



ANNUAL REPORT FOR APRIL 2019 - MARCH 2020

WWW.CREATIVITYWORKS.ORG.UK

INTRODUCTION

Creativity Works has continued to evolve as one of the leading arts organisations in the South West.

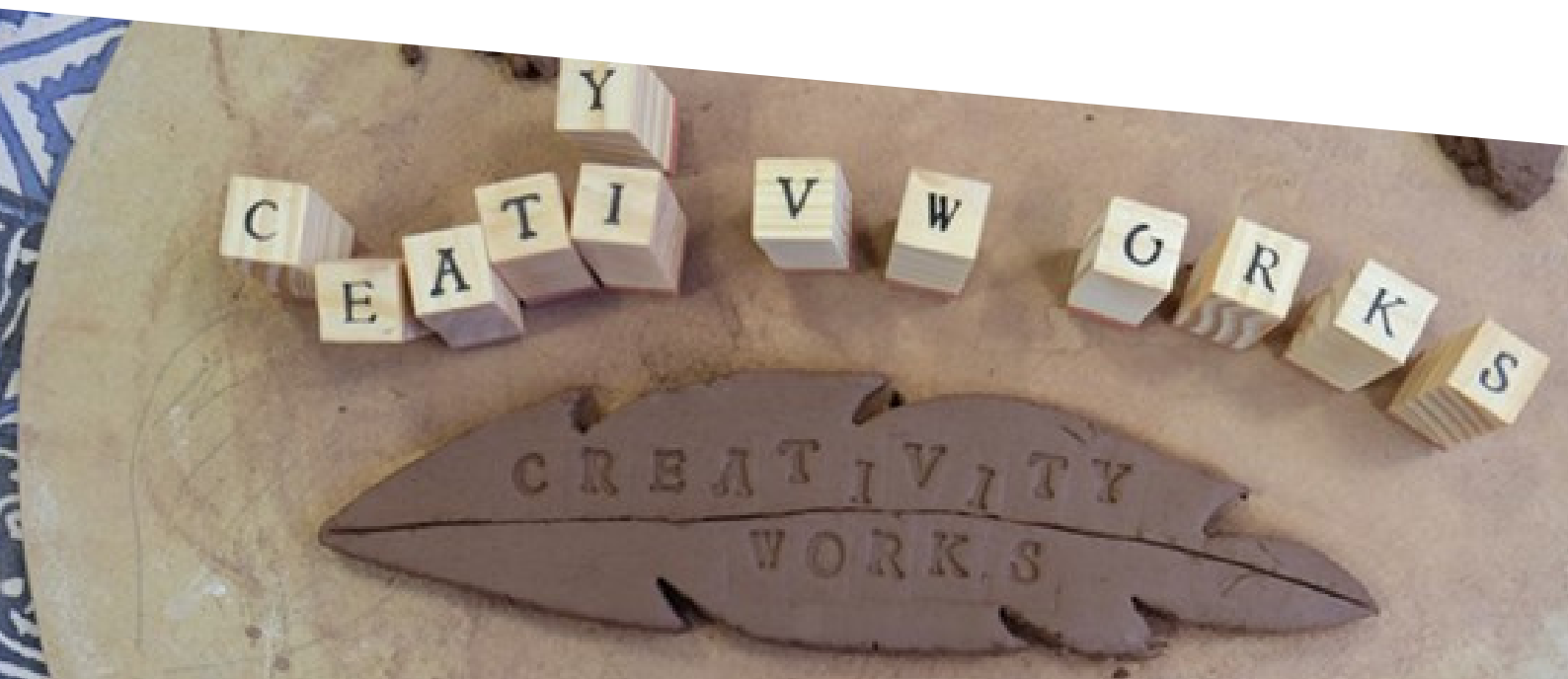
National Portfolio Organisation (NPO) funding from Arts Council England has supported activity in 2019/20, both financially and with the profile of being part of the National Portfolio. Creativity Works has forged ahead with implementation of the current Business Plan '18-'22 and developed a strong body of work in and around Bath and North East Somerset and further afield.

Our organisational strategy incorporated our 3 strands of work:

- Creative Delivery with a focus on mental health and wellbeing, community development and placemaking
- Artists support, development, and training
- Enterprise development

STATISTICAL OVERVIEW

INCOME	£156921
EXPENDITURE	£155809
ARTISTS COMMISSIONED	31
VOLUNTEERS	17
EXHIBITIONS	8
FESTIVALS	3
AUDIENCE	5395
ONLINE INTERACTIONS	15258
FOLLOWERS/SUBSCRIBERS	1710
YOUTUBE VIEWS	436
SESSIONS	379
ATTENDANCE	2376



STAFF & TRUSTEES

We would like to thank our trustees for their continued support and input over the year. We would especially like to thank Louise Lappin-Cook as she steps down from the board, for all her hard work and dedication since becoming both a trustee and Chair of Trustees.

Other staff changes include the recruitment of Jaq Hough in the role of Fresh Art@ Support Worker.

STAFF

Oliver Jones	Director
Philippa Forsey	Creative Wellbeing Manager
Morwhenna Woolcock	Marketing and Comms Coordinator
Stacey Pottinger	Projects and Admin Coordinator
Jaq Hough	Fresh Art@ Support Worker
Stuart Campbell	Finance Admin

JOB ROLE

TRUSTEES

Michael Whitcroft (Chair)
Sue Deedigan
Peter Crooke (Company Secretary)
Daniel Shreeve
Louise Lappin-Cook

PROJECTS

The projects undertaken by Creativity Works continue to have significant reach and lasting impact. Creative Links has included continued support of several peer-led groups including Writing Space, Get Creative, Radstock Wellbeing and Loving Life group, Keynsham Photowalkers, and Foxhill Happy Snappers. This complements other courses and workshops delivered in the community and in partnership with a variety of health, third sector and educational partners. Our creative methodology and progression routes continue to support and develop individuals in their own wellbeing journey, instilling them with confidence, skills and agency. Our self-run community groups, in turn increase volunteering, community engagement, educational and career pathways and social enterprise.

We also delivered a new 6 week Volunteer training programme that saw 12 new participants link with our service and organisation, supporting their development as artists and volunteers in the community.

Our collaborative project, Fresh Art@, has continued to go from strength to strength, with continued partnership working with Bath Museums and Avon & Wiltshire Mental Health NHS Partnership Trust (AWP), and exhibitions at a variety of NHS establishments and city-centre galleries. As a measure of the success and impact of this project, our partner and funder, AWP agreed to fund the project over a three-year period going forward, rather than year on year.

Additionally, our mental health and wellbeing work has grown in Somerset through our Well Wessex partnership, working with three other like-minded organisations (The Balsam Centre, Heads Up, Chard WATCH) funded by the Somerset Community Foundation. We delivered a highly successful wellbeing course, Futures Bright, in Shepton Mallet, and, collaboratively, a conference on mental health and wellbeing attracting health and 3rd sector organisations from all over the county. We were extremely proud to have two of our peer-volunteers, Greg Atkin and Adrian Wyatt speaking at the event.

PROJECTS delivered in 2019-2020

- Creative Links
- My Time my Space
- Fresh Art@
- Love Letters to Radstock
- Made in Foxhill
- Well Wessex
- Creative Wellbeing Challenge



PROJECTS CON'T

We also delivered significant arts development projects in areas of Bath and North East Somerset, including the continuation of 'Made in Foxhill' our original arts development commission funded by B&NES arts development team, and now complemented by funding from Curo, amongst others. A stand-out element of this was the delivery of a day-long Xmas arts festival, that attracted nearly 1000 people at The Hub, Mulberry Park. 'Love Letters to Radstock' saw us working with 2 artists, 2 primary schools, Swallow and the wider community of Radstock, to create love letters to the people and places that people love within the area. Alongside this, participants created a multitude of feathers adorned with the names of those they love, to be made into a grand, 7 foot, 'Angel of Radstock.' We are extremely grateful for the funding and ongoing support of Radstock Town Council for enabling this to happen.

Over the '19/'20 period, Creative Links, Fresh Art@, My Time My Space, arts development commissions and other projects employed 31 artists and 17 volunteers and reached 2376 participants and an audience of over 5300 for our exhibitions.

Our digital offer has continued to evolve predominantly through the Creative Wellbeing Challenge, delivered online over August. The challenge attracted over 200 participants and received great feedback from those that took part. This year, we worked with a number of artists who took over our social media channels to promote their work and contribution to the project. Additionally, we started to make podcasts to promote our work, and the number of social media followers increased dramatically. Within the year, we had over 15000 online interactions for our digital products.





co|Create

The co|Create programme of support, development and training for socially engaged artists has continued to be embedded throughout the organisation in '19/'20 and is a vital programme for artists interested, or already working, in social practice.

Highlights of co|Create this year included the evolution of our Creative Resilience programme, delivering it to both artists and social entrepreneurs. Established socially engaged artists such as Ania Bas and Davis & Jones delivered illuminating workshops, and we also collaborated with Suited and Booted on a new social media filmmaking course. Additionally, through our new Safe Practice strand, we delivered mental health awareness training to artists, managers and volunteers alike.

co|Create workshops & courses

- Creative Resilience: Social Entrepreneurs
- Fresh Art@
- Mental Health Awareness
- Suited & Booted: Social Media Filmmaking
- Ania Bas: Care and Practice
- Creative Resilience for Artists
- Jill Carter: The Art of Creative Journaling
- Davis and Jones: The Camouflaged Dynamics of Collaboration
- Wellbeing in Design

PARTNERS

This work would be impossible without the support and enthusiasm of our partners in the arts and other fields. Creativity Works would like to thank a wide range of partners and stakeholder organisations including: Arts Council England; B&NES Enterprise Development; B&NES Adult Social Care and Health; Avon & Wiltshire Mental Health NHS Partnership Trust (AWP); Virgin Care, St Mungo's; Bath Artists' Studios; Quartet Community Foundation; Bath Museums Partnership; Community Arts Therapists; Bath MIND; Bath College; South West Foundation; Radstock Town Council; Youth Connect and The Hub, Mulberry Park, Curo.

THANKS

We offer our sincere thanks to all the artists and practitioners who have worked with us over the last year and to the many participants, volunteers and partners whose contribution has such a profound impact on our work. Their dedication, expertise and passion make such a real and lasting difference to so many lives and communities, without whom none of the projects or developments listed above would be remotely possible.

We gratefully acknowledge all our funders, without whom ACE investment and other partnership funding would be impossible.

CORONAVIRUS

At the end of the period, in March 2020, we were hit by the coronavirus. The team were forced to implement a whole new working structure, putting all of our work online and creating a new delivery strategy in response to the situation and in anticipation of what lay ahead. The swiftness and expertise with which this was done is a credit to their hard work and professionalism.



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