: yo

Sir Ken RobinsonArtswork's Patron and founding Chair



Artswork at 25

In my reflections about Artswork at 25, I was reminded how important a part it has played in my personal meandering CV. I came to Artswork in 1991 when it was a relatively new kid on the block; a festival of youth arts drawing on the creative talent of young people across the broadcast region of TVS; from Essex to Dorset and Oxford to the Isle of Wight.



In all kinds of ways
I was exploring
new territory in my
personal and
professional life
with a mass of
questions and
uncertainties; I
knew about
theatre for young
people, but how

were other artforms and media organised for young people to participate and excel? And how could we most attract support and engagement with commercial sponsors and the local authorities of the South East with the needs of young people themselves?

I was fortunate beyond measure to be guided by the wisdom and insight of two exceptionally creative luminaries, Sir Ken Robinson and Hilary Durman, both of whom I am delighted to say are still part of the Artswork family.

By the time of my departure as National Director in 1995, Artswork had grown beyond the South East, and added other partners to its funding structure, notably the regional arts boards, and charitable trusts. The vision of Hilary and Ken was sustained by always placing young people, their interests, needs and aspirations at the heart of what Artswork achieved.

So now we have the pleasure of looking back over a generation of engagement with young people and are looking forward with huge excitement as we take on the additional responsibilities of our role as a new Bridge Organisation for the South East funded by Arts Council England to ensure all children and young people experience the richness of the arts both in and outside of school.

Some of the participants in the early Artswork festivals will now have children of their own, and my strongest wish, as we celebrate our silver jubilee, is that they too will enjoy the opportunities for finding their element, and the excitement of their creative imaginations through Artswork.

Rick Hall
Chair of Artswork

Jane Bryant, Chief Executive, offers a reflection and underlines the value of partnerships

Although I only took up the post of Chief Executive of Artswork in October 2010, I have been closely involved with Artswork for much of its 25 years.

I feel very privileged therefore to be taking up the baton from my predecessors including Ruth Jones and Virginia Haworth-Galt. Artswork has a tremendous legacy of work delivered over the last 25 years and has been at the forefront of youth arts advocacy and practice over that period. This publication - A Creative Review - gives a taste of some of more recent projects and partnerships which have enabled Artswork to aspire to deliver its mission to put the arts and culture at the heart of work with, for and by young people, particularly those considered to be at risk and to have least access.

Artswork has a tremendous staff team and a very supportive, facilitating and dynamic Board of Trustees. Both are a tour de force and a joy to work with. The strength of Artswork's work goes beyond this however and also lies in the real quality of partners that we work with. Partnership is and will continue to be a guiding ethos for our work and has been at the heart of the work outlined here-from the Future Jobs Fund Programme to the work we have undertaken with the Partnership

for Urban South Hampshire (PUSH) and the development of the Cultural and Creative Employers' Network.

Thank you to all - Trustees, Staff, Partners and Funders - who have enabled us to do more together than we could have achieved by ourselves and who have facilitated the creation of high quality and sustainable opportunities for young people to participate in and lead arts and cultural practice.



Programmes with for and by young people



In 2009 Artswork successfully applied to the Department for Work and Pensions to deliver 105 jobs for unemployed young people in arts, cultural and creative organisations in the South East and East Midlands by September 2011. Working with a delivery partner in the East Midlands - Derbyshire Learning and Development Consortium - Artswork built supportive partnerships with host cultural organisations enabling young people to take up the 105 Future Jobs Fund posts.

"With an additional team member we are able to spend more time on funding applications, building partnerships with local organisations, and seeking out new opportunities for vulnerable young people to participate in artistic activities."

FJF South East host organisation: - OYAP (Oxfordshire Youth Arts Partnership) Trust

"My confidence has increased. I feel more confident in my abilities as a person and that I can add value to a company."

Artswork FJF Employee

Project Outcomes

- 105 unemployed young people between the ages of 18-25 were successfully recruited
- 88% of employees engaged with the programme over the whole sixmonth placement
- Significant benefits to the employees included increased self-confidence, the development of communication skills and enhanced employment prospects
- Increased interest created in cultural employers for work-based learning placements
- Artswork created a dedicated website connecting young people to opportunities in the cultural and creative sectors
- Artswork provided 270 training places for FJF employees including Arts Award (www.artsaward.org.uk)
- Partner host organisations were very wide ranging, covering all artfroms including visual and performing arts organisations, local authorities, theatres and community arts organisations

The Champions

The Champions was a two-year programme (completed in April 2011) which took place in the South East and North East regions. Funded by the Department for Education, the project recruited 40 volunteers aged 19 to 25 and trained them using creative methods and approaches - through an AQA accredited training programme - as peer mentors to work with NEET (not in employment, education or training) young people. The

volunteers acted as role models providing personalised guidance, practical support and information to support positive change and developments in the lives, skills and attitudes of other young people.

Project Outcomes

- Youth volunteers gained skills through accredited training programmes. A small number also received training to become Arts Award Advisers
- Personalised guidance was provided to up to 40 young people - both NEET young people as well as those participating in the Future Jobs Fund programme
- Volunteer mentors have developed sustainable partnership relationships with arts and cultural organisations as well as with youth sector organisations
- Artswork is using the learning from this pilot to inform new programmes and examine the potential to build peer mentoring into these

"Being a Champion has really increased my interest in working with young people as a mentor or counsellor. It's been a great experience."

Volunteer Champion

Cultural Takeover

The Cultural Takeover was a creative placement scheme funded by Find your Talent linking young people aged 13 -19 with some of the South East's key cultural organisations. The scheme offered much more than work experience; it created life-changing opportunities and exciting new possibilities for young people, transforming lives and putting them at the core of cultural provision.

Host organisations placed young people who they thought would benefit the most from the opportunity. They provided support and guidance in order to develop these young people as young arts leaders, new creators and emerging producers on their journey into the arts.

"It has really helped my organisation skills and balancing my time as I had multiple tasks to carry out. It was hard work but I definitely feel it was a great achievement."

Grace Fisher, Cultural Takeover Placement with Cass Productions

"Grace also took part in a couple of training days organised by Artswork, which she found really useful. Grace has gained new skills such as flyer design and budgeting."

Gary Cassey, Cass Productions

Project Outcomes

- 19 cultural organisations offered placement opportunities, some more than once
- Placements were supported by peer mentors trained through Artswork's The Champions programme
- A monthly meeting of champions and young people was set up to review progress
- Young people gained access to accredited professional development opportunities delivered by Artswork, including the Arts Award

Cultural and Creative Employers Network

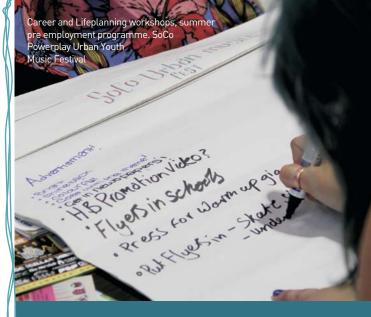
South Hampshire, Portsmouth, Southampton and the Isle of Wight

In 2010/11, Artswork and The Partnership for Urban South Hampshire (PUSH), brought together a network of arts and cultural employers, training providers and learning agencies. The vision for the network was to encourage a flourishing cultural and creative sector by promoting models of best practice which nurture the development of young creative talent and cultural leadership. The network has worked collaboratively to support work-based learning, work placements and apprenticeships by young people interested in jobs in the creative industries.

With funding from the Learning and Skills Improvement Service (LSIS) in 2011, Artswork and PUSH facilitated the early development of the Network, including consultation with employers, and implemented a series of projects which have led up to the pilot Creative Apprenticeship Programme (outlined on page 6). PUSH has recently secured funding from Arts Council England, through Grants for the Arts, to develop the Network and further extend the work.

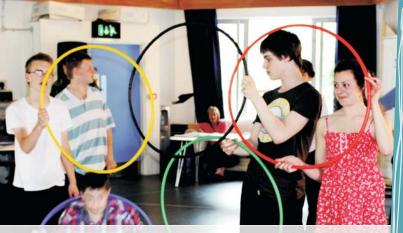
"The young people involved greatly enjoyed being part of the planning and delivery of a large music event...some of the participants worked in very specific areas (graphic design, stage management, filming and journalism) and these young people have found it a great way to pursue these careers further."

Matt Salvage, Director, SoCo Music Project. 'PowerPlay Urban Youth Music Festival' summer pre employability programme, delivered by SoCo Music Project



Project Outcomes to date

- The Cultural and Creative Employers' Network has 100 members representing approximately 60 organisations
- 2 pre-employability/pre-apprenticeship programmes ('My Summer the world of work') were delivered by partners in the Network:
- 15 young people participated in 'Making Theatre: Gaining Skills' programme delivered by Strong Ideas Ltd in partnership with the New Theatre Royal, Portsmouth
- 20 young people participated in the SoCo PowerPlay Urban Youth Music Festival
- The associated performances had a wide audience reach totalling a further 1500 children, young people and families
- Learning has been shared with other organisations through a high quality film by City Eye - another Network partner. This is featured on the LSIS Excellence Gateway
- 5 network meetings have offered employers an opportunity to discuss their needs and potential opportunities for young people



Creative World a collaboration of commissions

Creative World, Salisbury Playhouse creative workshop. Photography by Cass Productions

In July 2011, Artswork began work with Creative Junction as part of their Create, Compete, Collaborate Cultural Olympiad Programme and subsequently established a new programme of interlinked creative commissions connecting young people in the Hampshire, Portsmouth and Southampton areas with young people internationally through innovative creative collaborations.

Artswork's programme: Creative World - a collaboration of commissions, engaged children and young people with fewer opportunities to participate in the arts, with projects that linked them to the 2012 Cultural Olympiad. It also gave them a voice in influencing the development, delivery and evaluation of the arts programme in which they were participating.

- "No one looks on us as people with disabilities and it gives us the chance to just get on with things with people our own age". Liam, 15, Oak Lodge Pupil
- "...for the learners It gives them an opportunity to do something different, be expressive and it's fun, because they are learning so many different things, different mediums pictures, sounds, video. Yes, I'm excited as they are". Michelle Rodrigues. Enham Trust E2E tutor

Project Outcomes to date

- Artswork has engaged 272 young people in the UK with 212 young people in Spain, Brazil and USA
- 172 creative workshops have taken place exploring photography, video, model making, animation, audio drawing, writing and music and performances
- collaboration and creative production have offered tangible support for many of
- Project coordinators have reported significant impact on social integration and understanding and increases in confidence and concentration
- Frank Dyer School in Patos, Colegicor de Maria in North East Brazil , Matora near Barcelona, Trayectos Festival in Zaragosa, Spain and University Upward Bound Math and Science

Hampshire Young **Creatives**

Artswork was commissioned by Hampshire County Council in 2011 to deliver the Hampshire Young Creatives programme 2011/12. This built on the activity achieved in the Find Your Talent PUSH pathfinder programme and legacy work (2009-2011) and aimed to develop cultural experiences for young people in care and young carers, hard to reach children and their families and young people in areas of disadvantage - including rural isolation, who were NEET or otherwise at risk.



Project Outcomes

- A diverse range of children, young people and their families from the hardest to reach groups - including those at risk of offending participated in the programme
- Arts and Cultural organisations involved in the Hampshire Young Creatives Programme included Butterfly FX who worked with Staunton Country Park, Basing House who engaged with 11 Children's Centres and Making Space who worked with You Trust, Motiv8 and Hampshire Youth Services
- As a result of these projects, other groups working with children and young people have become aware of the work of the cultural partners and this has presented further opportunities for new collaborations

Artswork acted as the catalyst to engage arts and cultural organisations, museums, libraries, archives, countryside and communitybased organisations to develop high quality projects - working with range of artists - to reach the hardest to reach CYP aged 0-19 outside of the formal school day or setting. 5

Pilot Creative Apprenticeship Programme

In April 2012 Artswork put the final steps in place to commence the delivery of a 12-month pilot Creative Apprenticeship Programme which is aimed at enhancing and diversifying work-based learning and entry routes into the arts, cultural and creative sectors through an accredited programme of both on-the-job and off-the-job training.

We are working with the Partnership for Urban South Hampshire (PUSH) and with the new network of Cultural and Creative Employers (outlined on page 4) to build opportunities to engage a more diverse work force and also overcome the reliance by sector employers on unpaid volunteers and interns. Artswork is taking a lead role in facilitating the programme and working with cultural organisations to host and train apprentices.



Learning & Skills Manager Marie Kennedy and Creative Apprentice George Stevenson from The Junction present at the Get with Creative Apprenticeship event. Photograph by Sam Hearn

Project Outcomes to date

- 8 Creative Apprentices have been recruited
- 10 organisations have received free TAQA (Assessor) and 8 have received PTLLS (Preparing to Teach in the Lifelong Learning Sector) training
- 8 cultural organisations will be hosting apprentices in the pilot, a further 6 organisations have stated interested in recruiting from September 2012
- Artswork will deliver the Community Arts Administration Apprenticeship Framework in partnership with North Hertfordshire College and the Cultural and Creative Employers Network

Advocacy and Networks

English National Youth Arts Network (ENYAN)

Artswork offers a networking body - the English National Youth Arts Network (ENYAN) - for all those using the arts in their work with young people in informal educational settings, including work with young people at risk.

Through ENYAN, Artswork creates connections, shares best practice and provides access to high quality resources and information to enhance the quality of youth arts provision and young people's experiences of the arts across England and the UK.

"I find being part of the regional group useful in keeping up to date with developments in the youth arts sector and also for networking with colleagues from across the region."

ENYAN member, 2011 online survey

"ENYAN has been great in many ways. It's given me access to information, kept me up to date of what is going on in the sector."

ENYAN member, 2011 online survey

ENYAN is free to join, via: www.artswork.org.uk/enyan-home



Project Outcomes 2010 - 2012

- Through ENYAN, Artswork:
- Offered specialist advice and guidance to the National Council of Voluntary Youth Services through its Progress project
- Co- ordinated the ENYAN
 National Steering Group made up of leading national creative, cultural and youth organisations
- Held 52 regional advisory panel meetings for youth arts specialists to network and discuss youth arts issues
- Established 4 regional conferences and seminars
- Developed the National Campaign - Youth Arts Transforms Lives (outlined on page 7)
- Provided monthly e bulletins with youth arts news, funding information and resources
- As of 2012, 5,750 individuals and organisations are registered with ENYAN and span the creative and cultural, youth and community sectors
- Following a review of the network in 2011 ENYAN was relaunched with a new and refreshed web site offering enhanced digital interactivity, social networking, resources and information. Artswork has recently restored ENYAN as a free service



Artswork National Campaign: Youth Arts Transforms Lives - FACT!

Responding to feedback received from a major consultation Artswork undertook with the ENYAN members in 2009, Artswork launched the national campaign 'Youth Arts Transforms Lives- FACT!' in 2010 and initiated an 18-month programme of activity to:

- Produce evidence to support key messages regarding the value of youth arts
- Increase knowledge, understanding and support for youth arts by politicians and government ministers
- Make a stronger case to funding bodies to allocate funds to youth arts and to provide evidence as to why this is relevant
- Demonstrate the value of youth arts to services and partners supporting hard to reach young people
- Highlight key national initiatives benefiting the youth arts sector and create a framework for how they can be delivered at a regional level
- Highlight/ showcase the valuable work undertaken by artists and arts organisations with young people





Project Outcomes

- The campaign publication resource (Youth Arts Transforms Lives - FACT!) has been downloaded over 20,000 times and reached 89 countries
- This major online (web-based flipbook)
 resource publication
 (www. artswork.org.uk/campaign-2011)
 highlights fresh evidence, demonstrating the
 transformational power of the arts to make
 positive changes to the lives of young people
- Over 120 case studies are showcased spanning all 9 English regions, covering a wide range of artforms
- 118 individuals attended the campaign launch event in June 2010
- 68 organisations promoted the Online Campaign Day in November 2011 and many ENYAN members utilised the campaign stationery in their general publicity
- 34 individuals were awarded the title 'ENYAN National Campaign Champion' and commended for their direct work with young people and the arts at grass roots level
- Artswork established an online Youth Arts Portal; this has been accessed by over 1,500 people. The portal provides a facility to upload youth arts project videos and share best practice and experiences
- The campaign resource has been used by ENYAN members and many others across the UK and beyond as a tool to lobby for sustained investment in Youth Arts locally, regionally and nationally
- The campaign successfully drew the attention of Government Ministers - notably Tim Loughton, Parliamentary Under Secretary of State for Children and Families

Leadership and Skills Development

Artsplan professional development programme



Artswork continues to address the professional development needs of the arts, cultural, youth and education sectors through the delivery of its national Artsplan programme and its range of both accredited and non-accredited training. We are committed to ensuring that the programme is relevant, available at a range of levels, is of a consistently high quality and delivered by inspiring trainers.

Quality assurance and evaluation is high on Artswork's agenda as well professional development and training for our consortium of trainers including peer assessment and mentoring.

"I loved the tips and exercises explaining creative ways of evaluating and sharing projects. This will really help me in my post at BALTIC Centre for Contemporary Art."

Artsplan participant, Evaluating Youth Arts Projects, 07/07/2011

"The day provided me with ground theory that was much needed and will stand as a foundation for the future creative consultation I will do."

Artsplan participant, Creative Consultation with Young People, 18/04/2012

Artswork would like to say a special note of thanks to all Artsplan Training Centres who work in partnership with us to deliver Open Courses for individuals. Thank you to:

Paddington Arts, Lyric Hammersmith, Gathering Voices, Theatre Royal Plymouth, Warwickshire Association of Youth Clubs (WAYC), Lakeside Arts Centre, Royal and Derngate, Cornerhouse, BALTIC Centre for Contemporary Art, Kala Sangam. The Garage, Nuffield Theatre and Gateshead Council.

Project Outcomes 2010-2012

- Across 2010-2012 800 individual artists, youth workers and practitioners attended Open Courses delivered across England
- Over 40 creative, cultural, youth, community organisations and local authorities benefitted from in-house training
- 180 individuals have benefited from ABC and AQA accredited course and units from the QCF (the Qualifications and Credits Framework)
- Artswork was commissioned by MLA (the Museums, Libraries and Archives Council) in 2010/11 to deliver specialist training around child protection and safeguarding as well as using the arts to work with children and young people with special educational needs
- Artswork has trained over 60 individuals as Arts Award Advisers to support young people undertaking the award
- In July 2012, Artswork was invited to Singapore arts council to led and facilitate a youth arts symposium. This was attended by 300 Singaporean artists, practitioners and youth workers interested in developing youth arts practice and policy with, for and by young people at risk

Events delivered 2010-2012

- 150 individuals attended 'Bridge the Gap: Investing in our future creatives', a regional conference and creative careers market, delivered in partnership with Nuffield Theatre, Southampton
- 118 individuals attended 'Youth Arts
 Transforms Lives FACT!' This was
 delivered in partnership with Royal and
 Derngate, Northampton
- 43 individuals attended 'Protect: Online and Social Media', a half day seminar delivered in partnership with Action Transport Theatre, Cheshire
- 39 Individuals attended 'Communicate with Confidence: Engaging with Young People Online', a free morning seminar delivered in partnership with Kala Sangam, Bradford
- 168 Individuals attended 'Accreditation and the Arts' seminars. Free seminars took place in Brighton, London and Birmingham throughout 2011 with partner organisations BMECP Centre in Brighton and MAC in Birmingham
- 43 Individuals attended 'Get with Creative Apprenticeships', a free seminar delivered in partnership with Nuffield Theatre, Southampton
- 78 individuals attended 'Safe
 Organisations: Safer Communities & Safer
 Arts' regional seminars, delivered in
 partnership with The Safe Network and
 The Phoenix in Leicester, The Sage in
 Gateshead and BMECP Centre in Brighton
 throughout 2012

Events and seminars

Artswork continues to develop new flexible learning opportunities through consultation with those using the arts in their work with young people. Artswork has delivered events, seminars and information-sharing workshops through partnership working with a diverse and interesting range of organisations in many English regions.



"Great to hear everyone else's experiences that I can take on board. Good to discuss issues surrounding the use of social media with young people."

Event delegate, Communicate with Confidence: Engaging with Young People Online, 30/09/2010, Action Transport Theatre

"As an organisation generally involved in supporting vulnerable adults, it will help us to ensure we are aware and involved in safeguarding children at the earliest opportunity."

Event delegate, Safe Organisations: Safer Communities & Safer Arts, 07/03/2012, The Sage Gateshead

Artswork would like to say a huge thank you to all those who have worked with us to deliver these events, in particular the passionate and experienced artists, practitioners, exceptional speakers and young people who have contributed.

Looking ahead

Artswork has both an exciting and a challenging three years ahead. Our role as a new Bridge organisation for the South East region will be demanding. It will require us to work behind the scenes, through and in partnership with a wide range of stakeholders, to better connect children young people and families - particularly those with least current access - to arts and cultural opportunities. Funded by Arts Council England specifically to deliver this role, there is much to do! After almost a year of planning and transition during 2011/12, we now have a new team almost in place to enable us to develop the partnerships to deliver our new role which we commenced in April 2012.

Alongside this very important work, Artswork will continue to deliver and grow the new model for the English National Youth Arts Network and to grow its Artsplan programme of professional development across England and beyond - including an invitation to Singapore to deliver a key note conference speech and to deliver training workshops and present case studies to their Youth Arts Symposium, 'YArts - Excite, Engage, Empower!'

A further new development will be to work with the Cultural and Creative Employers Network and to deliver the new Creative Apprenticeship Programme. With 8 Creative Apprentices aged between 16 and 24 years now signed up and employed across the Network, we will also be working with PUSH to further build the Network and develop mentoring and pre-employability programmes.

What a demanding, challenging and stimulating time we have for the next three years! Key to its potential success will be the quality of the partnerships we forge and we look forward to working with you all to ensure that together, we can create increased access for children and young people - particularly those who are hardest to reach - to engage with, to develop, to influence and to lead arts and cultural practice.

Thank you!

Jane Bryant, Chief Executive, Artswork

Our team

Staff (as of July 2012) - both full and part-time

Jane Bryant, Chief Executive

Sarah Warwick, Head of Finance and Operations

Gayle Sutherland, Strategic Manager

Ruth Taylor, Strategic Manager

Richard Beales, Strategic Manager

Peter Taylor, Strategic Manager

Rachel Hall, Professional Development Manager

Anna Brown, Programme Manager (Creative Apprentices) Tanya Roberts, Operations and Communications Assistant Manager Karl Eccles. Finance Assistant

Alice Wyatt, Creative Apprentice - Programme Assistant Hannah Pollard, Creative Apprentice - Programme Assistant

A thank you

Artswork would like to thank all the incredible partners we have worked with over the last 25 years - to deliver extraordinary work with, for and by young people.

We would also like to thank Jay-Michelle Mendivil (Artswork staff member to April 2012) who has worked with Artswork to prepare this publication.

Trustees (as of July 2012)

Rick Hall (Chair) Hilary Durman Jane Keenan Colin Prescod Helen Simons Gethyn Williams

Our funders

Our funders include*:

Arts Council England
Department for Work and Pensions

Department for Education

LSIS (Learning and Skills Improvement Service) National Council for Voluntary Youth Services (NCVYS) Creative Junction (Create Compete Collaborate) Hampshire County Council

Partnership for urban South Hampshire (PUSH) Find your Talent - PUSH

MLA (Museums, Libraries and Archives Council) The Safe Network

Children England

Southampton Solent University

Photography by Paul Carter

Photography by Paul Carter

*NB 2010 - 2012 only



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