

CREATE ARTS.ORG.UK



THE CHARITY
AWARDS

WINNER

IMPACT REPORT 2017/18

The UK's leading charity empowering lives
through the creative arts

CHAIRMAN Eddie Donaldson

CHIEF EXECUTIVE Nicky Goulder

PATRONS Sir Matthew Bourne OBE, Esther Freud, Dame Evelyn Glennie, Howard Goodall CBE, Ken Howard OBE RA, Erwin James, Shobana Jeyasingh MBE, Tim Marlow, Nicholas McCarthy, Lord Moynihan, Susannah Simons

AMBASSADOR Alistair DK Johnston
CMG

TRUSTEES John Broadis, Eddie Donaldson, Tim Jones, Marit Meyer-Bell, Vanessa Sharp, Carol Topolski

FRONT COVER: Created by a participant at our *creative:tandem* project in London, which empowers young people with mental ill health

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CONTENTS

Foreword	1
Our vision and achievements	2
Awards, our impact, our aims	3
Longer-term impact	4
Our artists	5
15 years of Create	6
Where we work	8
Who we work with	9
Disabled and non-disabled people	12
Young patients	13
Adult carers	14
Young carers	15
Vulnerable older people	16
Schoolchildren in areas of deprivation	17
Young and adult prisoners	18
Marginalised adults	19
Create the Difference	20

FOREWORD

Since becoming a Patron of Create, I have seen first-hand the impact of Create's projects working with vulnerable adults and children, in particular its *Inside Stories* project, which gives prisoners the opportunity to connect with their children and reveal their true selves, and for us to see beyond the reasons for their imprisonment. The sense of achievement and hope in these wonderful stories is almost palpable.

Being sent to prison for life was the worst and the best thing that ever happened to me. It was the worst because I felt like I'd been consigned to the deepest darkest hole and there was never going to be any way out; and it was the best because it brought an end to my painful, pain-causing life and I was relieved that it was over. Without skills, abilities or hope, and filled with shame and self-loathing, I never expected to live again in any meaningful way.

But despite all my failings, in prison I met people who wanted to help me. Educators enabled me to articulate my thoughts. But what really gave me a sense of inner value and allowed me to reconnect with my humanity was my experience with creative activities.

During my prison journey I met visiting musicians, writers and dramatists - even a dance group - who enriched the lives of my fellow prisoners and me with their art. They helped me grow as a person and I saw similar changes in others.

Creative arts helped to teach us the value of empathy and community and, when I walked out of prison after 20 years, I had hope.

Last July I was reminded once again of the importance of Create's work when I took part in a unique event, *Inside Stories at the Old Bailey*, where I spoke of the moment I was sentenced to 20 years in prison, in the very courtroom I was sent down from all those years ago. To be back in the place where my life was irreversibly changed was a humbling experience and reminded me how fortunate I have been on my life journey.

I am proud to support Create's programmes in prison, and the healing and fixing of damaged and broken lives, which in turn help make our communities safer for all. Almost everyone has their own experience of how the creative arts have helped them. Create helps vulnerable people across the UK release their inner creativity and build new skills and relationships, from those in prisons to hospitals, schools to homeless shelters. This is why I support Create and urge you to do the same in this, its 15th anniversary year.



Erwin James at the Old Bailey

A handwritten signature in black ink that reads "Erwin James".

Erwin James, Patron

OUR VISION AND ACHIEVEMENTS

In 2018, Create is celebrating its 15th anniversary. Since the charity's inception in my dining room back in 2003, we are proud to have become the UK's leading charity empowering lives through the creative arts, and those early days as a small south east London charity seem a distant memory.

Our approach, however, remains broadly unchanged. Since 2003, we have designed and run almost 8,500 workshops with more than 35,800 vulnerable participants across the UK. As a national charity championing local priorities, each project is carefully tailored to ensure that our participants' individual needs - and the objectives of our partner organisations - are uniquely met. Each project is run by our highly skilled and experienced artists; each is rigorously evaluated to ensure that we continually learn and develop; each is planned to inspire and upskill our participants.

Over the past year, thanks to our dedicated staff, artists and community partners, and the commitment and loyalty of our funding partners, we delivered over 20,200 contact hours with 1,846 participants. The most important recognition of our work is that 98% of our participants and 100% of our community partners rated their project "enjoyable" and "successful overall" respectively. We were also delighted to receive public recognition, winning 10 prestigious awards during the year.

But what has been a successful 12 months for Create has once again been a year of significant political and social upheaval, which laid bare divisions and inequalities across the UK. The need for our work to make society fairer, more caring and more inclusive by connecting the most disadvantaged people to the power of the creative arts feels more urgent than ever.

As we enter our 15th anniversary year, I hope that you will be inspired by what we have achieved to date, and motivated to enable us to deliver more projects with more participants than ever before.

Please help us to **Create the Difference** over the coming year.



Nicky Goulder
Co-Founder and Chief Executive



CREATE IS A SMALL CHARITY WITH A BIG HEART AND FIERCE AMBITION TO SUPPORT, TOUCH AND CHANGE THE LIVES OF THOUSANDS OF VULNERABLE PEOPLE THROUGH THE POWER OF THE CREATIVE ARTS. AND IT DOES THIS BRILLIANTLY.

Nicola Brentnall, Director, The Queen's Trust

AWARDS

- Charity Awards **Arts, Culture & Heritage**
- Children & Young People Now **Young Carers – Highly Commended**
- Children & Young People Now **Youth Justice – Highly Commended**
- Children & Young People Now **Youth Work – Highly Commended**
- East End Community Foundation's **Smooth Sailing**
- The FSI **Small Charity Big Impact**
- Koestler (Four awards)

OUR IMPACT

49 projects across the UK

919 creative arts workshops

1,846 disadvantaged and vulnerable participants

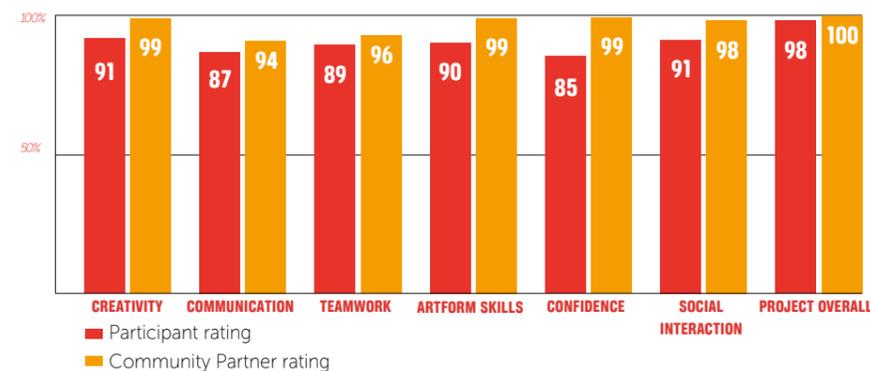
20,202 contact hours

£787,229 income

63 professional artists

134 volunteers/700 hours

Participant skill development/overall project rating



OUR AIMS

1 To give free access to the creative arts for society's most disadvantaged and vulnerable people.

2 To engage participants in inspiring programmes led by professional artists in areas where provision is poor and engagement is low.

3 To develop creativity, learning, social skills and self-esteem.

4 To create a society that is fairer, more caring and more inclusive.

LONGER-TERM IMPACT

We are committed to open, honest and rigorous evaluation of our work. Alongside our evaluation of each project, we revisit two each year, 6-24 months after their completion. We call this initiative *Making it Matter*.

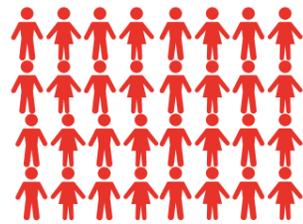
In 2017/18, we selected *creativity:revealed* (our project with vulnerable older people including Holocaust survivors at Jewish Care's campus in north London) and *Food for Thought* (our collaborative project with Pret's Rising Stars, staff who have lived on the streets or have a criminal record).

CREATIVITY:REVEALED

Making it Matter found that the creative workshops left the participants with **LASTING MEMORIES** of their experience. Participants described **REKINDLED CREATIVITY** and **INCREASED CONFIDENCE**. The final sharing of work allowed family members to witness their loved ones' efforts and fostered a deeper **SENSE OF COMMUNITY** and purpose within the group.

FOOD FOR THOUGHT

Making it Matter found that the creative activities had a lasting impact on the participants. The programme helped develop **SOCIAL** and **COMMUNICATION** skills and boosted **SELF-ESTEEM**. The artists acted as a positive role model for the participants, promoting their **SELF-EXPRESSION** and **COLLABORATION**.



35,809 participants have taken part in our projects since 2003



1,603 community partnerships since 2003

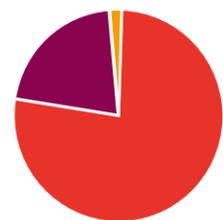


8,427 workshops have taken place since 2003



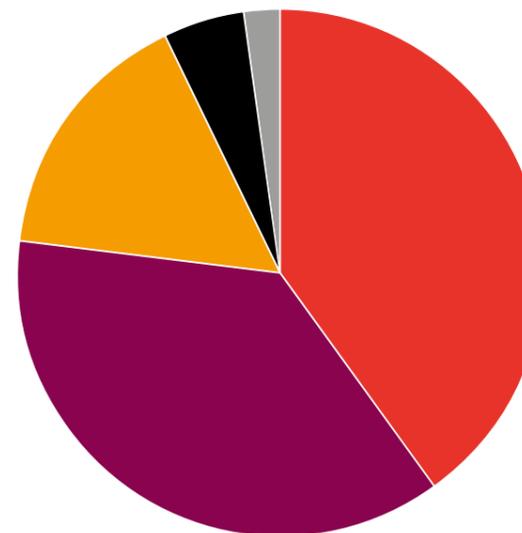
268,688 hours of contact since 2003

£95,648 income in 2003/04 (07/03 - 03/04)



77% Grants
21% Fees
2% Corporate

£787,229 income in 2017/18



40% Corporate
37% Grants
16% Events/community
5% Donations
2% Other

OUR ARTISTS

Our programmes are delivered by exceptional artists who share our commitment to empowering lives. All are professionals in their specialist field (eg: musicians, photographers, sculptors) who have outstanding communication skills and a wealth of experience in leading creative arts projects in community settings.

They act as facilitators, encouraging and motivating our participants to explore their creativity, develop existing and new life skills, become more self-confident and have fun. All participants' contributions are encouraged and valued: their ideas and the development of their creativity are at the heart of every project.



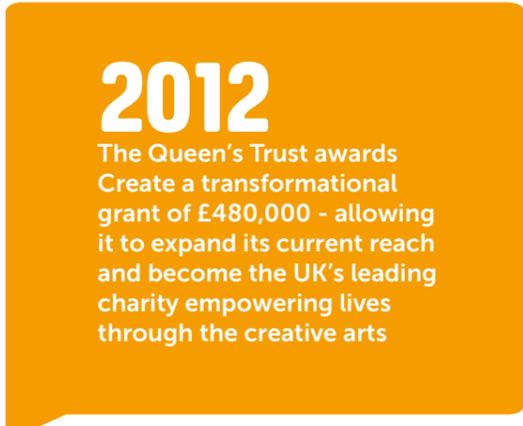
NURTURING TALENT

Create's *Nurturing Talent* programme gives emerging artists the opportunity to work as supporting artists on a range of Create projects, attend professional development training days and design and deliver their own Create workshop in a community setting. Each artist receives a bursary and commits to around 25 days across the year.

Tim, *Nurturing Talent* artist

WHEREAS BEFORE I WOULD SEE A PROBLEM, NOW I SEE AN OPPORTUNITY TO BE EVEN MORE CREATIVE.

15 YEARS OF CREATE



2003 - 2018



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. Motivated by a longing for a fair, caring, inclusive society in which every individual can fulfil their potential through the creative arts, the original Create logo developed in 2003 encapsulated just this. The flourishing brushstrokes and unique typeface was symbolic of the inclusivity that has been the golden thread through everything done at Create over 15 years.

In 2014 Create won an award from creative agency BrandPie to redevelop the charity's brand identity. The new branding was inspired by the bold work we carry out and the three colours were intended to be bright and fun whilst still being accessible and easy to read. The new identity has given Create a modern identity to match its progressive nature.

WHERE WE WORK

A few examples of our projects throughout the UK

CUMBRIA

We bring together disabled and non-disabled children to foster greater understanding.

BIRMINGHAM

During the school holidays we give young carers the chance to explore their identities as artists and develop robust peer-to-peer networks.

LONDON

Working with multiple community partners across the capital, we offer the chance for homeless and ex-homeless people, for example, to strengthen their self-esteem and build new creative skills through multi-artform creative workshops.

READING

Working with young patients, our creative workshops take the focus away from patients' illness, injury or disability. Helping the patient cope with anxiety, our project helps provide a distraction from their medical procedures and supports the development of independence and renewed confidence.

WALES

We work in prisons to help prisoners create storybooks for their children, building creative skills to use during family visits and strengthening family bonds.

EVERYWHERE ELSE

We work with vulnerable participants across the UK providing opportunities to access the creative arts. We develop and deliver individually tailored projects with partners in each location ~ a national charity championing local priorities.



WHO WE WORK WITH

YOUNG PATIENTS

DISABLED CHILDREN AND ADULTS

YOUNG AND ADULT CARERS

VULNERABLE OLDER PEOPLE

YOUNG AND ADULT PRISONERS

SCHOOLCHILDREN IN AREAS OF DEPRIVATION

MARGINALISED CHILDREN AND ADULTS (INCLUDING HOMELESS PEOPLE, VICTIMS OF DOMESTIC ABUSE, LGBT YOUNG PEOPLE AND SEX WORKERS)

Our passion for having a positive impact on the lives of society's most disadvantaged and vulnerable people is the driving force behind everything we do. We design and deliver projects that enable people who are excluded through disability, disadvantage, ill-health, imprisonment, poverty or social isolation to take part in high quality creative arts experiences.

To ensure we reach the most disadvantaged and vulnerable participants in areas of greatest need, we prioritise partner organisations that receive little or no provision from other arts providers, and select these using Indices of Deprivation alongside data including: disability; entitlement to free school meals; and use of English as an additional language.



**HOW WE'VE USED THE CREATIVE
ARTS TO HELP BUILD BRIDGES
AND CREATE A CARING, MORE
INCLUSIVE SOCIETY.**

Image: Taken by a young carer at our *inspired:arts* project in Camden

BUILDING RELATIONSHIPS BETWEEN DISABLED AND NON-DISABLED PEOPLE

13.3 million people are considered to be disabled in the UK.

180 disability hate crimes happen every day.

67% of the British public feel uncomfortable talking to disabled people.

WHAT WE DID

creative:connection enabled **214 disabled and non-disabled young people** to collaborate creatively, allowing them to develop new skills and shared understanding. The process of making art, music, film and animation together helped break down the stereotypes, misconceptions and anxieties that reinforce social barriers.

I'VE LEARNT THAT PEOPLE ARE MORE UNFORTUNATE THAN ME AND YOU SHOULD ALWAYS BE NICE TO OTHER CHILDREN.



MAKING HOSPITALS AND HOSPICES WELCOMING AND INSPIRING FOR YOUNG PATIENTS

WHAT WE DID

ArtsAdventures used music, storytelling, art and dance in Berkshire, Hampshire, London and Oxfordshire to enhance the quality of life of **497 young patients** - and family members - suffering from a diverse range of illnesses, injuries and disabilities.

We spoke to the mother of a patient in Royal Berkshire Hospital who said:

"The session today was so fun. We weren't expecting it. Just before the music started, he had been for a scan so he wasn't in the best of moods but I could see that he really started enjoying it. Having the arts in hospitals helps people forget about the pain and enables them to enjoy themselves. I have been in hospital a few times with my son when he was younger and it wasn't like this, so it has been really good today."

40% of children in hospital complained that there were no activities or opportunities to play.

A high frequency of **engagement with arts and culture** is generally associated with a higher level of subjective wellbeing.

Creative arts have been shown to **alleviate anxiety, depression and stress** while increasing **resilience and wellbeing**, shortening length of stay in hospital.

Hospital staff member

IT WAS MAGICAL TO WATCH THE YOUNG PERSON ENGAGE WITH THE ARTISTS. THE CONNECTION MADE WAS FANTASTIC.



PROVIDING A SOCIAL, CREATIVE OUTLET FOR ADULT CARERS

The economic value of carers' contribution in the UK is **£132 billion** per year.

1 in 8 people in the UK are carers.

17% of carers who had taken a break of more than a few hours experienced mental ill-health, compared to **36%** of carers who had not had such a break since the beginning of their caring role.



ENABLING YOUNG CARERS TO TAKE TIME OFF AND BE CREATIVE

There are an estimated **700,000** young carers in the UK.

45% of young adult carers reported that they have mental health problems.

School holiday periods are particularly challenging for many young carers due to an **increase in caring responsibilities** and reduced opportunities to engage in other activities.



DOING SOMETHING CREATIVE MAKES YOU FEEL WHOLE. YOU FORGET ABOUT WORRIES, BILLS, FORGET ABOUT WHAT SOMEBODY SAID OR WHAT'S IN THE NEWS.

RUTH'S STORY

Our *creative:release* project at Carers Centre Tower Hamlets enabled carers to explore their local community through photography, whilst taking a break from their caring responsibilities, building trusting relationships with their peers and developing communication skills and confidence.

Ruth told us about taking part:

"When you're a carer the time you get to yourself is a bit more restricted. Coming to the Carers Centre has helped me a tremendous amount though, spending time with other carers and making wonderful friends. If it weren't for here then my life would be completely different – I would be very restricted and very isolated."

"When you're a carer you aren't able to afford a lot of things so projects like this can be the only way we get to do things like photography. That's why we need things like Create to come in and give us these opportunities."

"Being creative at this project has made me feel a lot better because I'm actually doing something for me for a change. I'm very privileged to have had this opportunity. It's made me feel like I've done something worthwhile. Getting better at photography has made me feel like I can actually do something and that I'm not as thick as I thought I was – it's given me a lot of confidence."

PAUL'S STORY

art:space is a multi-artform programme with young carers.

Paul, who cares for his dad, attends Kingston Young Carers Project and took part in the workshops. He talks about his experience:

"I care for my dad. He has, I don't know if you would call it an illness, but something called depression where he gets stressed and upset very easily and it can be hard sometimes. I've been caring for my dad since I can remember. People that don't have someone to care for tend to be more sociable and have more friends."

"It was great working with a professional artist who has so much experience. She was able to show us new techniques and bring the most out of us. It was good working with the group as everyone had different styles and different ideas about what they wanted to make. Doing something creative was great, especially as there were loads more resources here, that we would never have access to at home."

"Being creative helps me relax. Projects like these definitely help as they distract us and let us have good times. They help me realise I can do more than I thought I could."

WHAT WE DID

We provided 601 young carers from

Aylesbury, Bath, Birmingham, Camden, High Wycombe, Kingston, Lambeth, Merton, Milton Keynes, Newham, Nottingham, Redbridge, Richmond, Southwark, Sutton, Swindon, Uxbridge, Wandsworth, Westminster and Winchester

with a creative and social outlet away from their caring responsibilities.

KEEPING VULNERABLE OLDER PEOPLE ACTIVE

Music reduces agitation and need for medication in **67%** of people with dementia.

1 in 10 people aged 65 feel chronically lonely all or most of the time.

2 in 5 older people say TV is their main companion.

WHAT WE DID

We worked with **72 older people** from four London boroughs to prevent loneliness and social isolation. Collaborative workshops exploring film, photography, visual art, creative writing, dance and music enabled the participants to build social networks, express themselves creatively and learn new skills.

PAULINE'S STORY

Pauline is a resident at the Selig Court independent living Jewish Care campus. She took part in our *creativity:revealed* project, which brought together older people who attend three Jewish Care services for collaborative creative workshops.

She told us why she enjoyed the project:

"I've done drama, art, music and spoken word. I enjoyed music the most – but the art as well. What Create's artists helped us do was amazing. I loved everything about it. How she helped us come up with the words was great. It's been lovely working with the artists and the rest of the group. I didn't know them before so it was lovely to meet them all. I enjoy the sessions. As a child I learnt the piano, but then the war broke out and I never had a chance to take it further but it is great to play now in the workshops. I would definitely love to do this again."



GIVING SCHOOLCHILDREN IN POVERTY ACCESS TO THE ARTS

A lack of **financial literacy** is now considered a major factor in **low income families**.

The **wealthiest, best educated and least ethnically diverse 8%** of society make up nearly half of live music audiences and a third of theatregoers and gallery visitors.

Students from low-income families who take part in arts activities at school are **three times more likely to get a degree** than children from low-income families who do not.

I USED TO BE VERY SHY BUT, BECAUSE OF THE WORKSHOPS, I'VE OUTGROWN THAT. SHARING MY OPINIONS MADE ME FEEL BRAVE.



WHAT WE DID

On Create's *A Wealth of Stages* programme **55 young people** in Hackney developed their financial literacy through the vehicle of drama.

They took part in group games, role playing scenarios, script writing and performance to explore spending, saving, responsible and ethical use of money, and needs versus wants. A day trip to the Bank of England Museum provided further information and context.

HELPING PRISONERS CONNECT WITH THEIR CHILDREN

Re-offending costs the UK **£13 billion** each year.

Young prisoners who participate in the arts are almost **20%** less likely to reoffend.

Cultural learning has been linked to improvements in **attainment, cognitive abilities** and **increased employability**.

82,305 men in prison in the UK are fathers to an estimated **200,000** children.

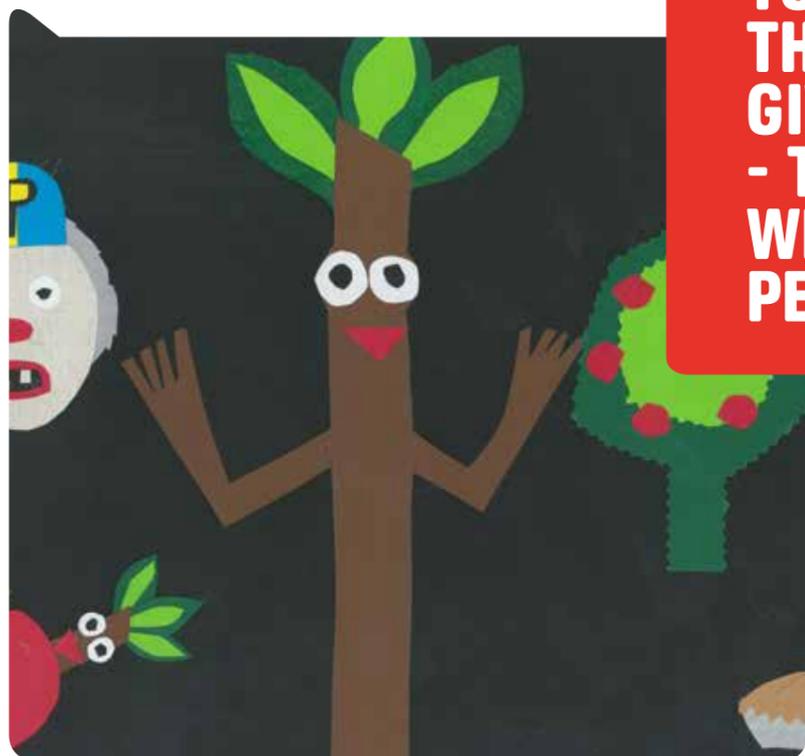
WHAT WE DID

Inside Stories gave **fathers/grandfathers in prison** the chance to play a creative part in the lives of their children.

By working in pairs to create their own illustrated stories, which they then set to music as a group, they developed the skills to do simple creative activities with their children, helping to aid communication and relationship-building.

Each project culminated in a special family visit, during which the fathers shared their music and stories with their children. The children then received a professionally-printed storybook and CD.

CREATE DOESN'T TREAT US LIKE CRIMINALS: IT REALLY TOUCHES ME. THEY HAVEN'T GIVEN UP ON US - THEY REALISE WE ARE STILL PEOPLE.



INCREASING THE WELLBEING OF PEOPLE WHO ARE HOMELESS OR MARGINALISED

WHAT WE DID

We ran two projects in Deptford with **39 adults** who are vulnerable through homelessness, mental ill-health, loneliness, social exclusion or severe poverty. Through film, creative writing and music, they explored personal and community identity, whilst building self-esteem and peer-support networks. One culminated in a film sharing at 999 Club; the other in a performance at Deptford Reach and a public exhibition at Deptford Lounge.

The number of rough sleepers each night in 2017 was **4,751** – a 15% rise on the previous year.

There are **13.5 million people** living in poverty in the UK, 21% of the population.

86% of homeless people have reported having a mental health difficulty.

CREATIVITY IS INTEGRAL TO MY MENTAL WELLBEING. IT ENRICHES AND NOURISHES YOUR SOUL.



CREATE THE DIFFERENCE

If you believe in the power of the creative arts to increase acceptance, promote inclusion and empower lives, join us and see the difference you can make.

BE THE DIFFERENCE ~ BECOME A MEMBER

Business Members are vital partners, enabling us to create a society that is fairer, more caring and more inclusive. **Create the Difference** by joining Create as a **Pioneer, Innovator** or **Collaborator**.

Individual Members **Create the Difference** for our participants by joining as a **Champion, Catalyst, Curator** or **Community** member from as little as £10 per month.

Create would like to thank:

Founding Business Members

Innovators: BrandPie, White Cube

Collaborators: Halo Coffee, Michael O'Mara Books, Stephenson Harwood LLP

Founding Individual Members

Champions: Alistair DK Johnston CMG, Tim & Claire Jones

Catalysts: Anne Baldock, Eddie Donaldson

Curators: Gareth Davies, Philip Emery, Alan Paul, Colin Sheaf, Mark Sismey-Durrant

Community: Anonymous, John Broadis, Nicky Goulder, Marit Meyer-Bell, Vanessa Sharp, Carol Topolski, Michael Topolski

CELEBRATE THE DIFFERENCE ~ ATTEND AN EVENT

We host a number of fundraising events during the year including exclusive dinners, auctions, performances and private views.

WILLING TO CREATE THE DIFFERENCE?

A gift in your will means that vulnerable children and adults across the UK will continue to experience the empowerment of the creative arts; make life-affirming connections; learn new skills; and grow in confidence.

HAVE FUN&RAISE THE DIFFERENCE!

You can fundraise with your friends or club; at school or work; or through an organised event. Every penny you raise helps us empower disadvantaged and vulnerable children and adults. We have a wealth of creative ideas and tools for fundraising activities - along with a growing number of challenge events to sign up to - and we'll help you maximise publicity and reach your target whether you bake, run, paint, swap, cycle, dress up, quiz, dine or auction to fundraise for Create!

BESPOKE DIFFERENCE ~ TAILORED CORPORATE RESPONSIBILITY PACKAGES

Corporate Partners can sponsor a bespoke programme, fulfil Corporate Responsibility objectives, engage employees and demonstrate purpose. As a national charity, we can tailor a sponsorship package to inspire joy in young carers through time away from their caring responsibilities; help young fathers in prison write and illustrate stories for their children; give adults with disabilities the chance to express themselves through music and dance; take the therapeutic benefits of the arts to children in hospices and hospitals; or design a new, unique partnership, created just for your company.

SEE THE DIFFERENCE YOU CAN MAKE

I hope you feel inspired to support our work and look forward to hearing from you.

Nicky Goulder

Chief Executive

nicky@createarts.org.uk

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TEXT
CREA28
£AMOUNT
TO 70070

[CREATEARTS.ORG.UK/SUPPORT-US/](https://createarts.org.uk/support-us/)

CREATE'S PROGRAMMES PLAY A VITAL ROLE IN DEVELOPING KEY SKILLS, LIKE CREATIVITY, SO THOSE MOST IN NEED IMPROVE THEIR LIFE CHANCES.

Nicole Lovett, Director, CSR, Deutsche Bank



IMAGINE MAKE CREATE

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