

Using the arts and culture to deliver **positive activities** for young people



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Using the arts and culture to deliver positive activities for young people

Arts Council England in partnership with the Museums, Libraries and Archives Council (MLA) staged three one day events in July 2009 to increase understanding of how the arts and culture can help deliver positive activities for young people and National Indicator 110. NI 110 aims to measure and drive improved performance in the proportion of young people participating in positive activities.

Meeting the needs of children and young people and engaging them in positive activities is high on the agenda of central and local government. Research shows that the activities young people participate in out of school have a significant bearing on their outcomes in later life. They provide opportunities for young people to learn and practice social, physical, emotional and intellectual skills; contribute to the community; belong to a socially recognised group; establish supportive social networks of peers and adults; experience and deal with challenges; and enjoy themselves.

Participation in positive activities has been linked to improvements in academic, preventative and development outcomes, such as school performance, avoidance of drug and alcohol use and anti-social behaviour, and increased self confidence and self esteem.

Positive activities provide many of the foundations upon which young people's future outcomes are based. It performs the same important functions for teenagers that play does for young children: stimulating their cognitive development, developing their non-cognitive skills such as problem solving, initiative, team work enhancing social and personal capacity and internalising the ability to be organised, self-disciplined and reliable – all essential life skills. And these important aspects of development can, in turn, improve young people's engagement with school; improve confidence and self-esteem; build the resilience needed to say "no" to problematic behaviours such as getting involved with drugs or crime.

And international evidence quite clearly demonstrates that engaging in positive activities with good adult role models acts as a "social glue" by bridging gaps between different generations or ethnic groups; and acts as a gateway through which young people can seek additional help or support. And there is very clear – very compelling evidence that people who engage in positive activities as children are significantly more likely than those who don't – 50 per cent more likely in fact – to have good qualifications in later life.... Quite clearly then, what young people do in their spare time – and who they do it with – matters.'

Beverley Hughes,
Minister of State for Children, Young People and Families, April 2009

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Using the arts and culture to deliver positive activities for young people

Every Child Matters (ECM), the overarching government policy for children and young people, calls on everyone working with children and young people to work together to deliver the five ECM outcomes of be healthy, stay safe, enjoy and achieve, make a positive contribution and achieve economic well-being. Providing young people with things to do and places to go and engaging young people in positive activities is a key element in delivering these outcomes.

The arts and culture already play an important part in many young people's lives. However the Arts Council and MLA know that there is significant potential for the arts and culture to make a greater contribution to positive activities for young people and to delivering NI 110 improvement targets. This led to three events in the summer of 2009 to support cultural sector officers by:

- raising their awareness of the opportunities presented by NI 110 and how they can work in partnership with others in their authority, in particular in children's and youth services, to commission cultural activity to deliver positive outcomes for young people
- providing practical examples of how to evidence the contribution of the sector to positive outcomes, raise the profile of the work of the sector and advocate for more resources

This leaflet presents case studies from across the three events. They provide good practice examples of how the arts and culture can contribute to positive outcomes for young people, how different council departments and agencies can work together and how to demonstrate the impact on young people.

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The Real Ideas Organisation – Cultivate



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The Real Ideas Organisation – Cultivate

The Real Ideas Organisation (RIO) is a community interest company working mainly in the South West of England. Cultivate is one of the programmes they have developed in Cornwall as a result of young people in rural areas having limited or no access to cultural activity. The Cultivate approach aims to explore a Cultural Offer for young people that enables, nurtures and develops them and their communities to realise their creative ideas and potential. By working with practitioners, organisations and businesses, the programme supports young people to create better quality cultural opportunities and have a positive impact.

Cultivate is about developing a way of working with young people that supports them to come together and be energized. Part time local 'cultivators' have been appointed across Cornwall who work as and when needed with young people over a period of several months. They are usually local people with a strong connection to the community and young people being served. The cultivators work with the young people, using local contacts as well as the networks that RIO have, to turn ideas into action and to enable young people to make the necessary connections.

A wide range of activities have been delivered as part of Cultivate including:

- gigs on the beach
- dance, music, physical theatre and craft workshops
- art, photography and writing competitions
- a community play and film production

In one local area young people wanted access to a space where they could do a range of activities including dance, skating and film. By working with the cultivator the young people are being supported to approach and have conversations with the right people and organisations to get the funding and materials they need to make it happen. Cultivate have also established the Young Promoters scheme. This places young people as the commissioners and promoters of rural touring arts events.

In Cultivate young people lead and manage the activities, but with light touch support. Cultivate is not just about developing one-off projects – it is also developing on-the-ground cultural leaders, encouraging cultural participation, developing cultural confidence and recognising the importance of culture as a whole.

Link to further information.
Contact: info@cultivateideas.org

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The Garage – access, creative drive and pathways programmes



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The Garage – access, creative drive and pathways programmes

At the Garage in Norwich the core arts programme focuses on providing young people with opportunities to learn and obtain qualifications and to chart their own progress as they do so. The programme has three main elements: access, creative drive and pathways.

In the Access element the focus is on introductory activities that allow Garage staff to gain the trust and confidence of young people, including more vulnerable and harder to reach young people, and to support them to reach the point when they can participate in the creative drive element.

Creative drive has three tiers reflecting the level of commitment, skill and responsibility required, which dovetail with the Arts Awards and Creative Diploma levels. Level 1 activities are designed to engage, enthuse and excite by giving young people a taste for engaging in creative activity and for working in groups. Level 2 focuses on skills, technique and performance and includes off stage work such as technical theatre. At level 3 the goal is to develop transferable skills through leadership and entrepreneurship, for example in the management and production of arts activities and events.

The third strand of the programme, pathways, supports young people to access information, advice and guidance on creative activities, training, education and careers.

The programme is very flexible and responsive to young people's needs and ideas, and young people are supported to contribute to its planning, delivery and management. Examples of activities and events that have formed part of the programme include:

- Walk the Line, a dance and film project for young people
- Vision Street, a project involving graffiti artists, filmmaking and break dance
- It Snows, a drama and physical theatre performance by young people
- Shakespeare Youth Festival
- Blueprint project 1, a youth led regional volunteering project that combined the arts with volunteering for community benefit
- creative careers fairs
- Open Doors, a one day opportunity for young people including young people not in education, employment or training (NEET) enabling to get hands on experience of careers in theatres

Link to further information.

Contact: info@thegarage.org.uk

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Birmingham City Council – Up for it! – celebrating children in care

The Up for It! Programme in Birmingham works with children in care to develop their skills, talents and interests. It began in 2006 and is funded through to 2011. The aim of the programme is:

‘To celebrate the achievement of looked after children and young people and to positively profile them as part of Every Child Matters’

The Up for It! Arts project has played an important part in delivering this aim. As part of the project a contract was agreed with three children’s homes in Birmingham – a short stay home, a long stay home and a remand unit – for pairs of artists to go into the homes to work with young people using the arts. Each pair included a visual artist, and another artist from a different medium such as music or photography. The artists joined the young people for a meal, before running the arts sessions.

The activities undertaken were initially led by the artists but as the young people become more engaged they were encouraged to decide what they wanted to do, and if necessary artists with different skills were brought in for some sessions. For example, in one of the homes the young people worked with the artists to create a chill out room. Since many of the young people had little stability in their lives and often moved around, an important part of the work was to allow the young people to create art work of their own that they could take away with them even if they only attended a single session.

The Up for It! Programme is now extended to involve all Birmingham’s children and young people and to cover all areas of interests not only the arts:

- The Challenge Fund – grants of £250 to develop their interests and talents eg digital camera, horse riding
- targeted intervention – specific projects to develop a range of positive outcomes eg a physical movement and photography project with 12–18 year olds
- celebrations e.g. monthly tea parties at the Council House to celebrate any achievements such as learning to ride a bike, not running away
- events – regular programme of foster family events
- profiling – publications, exhibitions, media events, and high profile ceremonies to positively profile young people’s achievements

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Juice – Newcastle Gateshead’s festival for children and young people



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Juice – Newcastle Gateshead’s Festival for Children and Young People

Juice – NewcastleGateshead’s festival for children and young people aged 0-18 was run successfully for the first time in autumn 2008. Juice currently sits as one of the culture10 portfolio of festivals and events and at the moment is funded until March 2010.

The Festival mission for 2009 is to provide:

‘A world class celebration of the creativity of children and young people (aged 0 – 18), promoting Newcastle Gateshead as a vibrant cultural environment for children, young people and their families.’

Funding for the festival comes from One North East, Newcastle City Council, Gateshead Metropolitan Borough Council, Arts Council England North East and the Northern Rock Foundation. A wide range of delivery partners help to deliver the artistic programme, ranging from Dance City to the Baltic.

The festival has three core strands: work by children and young people; a family offer during half term and commissions and residencies. Children and young people are involved in many aspects of the festival including:

- creating work eg First Draft, Searching for Lear, Show us a Secret;
- promoting the festival eg through the Culture Magazine and local papers;
- Leading events eg music workshops;
- Front of house activity as part of the Juice Crew
- as participants and audiences eg in Urban Playground, Haircuts by Children, Together Apart, Shhhhh...
- evaluation through the youth leadership cohort

Young people find out about and get involved in the festival through responding to PR and marketing, through the activities and events of the delivery partners and through schools.

The festival is seen as an important event in the NewcastleGateshead world class festival and events programme providing participation and engagement opportunities for children and young people. It also provides a critical mass to raise the profile of work made by children and young people and gives a ‘showcase moment’ for work created at other points in the year. It has encouraged existing groups of young people to explore new collaborations, for example musicians and dancers, and provided an opportunity to signpost young people to regular programmes of activity.

Link to further information.
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Helix Arts – Choices and Ynot?

Helix Arts works with artists and in partnership with public and voluntary sector organisations to create opportunities for people to participate in high quality arts activity. Two examples of their work are the Choices and Ynot? programmes.

Choices is an annual programme of arts activity for young people aged 10–18 years in the youth justice system. It is run in partnership with the North of Tyne Intensive Supervision and Surveillance Programme (NTISSP) and Newcastle Youth Offending Team, and is currently funded by NTISSP, the Northern Rock Foundation and Arts Council England, North East.

Since the programme's inception in 2003, activities have included:

- filmmaking – including 'My World', 2007, which won the Royal Television Society Award for Best Film for a Target Audience and 'Who am I?', 2008, screened at the Cooperative Young Filmmakers Festival in Bradford
- cartoon portraits exploring the lives and identities of young people on the programme
- graffiti boards developed around the theme of anti-knife crime and displayed at a local metro station
- participatory workshops on street dance, animation and graphic design
- cultural visits, including to the Baltic Centre for Contemporary Art

Between 2002 and 2009 Helix Arts worked in partnership with Sunderland Young People's Services to deliver Ynot?, a programme of arts activity for young people aged 16–21 years living in the Sunderland area. The programme focused on the aspirations of young parents and those leaving care. Activities included the development and publication of a street dance book/DVD 'Freeze Motion'. This showcases three short films together with prints, photographs, aerosol art and creative writing created by members of the group. Other activities included music production workshops, the creation of a children's book 'The Lost Rainbow' and the production of artworks for an outdoor nursery space.

Young people involved in the programmes who wish to continue with arts activity are also supported to find progression routes.

Link to further information.
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Daisi – demonstrating impact – The Inspiration Aspiration Partnership



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Daisi – Demonstrating Impact – The Inspiration Aspiration Partnership

Daisi is the arts education partnership organisation for Devon and Torbay and a registered charity. Between 2006–08 they ran the Inspiration Aspiration Partnership (IAP) as a pilot project in support of the Devon Children’s Trust. IAP was about arts, cultural organisations and schools working together to inspire creativity and increase aspiration by developing young people’s pride in their local surroundings and resources. An important aspect of the IAP was the evaluation, undertaken by an independent evaluator, which examined the project’s impact against the Every Child Matters (ECM) outcomes and against the desired local outcomes for the Tiverton and Pilton partnerships.

The evaluation used the Inspiring Learning for All framework devised by the Museums, Libraries and Archives Council. Qualitative and quantitative data was collected and analysed to identify the learning outcomes achieved by the project and the extent of the project’s impact on social outcomes. The learning and social outcomes identified were then mapped against the five ECM outcomes. The evaluation clearly demonstrated that the project had an impact on young people and helped deliver all five of the ECM outcomes.

Link to further information and evaluation reports. Contact: ruth@daisi.org.uk

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The Substance Project – demonstrating impact, reporting system and darts



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The Substance Project – demonstrating impact, reporting system and darts

The Substance Project Reporting System (SPRS) is a web based monitoring, evaluation and reporting tool that can be used to demonstrate how arts activities and projects are delivering key outcomes/ objectives, the breadth and quality of work being undertaken and the extent of engagement and progress of participants in the projects.

The system provides real time access to key statistics and a range of qualitative and quantitative reporting functions. It can be used for individual arts or cultural projects or large scale programmes, such as Positive Futures, that use the arts and culture as part of wider programmes for young people.

Key features of the system include:

- participant and volunteer tools, enabling projects to store key demographic and case study history information on participants and volunteers
- group work tool, including facilities to enter details of programmes of work, monitor and record attendances and evaluate sessions against key objectives
- files multimedia tool, enabling photographs, video clips, audio files, documents and other materials to be uploaded
- case study tool
- statistics tools
- report tool

underway, with the launch of a new version, Substance Views, in spring 2010.

One of the Positive Futures projects that uses SPRS is Doncaster Community Arts (darts). Data collected and entered onto SPRS is being used to help them demonstrate the impact of their work, as shown in their 2008 impact report

Link to further information on SPRS.
Contact: info@substance.coop



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Photography

Knightshayes writing

Students writing stories in the gardens at Knightshayes Court, Devon during Daisi's Inspiration Aspiration Partnership Project, 2007

Photo: [Lee Hitchcock](#)

Every Child Matters

Doncaster Darts Positive Futures alcohol hotspots case study, 2008/9

New Eyes, It Snows, Summer, Birthday

A series of images from The Garage's summer programmes, 2008

Photo: [Jonathan Spratley](#)

Urban Playground

Male adult in parkour move still, 2008

Photo: [Matthew Andrews](#)

Shhhhh...Bare Toed Dance

Young female child participating in workshop, 2008

Photo: [Richard Kenworthy](#)

Cultivate Penzanze, Portreath Skaters, Jacob does an Ollie

A selection of photos of some young people involved in the Cultivate projects, 2008

Design

Crush Design

www.crushed.co.uk