

## WHO WE ARE

Create was born from the vision Nicky Goulder had in December 2002 of a charity that would use the power of the arts to transform lives. She co-founded the charity in July 2003, since when it has run 4,765 creative arts workshops that have delivered 193,500 contact hours to more than 27,470 disadvantaged and vulnerable participants, mainly as part of sustained, life-changing programmes. During 2013/14 98% of community partner staff rated Create's projects successful. The charity's *art:space* project for young carers won Business in the Community's prestigious 2013 South East Local Impact Award, Building Stronger Communities, which was presented to sponsor British Land; its *creative:u~turn* project for vulnerable women was recognised by the Lord Mayor's Dragon Award for Social Inclusion 2012, which was presented to project sponsor Reed Smith; and it won eight Koestler Awards in 2012/2013 for its *Inside Stories* project for offenders and their children, which also received a Special Commendation in the 2013 Royal Society for Public Health Arts and Health Awards. In 2013, Nicky Goulder was recognised as *Clarins Most Dynamisante Woman of the Year* and shortlisted for the Charity Times *Rising CEO Star* award. Create was shortlisted for the 2013 Charity Times *Charity of the Year: with an income of less than £1million* award.



## VISION, MISSION, CORE BELIEFS & VALUES

### VISION

For a fair, caring, inclusive society in which the creative arts play a transformative role in enabling every individual to fulfil their potential.

### MISSION

To use the creative arts to help transform the lives of society's most disadvantaged and vulnerable people by enabling them to develop creativity, learning, social skills and self-esteem.

### CORE BELIEFS

- That everyone – regardless of circumstances, behaviour, age, gender, race or disability – deserves the chance to fulfil their potential.
- That high quality creative arts activities have the power to transform lives.
- That everyone has an important role to play in making society fairer, more caring and more inclusive.

### VALUES

- **Creativity** ~ encouraging a creative approach to every area of our performance
- **Excellence** ~ seeking to attain the highest standards in all activities
- **Valuing the individual** ~ recognising and nurturing each individual's unique talents
- **Passion** ~ being passionate in our motivations and performance
- **Flexibility** ~ listening and responding creatively to all stakeholders' needs
- **Integrity** ~ imbedding integrity in all we do

### WHAT WE DO

Create uses the power of the creative arts to transform the lives of society's most disadvantaged and vulnerable people by enabling them to develop creativity, learning, social skills and self-esteem. It believes that everyone – regardless of circumstances, behaviour, age, gender, race or disability – deserves the chance to fulfil their potential. Its particular 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. Most projects are collaborations with community partners, which have specialist knowledge of local priorities and the participants that they exist to serve. Create's work focuses on seven priority 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 offenders (and their families); and marginalised children and adults.

*"Creativity takes you away from this place and helps you grow."* participant

The charity works extensively across London and the South and has delivered projects as far afield as Derby, Glasgow, Kendal and Manchester. Some programmes bring different groups of participants together to break down barriers and develop shared understanding; some enable people to explore

social issues. All help to create a society that is fairer, more caring and more inclusive.

Many of Create's programmes are developed and delivered in partnership with the business community, helping to meet their Corporate Responsibility (CR) priorities including employee volunteering.

*"Create never ceases to come up with innovative projects, which it then delivers with enthusiasm and professionalism. On a recent visit, it was fantastic to witness first-hand the benefits projects can bring to disadvantaged young people."* funder



## NICKY GOULDER

### CO-FOUNDER & CHIEF EXECUTIVE

Create was born from the vision Nicky had in December 2002 of a charity that would use the power of the arts to transform lives. She is motivated by her longing for a fair, caring, inclusive society in which every individual can fulfil their potential. Prior to co-founding the charity in July 2003, she was Chief Executive of the Orchestra of St John's. She has many years' experience in creative arts management, before which she was a Marketing Executive at KPMG. She was a volunteer Childline Counsellor for five years before becoming a Samaritan in January 2002; is on the YouthXpress leadership team at Southwark Cathedral, where she works with young people aged 11-18; and is Vice Chair of the Queen's Nursing Institute. Nicky has a First Class BSc (Hons) in Marketing and the Chartered Institute of Marketing Diploma. She recently completed a Certificate in History of Art at Birkbeck College, University of London, for which she was awarded Distinction. In 2013, Nicky was recognised as *Clarins Most Dynamisante Woman of the Year* and shortlisted for the *Charity Times Rising CEO Star* award.

**Chairman:** Eddie Donaldson **Chief Executive:** Nicky Goulder **Patrons:** Matthew Bourne OBE, Eileen Essell, Esther Freud, Dame Evelyn Glennie, Howard Goodall CBE, Ken Howard OBE RA, Erwin James, Shobana Jeyasingh MBE, Lord Moynihan, Susannah Simons **Trustees:** John Broadis, Eddie Donaldson, Richard Duggleby, Alistair Johnston CMG, Julian Mylchreest, Carol Topolski

A company limited by guarantee and registered in England & Wales Company Registration No 4728145 Registered Office at business address Charity Registration No 1099733 VAT Registration No 820 2394 59