

**CREATE** ARTS EDUCATION

**Children &  
Young People Now  
Awards 2019**

**Winner**



## **IMPACT REPORT 2019/20**

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

**CHAIRMAN** Eddie Donaldson OBE

**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 CBE, Tim Marlow OBE, Nicholas McCarthy, Lord Moynihan, Susannah Simons

**AMBASSADOR** Alistair DK Johnston CMG

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



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Dame Evelyn Glennie

## FOREWORD

At the time of writing this, the world seems to have turned completely upside down. As someone who makes their career out of performing in front of people, I am uncharacteristically stuck at home. Nevertheless, there are a few constants that remain. Among them is that creativity continues to be as important as ever. As Create has proved, it can be achieved with the most basic of ingredients.

It is at times like these that I see the opportunity to be creative in the most mundane places. My pots and pans become my drums and the garden my orchestra. But of course, creativity does more than just help pass the time. Creativity is the connector between one person and another. I think we're born as creative people: you just have to look at a tiny baby and how it manipulates its body, how it becomes curious about everything, how everything is approachable. That's what I want to keep as a musician: I can't imagine being a musician and not being curious or experimenting. Creativity isn't about right or wrong, it's about finding out about yourself and your environment and other people. That's why I love the name Create, it's relevant to all age groups and all demographics right across the world.

I really resonate with the work that Create does. We all own creativity and we're all creative. But what we don't all have is the opportunity to express our creativity. That's where Create comes in and that's what inspired me to become a Patron.

Create connects with so many different people and I find that really inspiring. It develops projects by listening to the people it's connecting with. It brings people together to reduce isolation, make connections, inspire and empower.

I am proud to support Create and, at a time when bringing people together could not be more important, I urge you to do so as well.

Dame Evelyn Glennie, Create Patron

# OUR VISION AND ACHIEVEMENTS



Seventeen years ago, Create breathed its first breath. My vision was to use the creative arts to connect, empower and upskill the most disadvantaged and vulnerable children and adults across the UK, reducing isolation and enhancing wellbeing.

Never would I have dreamt then that, at the time when our participants needed us most, enforced isolation due to COVID-19 would mean that every Create project had to be postponed. The drive and passion that led me to start Create, and the dedication of our amazing team, ensured that we adapted, as we had to. Within 14 days of lockdown, we had consulted on, researched, designed and piloted a new way of working ~ **Create Live!**. We are now using an online platform to deliver high-quality, interactive, collaborative, creative workshops with groups of participants that are fun, build skills and reduce isolation.

Our vision for the future is to increase our engagement with those who need it most. We know that creativity has a positive impact on wellbeing, emotional and mental health; builds skills, brings joy and reduces isolation; and levels the playing field for people from many different walks of life, helping to promote equality.

But we cannot do this alone. Please help us to **create the difference** for many more participants, via **Create Live!** or our venue-based workshops. With your support, we can continue to reduce isolation, bring people together and help create a society that is fairer, more caring and more inclusive for all.

**Nicky Goulder**  
Founding Chief Executive

## 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 reduce isolation by bringing people together.
- 5** To enhance wellbeing.
- 6** To create a society that is fairer, more caring and more inclusive.

## OUR IMPACT

- 53** projects across the UK
- 861** creative arts workshops
- 1,388** disadvantaged and vulnerable participants
- 16,464** hours of contact
- £890,397** income
- 57** professional artists
- 148** volunteers donated 1,132 hours

## AWARDS

- Children & Young People Now Young Carers Award
- 14 Koestler Awards



# LONGER-TERM IMPACT

## SINCE 2003 ...

## OUR ARTISTS



**38,869**  
participants

Our programmes are delivered by exceptional artists who share our commitment to empowering lives. Each is a professional in their specialist field (eg musicians, photographers, dancers) who has 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 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.



**10,138**  
workshops



**303,371**  
hours of contact



### NURTURING TALENT

Our *Nurturing Talent* programme gives emerging artists the opportunity to support our lead artists on a range of projects, attend professional development training days and work in pairs to design and deliver their own workshops in a community setting. Each artist receives a bursary and benefits from around 26 days across the year.

*Holly Khan, Nurturing Talent artist*

**BEING PART OF THE CREATE FAMILY HAS MADE ME SEE HOW BENEFICIAL ARTS ARE TO THE COMMUNITY, HOW POWERFUL IT IS TO COLLABORATE AND HOW SHARED EXPERIENCES CAN BE TRANSFORMATIONAL.**



**140**  
professional artists



**£8,362,044**  
income raised

### MAKING IT MATTER

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

Our consultant conducts in-depth focus groups with participants and detailed interviews with staff. This year's reports looked at *creative:release* and *Nurturing Talent*.

**"CREATE'S IMPACT MEASUREMENT IS ABOUT AS GOOD AS IT GETS."**

Cass Business School

### CREATIVE:RELEASE

*Making it Matter* found that creative activities had a lasting impact on the participants. The project brought together adult carers and helped them form a deep sense of lasting **FRIENDSHIP** and **RESPECT** with a majority stating that it provided needed **RESPIRE** from their caring responsibilities.

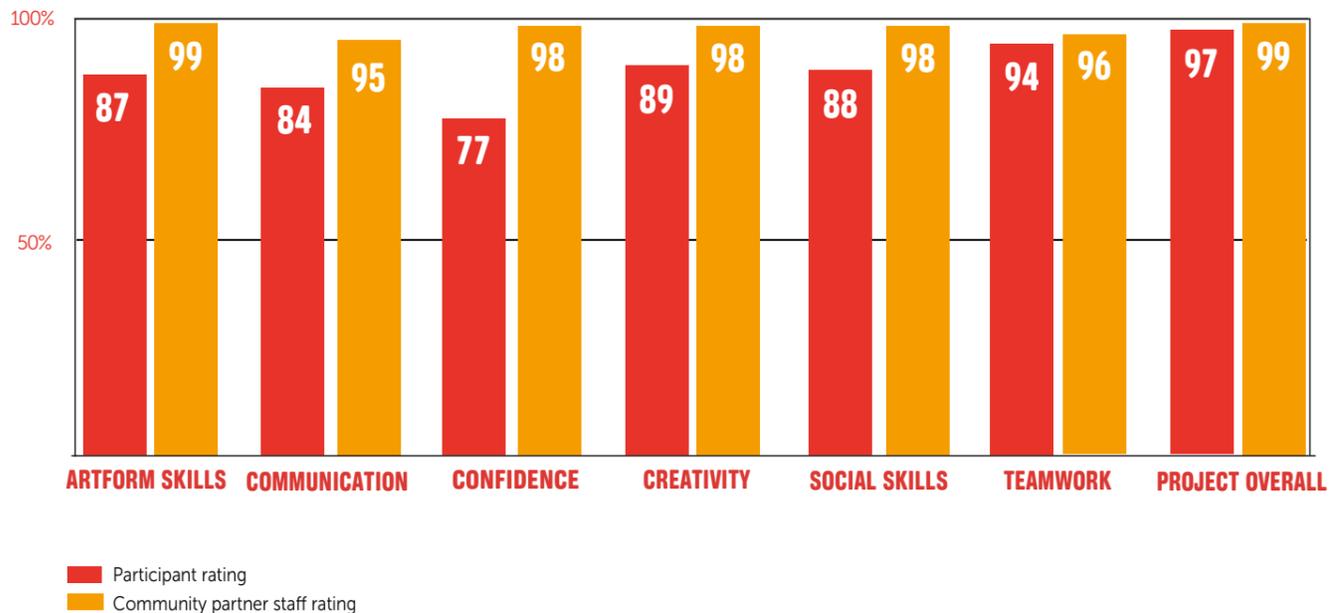
### NURTURING TALENT

*Making it Matter* found that the opportunity for emerging artists to gain hands-on experience in a community setting provided them with a valuable **NETWORK** and gave a **SAFE SPACE** to develop their skillset. They stated that there is no other kind of **OPPORTUNITY** out there like this.

# FEEDBACK / OUTCOMES

We use ongoing feedback to improve the work that we do. Each workshop ends with a feedback circle allowing participants to share how they feel; and at the conclusion of each project we ask all participants, staff, volunteers and artists to complete a short questionnaire. We use a blend of qualitative and quantitative data to create an evaluation report. Below is a snapshot of the year's results.

Participant skill development/overall project rating



## CORPORATE PARTNERSHIPS

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

Deutsche Bank



EACH YEAR CREATE MANAGES TO COME UP WITH EVERMORE INNOVATIVE AND ENGAGING PROJECTS, WHICH CAPTURE THE IMAGINATION OF THE YOUNG PEOPLE THEY WORK WITH. IT'S WONDERFUL TO WITNESS THE BENEFITS PROJECTS SUCH AS THIS BRING TO DISADVANTAGED YOUNG PEOPLE AND IT'S A REAL PRIVILEGE TO SEE THE IMPRESSIVE END RESULTS OF THEIR CREATIVE ENDEAVOURS.



CREATE PROJECTS ARE INSPIRATIONAL, NOT JUST FOR THE PARTICIPANTS BUT FOR OUR VOLUNTEERS AS WELL. THEY ENABLE SO MANY DIFFERENT PEOPLE FROM DIFFERENT BACKGROUNDS TO HAVE THE OPPORTUNITY TO ENJOY BEING CREATIVE.



Uncommon Creative Studio



WE ARE PROUD TO PARTNER WITH A CHARITY LIKE CREATE, WHICH CHAMPIONS CREATIVITY AND BRINGS THE POWER OF THE ARTS TO THOUSANDS ACROSS THE COUNTRY.

# DAME EVELYN GLENNIE

## VIRTUOSO SOLO PERCUSSIONIST

Dame Evelyn has been a Patron of Create since 2007. Performing worldwide with the greatest orchestras, conductors and artists, her solo recordings are as diverse as her career on-stage. A double GRAMMY award winner and BAFTA nominee, Evelyn is a composer for film, television and music library companies. She was awarded an OBE in 1993 and has over 100 international awards to date, including the Polar Music Prize and the Companion of Honour.

### How have your early experiences with sound or music shaped you as an artist?

I am a farmer's daughter so when I was little my orchestra was the farm. I was hearing so many different types of sound on the farm: machinery; livestock; weather; my little green barrow with the squeaky wheel. I remember cycling around the farm with tins in my pockets and putting different things in the tins. Different amounts of stones or different sizes of stones or pennies. I would go rattling around the farm scaring the animals.

I think those early experiences did form, perhaps without me knowing at the time, a kind of sound landscape that needed patience. Asking people to think about their sound environment and how connected they are to that can actually play a part in what you create. I'm always thinking what my sound environment is.

### What is the difference between listening and hearing?

Listening, for me, is not connected with sound. Listening is paying attention to all the ingredients that are around you: listening to the environment that you're in and how it's connected to yourself and the people you're with. Someone can be deaf and they can be an excellent listener. Sometimes if I give a masterclass, you can have a youngster who picks sticks up and you can almost immediately sense

what the sound will be by how the sticks have been picked up and what the posture of the body is. All of this plays a part in what you think the sound might be before anything is struck.

That's why the work of Create is so incredible, because it's bringing people together in their environment and listening to what they need and what's inside them. That's what I try to do as a performer.

### What advice would you give to someone who might feel limited about their ability to participate and get involved in the world of creativity?

I don't know what advice I would give but I do know that we can all feel limited. We can feel slightly doubtful of ourselves, even in musical situations. I've been in this industry for so many years but I have doubts sometimes. It's just taking that first step. As a musician, if I'm contracted to learn a piece of music, I begin by just looking at the first phrase or the first bar. Even if it takes half an hour, you can build from that first step. It's the persistence and the realisation that you can handle it in bitesize bits.

## “CREATIVITY IS THE CONNECTOR BETWEEN ONE PERSON AND ANOTHER.”

### Why do you think creativity is important in terms of wellbeing and self-expression?

I think we're born as creative people. Creativity is the connector between one person and another. If someone has been thwarted in their creativity, the ripples from that are enormous. Creativity isn't about right or wrong, it's about finding out about yourself and your environment and other people.



**CREATIVITY IS ABOUT FINDING OUT ABOUT YOURSELF.**



**ON 13 FEBRUARY 2020, CREATE UNVEILED THIS STRIKING MURAL IN SHOREDITCH, LONDON. THE MESSAGE, DEVELOPED IN COLLABORATION WITH CREATIVE AGENCY VCCP AND PAINTED BY GLOBAL STREET ART, SOUGHT TO RAISE AWARENESS OF YOUNG CARERS AND THE IMPACT THAT RESPONSIBILITIES LIKE ADMINISTERING MEDICINE HAVE ON THEIR MENTAL AND PHYSICAL HEALTH. UP FOR A MONTH, THE MURAL LED TO A 100% INCREASE IN TWITTER REACH, 300% INCREASE IN WEBSITE DONATIONS AND MEDIA COVERAGE.**

**WE ARE REALLY PLEASED TO SUPPORT THIS CAMPAIGN. THIS IS THE REALITY THAT MANY YOUNG CARERS FACE ON A DAILY BASIS. INCREASING AWARENESS OF YOUNG CARERS, SOME OF WHOM SPEND MORE THAN 50 HOURS PER WEEK CARING FOR A LOVED ONE, CAN HELP THEM ACCESS AVAILABLE SUPPORT.**

Diane White, CEO, Kingston Carers' Network

# WHO WE WORK WITH

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. We select these using poverty indices and government statistics on areas of deprivation alongside data including: disability; pupil premium/entitlement to free school meals; and use of English as an additional language.

## OUR SEVEN KEY GROUPS

- Disabled children and adults
- Young patients
- Young and adult carers
- Vulnerable older people
- Young and adult prisoners
- Schoolchildren in areas of deprivation
- Marginalised children and adults (including homeless adults, LGBTIQ+ young people, refugees)

During 2019/20, we worked with

72.3%

participants who are aged 0-18

14.7%

participants who are aged 60+

40.1%

participants who are entitled to free school meals

England average 15.4%

50.4%

participants who are Black / Asian / ethnically diverse

46%

participants who are disabled / have special educational needs

# BUILDING RELATIONSHIPS BETWEEN DISABLED AND NON-DISABLED PEOPLE

## THE NEED

- **13.9 million** people are considered to be disabled in the UK. (Family Resources Survey)
- Disabled people remain significantly **less likely to participate** in cultural, leisure and sporting activities than non-disabled people. (Arts Council England)
- **Two-thirds** of the British public feel uncomfortable talking to disabled people. (Scope)

IT SHOWED THAT WE ARE ALL EQUAL AND THAT WE CAN LEARN FROM ONE ANOTHER.

Participant



## WHAT WE DID

**creative:connection** brought together 195 disabled and non-disabled children to create ceramics, dance, music or photography. This enabled them to develop new skills and shared understanding, grow in confidence and enhance their wellbeing. Locations included: Cumbria; Essex; Greater Manchester; Hertfordshire; London Boroughs of Lambeth and Southwark.

**More Creative** brought together 10 adults with learning disabilities from Bede House in Southwark with 10 children from John Ruskin Primary School in Lambeth. Drawing, drilling, sawing, painting and making together, they built trusting relationships as they created sculptures on the theme of "journey". These are now on permanent display in the school's garden.

# ENABLING YOUNG PATIENTS WITH MENTAL ILL HEALTH TO EXPRESS THEMSELVES

## WHAT WE DID

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

*creative:tandem* took ceramics, music and photography to 31 inpatients at Acorn Lodge Children's Unit and Snowfields Adolescent Unit (South London and Maudsley NHS Foundation Trust).

"I took this image whilst visiting *creative:tandem* at Snowfields, which offers mental health care for adolescents with a serious mental illness who require hospital admission.

"The day I visited, our professional artist was leading a ceramics workshop with the theme of self-expression. All the young people had self-harming cuts on their wrists, visible signs of an inner pain that they had no other way to express.

"*creative:tandem* is designed to relieve stress, allow creative self-expression and enable young patients to interact socially with one another and the staff who care for them, building trust and a sense of self-worth.

"The sculpture of the voiceless child, created by one of these young patients, is a powerful reminder of why I started Create. It demonstrates the vital role that the creative arts can play in enhancing wellbeing and giving a voice to those who feel they have none."

Nicky Goulder, CEO, Create



## THE NEED

"Imagine you've got a mental illness, you've been in hospital – you can be very self-destructive or self-critical. So we try to restore some kind of faith and self-esteem, and I think creative things can be really good at that."

Dr Richard Corrigan, Psychiatrist, Snowfields

# PROVIDING A SOCIAL, CREATIVE OUTLET FOR ADULT CARERS

## THE NEED

- The economic value of carers' contribution in the UK is **£132 billion** per year. (Carers UK)
- **1 in 8** adults in the UK are carers. (Carers UK)
- **35%** of unpaid adult carers say they are often or always lonely. (Carers Week)



## WHAT WE DID

Our *creative:voices* project in Lewisham enabled 16 adult carers to explore their creativity whilst taking a break from their caring responsibilities, building trusting relationships with other carers who understand their situation, and developing communication skills and confidence.

## MEET MAY

"I've taken part in three projects with Create: animation, music and mosaics. These give me time away from caring; and it helps to do something I enjoy.

"I take care of my 75-year-old husband who's got Alzheimer's and my 24-year-old daughter who's got autism, three types of epilepsy and schizophrenia. Caring means that I'm quite shut-in and I don't get to do very much or go anywhere. It means that I'm tired and often stressed out.

"Working with the rest of the group has been good. All the ladies seem to get along well with one another. I find it hard, in general, to relate to people so I felt very quiet at first but everyone around is so accepting. You feel welcomed in. I've learnt not to be so shy working with other people on this project. I've enjoyed being creative with other people.

"Taking part in Create projects gives you space to breathe."

# ENABLING YOUNG CARERS TO TAKE TIME OFF AND BE CREATIVE

## THE NEED

- There are an estimated **800,000** young carers in the UK. (BBC/University of Nottingham)
- **Over one third** of young carers reported having a mental health problem. (YouGov/Carers Trust)
- 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. (Department for Education)



## WHAT WE DID

We provided 410 young carers from

Bath, Birmingham, Brent, Brighton, Bristol, Ealing, Essex, Harrow, Hounslow, Kingston, Lambeth, Merton, Nottingham, Southwark, Sutton, Uxbridge and Westminster

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

## MEET ABI (14)

Abi, cares for her older brother who has autism and her eight-year-old sister, and provides emotional and practical support for her mum, a single parent. Her responsibilities mean that she often gets up at 4am to do her schoolwork. She has little time left to pursue her passion of drawing and illustration.

Working collaboratively with other young carers under the guidance of our professional artists, Abi has explored a range of artforms including painting, ceramics, animation, filmmaking, and creative writing.

*"Doing projects with Create has taught me how to think creatively, which has been a massive help with my schoolwork. I like to draw and paint when I have a moment to myself. It lets me relax and let go of my stress and anxiety. It also lets me dream."*

*"Taking part in Create workshops has enabled me to make new friends too, with other young people who understand what it's like to be a carer."*

# KEEPING VULNERABLE OLDER PEOPLE ACTIVE

## THE NEED

- The Eden Alternative identifies the three plagues of old age as **loneliness, helplessness** and **boredom**. (ONS)
- **Two million people** in England aged 75+ live alone. **11%** of older people say they go for more than a month without speaking to a friend, neighbour or family member. (Age UK)
- Around **50%** of older people say TV is their main companion. (Age UK)

## WHAT WE DID

In line with our strategic objective of enhancing the wellbeing of increasing numbers of vulnerable, isolated older people, we launched a new programme in five additional London Boroughs - Haringey, Havering, Merton, Southwark and Westminster - delivering weekly workshops over four months.

**art:links** gave 109 older people the opportunity to work collaboratively with our professional artists to create ceramics, collage, jewellery, mosaics, music or photography. They built new social networks, expressed themselves creatively, learned new skills and had fun, reducing isolation and enhancing wellbeing.

**MAKING JEWELLERY HELPS ME TO CONCENTRATE AND MAKES MY BRAIN FUNCTION MORE. IT FEELS GOOD TO DO SOMETHING CREATIVE. I ENJOY GETTING OUT OF THE HOUSE AND COMING HERE, MEETING PEOPLE AND DOING THINGS LIKE THIS.**

Participant







# CREATE LIVE!



On Tuesday 24 March 2020, Create's office – in an eerily silent Moorgate – was locked. Other members of the Create team had been working at home since the previous Thursday, battling the now-familiar trials of VPN, WiFi and Zoom. As I walked home across London Bridge, not knowing when I would next be able to unlock that door, my head reeled with the changes that had taken place: we were entering lockdown; every Create project had been postponed; and our participants were facing months of unrelenting isolation, loneliness and hardship.

After just two short weeks of extensive consultation with our community partners, participants and artists – as well as trial workshops and detailed planning to ensure the safety and wellbeing of our participants – we launched **Create Live!**. We are now running our programmes via this new project concept, using an online platform to deliver high-quality, collaborative, live, interactive, creative workshops with groups of participants that are fun, build skills and reduce isolation. All workshops will be delivered via **Create Live!** until it is safe to return to our venue-based delivery model. We will also explore the opportunities for using **Create Live!** to reach participants in the future who are unable to access venue-based workshops.

**Nicky Goulder, CEO, Create**

## MEET MARY (13)

Young carer Mary cares for her younger brother Harry (11), who has Down Syndrome and diabetes. She took part in our first photography project via **Create Live!**.

*"Over the last three days, we've been looking at different techniques for taking pictures, experimenting with different objects, and expressing our creative sides by taking photos. Doing a creative workshop over video call was actually really good because of the break-out rooms, where we could work in smaller groups."*

*"It was good to see what other people can produce and it was a really great experience to meet people who are also young carers and know how I feel. I would like to continue to work on being more unique in my photography and adding a bit of a spin to each picture."*

*"I learnt that when I put my mind to something, I can create good work and really improve my skills."*

## HOW TO SUPPORT US

### 1. CREATE THE DIFFERENCE

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

By making a regular gift to Create, you will maximise your impact on our work. You can support Create as an individual or as a business.

**Individuals** can join at four levels – Champion, Catalyst, Curator or Community – from as little as £10 a month.

**Businesses** can join at three levels – Pioneer, Innovator or Collaborator – from just £125 a month. Each level brings inspirational opportunities for you and your staff to connect with Create's vital work.

To find out more, visit: [createarts.org.uk/support-us](https://createarts.org.uk/support-us)

### 2. CELEBRATE THE DIFFERENCE - ATTEND AN EVENT

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

### 3. 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!

### 4. 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 hospital; or design a new, unique partnership, created just for your company. Contact us to find out more.

### 5. WILLING TO CREATE THE DIFFERENCE

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

### CREATE THANKS THE FOLLOWING CREATE THE DIFFERENCE SUPPORTERS:

#### BUSINESSES

**Innovators:** White Cube, Yellow Cat Recruitment  
**Collaborators:** Adam Blanshay Productions, Fairsplit Music Ltd, Michael O'Mara Books, Uncommon London

#### INDIVIDUALS

**Champions:** Alistair DK Johnston CMG, Tim & Claire Jones  
**Catalysts:** Anne Baldock, Eddie Donaldson OBE  
**Curators:** Tony Cates, Gareth Davies, Philip Emery, Alan Paul, Colin Sheaf, Mark Sismey-Durrant  
**Community:** Isabella Bragoli, John Broadis, Zoe Brooks, Claire Charruau, Nicky Goulder, Sean Hanson, Richard Holman, Dr RC Hooker, Sally Horsington, Edmond Kamara, Paul Kemp-Robertson, William Lidstone, Michael Litman, Michael Llewelyn-Jones, Julie Mernick, Marit Meyer-Bell, Tom Newman, Mr and Mrs M Peck, Richard Schrieber, Graeme Shankland, Vanessa Sharp, Emily Stubbs, Louise Stubbings, Jim Thornton, Carol Topolski, Michael Topolski

All who wish to remain anonymous

**CREATE THE DIFFERENCE TODAY: [CREATEARTS.ORG.UK/SUPPORT-US](https://createarts.org.uk/support-us)**



## FURTHER INFORMATION

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# IMAGINE MAKE CREATE

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