CREATIVE CIVIC CHANGE.

OUTCOMES

SKILLS

- ARTIST DEVELOPMENT
- CREATIVE COMMUNITY DEVELOPMENT

CCC PROJECTS WORKED WITH 874 ARTISTS. 79% OF WHOM WERE LOCAL.

CHALLENGE: WITHIN PROJECTS

WELLBEING

- HAPPINESS
- HOPE.
- RESILIENCE

97% OF SURVEY RESPONDENTS EXPERIENCED POSITIVE EMOTIONS DURING CCC ACTIVITIES (TOP 3: HAPPY, PROUD & INCLUDED.)

CONFIDENCE TO...

81% of SURVEY RESPONDENTS FELT HEARD BY CCC PROJECTS

- PARTICIPATE
- SPEAK UP.
- LEAD.

CHALLENGE: WIDER ENVIRONMENT

CREATIVITY

- VALUING
- EXPANDING
- DISCOVERING

89% of SURVEY RESPONDENTS FELT MORE CREATIVE OR HAD DONE SOMETHING MORE CREATIVE AT CCC EVENTS

CONNECTING

- COMMUNITIES
- RESIDENTS
- ARTISTS

89% of SURVEY RESPONDENTS FELT MORE PART OF THE COMMUNITY OR HAD MET NEW PEOPLE THROUGH CCC ACTIVITY

CHALLENGE: WORKERS

CHALLENGE: LOCAL ECOSYSTEM

GROWING CONDITIONS

RESOURCES

- PASSION
- LOCAL PEOPLE
- FUNDING
- SKILLS
- TIME (3 YEARS)
- KNOWLEDGE
- SCALE (£)
- RESPECT

SHARED PRINCIPLES

- RESPONSIVENESS
- SUSTAINABILITY
- INCLUSIVITY
- FLEXIBILITY
- CELEBRATION
- POSITIVITY
- ACTION

TRUST + CARE ARE THE TAPROOTS.

SUPPORT SYSTEM

- PEER LEARNING EVENTS
- DEVELOPMENT PHASE
- BESPOKE SUPPORT
- LOCAL TRUST PROGRAMME MANAGER.

illustrated By Rebecca Davies

Creative Civic Change

What is Creative Civic Change?

Creative Civic Change (CCC) is an experimental funding programme supporting 15 communities across England to shape, lead and commission arts and creative interventions, making positive social change where they live.

Evaluating CCC

This poster provides a summary of key findings from the evaluation of CCC.

For the full story, scan the QR code or visit:

localtrust.org.uk/CCC

SCAN ME

Five biggest impacts of the CCC funding in communities

Growing connections

"For me personally it's just improved socialisation. Someone who lives by themselves, can sometimes feel isolated. I always knew that whenever there was a meeting… I was with like-minded people wanting the same change in the area."

COMMUNITY MEMBER

Growing confidence

"My confidence just grew as an artist and as a professional… and now it's led on to, I'm running my business again… I thought it was all behind me." **ARTIST**

Growing wellbeing

"The joy and euphoric experience that I felt just singing with other people was almost better than any sort of treatment that I was receiving." **COMMUNITY MEMBER**

Growing skills

"I've learned so much about people, about myself and how I work and about what the organisation is and can be. It's just been transformative really."

PROJECT WORKER

Growing creativity

"I didn't really like any form of art… and now I love art. It's like, it's all different. Anything to do with art, I just love it now." **COMMUNITY MEMBER**

A sixth 'new shoot' of change was the start of more positive perceptions of CCC communities.

Growing conditions: what made these changes possible?

Nine key principles – shared between funders and CCC communities

Trust – funders trusted that communities knew best and communities passed that on.

Care – a connected web of care was created across project workers, communities and artists.

Responsiveness – listening to communities and responding to their changing needs.

Flexibility – an 'experimental mindset' – trying things out, learning and adapting.

Inclusivity – actively including marginalised voices in decisions.

Positivity – saying 'yes' and imagining what could be achieved.

Celebration – achievements, large and especially small, were recognised and celebrated.

Action – communities 'got on and did stuff', things happened, and were visible. Listening was balanced with doing.

Sustainability – plans and ideas were long term, and considered environmental impact.

The resources and support, to grow and develop

Funding – scale and length of the funding allowed deeper relationships to form.

Respect – funders' trust in the projects gained attention and respect from important stakeholders.

The community's greatest asset is people – local residents' passion, knowledge and skills were shared and developed.

Peer learning events – opportunities for CCC communities to meet, learn, celebrate and share.

Bespoke support – Critical Friends and experts to mentor, support and challenge.

Development phase – projects spent six months listening to their communities, creating a shared vision.

Programme Manager – who modelled the trust and care projects aimed to build in their own communities.

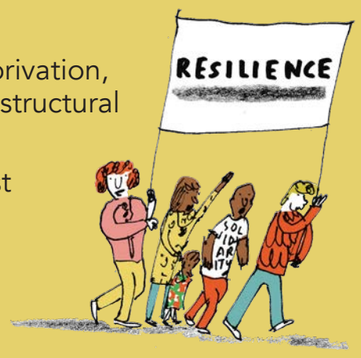
What were the main challenges?

Wider environment

Covid-19.

Long-term deprivation, inequality and structural racism.

Impending cost of living crisis.



Local ecosystem

Local politics/conflict.

Competition between local organisations.

Negative perceptions of area.

Negative perceptions of 'inexperienced' or 'amateur' leaders.

Within projects

Difficulties reaching the most marginalised.

Pay transparency and unpaid labour.

Arts and creativity undervalued by local decision makers and other money holders.

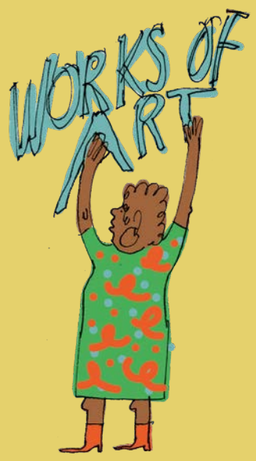
Artists learning to let communities take the lead creatively.

For workers

Boundary setting.

Burnout.

Precarity.



Recommendations

For all

- Value, invest in, and support people as your key resource.
- Listening is vital. Who are you listening to? How are they heard? How often?
- Creativity is not a luxury. It improves all our lives, in all kinds of ways.
- Every aspect of this work is about relationships – invest in them.
- Working small can be beautiful, valuable and impactful.
- Creative community engagement is highly skilled, requires hard emotional labour and is mainly done by women. It deserves to be more valued and better paid.

Funders

- Be led by your values and make sure you live them in your funding practice.
- Fund work in a way that respects the process; prioritises outcomes over outputs, and values stories.
- Think longer term – three years is the minimum time for programmes like CCC to have any real impact.
- Be as brave and trusting as you can, you will be rewarded.
- Peer learning as a principle and a practice is crucial, and needs resourcing.
- You can help drive change in your sector – as funders and convenors of important conversations.
- Fund core costs and allow for reactive spending. Sometimes the most impactful spend is unplanned and of low monetary value.
- Create space to hear about intangible impacts and stories.

Creative community projects

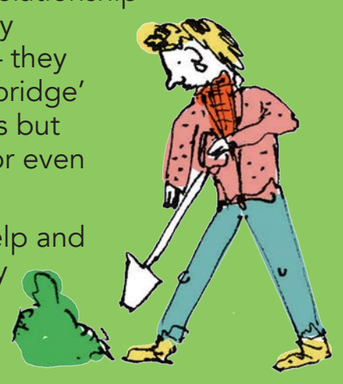
- Be transparent about who gets paid, and how much, and who doesn't. Don't expect volunteers to do tasks that paid workers could, and pay workers enough to meet the projects' needs.
- Create a clear, shared long-term vision at the start with your community, and keep this visible throughout your work.
- Ensure all parts of the community are involved in your decision making – keep reaching out to the most excluded.
- It's not co-creation if the ideas haven't come from your community.
- Be experimental – take risks, be flexible and responsive.
- Prioritise environmentally sustainable practice.

Community sector

- Artists can help you achieve social impacts that are important to you.
- Artists need to be properly paid; they are skilled professionals, making a precarious living.

Arts sector

- Don't dismiss poor neighbourhoods in your area; they are rich with ambition and talent.
- Re-think your relationship with community organisations – they are not just a 'bridge' to communities but your partners or even leaders.
- Artists need help and support to truly co-create with communities.



Creative Civic Change was funded by:

COMMUNITY FUND

Local Trust

Esmée Fairbairn FOUNDATION

CALOUSTE GULBENKIAN FOUNDATION

This work is licensed under the Creative Commons Attribution Non Commercial ShareAlike4.0 Licence. More details can be found here: http://bit.ly/3F1MF52

Illustrations by Rebecca Davies, The Portland Inn Project; design Culture Communications Collective; text CCC evaluation team Sarah Boiling, Anousheh Haghdadi and Amanda Smethurst.