

Community Arts Training Scheme (CATS) for Buckinghamshire Evaluation

Summary Sheet

Creative Bucks commissioned Slough Borough Council, who have devised a specialist Community Arts Training Scheme (CATS) over the last 7 years, to run a partnership programme with them in Buckinghamshire on 27 and 28 March and, 3 and 4 April 2008/09

The need for this support was identified in the qualitative research findings of the Creative Enterprise Audit for Buckinghamshire August 2007, and identified by the Creative Bucks partners as a need across all the local authorities in Buckinghamshire.

The programme was tailored specifically to meet local needs with an emphasis on diversity, especially disability linked into other programmes of work such as Driving Inspiration (a Paralympic and disabled artist, youth based project). The main aim of the work was to strengthen the creative arts business sector, providing an opportunity to diversify their skills and ability to fund raise for independent projects.

All the local authorities provided funding for the work which cost £7040 plus project management. The target was to train 20 creative enterprises or practitioners, 6 each from Wycombe and Aylesbury Vale District Councils, and 4 each from Chilterns and South Bucks District Councils. These quantities reflected the financial contributions made by the respective partners plus funding from the County Council.

A total of 26 people applied for the course, another 6 wanted to do it (3 from South Bucks) but the dates were not good for them. 21 places rather than the estimated 20 were allocated 9 to WDC, 5 to CDC and 7 to AVDC.

The course was rated as excellent by 95% of the participants the other 5% rating it as good. In all cases it exceeded the expectations of the participants. The diversity and disability module was valued very highly and the course did attract 3 disabled artists.

Future:

Although expectations were exceeded more than half of the participants came away feeling that they still required further support as follows:

- 1/3 of the total number felt they would like some mentoring opportunities
- Everyone wanted more networking opportunities and the chance to meet and share their work together through presentations
- Over two thirds had project ideas they would like support with particularly in reference to fundraising support
- Interest was expressed in receiving talks from various sectors including, care, intergenerational work, learning needs and probation with a view to exploring the development of project work
- All were interested in joint project work opportunities

There was considerable interest in the scheme from others who would have liked to participate and from Bucks New University who would like to explore running a version of the course in a possible partnership with Creative Bucks. The cost of the scheme is quite high so options for delivery should be explored with Slough Borough Council. Other HE and FE partners should also be considered.

The need for follow up support was considered in advance and funding applied for but at this stage needs resubmitting to the ACE in October 2009. Any future programme should incorporate the follow-up work as part of an overall package.

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This report has been prepared by Slough Borough Council, Arts Development and Creative Bucks the commissioning organisation.

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1. Background

Creative Bucks commissioned Arts Development Slough to deliver the CATs in Buckinghamshire in 2008. The need for the training was identified in the qualitative research findings of the Creative Enterprise Audit for Buckinghamshire August 2007 and the need to address the shortage of creative practitioners to deliver community arts programmes locally.

The purpose of the training was:

- Increase the number of creative practitioners, administrators and others with community arts skills across the county
- To increase the number of disabled creative practitioners with community arts skills across the county
- To increase awareness and an understanding of diversity with a focus on disability among creative practitioners, administrators and others
- To strengthen the creative economy across the county and encourage growth, through improving and diversifying the skills of creative practitioners
- To enable a growth in inward investment

At an early stage the respective roles of Slough Borough Council and Creative Bucks were defined.

2. Expected Outcomes

- 20 creative practitioners (including some with disabilities), administrators and others trained in community arts practice from across the County
- An evaluation document that also identifies future needs

3. Basic Information

Dates: Friday 27th, Saturday 28th March and Friday 3rd and Saturday 4th April 09

Venue: High Wycombe Library, Queen Victoria Rd, High Wycombe, HP11 2DH

Training commissioned by Creative Bucks on behalf of Buckinghamshire Arts Partnership

Training organised and delivered by: Arts Development, Slough, Christine Wilkinson and Vicky Hope Walker, Creative Bucks

Guest Trainers Hilary Durman, Red Bird Productions
 Rowen Jade, Different Perspectives
 Gina Martin
 Sign Dance Collective

Guest speakers: Mandy Legg, Chairman, Dada South
 Anne Brown, Creative Junction

Total number of people who applied: 26

Total number of people who were confirmed on course: 21

Total number of people who attended: 21

Breakdown of participants:

Of the 21 participants 9 were from Wycombe District Council, 5 from Chiltern District Council and 7 from Aylesbury Vale District Council. It was disappointing that there were none from South Bucks District Council, there would have been three but the dates were not convenient, however in nearly all cases those who did participate worked across District Boundaries or were keen to. Six of the participants were representing an organisation though in 4 cases they were also artists. 3 of the participants had disabilities which they revealed privately and confidentially during the training.

Wycombe District Council

1. Carol Mencil, Artist
2. Anthony Warren – writing, music, art/ coaching (Organisation)
3. Celia E. Buttigieg – Artist (caring arts)/teaching
4. Fiona Brignull – Artist BNU
5. Mike Watson – Marketing executive/ musician /drummer/ leads Arts 4 E 1 in High Wycombe, lobbying for a creative centre (Organisation and artist)
6. Nazish Hussain – Art Student
7. Caroline Cameron – Fine Art Student BNU
8. Yolande Nye – Artist
9. Daphne Dat – Artist/business

Chiltern District Council

10. Shaun Thomas – Art and Drama teacher, Penn School (Organisation and artist)
11. Anna Morton – Arts Administrator for Chiltern Arts Forum, (Organisation)
12. Holly Burrows – Illustrator/work at Roald Dahl Museum (Organisation and artist)
13. Nina Barratt – Arts technician/artist The Misbourne School (Organisation and artist)
14. Sarah Hayden – music lecturer/youth music work

Aylesbury Vale District Council

15. Janey Betts- Choreographer/dance teacher
16. Tony Wadham – Actor/Film
17. Pippa North – Artist
18. Mita Vaghela – Artist
19. Melanie Watts – Artist
20. Laura Boswell – Artist/ Art Works for Business
21. Tania Norman – Textile Artist/designer AVDC

4. Project Summary

A free four-day training course for artists and organisations, giving an introduction on how to set up and run arts projects in the community. The course is delivered through talks, workshops, practical sessions and group projects, and covers areas such as inspiring and developing project possibilities, working with professional artists, valuing diversity, money and support and project practicalities.

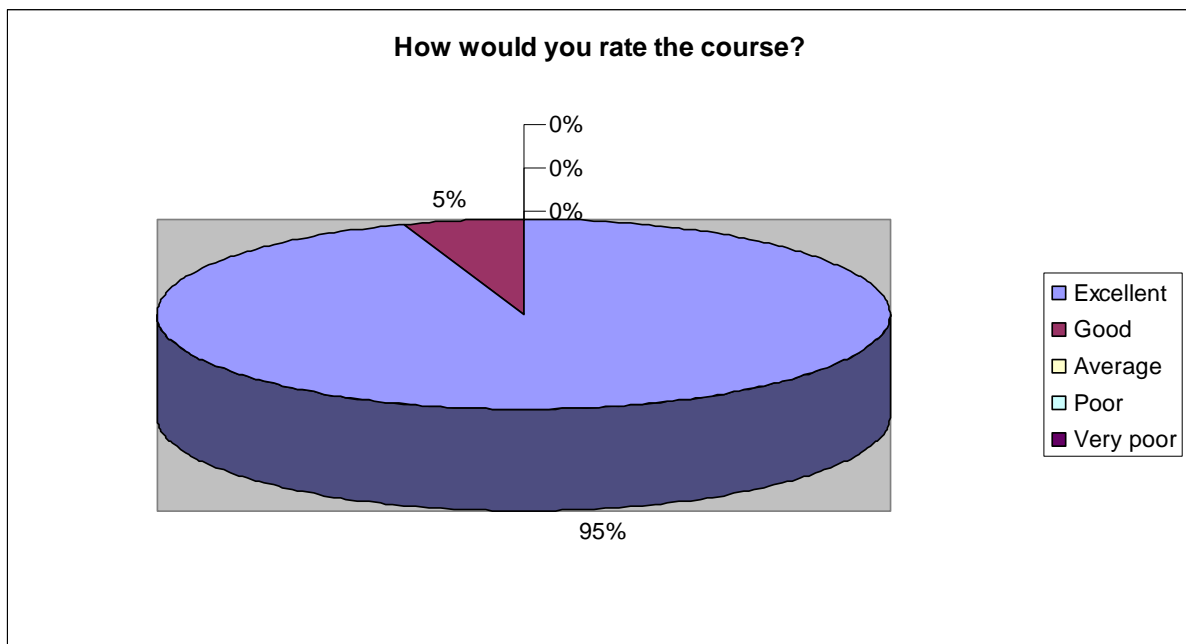
5. Explanation of Methodology

The evaluation of the course was conducted using several methods: questionnaires for participants at the beginning and then at the end of the course, with both open and closed questions, a group postcard evaluation exercise for participants, observations from the Arts Development Slough, Christine Wilkinson and Vicky Hope-Walker. In addition Creative Bucks designed a form to evaluation future needs and to record project ideas arising from the course that might require follow up support.

The following is a breakdown of information taken from the participant questionnaires.

6. Provide high quality training on arts project management

The group generally felt that the course was informative, enjoyable and run in a relaxed learning environment with trainers using a variety of different learning styles. They enjoyed the chance to network with others and learn from the different trainers that presented.



7. Usefulness of the course

What participants' said they enjoyed most about the course.

'The varied input / ideas - the permission to explore and develop - meeting inspiring / creative people.'

'The breath of information received on creative resources, funding and marketing.
The knowledge of the tutors.'

'Meeting and hearing inspirational people - being challenged and re-filled with hope and wonder.'

'Guest speakers, interaction. Vicky Christine and Rebecca are brilliant and very tolerant.'

'Learning about workshops and how to develop these in terms of planning and organising - as well as the importance of outcome.'

'Talk on PR / press.'

'Meeting everybody, sharing ideas and learning about the opportunities available.'

'The comprehensive approach, covering multi-faceted subject areas. Diversity of the course.'

'Meeting like minded people. Finding out about grants available. Contact information, contacts and possibility of linking with artists I've met to do joint projects.'

'Meeting new people and hearing all that the invited speakers and those running the course had to say - thought / mind - expanding.'

'How to start planning an event. Information on disability awareness.'

'Meeting the artists and speakers.'

'Supporting network, knowledge, contacts, future opportunities - where to start.'

'Varied speakers, insight into real work examples.'

'Learning from like minded people.'

'Rowan Jade, publicity, meeting people, the Slough Arts team, Vicky and Creative Bucks.'

'Stimulated by many different ideas.'

'Learning new ideas. Meeting new people who share the same interests and listening to the talks given by various artists and speakers.'

What participants' said they enjoyed least about the course.

'Presenting the potential 'project.'

'The evaluation form.'

'My own insecurity - crap filling of forms, need time for reflection!!'

'Lunch was rushed when visited restaurants, but needed change of scenery.'

'Sign dance a little outside of my comfort zone.'

'Meeting Rowen I found quite uncomfortable I felt guilty that I maybe that person to prejudice and it was a reality moment which has made me take a look at myself.'

'Physical participation in sign / dance.'

'Whole afternoon of art. (I did enjoy it) though thought the lady from Creative Junction has so much information and could have stayed another hour and we could have done one project afterwards with the artist.'

'Not being able to formulate questions - I had lots of thoughts and ideas but takes me a while to put them into sentences.'

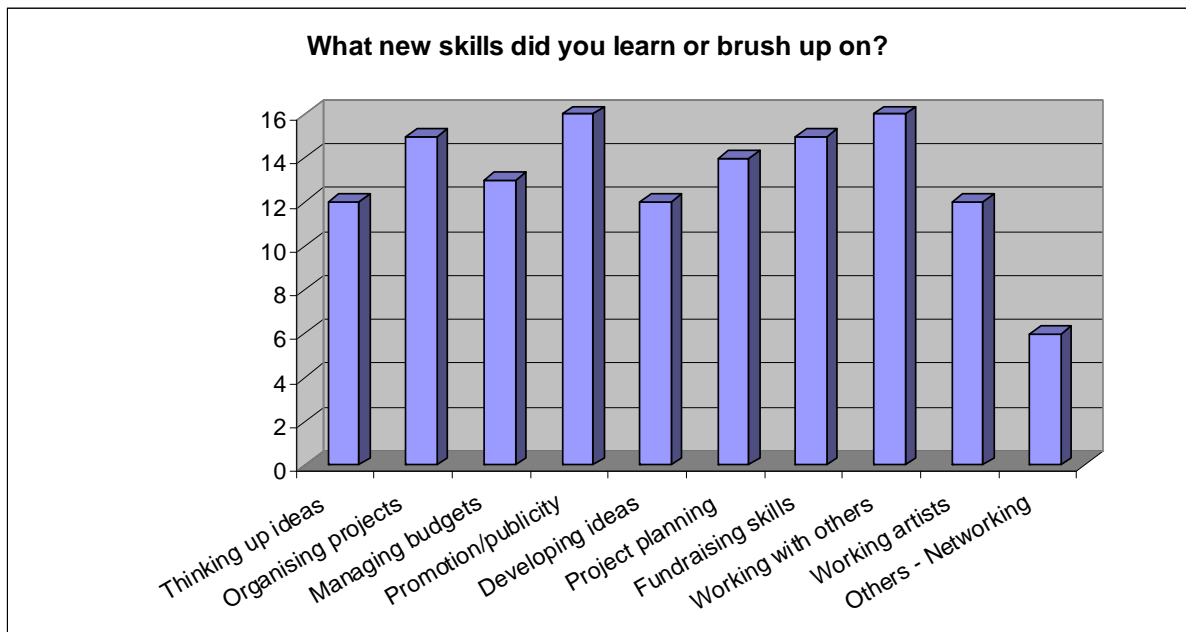
'Participating in the arts workshop/ making things. I didn't feel comfortable doing it but it showed me I can do it.'

'Flexible approach meant some areas of interest to me were not dealt with in a normal way.'

'Project planning exercise.'

'Finding parking for day one.'

New skills learnt or brushed up on



Other skills

'Accepting diverse approaches.'

'My own validation.'

'Practical tips from experience.'

'Presentation skills.'

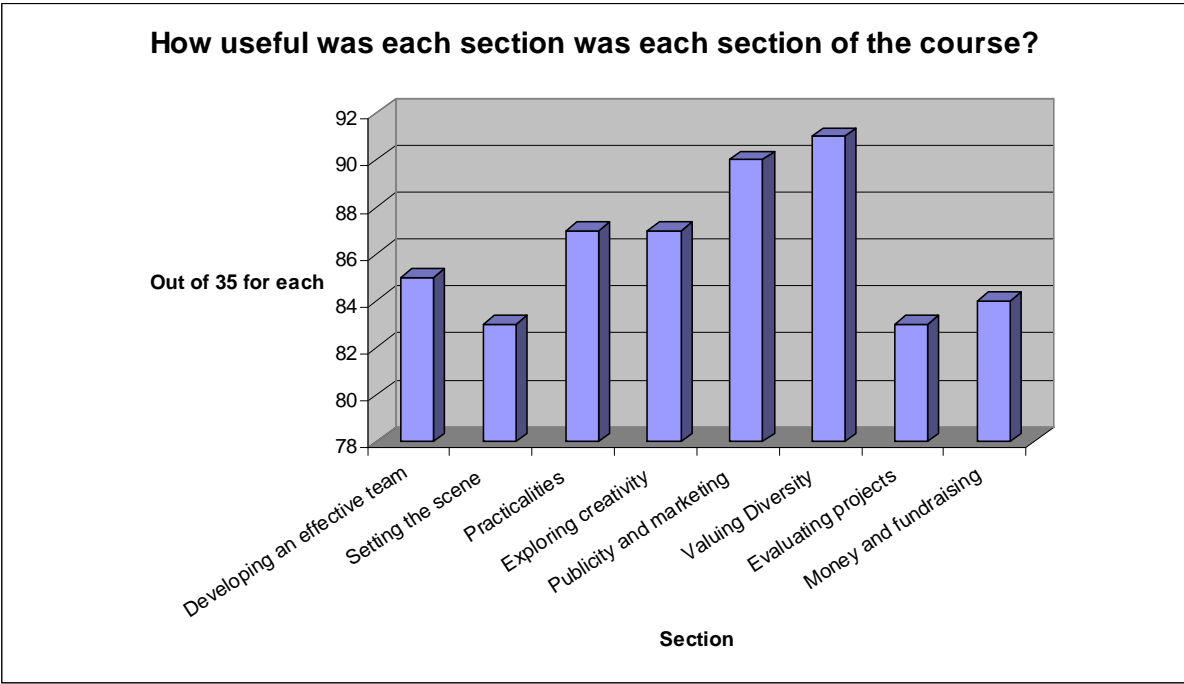
'How to be myself when presenting. A rounded look at all aspects of running my business from all the presenters on the CATS course.'

'Networking with others.'

Arts Development Slough and Creative Bucks have high standards of providing engaging training delivered by professional training providers.

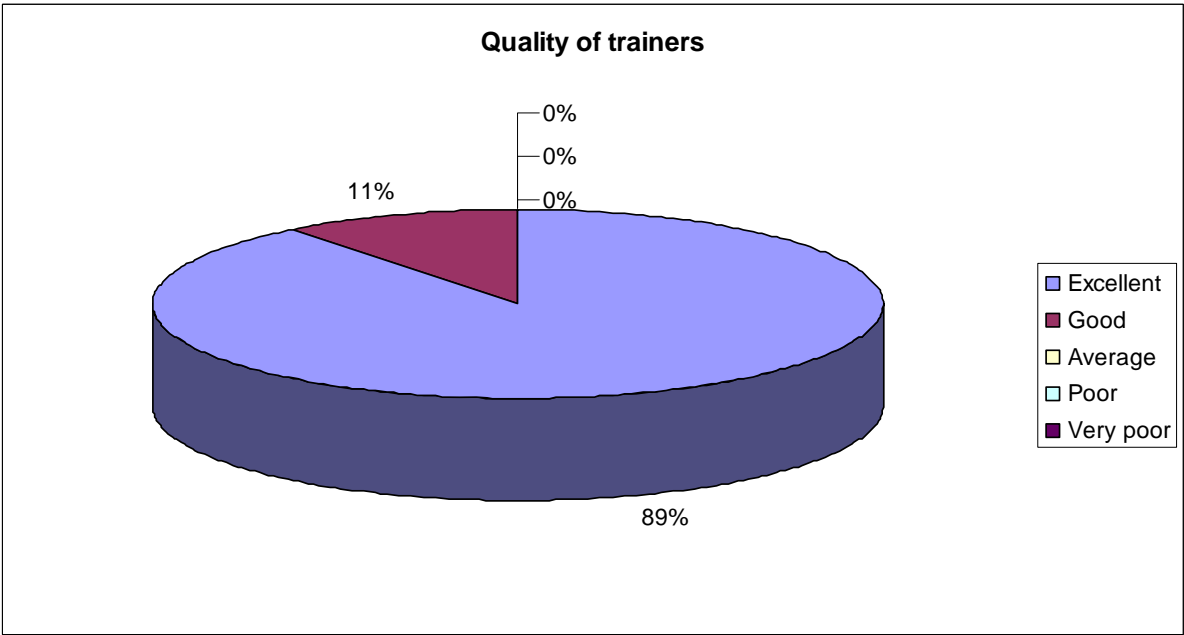
Slough provided 3 of the trainers and speakers, Creative Bucks provided 5.

This shows a breakdown of each section of the course, setting the scene and evaluating projects were the least useful whilst the marketing & publicity and valuing diversity sections were the most useful for participants. The training covering diversity and disability was especially eye opening for the participants. It also led to several participants revealing their disability confidently to the course leaders.



8. Evaluation of Trainers

Participants rated the trainers as high quality



Useful quotes

- 'Confidence boosting.'
- 'Exceptionally open, welcoming and freely offered information.'
- 'Incredible, thank you.'
- 'Team (organisers) very accommodating, very approachable and genuine.'
- 'You guys make a great team, easy to talk to and understand, and fun!'
- 'Vicky stood out as a great communicator.'
- 'I thought all the trainers worked well together, complimenting each other.'

'Very engaging.'

'Great variety of people and projects. Inspiring.'

'Have a great experience, great ideas.'

'Really friendly, inspiring, enjoyed various stories and experiences.'

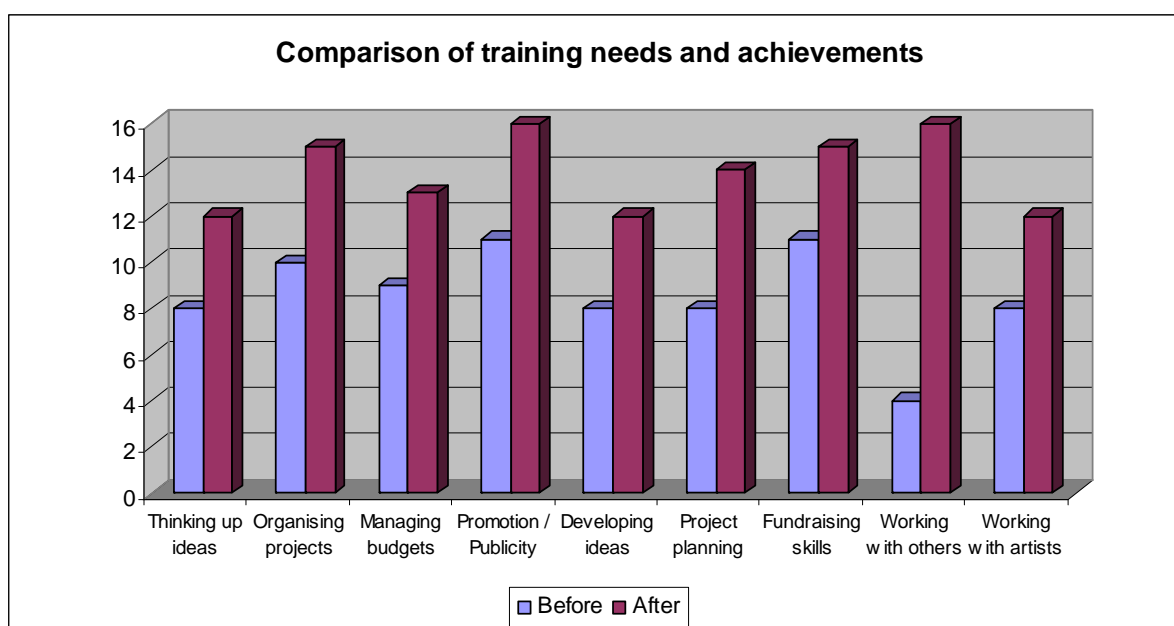
'Good variety, very inspiring.'

'Amazing access to unusual and diverse speakers.'

'I thought the trainers were brilliant, very knowledgeable.'

9. Comparison of expectations at beginning and end of the course

The course exceeded participants' expectations in every area that was covered on the course.



Expectations compared

Useful quotes

What were your expectations of the course?

'To acquire information on instigating funding and promoting arts projects in the community.'

'To gain skills in developing ideas into projects and learning how to market and raise funding for them.'

'To learn how to set up a community arts project and meet other artists with the same interest.'

'To gain a better understanding in community arts and to help those whom I want and teach art to.'

'Great opportunity to learn and develop the know-how to use arts related ideas to help others.'

'To gain advice on developing ideas, fundraising / grants, promotion and publicity.'

'Have recently started working for Chilterns Arts Forum - a community for anyone involved or interested in the arts - networking / funding info / collaboration etc.'

'I am director of Arts4Every1 - Wycombe's Community Arts Network. I also am a musician, photographer, film maker and graphic designer. I wish to improve my practice and help others in A4E1 do the same. A4E1 is looking to run SE John's into a new Arts Centre by Wycombe.'

'I believe art in the community is very important, a source of quality of life.'

'For two reasons, to improve my understanding of arts/music in the community in order for me to deliver a better programme of study, in my role as a music lecturer.'

'Potentially looking at setting up a music project.'

'To obtain skills to be able to run workshops and to teach. As well as how to organise events; including marketing and publicity material.'

'To find out as much as possible about grants to help me continue to run my community arts projects.'

'I wish to extend my knowledge in this area.'

How has the course met your expectations?

'In every way.'

'Gained more valuable information than expected.'

'It's given me an incredible list of resources to call upon and was much better than expected.'

'Above and beyond - warmth and support of trainers and sharing of ideas - inclusiveness.'

'Surpassed my expectations.'

'It has fulfilled my expectations and delivered what you set out to do and given me the opportunity to set up and workshops in future - which is my intention.'

'Insightful and educational.'

'I did not know what to expect but it has given me a wide breath of knowledge. Surpassed my expectations.'

'Very well. A minefield of excellent information to get me going with my business.'

'Exceeded expectations - not just learning factual / practical information. Also challenging thoughts / philosophies.'

'A great insight into other projects that people have done. Great having people who work in the industry come into give presentations.'

'Explaining different ways of funding, opportunities, different organisations.'

'Excellent'

'Getting insight into real community arts projects for work.'

'By giving me new skills and opportunities.'

'Very well. I thought to be given this for free was a real privilege and that the facilitators encouraging and positive.'

'Didn't have expectations, came with open mind to a new world - very useful for ideas, liked guest speakers, and shared stories.'

'It has helped me to plan projects with students I won't with and use their talents to do community projects.'

How hasn't the course met your expectations?

'I'm not sure what everyone does. (The participants that is)'

'Will liaise over working with elderly. In other words lines of communication kept open.'

'I think I would have preferred to have a check list for running workshops; don't know if this is in the handbook.'

'Perhaps more detailed information beforehand (course description).'

'Would like to discuss in small group or one to one, a possible project and every aspect of what I would do to make it happen and spending two hours or so going through it all thoroughly.'

'More group work exercises - project planning was good.'

'Not sure what I expected but this has been a marvellous opportunity.'

10. General Comments from postcard evaluation

'I will leave with different ideas and new and bright ideas.'

'People have come in with one view and will go away with another persona.'

'Lots of colours, forms, personalities in the room, and how they can all come and fit together.'

'Added to my knowledge tree. All the colours, it has been a very colourful and an enriching process. A lot more new information and thinking.'

'A national smiling for four days.'

'Course really good – makes you look twice.'

'Bright and busy. All the ideas from the course, a wise owl, sweet rappers and collaboration.'

'Being in a state of possibility – the course puts you in that wonderful state and I will take this away. Magic and wonder – all is possible.'

'Teaching, learning together and companionship.'

'A group of people communicating and exchanging ideas a lovely experience.'

'Know their role, part of a team, productive, all have a role. Very creative.'

'A thirst to get involved in projects.'

'Very inspired by Gina and her life – inspired by nature. All fitted in no exclusion.'

'I learnt it is ok to be different but we are joined.'

'Take away a pass to be part of like minded people – community practice, setting, reflection new non-corporate words.'

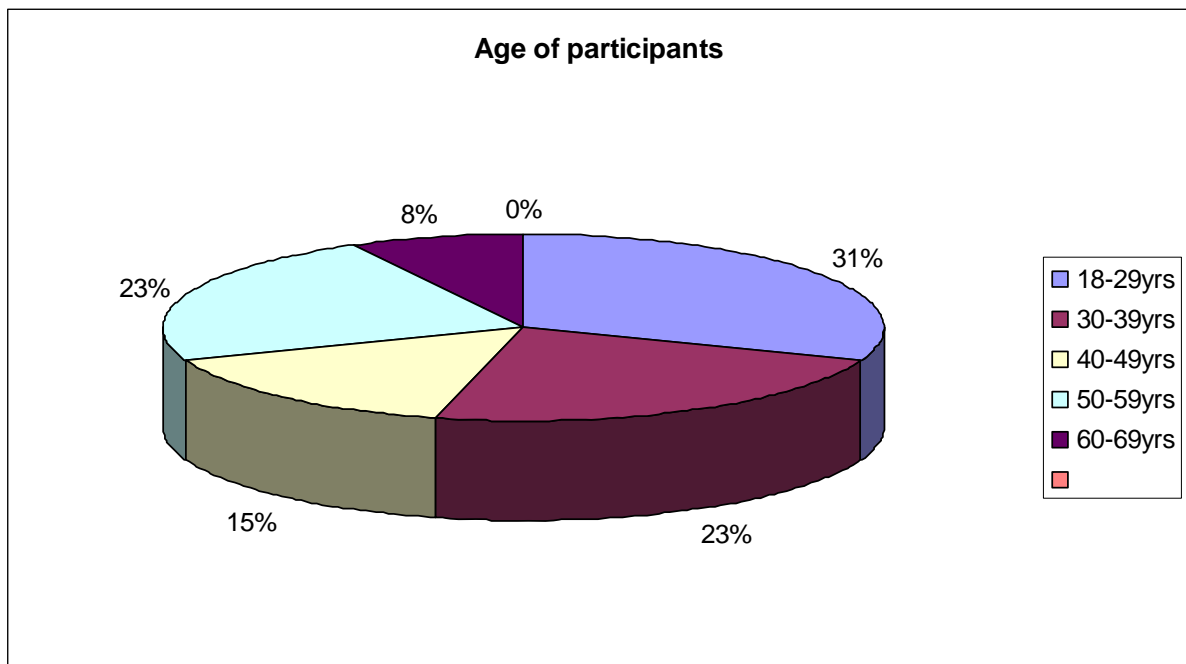
'Most of my life has been competitive – great to know there is a place to share and grow and not feel threatened. Growing out like a plant – spreading branches growing more beautiful and stronger.'

'A tapestry – a lasting and life changing experience, being yourself.'

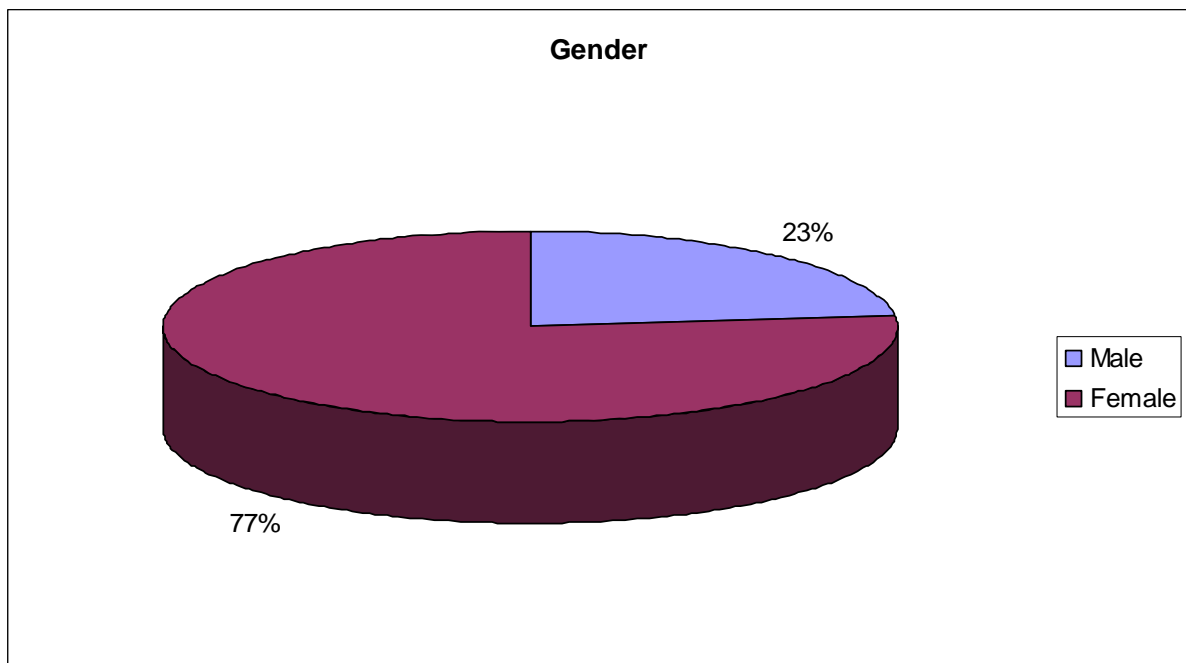
'Coming from no knowledge and obtaining it will expand my knowledge.'

'I felt like the man it out of place at the start. A completely different environment. It was challenging but found links, interesting. Take away so many ideas. Need four days to process. We can be mad together.'

11. Monitoring Evaluation

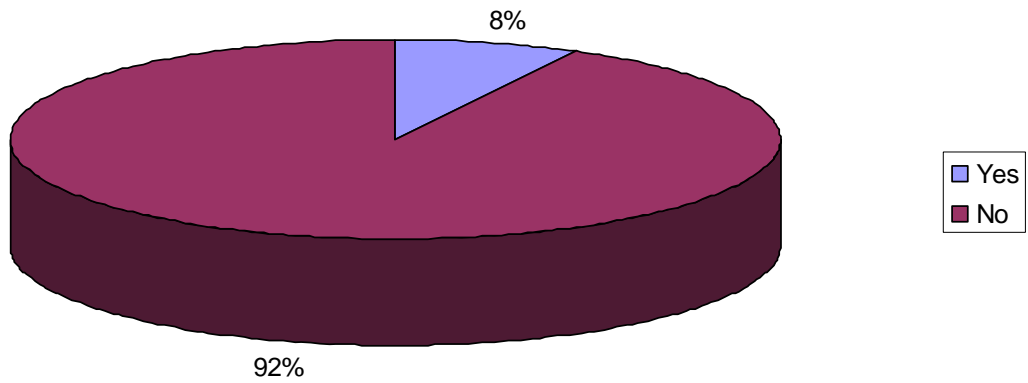


The course was attended by people from a broad range of age groups.

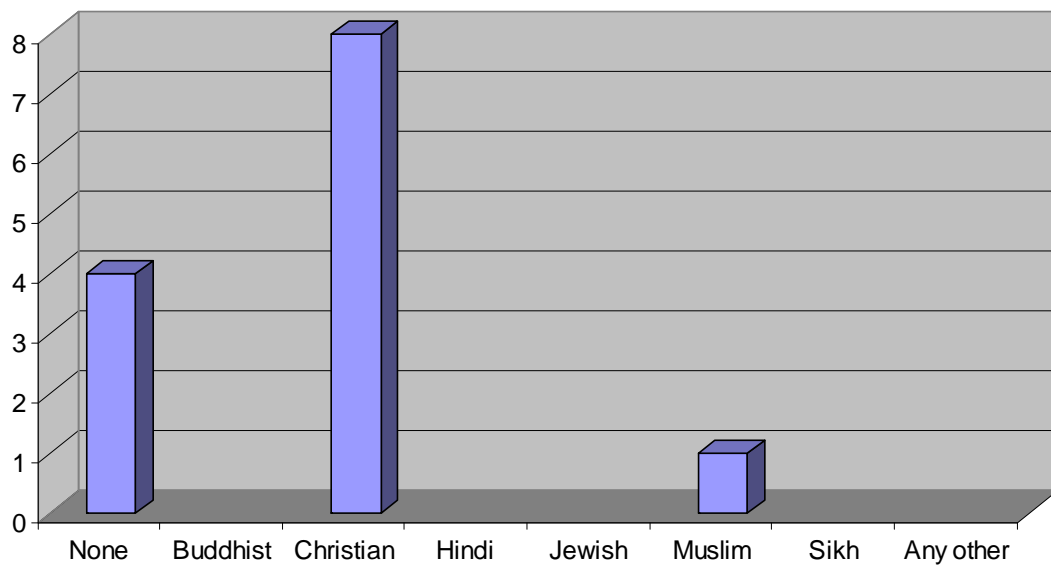


The number of men and women attending the course was representative of the fact that there are more women than men working in the arts.

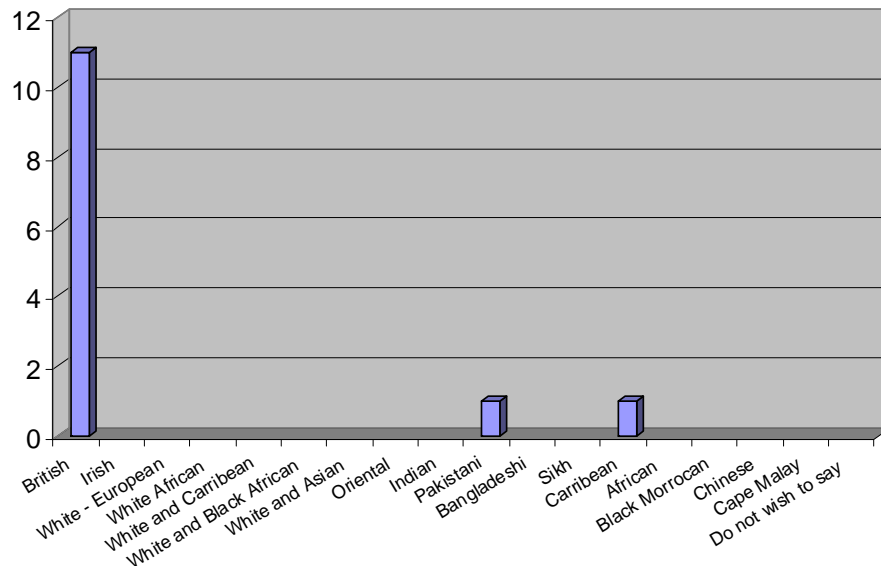
Deaf or disabled participants



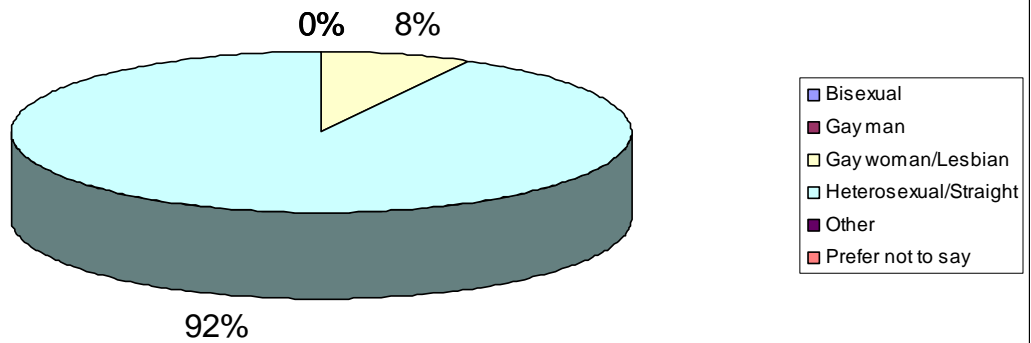
Religious beliefs of participants



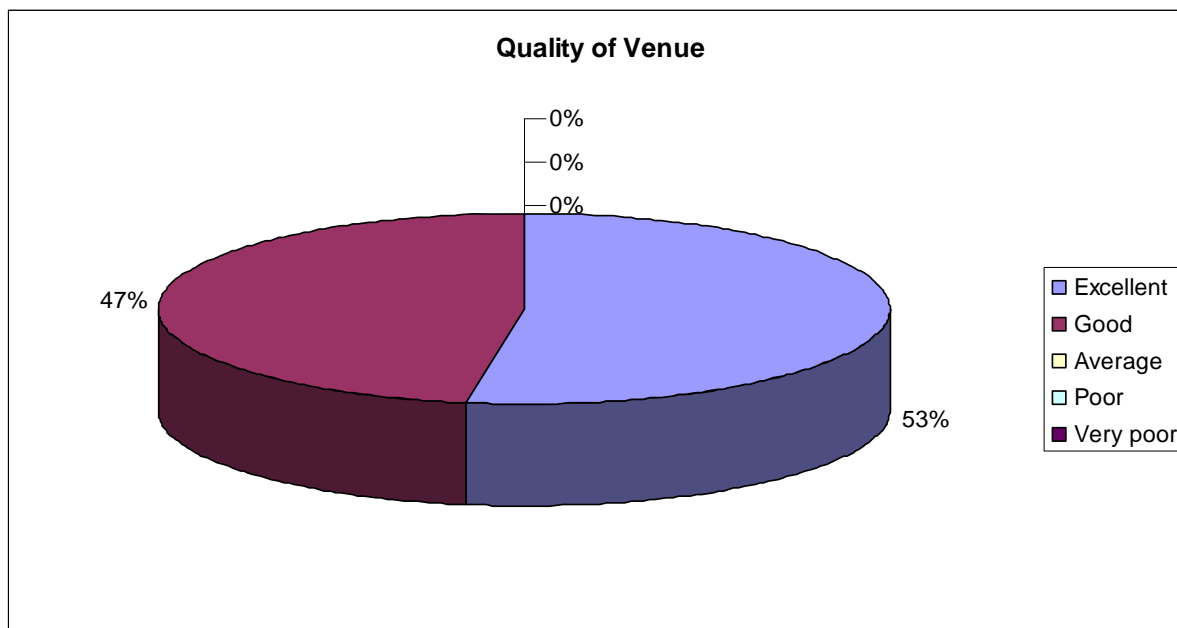
Ethnicity of participants



Sexual orientation



12. Facilities



13. Venue

The venue was located in an accessible location and near parking. Access for wheelchair users was not ideal from the shopping centre however the library building itself had good accessibility. The library was also in close proximity to food places which was helpful for lunch breaks for both trainers and for participants. The staff were helpful in setting up the venue at the start of each day and providing any assistance when needed.

The venue was well lit and has excellent quality technical facilities. The space was also large and flexible, accommodating a variety of different training sessions. Only having access to half the room on the Friday mornings made some of the training sessions tight, particularly the practical warm up. Staff at the venue were exceedingly helpful.

Useful quotes

'Accessible and efficient.'

'Spacious and convenient.'

'Good venue and facilities.'

'Creaky doors.'

'Only thing didn't like was no natural sunlight.'

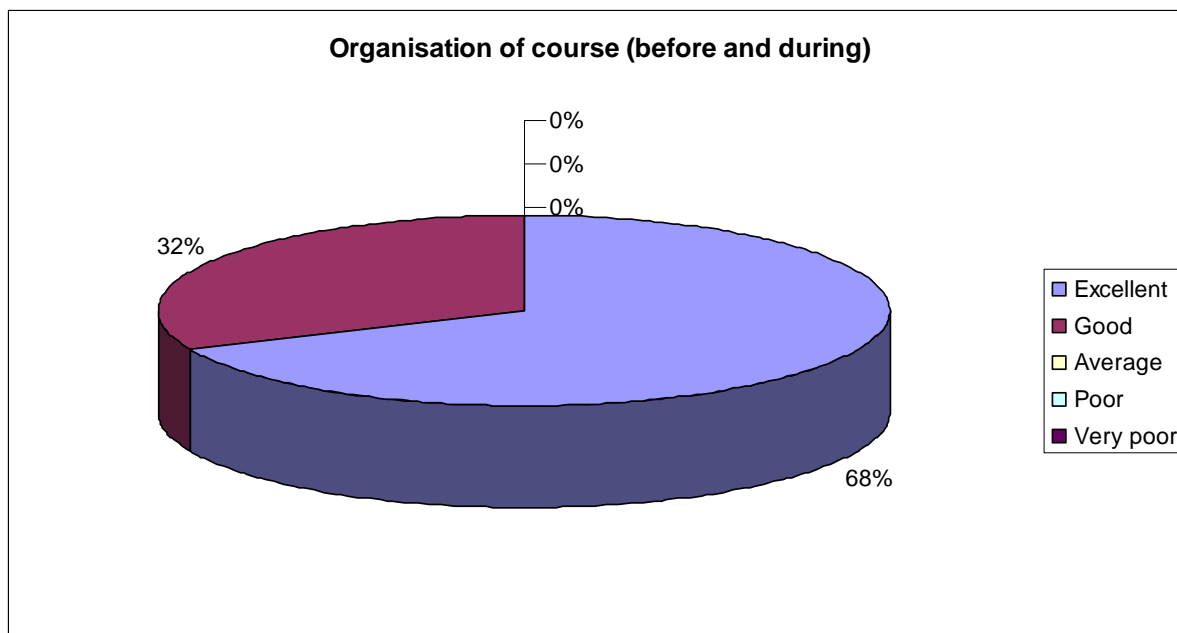
'Had back ache twisting round to see screen / trainers after each day. Sometimes too hot.'

'Natural light and fresh air would be more comfortable.'

'Noise restraints.'

'Parking horribly expensive.'

14. Organisation of the course



Participants commented on the course being very well organised and said that it ensured the course ran smoothly over the four days.

Useful quotes

'Well prepared and professional.'

'Thank you.'

'Appreciate the handouts etc.'

'Very well organised course and well run.'

'Some sections could have been contracted and others expanded.'

'Good all made sense. I didn't receive any emails though.'

'Well informed, good handouts.'

'Good.'

15. Organisation of the course – Arts Development Slough's comments.

Arts Development time	Predicted allocation	Actual
Scoping and preparation	2 days	3 ½ days
Organisation and admin	3 ½ days	6 days
Marketing	2 days	4 days
Delivery	10 days	4 days
Evaluation	1 ½ days	1 ½ days
Total	19 days	19 days

The scoping and preparation time took a little more than expected. Also, the organisation including marketing took significantly longer than expected therefore this was adjusted with the delivery time for the course.

16. Suggestions for improving the course from the participants

'It would be nice to see examples of people's work.'

'Longer!! Meet every week!! Evolve the course and continue.'

'Artists / participants to bring in examples of their work to display.'

'Have written examples of filled out forms that meet at criteria - would help with wording for our future forms.'

'I know we had a couple of case studies, but maybe invite past people who have applied for different types of funding for projects and been successful or successful.'

'To draw out more information about what fellow participants do apart from the crucial introduction to the course and contact details.'

'Loved talks regarding disabilities. One image of other artist's / creative's work (am dying to see everyone's work).'

'Could have spent the suggested eight hours on marketing / publicity - made use of my graphic design degree knowledge!'

'Perhaps elderly and how artists can develop this.'

'Regular class planning. How to find suitable venues, legalities with that.'

'Perhaps participants could work on real projects together.'

'Hand out each day with useful email / websites for that session. Perhaps explain purpose of some activities better.'

17. Project overview

Things that went well

Having a clear and structured start to the course outlining course objectives and setting out ground rules worked well. It also gave the opportunity for the trainers to find out if there were any specific or additional requirements from participants.

Participants found in particular the publicity and marketing session and the valuing diversity session were particularly interesting and informative. Participants also commented that the course was a good opportunity to meet other like minded individuals and network. The course provided a breadth of information and provided a range of contacts that can be a useful starting point for future projects.

Areas of improvement

Participants felt they could have had a bit longer for lunch breaks and that it would have been useful to have the course programme in advance of the day.

Participants recommended follow up training on writing funding bids, there could be a follow up session on this or alternatively it may be worth incorporating this into the four days. Participants also wanted a chance to follow up conversations and network after the course; this could be done as part of a one-off evening for past participants.

Participants would have liked to see examples of old funding bids that were successful to see criteria of what is included in a successful bid.

There was also a general feeling amongst the participants that they would have liked the opportunity to show the other participants examples of their work, to better understand what each of the others do.

18. Creative Bucks Additional Evaluation on future needs

The participants came from a wide range of creative and administrative backgrounds, some with established community arts skills wanting to refresh their knowledge and others with no knowledge at all. Creative Bucks felt that it was important to assess how confident the participants felt about organising, fundraising and running community arts projects after the course, what other skills they needed and to see if they had developed any ideas for projects they wished to pursue.

Future needs:

Some of the following would indicate that the a number of participants still require further support to build confidence, before being able to build their community arts practice. At least 7 of the participants felt that they would like to have mentoring opportunities. Other popular requests were to share work, presenting their work to each other and to have support in developing future project work.

- presentation skills
- Exhibitions/performance/ opportunities to share work
- Workshop organisation
- Working in the care sector
- Joint projects
- Mentoring opportunities
- Publishing, illustration and graphic design
- Publicity, promotion and funding
- Project planning and fundraising
- Contracting others
- Community project business advice
- Group projects and mentoring
- Organising and running outdoor events
- Arts Centre funding

Project ideas:

- Nina Barratt – School and Adult workshop programme development
- Nazish – Exploring self portraits workshop and, recording Driving Inspiration participants through photography leading to an exhibition.
- Celia – Not sure yet, probably some mentoring first
- Carolyn – A joint project to build confidence
- Holly – A project with non school groups, intergenerational perhaps
- Melanie – An outdoor garden project in a deprived area
- Carol – Art as therapy, a special learning needs project and a project with elderly people
- Shawn – A community project with young people in High Wycombe
- Janey – An intergenerational school holiday project
- Tania – An outdoor project
- Fiona – A prison based project / mentoring first. Or something with young offenders
- Mike Watson – A multi arts form project. Creating a creative sector marketing training scheme
- Antony – Creating a creative sector finance training scheme
- Tony – a film project for post teens
- Pippa – Mentoring with Christine Wilkinson
- Laura – a public art commission

Others already had work lined up to which they felt they were taking new skills, 7 felt that they would really like to work alongside someone with more experience to build their confidence first.

19. Feedback from Creative Bucks on organisation and liaison with Slough Borough Council, Arts Development

- **Initial contact:** Initial contact was made through the Head of Service and the provision of the booklet that all the participants get at the end of the course. Although the document was useful in understanding what the participants would get out of the course it offered nothing in terms of how the partnership would work between Slough and Creative Bucks, and if there were any options. As a result the Coordinator made several wrong presumptions about her level of involvement.
- **Development of the Programme:** The programme was developed in direct liaison with the Slough Team and Christine Wilkinson. At the first of these meetings the focus remained on the actual programme and not the relationship between Slough and Creative Bucks. It was here that the Creative Bucks Organiser realised that she would have to present at all the training sessions. Devising the programme together was clear and simple with sample sheets to work on; the ability to tailor the programme to local needs was excellent. The need for up to 3 people from the Slough team to attend each meeting should be revisited as this added to costs unnecessarily.
- **Delivery of the Programme:** This ran very smoothly and effectively and the feedback has been extremely positive. The coordinator very much enjoyed the programme, inputting into it and also gaining out of it personally.
- **Evaluation:** The evaluation document was not discussed until the course was about to begin, and it was made available to develop to ensure the Creative Bucks evaluation needs were met. The form was quite general and did not assess whether the participants would finish the course feeling capable of moving into or developing their work in the community arts field. The coordinator decided to cover this in a separate evaluation document, though it could be useful to incorporate it into the standard evaluation. Though the course met or exceeded the expectations of the participants it did not equip them all with the confidence to move forward independently, which raises the need to plan for follow up work to ensure sustainability. The coordinator had discussed the potential need for future follow-up work with the Slough team prior to the course commencing and they had advised her that it was beneficial.

CAT	.5	Meet Andy Lee		June										
	.5	Devise SLA				Sept								
	.5	Organise venues				Oct								
	1	Produce info for and market				Oct								
	1	Support/ attendance two half days												20 trainees, 4 with disabilities

This was the initial allocation of days totalling 3.5 days, (with a contingency of an additional 2 days), put into the business plan in March 2008, based on an initial conversation with the Head of Slough Arts Development and making the presumptions that our involvement was more one of support

This was the actual time allocation:

Creative Bucks time	Predicted allocation	Actual
Scoping and preparation	See above	4 days
Organisation and admin		6 days
Marketing		3 days
Delivery		5 days
Evaluation		1 ½ days
Total		19 ½ days

The Positives:

- An really inspiring course with great people
- A great networking opportunity – several projects/collaborations have already arisen out of it
- Support of the Slough team and their knowledge

Suggested areas to improve on:

- The provision of an information sheet at the start that clarifies the level of input, nature of the input from the commissioning agent.
- The provision of an information sheet providing the various options to delivery (during the course the Slough team passed comment how they don't work so closely with some authorities, who delivered more independently – Creative Bucks was not aware there were options, which might have bought the costs down.
- The inclusion of information on the type of follow-up work that might be expected.
- The inclusion of questions in the evaluation that assess the nature of the follow up work required.