



artswork

annual review 2013/14





CHAIRMAN'S STATEMENT	4
THE YEAR IN NUMBERS	6
SOUTH EAST BRIDGE	
2nd YEAR OF BRIDGE	8
PARTNERSHIP INVESTMENT	10 – 14
KNOWLEDGE & PRACTICE	15
STRONG VOICES	16
LEADERSHIP & CONNECTIVITY	18
INFORMATION, INTELLIGENCE & PLANNING	21
ARTSMARK	22
ARTS AWARD	25
LEARNING & SKILLS	
CREATIVE & CULTURAL EMPLOYERS	26
PUSH CAPITAL GRANT	27
CREATIVE APPRENTICESHIP	28
CREATIVE EMPLOYMENT	30
SKILLS AMBASSADOR	31
INTERNATIONAL OUTREACH	32
ENGLISH NATIONAL YOUTH ARTS NETWORK	33
ARTSPLAN	34
FINANCIAL OVERVIEW	36
STATEMENT OF FINANCIAL ACTIVITIES	38
CHIEF EXECUTIVE'S STATEMENT	40
THE ARTSWORK TEAM	42

CHAIRMAN'S STATEMENT 2013-14: AN OVERVIEW

2013/14 saw Artswork move into its second year as the Bridge organisation for the South East region*, taking on and delivering transformational change for children and young people through a range of both new and established ways of working, underpinned by a strong Business Plan and aspirations for excellence. It was also the year in which we applied to Arts Council England to continue our role, for 2015-18, as the South East Bridge. We heard in early July 2014 that this bid had been successful. We feel immensely privileged therefore that we will be able to continue to work in ongoing partnerships to ensure children and young people have increased access to the best quality of arts and cultural experiences.

This year we have seen – and better understood – the valuable benefits of mapping, analysing and using intelligence and data. This has helped us make sense of the size of the region and to identify areas of least engagement and then target resources and investment to meet these needs. We have also developed our approaches and continued to build strategic partnerships, with associated partnership investment, working

with and through very experienced arts and cultural organisations as well as education, youth and local authority partners.

As part of our wider programmes of work, Artswork delivered its second cohort of Creative Apprentices, working with creative and cultural employers, sub-contracted by North Hertfordshire College, to create new work-based learning and employment opportunities for young people – and supported by a successful consortium bid we led to the Creative Employment Programme. We also commenced delivery – with our Bridge Partners – of two national programmes: the Creative Traineeship programme (supported by Creative and Cultural Skills, Creative Employment Programme/Arts Council England) and the Strong Voices programme (supported by the Department for Education).

We have further enhanced our partnership working with the National Arts Council of Singapore, delivering a training programme in February 2014 in Singapore, to be followed by a work placement programme in England for Singaporean Youth Arts Workers, set to run in 2014/15. Alongside

this, we have continued to work across England through the English National Youth Arts Network and through continued delivery of our national professional development programme, Artsplan.

2013/14 has therefore been a phenomenal year in so many ways. What continues to be key to our work and its success is the quality of partnerships we forge. Thank you to all our partners, stakeholders, collaborators and critical friends. We continue to enjoy working with you and achieving more together than any one of us could by ourselves. We look forward to working with you in the year ahead and to ensuring that together, we can create increased access for children and young people to engage with, to develop, to influence and to lead arts and cultural practice.

Richard Hall, Chair of Artswork

*The SE region is defined as covering Hampshire, Isle of Wight, Portsmouth, Southampton, Berkshire, Oxfordshire, Buckinghamshire, Milton Keynes, Surrey, East & West Sussex, Brighton & Hove and Kent (excluding Medway and the districts of Gravesham, Dartford and Swale)

We continue to draw inspiration from our Patron and Founding Chairman, Sir Ken Robinson, who recently reminded us of the reasons that Artswork does what it does:

“Creativity isn’t some eccentric feature in the lives of just a few. If you are a human being, creativity comes with the kit. Life isn’t linear; it’s organic and highly diverse, and so are our talents. Our job is to help children and young people hear the music around them and inside them, and part of the role of advocacy here is to help policy makers who sadly sometimes seem tone deaf to this music.”

Artswork's mission is to place arts and cultural practice at the heart of work with, for and by young people, particularly those deemed to be 'at risk'. We serve to champion, lead and facilitate high quality work led by artists and arts and cultural organisations, including the development of young arts and creative practitioners and leaders.

We work to build the capacity, skills, knowledge and understanding of the arts, cultural, voluntary, community, youth and education sectors, facilitating them to work increasingly effectively with each other and with young people.

Artswork works to:

- Deliver strategic arts and cultural programmes with, for and by young people
- Advocate, profile and inform youth arts culture
- Support leadership, skills and workforce development for young people and those working with them
- Strengthen the organisation through corporate communications and marketing
- Build a sustainable, financially buoyant and resourceful organisation
- Assure quality, performance management and development within its workforce
- Demonstrate accountability through our organisation's management and governance

THE YEAR IN NUMBERS:

Over 2 years, we created an average leverage of £5.60 for every £1 invested through the Partnership Investment programme



£ 1 5.6

6500

People continue to subscribe to the ENYAN enews

3000+

recipients kept in touch with our SE Bridge enews

WORKED WITH
672 ARTS
CULTURE
HERITAGE
ORGANISATIONS

Established

12

Artsmark Peer Mentors

9

young people joined our
Creative Apprenticeship
Programme

Supported:

9

Phase 2 Networks

3

new Networks

750

people attended, events,
seminars and training
sessions

4900

children and young
people gained Arts
Award

120,000

18,061

children and young
people directly engaged
in programmes in which
Artswork invested

Estimated wider reach
through Artswork's
investment

Engaged with

1591

educational settings over 2 years,
including:

1036

Primary Schools

402

Secondary Schools

86

SEN Schools

26

PRU's

ARTSWORK – OUR SECOND YEAR AS THE SOUTH EAST BRIDGE

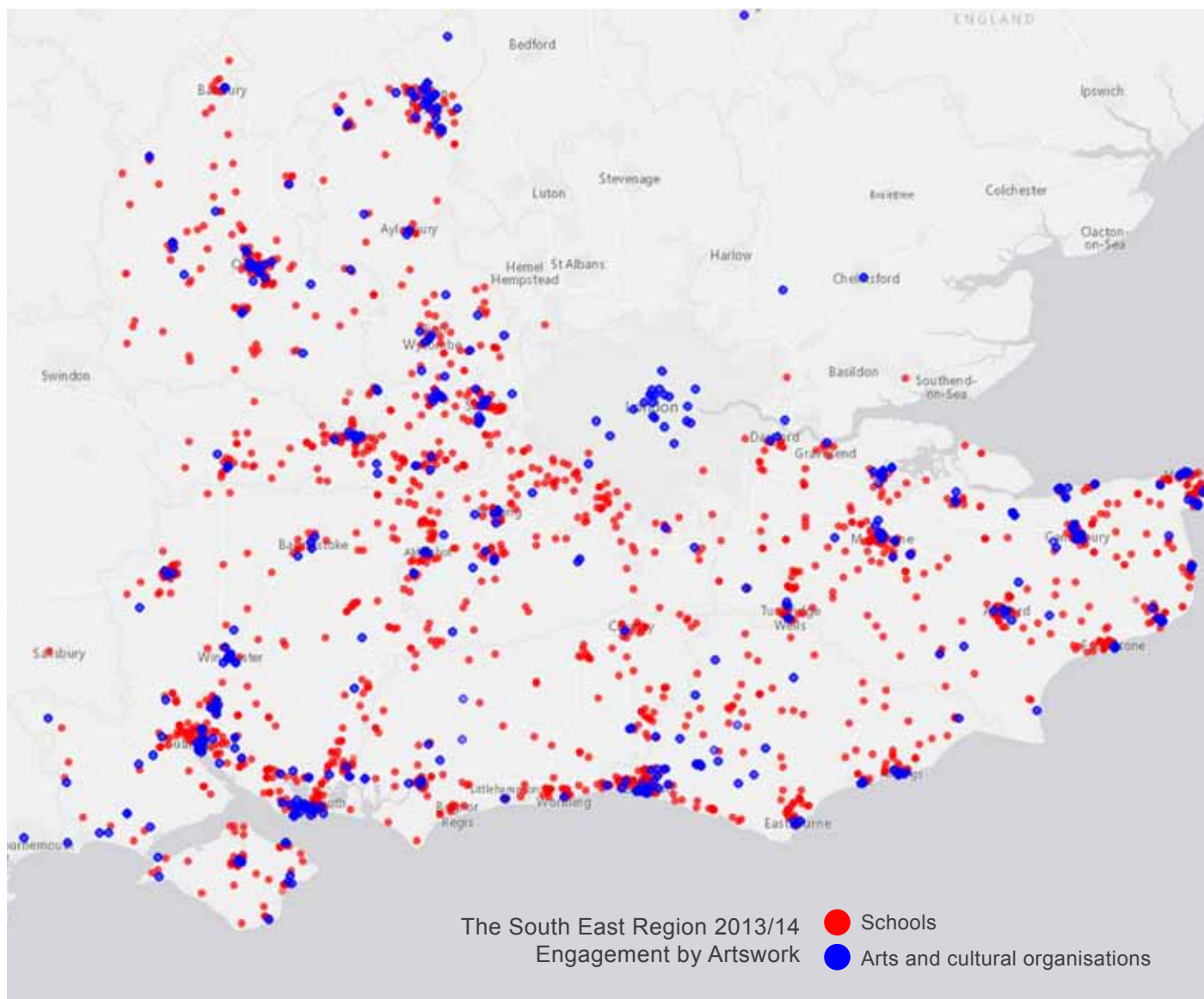
In April 2012, Arts Council England appointed Artswork as the South East Bridge organisation, to ensure that “every child and young person has the opportunity to experience the richness of the arts”.

Over the last two years, we have worked in and through partnerships to deliver a strategic approach to increasing access to arts and culture, with, for and by children and young people, both in and outside school - particularly in areas of ‘least engagement’.

We deliver our Bridge role through eight work strands:

1. Quality information, intelligence and planning
2. Communications and advocacy
3. Networking for strategic action
4. Partnership Investment into strategic delivery
5. Quality and engagement through Artsmark
6. Young arts leaders and Arts Award
7. Knowledge exchange, continuing professional development and learning
8. Learning, evidence and evaluation

We continue our work to enhance and strengthen the learning offer of arts and cultural organisations through increased connectivity, skills development and knowledge exchange.



PARTNERSHIP INVESTMENT FRAMEWORKS

As an essential part of our Bridge role, we work with partners and co-invest or co-commission programmes, with the following aims:

- Supporting the development of innovative and sustainable models of delivery
- Embedding arts and culture in the objectives of others and in improving outcomes for children and young people, particularly the 'hardest to reach'
- Nurturing quality and improving practice across the formal and informal learning sectors, strengthening and enhancing links to arts and cultural organisations
- Acting as leverage for at least pound for pound matched investment from partners

2013/14 was an exceptionally busy year with many of the partnerships developed in 2012/13 coming to fruition and in full delivery, as well as the brokerage of a further 16 Programmes (see opposite). Artsworld therefore has maintained its record of strategic work and leverage. Artsworld has been able to maintain and grow its record of strategic work and leverage: we have invested some £538,568 into 16 Partnership Investment Programmes leveraging matched partner investment of some £3.39m.

This maintains our high leverage record and since 2012/13, we have invested £856,068 against partner investment of £5.75m (NB. figures exclude Youth Justice and Strong Voices Programmes) – creating a leverage ratio of £1 Artsworld: £5.6 partners, ensuring better outcomes and a greater impact for children and young people and the organisations working with them.

2013/14 has seen the development of the following new Partnership Investment Frameworks:

- Aspex Gallery – Bridging the Solent programme
- Brighton Dome & Brighton Festival – Beating the Odds programme
- College Central - CYP Dual Registration programme
- Get Berkshire Active - Berkshire School Games
- Kent Adult Education - Family Learning programme
- Kent County Council – Public Health Creative Commissions / 6 Ways to Wellbeing
- New Theatre Royal Portsmouth – Theatre Consortium e-learning programme
- Oxfordshire County Council – Oxfordshire Short Breaks programme
- Oxfordshire Youth – artsXchange programme

- People United – Arts & Kindness Commissions
- Project Art Works – New Collaborations
- Reading Borough Council – Aiming High
- Readipop – Reading CAN schools programme
- Surrey Arts – Impact Arts Pilot programme
- Surrey Arts – Looked After Children Residential programme
- Thames Valley Partnership – Modelling Change programme

To learn more about our Partnership Investments, head to <http://www.artswork.org.uk/programmes/south-east-bridge/investments/>

**“Great to see so many teachers embracing new ways of working and such a diverse and excellent group of artists and practitioners working together to bring this project to life.”
(Lauren Baldock, Jasmin Vardimon Company)**

SIX WAYS TO WELLBEING:

Partnership Investment Highlight

A commissioning collaboration with Kent County Council Public Health and Arts & Culture and ROH Bridge. Now a national case study, this programme is also embedding creative and innovative approaches, encouraging young people to improve their mental health and wellbeing, through building arts skills and engagement.

As a result of the programmes commissioned from and delivered by arts and cultural organisations, this initiative has allowed children and young people to enrich their lives through engaging in regular creative sessions. This has enabled them to better connect with others around them, to be active and to enhance their mental health and wellbeing through arts and cultural experiences.

Amongst other activities, book shares, dance classes, free-writing sessions and wellbeing seminars have all taken place.

“It’s very uplifting. I enjoy it very much. If you get one or two weeks when it’s really good and you learn something completely from scratch, you get a surge. It makes you look forward to coming back the following week.”
(Grahame, computer club participant)

YOUTH JUSTICE ACTION-BASED RESEARCH: Partnership Investment Highlight

A separate strand of our Partnership Investment work is the 4 Youth Justice action-based research programmes. The programme is supporting new relationships between the youth justice and the arts and cultural sectors. Alongside the pooling of resources, arts and cultural organisations and local authority youth justice services are working together to re-engage disenfranchised young people already finding themselves in compromising circumstances. Clusters include Kent County Council Integrated Youth Services (with Jasmin Vardimon Company and Gulbenkian Theatre), Southampton Youth Offending Services (with John Hansard Gallery), Windsor and Maidenhead Youth Offending Team (with Norden Farm Arts Centre) and East Sussex Youth Offending Team (with Towner Art Gallery). Early results are demonstrating the value of bespoke programmes for young people, their achievement of accredited outcomes through Arts Award, as well as entering settings for Artsmark.

“Many of the young people that come into contact with the youth offending service have had very poor experiences of education. Some have diagnosed or undiagnosed learning difficulties, behavioural problems or experiences of mental illness. Achieving Arts Award is a major milestone for them and for many, it is the first accredited qualification they have gained.”
(Stuart Webb, SYOS)



DEVELOPING AND EXTENDING KNOWLEDGE & PRACTICE

Professional development and knowledge sharing is integral to every aspect of our work. Through developing and extending our knowledge and practice, we aim to improve the quality, range and scope of work with, for and by children and young people - as well as enhance and build on the arts and cultural infrastructure.

Addressing the need

Overall, 2013/14 saw some 750 attendances at the full range of seminars, events, conferences and training sessions that Artswork led or supported across the region. This included an updated series of Understanding the Changing Educational Landscape.

Meet the Headteacher events

Following a pilot session, in 2013/14 Artswork mounted a further three successful Meet the Headteacher events across the region. Attended by 24 arts and cultural organisations, these twilight seminars explored 'real' issues in terms of the arts curriculum and the development of external partnerships.

Stimulating Innovative Digital Practice Between Cultural Organisations and Schools

Artswork's investment in three digital practice programmes in Margate (GEEK), Oxford (The Story Museum) and Eastbourne (Towner) continued in

2013/14. These programmes are developing a wider understanding of digital delivery, enabling children and young people to develop quality digital content and allowing for the embedding of exemplary digital practice in curriculum delivery.

Understanding the Social, Cultural and Economic Barriers Preventing Engagement

This DfE-funded Strong Voices programme continues to grow the understanding of key partners around the barriers preventing troubled families and young people in the most deprived areas of Portsmouth, Havant and Gosport from engaging with museums and heritage organisations in the Historic Dockyard and other arts and cultural organisations across the area (see overleaf).

STRONG VOICES

**“This kind of opportunity is rare for these young people. The best thing was the pride they took in their achievements.”
(Making Space)**

In 2013, Artsworld joined a successful bid, in partnership with four other Bridge Organisations across England, to the Department for Education, to deliver a new national programme – Strong Voices. This bid secured £1.26m over two years to improve outcomes for England’s 6% most disadvantaged and vulnerable young people, connecting them with ‘world class arts and culture’.

Our Strong Voices programme in the South East is being delivered with a heritage and arts partnership led by The National Museum of the Royal Navy, situated in Portsmouth’s Historic Dockyard, and is reaching young people from across Portsmouth, Havant and Gosport. The partners range from maritime, heritage and arts venues, from The Mary Rose Museum to The New Theatre Royal. Through the programme, we have developed relationships with Young Carers, Teenage Parent support groups, Portsmouth’s Youth Offending Team and Pupil Referral units, as well as disability organisations such as the Portsmouth Autism Support Network.

Young people have achieved accredited outcomes and been supported with pre-employability skills and careers advice leading to creative apprenticeships. Feedback from the young people themselves informs both the ongoing delivery and future shaping of this cultural offer.

Highlights to date include:

- Harbour School’s (Pupil Referral Unit and young people with behavioural, emotional and social development needs) theatre programme, working with New Theatre Royal and National Theatre.

Through embedding Arts Award, they have been able to employ an arts-based approach to the English GCSE syllabus. This included a visit to War Horse at the Mayflower Theatre and was a first for the young people involved.

- Portsmouth Autism Support Network worked with Strong Island Media and the Conan Doyle Collection to produce an animated film. Young people wrote and animated the script and composed a soundtrack. The film was shown on the big screen in Guildhall Square (Portsmouth) and also featured in the Making Waves Film Festival earlier this year. One young person was inspired by his experience and supported to apply for the BA Animation degree course at the University of Portsmouth.
- The Butterfly FX worked with young people from Portsmouth Youth Offending Team (YOT), exploring a project on 'light graffiti' – using slow exposure photography to capture images 'painted' with moving beams of light. The final images were exhibited at Portsmouth Guildhall. Portsmouth YOT are now an Arts Award centre with a trained adviser and the young people achieved Discover Arts Award as part of the project.
- 19 young people successfully attended creative pre-employability courses and carried out work placements with organisations including Strong Ideas and Millstream Productions. Two young people went on to become apprentices, one a Creative Apprentice with Making Space and Aspek Gallery.
- 105 young people achieved Arts Award and BTEC qualifications.



DEVELOPING LEADERSHIP & CONNECTIVITY

Artswork was extremely pleased in 2013/14 to have developed a new relationship with the National College of Teaching and Leadership (NCTL), which led to joint work on a forthcoming Artswork SE Bridge Teaching School Investment Programme, to take place in 2014/15.

Over the course of 2013/14, we have also supported:



12

Artsmark Peer
Mentors



171

171 Artsmark briefing/
support sessions



4

CPD follow-on seminars
on Understanding the
Changing Educational
Landscape



3

Digital Cluster
programmes,
extending and building
digital learning and
understanding



4

Museums Learning
Programmes targeting
'cold spot' areas



4

Youth Justice
programmes



3000+

recipients of the South
East Bridge enews



4900

successful Arts Awards,
achieved in the SE
region (a 52% increase
on 2012/13)



QUALITY INFORMATION, INTELLIGENCE AND PLANNING

Mapping and information gathering continues to be a vital aspect of our work, helping inform our planning and programme development and delivery against ongoing demographic, cultural or geographic need.

During 2013/14, we have continued to gather and map data, as well as review progress, to better understand the region's cultural education area/ regional profiles.

- Extending our commissioned work on Early Years Arts practice, we provided a 'challenge fund' to enable 9 Early Years settings to engage with arts and cultural partners. The case studies from this work are to be published on our website
- By mapping Arts Award and Artsmark data, we identified and targeted 'cold spots' in each sub-region. We worked with Gold Artsmark schools acting as Peer Mentors to help other schools apply for Artsmark
- 2012/13 EdComs research informed our approach to Partnership Investments and led to the development – with the National Council for Teaching and Leadership – of a Teaching Schools Investment programme, planned for 2014/15. 10 schools have since submitted proposals to take part in the programme
- As a result of the South East Schools Museums database, we have invested in 5 museums clusters working with schools in areas where relatively little schools to museums engagement was taking place
- We commissioned a developmental evaluation with a focus on our approaches to Networks, to Partnership Investments and to School Engagement to inform our delivery plan for 2014/15

ARTSMARK

**“I have spent the last 20 years not doing any art. This project has made me get into it and want to do more.”
(Teacher, John Mayne Primary School)**

Artsmark is a national programme led by Trinity College London that enables schools and other education settings to evaluate, strengthen and celebrate their arts and cultural provision. Artsmark is a cornerstone as it offers a framework, benchmark and support to organisations committed to high quality, broad and sustainable arts provision. Artswork has been working across the region to support and grow Artsmark within schools, colleges, pupil referral units and youth offending teams.

2013/14 highlights include:

- Wider Reach Programme – 4 sub-regional Artsmark Training Agencies delivered tailored support programmes to 66 target schools
- As part of our Peer Mentor Programme, 12 Peer Mentors supported target schools
- Our first Artsmark advocacy film was completed, focusing on the impact of Artsmark in different Artsmark settings
- 171 support sessions were delivered for 1212 educational settings – approximately 900 hours of support were provided
- 109 Artsmark awards were received in Round 13, of which 71 were Artsmark Gold
- Artsmark Network membership increased from 105 (April 2013) to 448 (March 2014)
- Artswork delivered 6 Trinity Face-to-Face training events for 62 teachers in Hampshire, Portsmouth, Southampton and the Isle of Wight
- 2 one-day Artsmark celebration events took place for 105 delegates, in Winchester and Brighton





ARTS AWARD

Arts Award inspires young people to grow their arts and leadership talents. Learning from work in 12/13, our 13/14 plan prioritised growth investment in Teaching Schools, National Portfolio Organisations, Major Museum Partners, Music Education Hubs, libraries, dance, film and heritage settings. We extended the role of Arts Award Forums to provide enhanced and localised support, developing our work in close consultation with Trinity and a wide range of key organisations.

Highlights include:

- 4900 CYP achieved Arts Awards, an increase of 1691 from 12/13 equivalent to a 52% increase*
- Commissioned 10 Arts Award Development Hub programmes from National Portfolio Organisations, Music Education Hubs and Major Museum Partners
- Actively promoted Arts Award Supporter to National Portfolio Organisations, arts and cultural organisations and individuals in the SE Bridge Region, achieving more than 40 new Supporters
- Extended the work of 7 Arts Award Forums
- Extended the Arts Award footprint by targeting development through the Children and Young People's Dance Network South East and via heritage and library settings and schools
- Delivered 2 Arts Award Conferences in Canterbury and Oxfordshire (this included the delivery of Youth Exchange workshop with 15

young people on how the Arts Award Youth Network engages with young people and their awards)

- Commissioned Millstream Productions to work with a group of young people not in education, employment or training (NEET) to produce a short advocacy film of our work to date

*achieved in the SE region, covered by Artswork and including North Kent (ROH Bridge)

**“Thanks to Arts Award, our students have been encouraged to take risks and use their initiative, and have developed problem solving skills in the process.”
(Westgate School)**

THE CREATIVE AND CULTURAL INDUSTRIES EMPLOYERS NETWORK

The Creative and Cultural Industries Employers Network is a dynamic network of cultural, training and skills organisations in Hampshire, Portsmouth, Southampton and the Isle of Wight, with over 100 members representing some 60 organisations.

The Network is facilitated by Artswork, working with the Partnership for Urban South Hampshire (PUSH) and funded by the Arts Council England's Grants for the Arts scheme. Our aim is to grow the Network, to build capacity in employers to underpin work-based learning and skills development and to enhance our pilot Creative Apprenticeship Programme.

Highlights from 2013/14 include:

- The development and delivery of the second cohort of our employer-led model for the delivery of the Creative Apprenticeship Programme (see opposite for more detail)
- The delivery of:
 - A CCI Employers Network event - attended by 47 representatives from 25 organisations (including creative and cultural employers, learning providers and local authorities)
 - A major Creative Network South Conference event, coordinated by Artswork – attended by some 120 delegates from across the creative and cultural sectors, Local Authorities, Higher Education Institutions, Further Education settings, Local Enterprise Partnerships and economic development sectors
- Produced support and advocacy materials and documentation for the Creative Apprenticeship Programme, including 1-2-1 sessions with employers, information materials and an advocacy film about the Artswork/PUSH collaboration on the Creative Apprenticeship Programme

PUSH CAPITAL GRANT



During 2013/14, the Partnership for Urban South Hampshire (PUSH) awarded Artsworld a capital grant of £16,000 to build capacity to enhance delivery of the Creative Apprenticeship Programme. This grant enabled Artsworld to:

- Equip a new training room with up to date technology, including an interactive whiteboard
- Support flexible and mobile working by Creative Apprentices and assessors to evidence learning in both on-job employer settings as well as off-job learning
- Ensure capacity and readiness to work as part of the required Virtual Learning Environment, a system for delivering learning materials and resources to young people via the web
- Develop curriculum materials and resources, including the development of two new frameworks – Live Events & Production and Cultural & Heritage Venue Operations

CREATIVE APPRENTICESHIP PROGRAMME

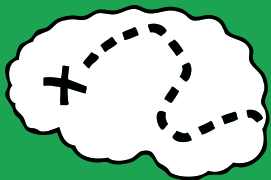
In May 2012, Artswork began a pilot Creative Apprenticeship Programme, supported by PUSH, resulting in an alternative, employer-led business model to delivering Creative Apprenticeships.

2013/14 saw both the successful completion by 5 young people of their apprenticeships and the commencement of a second cohort of 9 new Creative Apprentices, employed by 11 cultural organisations:

- Portsmouth Cultural Trust
- New Theatre Royal, Portsmouth
- Aspex Gallery and Making Space
- The Spring Arts & Heritage Centre and Dance Up
- Nuffield Theatre
- Chichester Festival Theatre
- Quay Arts Centre
- New Carnival Company
- Artswork

With the ongoing support of PUSH and Arts Council England's Grants for the Arts scheme, Artswork has been able to provide enrichment opportunities for young people, through:

- Provision of Arts Award training
- Support for travel costs for participating young people
- CV writing clinics for the Creative Apprentices
- Event Management training for the Creative Apprentices
- Support for the Apprentices in preparing the delivery of a Creative Choices Career Event (managed by Artswork, in partnership with the Mayflower Theatre, The Nuffield Theatre and Creative & Cultural Skills), securing additional funds from CCS (see overleaf for more details)
- Capacity building for the creative and cultural sector
- Advocacy, networks and conferences for employers and training providers



“In 2013, I spent a year at Artswork as a Creative Apprentice, creating many connections with arts organisations and fellow advocates throughout the South East and beyond. I was given the opportunity to work as a young practitioner for Chichester Festival Youth Theatre, also getting involved in many projects, including assistant directing the Shakespeare Schools Festival production of ‘The Tempest’. In addition to that, I now work as a voluntary 16-25 ambassador, encouraging young people to see more theatre and attend different specialised events at Chichester Festival Theatre.

Once I finished my apprenticeship, I had some time off away from any work before I continued on with my voluntary positions and my new job here at Artswork (as Events & Communications Assistant). In that time I began to reflect on what the year had given me, what I had most relished and where I wanted to go next. I love the arts but what I love even more is seeing other people engage and enjoy them too. I want more people to be able to experience the arts and get the same buzz I do.

This is why the role Artswork plays is so vitally important; we need to encourage others to realise that the arts is something to be involved in and care about. I feel like it’s slipping off the agenda for some people when it should be a priority. Our culture is who we are and the arts are embedded in that. We should be advocating our generation and the next to join in!”

Elspeth Barron, Former Artswork Creative Apprentice



CREATIVE EMPLOYMENT PROGRAMME

The Creative Employment Programme is a £15m fund, managed by Creative & Cultural Skills on behalf of Arts Council England, to support the creation of traineeships, formal apprenticeships and paid internship opportunities in England for young, unemployed people aged 16-24 wishing to pursue a career in the arts and cultural sectors.

Consortium bid for wage subsidies for Apprentices and Interns

2013/14 saw Artsworld lead a successful Consortium bid to the Creative Employment Programme – working on behalf of creative and cultural employers in the PUSH area. The bid, for wage subsidies for a cohort of apprentices and paid internships for young unemployed young people aged 16 to 24, resulted in 11 employers engaging 12 young people in jobs in the sector.

The National Creative Traineeship Programme

In 2013, Artsworld, on behalf of the 10 Bridge organisations, successfully led a bid for £1m to the Creative Employment Programme, to deliver the national Creative Traineeship Programme across England – targeting young people aged 16 to 21 who would benefit from an accredited entry-level programme and who might not be in education, employment or training. The aim is that by the end

of July 2016, the Bridge England Network and other engaged partners will have created 1600 traineeships across the UK for young people to have the opportunity to complete a 12-16 week accredited programme, alongside quality work experience in the creative and cultural sectors, achieving recognised entry-level qualifications and an Arts Award in the process.

Regionally, each Bridge has committed to coordinate Creative Traineeship Hubs. As well as acting as the national coordinator, Artsworld will deliver Hubs across the South East, comprising of Colleges/ Training Providers and Cultural/Creative Employers – with the intention of delivering up to 160 traineeship opportunities for young people in the South East by July 2016.

“This programme is a fantastic example of how we can support young people to gain new experience, skills and qualifications.”
(Southampton City Council)

SKILLS AMBASSADOR (CREATIVE & CULTURAL SKILLS)

From July 2013 to March 2014, Artswork worked as Skills Ambassador on behalf of Creative and Cultural Skills (National Skills Academy), to deliver outcomes in both the PUSH area (Hampshire) and Milton Keynes.

Highlights include:

- Employer engagement and networking (see p.26)
- Delivery of a major conference in February 2014, on behalf of Creative Network South (see p.26)
- Preparation for the delivery of a Creative Choices event for young people, working in partnership with The Mayflower Theatre and The Nuffield Theatre, to take place in May 2014
- Establishing an inaugural meeting of Creative and Cultural Industry employers in Milton Keynes in March 2014 - a partnership event with The Stables. 30 delegates attended the meeting from a range of creative and cultural industries employers, Milton Keynes Borough Council and Further Education settings. The agenda included a presentation by the South East Midlands Local Enterprise Partnership (SEMLEP)
- Artswork continues as the skills/work-based learning lead for Creative Network South



INTERNATIONAL OUTREACH: SINGAPORE

Following on from the 2012/13 partnership work with the National Arts Council of Singapore (NAC), 2013/14 saw Artsworld commissioned by the NAC to work with them to develop and deliver a subsequent work placement programme which will see up to four youth arts workers from Singapore undertaking 12-week work placements at a range of arts organisations in the South East and London, set to take place between May and July 2014. As part of this programme, Artsworld went to Singapore in February 2014 to deliver 4 days of workshops for youth arts workers and artists. During the visit, Artsworld trainers (Helen le Brocq and Helen Cadbury) were part of an interview panel to select suitable youth arts workers for a work placement programme.

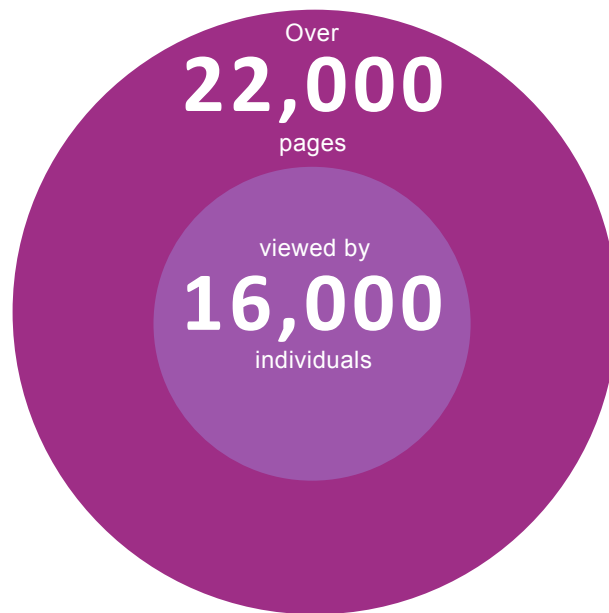
This flourishing partnership between Artsworld and the National Arts Council Singapore aims to share learning, knowledge and best practice to support the development of youth arts policy, strategy and delivery in Singapore.

“What we have discovered in our work with the National Arts Council of Singapore is that those working to support young people in Singapore in and through the arts have a lot in common with their UK counterparts. There are many areas of common concern, including the importance of working with arts practitioners with both arts skills as well as skills in facilitating young people.”

(Jane Bryant, Artsworld CEO)

ENGLISH NATIONAL YOUTH ARTS NETWORK (ENYAN)

Artswork has maintained the English National Youth Arts Network (ENYAN) as a free service. We have made stronger links with the Artsplan training offer and an enhanced website means that members can now upload their own content, broadcast job opportunities and share thoughts. Over the year, Artswork has delivered 12 monthly, informative e-bulletins and ensured access to up to date information via the ENYAN pages on Artswork's website.



PROFESSIONAL DEVELOPMENT: ARTSPLAN

Artswork continues its commitment to enhance and raise the standard of youth arts practice through its national Artsplan programme. Partnerships are a key part of the Artsplan programme and many courses and events are delivered with other regional and national youth arts organisations.

**“A fantastic course – it’s given me a massive confidence boost and opened new doors for me.”
(Attendee, ‘Budgeting and Fundraising for Youth Arts Projects’)**

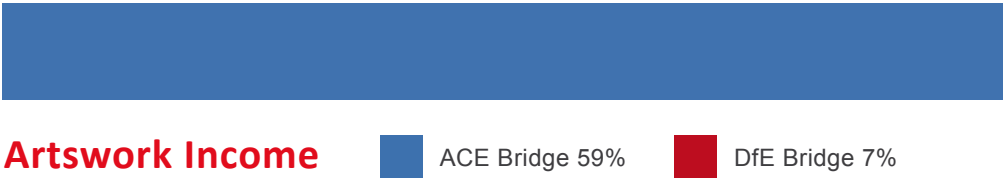
2013/14 highlights include the delivery of:

- 31 open training courses, delivered to 350 participants, including 4 Education Continuing Professional Development courses, 4 Child Protection courses, 2 newly accredited Youth Arts Project Management courses and a new course: ‘Freelance Work with Young People in the Arts’
- 12 ‘in-house’ courses – a mixture of ‘off-the-peg’ courses and bespoke workshops, delivered to organisations across the country
- 10 Arts Award training courses
- 6 Artsmark Training courses
- 3 Regional child protection and safeguarding events in the North West, South East and South West, working in partnership with The Safe Network and Voluntary Arts, attended by 100 people
- 26 young people attended a specific course tailored for their needs as young Creative Facilitators
- Support for South West Museums to help develop and evaluate their ‘Sustainability Programme’

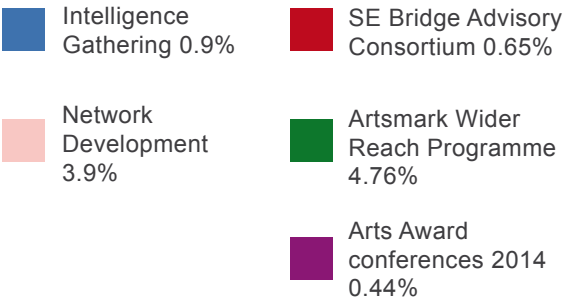


FINANCIAL OVERVIEW

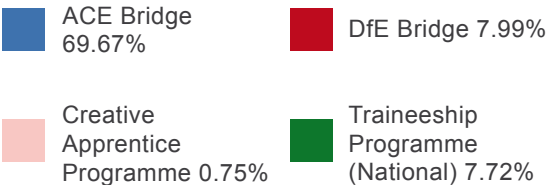
Artwork Income 2013/14



Bridge Workstrands Allocation 2013/14



Artwork Expenditure 2013/14





STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2014

INCOMING RESOURCES

Incoming resources from generated funds:
Investment income
Incoming resources from charitable activities

Total incoming resources

RESOURCES EXPANDED

Costs of generating funds:
Costs of generating voluntary income

Net incoming resources available

Charitable activities

Total charitable expenditure

Governance costs

Total resources expended

Net movement in funds

Funds balances at 1 April 2013

Fund balances at 31 March 2014

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006

Unrestricted funds £	Designated funds £	Restricted funds £	Total 2014 £
17,984	-	-	17,964
117,545	-	2,443,770	2,561,315
<hr/> 135,509	<hr/> -	<hr/> 2,443,770	<hr/> 2,579,279
<hr/>	<hr/>	<hr/>	<hr/>
-	-	-	-
<hr/>	<hr/>	<hr/>	<hr/>
135,509	-	2,443,770	2,579,279
94,296	7,890	1,889,356	1,991,542
<hr/> 94,296	<hr/> 7,890	<hr/> 1,889,356	<hr/> 1,991,542
<hr/>	<hr/>	<hr/>	<hr/>
-	-	7,860	7,860
<hr/>	<hr/>	<hr/>	<hr/>
94,296	7,890	1,897,216	1,999,402
<hr/>	<hr/>	<hr/>	<hr/>
41,213	(7,890)	546,554	579,877
158,444	40,000	840,162	1,038,606
<hr/> 199,657	<hr/> 32,110	<hr/> 1,386,716	<hr/> 1,618,483
<hr/>	<hr/>	<hr/>	<hr/>

CHIEF EXECUTIVE'S STATEMENT:

2014/15 will be a pivotal time for Artswork: we need to be able to draw from the first two years of experience and learning to ensure sound delivery of our Bridge Role for a third year. Alongside this, we are working to build and secure the legacy of our work and to develop a sustainable forward-looking plan for 2015-18. Staff and trustees will work together to shape a refreshed Vision, Mission, Values and Aims to carry forward.

We also need to continue to work in and through partnerships with a wide range of stakeholders, to continue our role as an 'honest broker', to drive to better connect children, young people and families, particularly those with the least access to arts and cultural opportunities.

We will continue to deliver two major programmes: the Strong Voices programme (see p.16) and the Bridge England National Creative Traineeship Programme (see p.30),

led by Artswork. This national programme with £1m investment from Creative and Cultural Skills (through Arts Council England) will see Bridge organisations continuing to work in a collegiate way - and with a range of other national partners - to deliver 1600 traineeships in England. Both of these programmes make significant connections for Artswork between our role as a Bridge and the wider work that we deliver alongside this.

Delivering the third cohort of the Artswork/PUSH Creative Apprenticeship Programme will also be a key feature of 2014/15, as will the delivery of a second successful Creative Employment Consortium bid that Artswork made to Creative & Cultural Skills on behalf of employers from the PUSH CCI Network. Together, we bid successfully for wage subsidies to support internships and apprenticeships.

Alongside this vital work, Artswork

LOOKING AHEAD

will continue to deliver and grow the English National Youth Arts Network and to extend its Artsplan programme of professional development courses across England and beyond - including potential further work with the National Arts Council of Singapore.

In the meantime, this is also the moment to pay genuine credit to Artsworld's vibrant and dynamic staff team and our committed Board of Trustees. When looking back over the last year, I realise the huge body of work we have delivered and how all of this work - as outlined by Rick in his opening statement - underlines the fundamental importance of partnership. Partnership working has been at the heart of all we have done, and is crucial in terms of securing an ongoing and sustainable legacy and long-term benefit of Artsworld's delivery - across all areas. Every member of staff has worked incredibly hard. Each is absolutely committed to what they do and aspires to deliver their role

with integrity, humility and quality. Thank you to each and every one of you. Special thanks to our incredible and dedicated Board of Trustees, without whom none of this could happen. It is a great privilege to work with you all and I look forward to the year ahead.

**Jane Bryant, Chief Executive,
Artsworld**

We have a demanding, challenging and stimulating time ahead! We look forward to working in and through new and enhanced partnerships 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.

ARTSWORK STAFF MEMBERS 2013/14

Jane Bryant - Chief Executive
 Sarah Warwick - Head of Finance & Operations
 Karl Eccles - Finance and Operations Assistant
 Elspeth Barron - (Creative Apprentice) Youth Arts Admin Assistant
 Peter Taylor - Strategic Manager¹
 Lorraine Cheshire - School Liaison Manager^{1*}
 Ruth Taylor - Strategic Manager²
 Trevor Harris - School Liaison Manager^{2*}
 Lucy Medhurst - Strategic Manager (Kent)
 Leanne Macdonald - School Liaison Manager (Kent)^{3*}
 Richard Beales - Strategic Manager⁴
 Jane Dickson - School Liaison Manager⁴
 Mac Ince - Data Research Administrator
 Donna Vose - Programme & Contracts Manager
 Rose Kigwana - Programme Manager, Arts Award*
 Gaynor Davies - Programme Manager, Artsmark*
 Judith Carrie - Strong Voices Programme Coordinator
 Rachel Hall - Manager, Learning & Skills
 Anna Brown - Apprenticeship Programme Manager*
 Miranda Hewitt-Williams - National Traineeship Manager
 Naomi Young - Learning & Skills Administrator
 Alice Wyatt - Programmes Assistant
 Lucy-Jane Attrill - Communications Manager
 Laura Smith - Communications Officer
 Hannah Pollard - Communications Assistant

TRUSTEES

Rick Hall (Chair)	Hilary Durman
Colin Prescod	Josh Harsant
Gethyn Williams	Roni Brown
Helen Simons	Ruth Fluin-Hardy

TRAINING PARTNERS

BALTIC, Gateshead	Soundworks, Bristol
Kala Sangam, Bradford,	TR2, Plymouth
Cornerhouse, Manchester	Artwork, Southampton
Z-Arts, Manchester	Lighthouse, Brighton
The Garage, Norwich	Platform, London
Lakeside, Nottingham	Quarterhouse, Kent
WAYC, Leamington Spa	

ARTSWORK TRAINERS

Helen Cadbury	Ginny Scholey
Lesley Wood	Helen Ball
Anne Colvin	Sally Clements
Helen Le Brocq	Caz Brader
Emma Ghafur	Emma Melling

Thank you to Matt Bartram, Victor Frankowski, Murray Freestone and all those who have supplied us with images and copy for this publication.

*denotes part time



¹Hampshire, Isle of Wight, Portsmouth and Southampton

²Berkshire, Buckinghamshire, Oxfordshire and Milton Keynes

³Kent (excludes Medway and the three Districts of Gravesham, Swale and Dartford)

⁴Surrey, East and West Sussex and Brighton and Hove

Artsworld Limited
info@artsworld.org.uk
www.artsworld.org.uk

 @ArtsworldLtd  /ArtsworldLtd

Registered charity number 800143
Company limited by guarantee registered in
England number 2150619



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Bridge Organisation
Working with Arts Council England
to connect young people with great
art and culture



ARTSMARK



creative
& cultural
skills

The National
Skills Academy
CREATIVE
& CULTURAL

NHC | North
Hertfordshire
College
CREATE | BELIEVE | SUCCEED

