



# LIKE MOTHER, LIKE DAUGHTER: ESTABLISHING AN ARTS AND CORPORATE PARTNERSHIP

## STAY IN TOUCH

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## BACKGROUND

Creative Scene is the Arts Council England Creative People and Places programme for North Kirklees, West Yorkshire. We're working with local people to create a place where people not only participate in the arts, they make them happen; working together with professional artists, arts organisations, and producers. It is all about making art a part of everyday life.

In autumn 2015 Creative Scene partnered with [Complicite's](#) award-winning Creative Learning department to work with 14 women from across North Kirklees to create *Like Mother, Like Daughter*. The show examined the participants' lives through a series of questions about their faith, about the world, and about growing up as - and bringing up - daughters.

Created and performed by the participants who volunteered from the local area (most of whom had no artistic or performance background), the show was a celebration of the traditions that we inherit and pass on. At the end of the performance, the audiences were invited to join the mothers and daughters for a meal and to ask their own questions.

*Like Mother, Like Daughter* was first performed in June 2014 at the OFFTA Festival in Montreal and at Battersea Arts Centre in London. The Yorkshire version of the show was commissioned by Creative Scene and supported by bonprix.

Watch more about Like Mother, Like Daughter on youtube:

<https://www.youtube.com/watch?v=xaY7H3rvqy4>

For this project, Creative Scene partnered with Bradford-based fashion label bonprix whose Autumn 2015 campaign - celebrating super-mums and the trials of family life – aligned perfectly with the project's aims. bonprix supplied each of the performers with new clothes for the performance, and related activities, and were official supporters of the event.

*More on bonprix...*

<http://www.bonprix.co.uk>

[https://www.youtube.com/watch?v=O\\_qPUbgHa-k](https://www.youtube.com/watch?v=O_qPUbgHa-k)

<https://www.facebook.com/bonprixUK>

<https://twitter.com/bonprixUK>

## OBJECTIVES

bonprix objectives for the project:-

- Raise their profile in the local area.
- Provide social content for customers to see that the company supports local projects.
- Demonstrate that the company can do different things within the community.
- Align the project with the current Mother / Daughter TV campaign and further develop through social media.

Creative Scene objectives for the project:-

- Develop an effective partnership with non-arts sector and to learn more about how fostering new relationships can stimulate and sustain the area's creative scene.

## THE TARGET AUDIENCE

Women aged 14+ from North Kirklees / West Yorkshire

## DELIVERY OF THE ACTIVITY

Agreeing terms of partnership and objectives – via a meeting and then written document

Securing legal sign-off from bonprix

Ensuring that the partnership was ethically appropriate for the artistic partner (Complicite) and would not compromise any artistic objectives

Project information sent out to target demographic from bonprix's mailing list (via post, social media and blog)

Agreeing Press and PR messages and schedule to brief the two PR agencies

Agreeing logistics of the bonprix support (participant selection of clothing and related Press and PR, social media coverage, ticket competition and offer code for programme).

Press and PR distribution 1

Photoshoot focussing on the participants receiving their clothing during rehearsals

Press and PR distribution 2

Scheduling VIP performance for bonprix and Creative Scene stakeholders

Post project evaluation meeting

Ongoing social media coverage from both partners.

## OUTCOMES

The show took place over 5 nights with different mother/ daughter pairs hosting the conversation at each performance which meant every performance was different.

- Healthy audience numbers at all performances including 2 sold out shows in Mirfield at the end of the run.
- An ethnically diverse group of 14 local women who now continue to collaborate on projects with Creative Scene, as well as meet socially.
- Valuable market insight for bonprix, especially regarding fashion choices for South Asian women.

## KEY POINTS FOR EFFECTIVE PRACTICE

- The partnership worked well but would have benefitted from a longer lead-in to the project. This would have proved especially useful for bonprix to fully embed the project into their *supermums* campaign.
- The artistic project was difficult to describe, we needed to spend longer honing the description and associated messaging for communications
- The combination of Creative Scene's focus being hyperlocal and bonprix being an online company worked well especially because there is not a strong shopping offer in

North Kirklees.

- The offer of free clothing had more of an impact on participants that either partner had anticipated. The arrival of the clothing and subsequent photoshoot complimented rehearsal activities.
- It was useful to have formally agreed proofing, cross-referencing, social media arrangements and differentiation of focus for Press and PR activities. Creative Scene and their PR agency Faith PR took responsibility for engaging local press and arts promoting a human interest angle (i.e. the detail of who was involved; the fact that this was a Yorkshire debut of Like Mother, Like Daughter; the Creative Scene / Complicite partnership; the evolutionary nature of the work - real answers to real questions; the intimacy of the experience; dinner as an added bonus; Creative Scene programming high quality, affordable arts for local audiences).
- bonprix and their PR agency Wingfield PR focused on business and trade press to promote the PR story (why bonprix had supported the project and the benefits of being involved with a community organisation and an arts project).
- It was agreed that: anything produced needed to be signed off by both parties prior to distribution, that all partners would tag each other on social media coverage and that all parties would stick to an agreed description of the project and the organisations.
- There was an unexpected outcome in that the project generated new market insight for bonprix – many of the participants had not previously visited an online clothing store, one pair did not have access to the internet at home and there was some feedback about the limited choice for Asian women.
- The monetary value of bonprix's support to the project totalled £8475 (including £100 worth of clothing for all participants, staff time, mail-outs, PR agency support and estimated advertising value equivalent)
- bonprix is now keen to work in partnership with Creative Scene again to explore experiential approaches to marketing. Both organisations will now share their longer-term programming (Creative Scene) and campaign (bonprix) plans to find a suitable opportunity to collaborate.

**For more information about Like Mother, Like Daughter contact:  
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Visit our website: [www.creativescene.org.uk](http://www.creativescene.org.uk)

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Kirklees Theatre Trust Company Limited by Guarantee 1504033 England  
Registered Charity 510693 - Creative Scene is the Creative People and Places project for North Kirklees, West Yorkshire, supported by a consortium including The Lawrence Batley Theatre, Kirklees Council and Batley Festival.



Supported using public funding by

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