

Synergy
Housing

Part of the aster group

RIO

Real Ideas
Organisation

b-roads outcomes and impact **2015**



“
The **b-roads** project has helped a number of young people unlock their creative potential through mentoring, work experience and internships with local employers.
”
Reuben Beauchamp, Job Centre Plus



Bridge Organisation
Working with Arts Council England to connect young people with great art and culture

creative & cultural skills



THE ARTS DEVELOPMENT COMPANY



“
b-roads has been a brilliant project. First, it proves that art, culture and creativity changes young lives in very real, grounded and significant ways, from jobs through to health and well-being. Second, it shows that, by working together rather than alone or in competition, arts and cultural organisations can take their work to new partners, customers, markets and commissioners, and have an impact that is far more than the sum of the parts.
”
Matt Little, Co-Founder, Real Ideas Organisation

“
An exceptional pilot project that has far exceeded expectations and outcomes.
”
Angela Gould, Synergy Housing Dorset Customer Involvement and Community Development Manager

In June 2013 the Dorset Arts Trust Children & Young People's Hub, led by The Arts Development Company (previously Dorset County Council Arts Team), were commissioned by Real Ideas Organisation (RIO) and Synergy Housing, part of the Aster Group. The aim was to support a project for some of the most hard to reach disadvantaged, disengaged and socially excluded young people from West Dorset. (Weymouth and Portland has four of the deprived wards in Dorset which are ranked nationally in the top 20% in the indices of deprivation 2010 – source: Weymouth and Portland Community Plan 2013-16.) This has involved a very different approach for us as arts organisations. The project was about employability, skills development, confidence and entrepreneurship and evidencing these outcomes, rather than the creative or artistic qualities.

b-side was identified as the lead organisation to coordinate the project, meeting these outcomes through a range of creative solutions, activities and practices. It's been a learning curve for all of us, we have found and used new evaluation methodologies to measure a young person's journey travelled, extended our network of creative industry contacts, developed and enhanced partnerships outside our own sector – Job Centre Plus, Synergy Housing, Colleges and most importantly truthfully engaged with young people in the workplace, actively promoting them as employees through internships and apprenticeships.

Rosie Russell, **b-roads** Project Manager, The Arts Development Company

“
b-roads has been the kick I needed to get myself working.
”
Ken, aged 22



What was b-roads about?

b-roads was an outcome led youth programme of creative activities, courses, mentoring, jobs and work placements for disadvantaged 15-25 year olds in West Dorset and beyond. It ran from September 2013 to March 2015.

The aim of **b-roads** was to develop young people's employability skills and networks, find work placements, internships and apprenticeships, raise their confidence and self-esteem, signpost careers in creative industries, grow expertise across creative, business and marketing skills.

What actually happened?

Over 140 young people engaged in the programme, through short term courses and training projects, volunteering and work shadowing in jobs, helping to achieving qualifications.

Young people were employed in jobs as apprentices and interns across Dorset's creative and social businesses, in roles including marketing, production, research, box office, web design and social media.

Many engaged in a mentoring programme, led by professional creative practitioners working in the creative industries sector, running businesses and/or experienced teachers.

A participatory creative skills training programme was delivered in performance, including Parkour, free running movie making and music, contemporary dance, graffiti art and photography, event organisation and setting up your own small business.

An ongoing offer of volunteering opportunities and work placements were set up across Dorset creative industries for young people to take part in.

Dorset arts, culture, education and youth practitioners received professional development training from arts award and social enterprise advisors and mentors.

Internships and Apprenticeships

16 young people appointed to internships and apprenticeships.

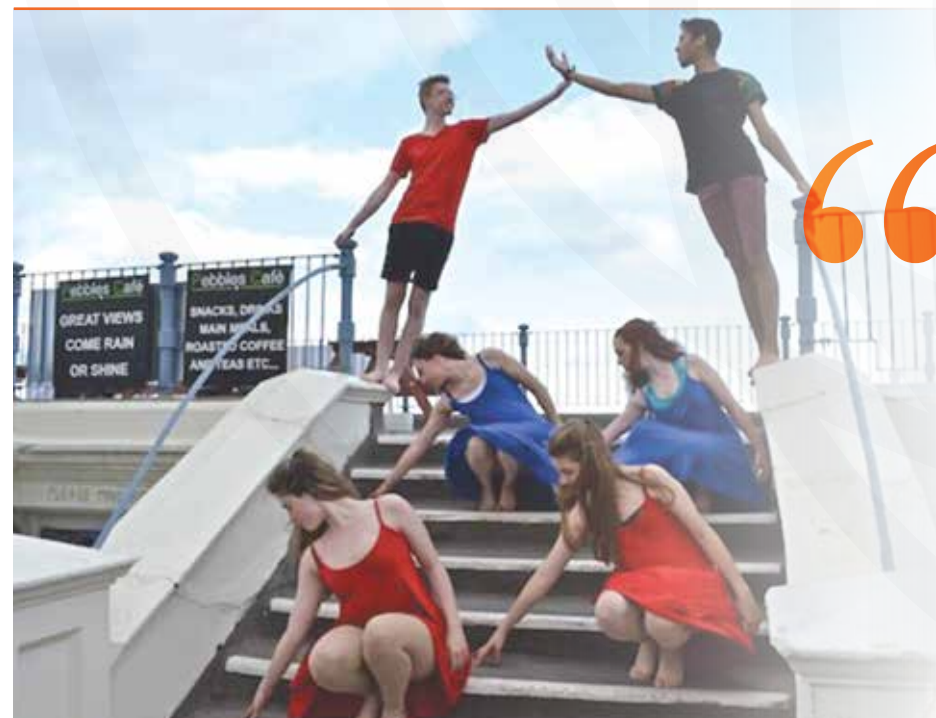
“

Dorchester Arts' two young interns have not only brought a freshness and vitality to our workforce, but have also been invaluable sources of insight for us into what younger people in the area are looking for from their local arts centres.

We are delighted that the first of our interns has gone on to work at an arts venue in Bristol and we are determined to carry on offering internships and apprenticeships whenever we can.

Mark Tattershall, Director, Dorchester Arts

”



“

I've learnt skills which will easily translate into a vast array of roles from business analyst, PR, marketing and advertising to journalism and film.

Camilla, South Dorset Ridgeway Marketing Intern

”

Justine's story:

April 2014 – Justine was unemployed, depressed. She attended a Creative Industries presentation at Job Centre Plus and follow-up interview practice with a **b-roads** mentor. This helped her with applying for and securing a 6 month Learning Administration Assistant Internship with Activate Performing Arts working for the Associate Programme for the Inside Out Dorset Festival 2014.

Justine's experience, opportunities and work included liaising with schools, communities, professionals and artists, designing posters for events, using spreadsheets, visiting and reviewing performances and shows, working with youth dance companies. She coordinated the Summer Reading Challenge project with the Library Service, contributing to a creative careers event for 6th formers, project coordination for the Contemporary Dance piece on Poole Quay Inside Out 2014, and running dance workshops for the Artsreach summer programme.

Since completing her internship, Justine has been working as a freelance dancer, she has set up her own dance company and is running dance workshops for children.

“

The future is looking positive.

I have more confidence to network; thanks to Activate Performing Arts for the opportunity to help me grow into the dance artist I want to be.

”

Justine, Activate Performing Arts Intern

“

All my experiences helped nearly double the size of my CV.

”

Justine, Activate Performing Arts Intern

b-roads age profile

Over 19 years	59
16-18 years	54
14-16 years	36

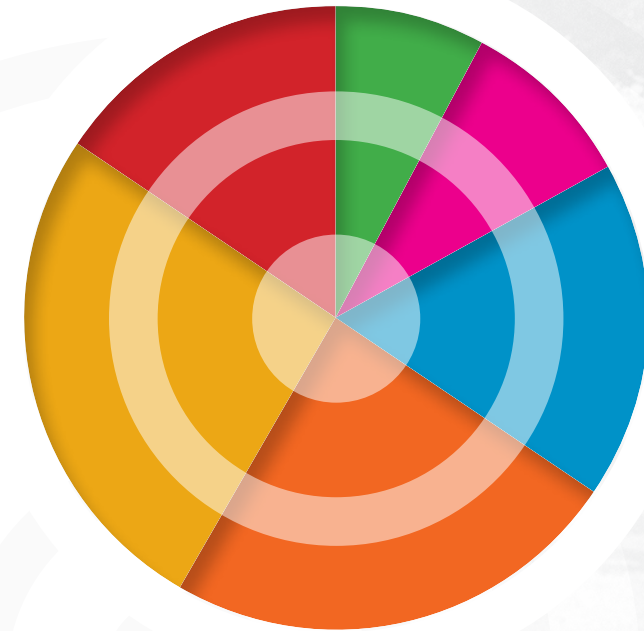


Outcomes and Impact

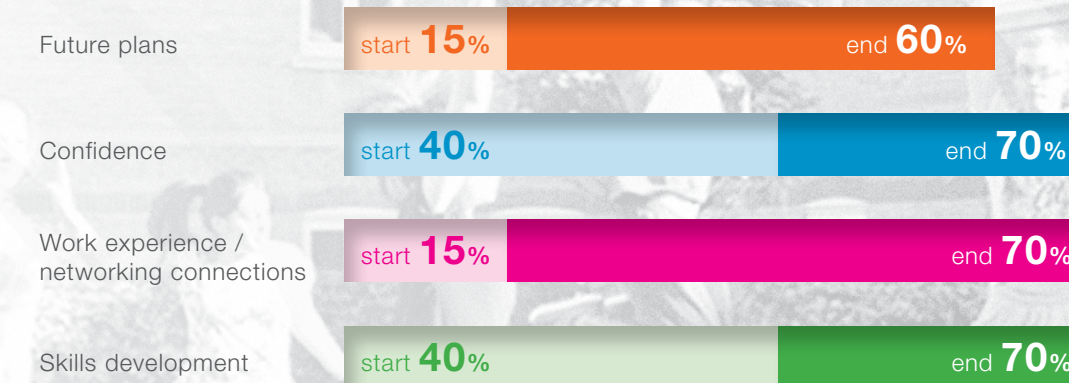
We used an investment of over £60,000 to make changes in 149 young people's lives, generating an additional social value of over £500,000 through savings related to benefits, health and well being, school attendance and achievement.

b-roads total young people participants' **149**

Interns and apprentices	16
Work Placements	18
Mentees	35
Qualifications achieved	48
Creative Industry training short courses	52
CPD Advisor and mentor training	31



b-roads participants' average self assessment of change



b-roads professional development training for teachers, youth workers and creative practitioners

Arts Award advisors	10
Social Enterprise advisors	16
Mentors	5

b-roads status of participants'

NEETS	62
At risk of NEET	37
In education	61
Mental health / learning difficulties	18
Young carers and looked after children	6
Economic hardship	25



Qualifications

48 qualifications in Arts Award, Social Enterprise, Free Running, EU Youth Pass.

David's story:

Case Study – David was a 19 year old unemployed young person with profound physical disabilities. In August 2014 he spent 10 days working with The Complete Freedom of Truth, an international youth project alongside professional creative practitioners as a member of Remix Gold, a young people's integrated performance company. Through this experience, mentoring and developing his contacts David has achieved his Gold Arts Award and EU Youth Pass. Since February 2015 David has been employed as an intern with Diverse City, is performing with Remix Gold and is also working freelance as Poole Lighthouse Arts Centre young creative poet reviewer.

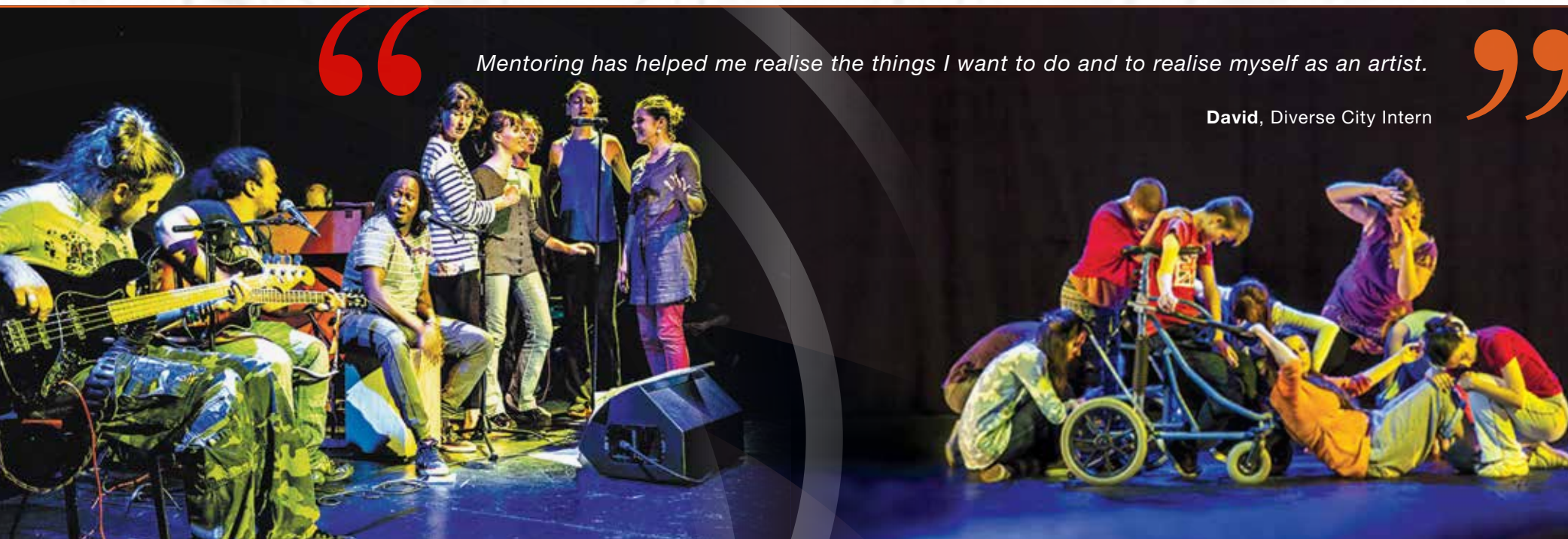
Social Enterprise

Adam's story:

In January 2014 – Adam was a 20 year old unemployed and disengaged young man. Through Job Centre Plus he was signposted to work with a b-roads creative arts marketing mentor. She guided him through his social enterprise qualification, helping him formulate his creative idea 'Unorthodox Clothing', to promote environmental change through screen printing creative designs onto T-shirts. With her support Adam pitched his plans to the UnLtd fund, to set up a social enterprise; he was successful with this and received support from Synergy Housing to set up his business and develop his 5 year business plan. Adam is now marketing and selling his T-shirts through TREADS local clothing store and Litter Free Coast and Sea environmental awareness group. He is running his own business and employed part time in a coffee shop and no longer claiming benefit.

Mentoring has helped me realise the things I want to do and to realise myself as an artist.

David, Diverse City Intern



Work Placements

18 work placements set up including with Robert Golden Pictures, Blandford Museum, b-side festival, Supreme A&D Company and South West Art Works.

Ken's story:

In early summer 2010 – Ken was unemployed, suffering from low self-esteem and lacking confidence and motivation. He attended a Creative Industries' Job Centre Plus presentation and discussion, followed by regular b-roads mentoring support. Ken spent 2 weeks on a work placement with Robert Golden Pictures in Blandford documenting The Complete Freedom of Truth, at a residential international creative arts summer school in August. This was followed by additional days working with Robert on various professional photo shoots. Ken contributed creative writing for the Wasteland Exhibition, working with South West Artwork.

“

Through engaging with b-roads, I have experienced a 40% increase in self confidence and increased my networks and industry connections by 60%.

”

Blandford Museum Work Experience

Three young people have been working regularly at Blandford Museum. This involves working on curatorial projects, helping research and create exhibitions, interviewing local people about their memories for the museum's oral history programme. They have also been photographing and filming events and museum artefacts, editing documentaries [using Apple Mac, PC, HD cameras], and applications including Final Cut Pro, stewarding, helping in the shop in the office and with the schools programme.

“

The mentoring sessions have given me extra drive to succeed and helped me to market myself to potential employers; working with Robert has introduced me to so many new contacts and given me back my confidence. I am now motivated to continue developing my graphics and screen writing skills.

Ken, Work Placement with Robert Golden Pictures and mentoring with Laura Mulhern, South West Artwork CIC

“

Working with Lorna in The Art Confessional at b-side festival 2014 gave me an insight into a professional performer's working life and reinforced my career plans; and it was exhausting.

Bronte, Work Placement with Gobbledegook Theatre Company

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Mentoring

36 young people have been mentored through the project.

“

Working as a creative industry mentor to the young people of Weymouth and Portland, to me, is one of the most rewarding roles I have had the pleasure of doing. We have a wealth of talent in the borough and it is vital we nurture it; not only allow these young people to develop their knowledge of the creative industries nationally and locally, as well as improving their confidence and skill set, but also to ensure the local community can prosper from the creative input and social entrepreneurs of the next generation.

Laura Mulhern, Creative Industry Mentor

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“

Laura's an inspiring person - she's cool and normal and she's made a success of herself through hard work and a love of the creative industry.

She's helped me out by motivating me, helping me realise my goals and giving me encouragement. She set up a meeting with a local design company and encouraged me to come up with some in depth questions which gave me an insight in to the creative industry that I would have never got any other way.

Cara, mentee

”

“

I was impressed by the professionalism shown by Laura Mulhern when we ran our information sessions. She empowered young people to realise their aspirations and fulfil their potential.

Reuben Beauchamp, Job Centre Plus

”

What's next?

The ambitions of the partners in this project are to build on the lessons learned, the successes and connections made and to generate funding to enable it to continue and develop further. To this end initiatives and work being developed and planned include:

- A cultural leadership programme: including delivery of creative careers road shows, mentoring for young artists, developing young producers and programmers
- Further mentoring training and embedding mentoring within organisations
- Ongoing awareness raising of young people as potential employees
- Diversity awareness and training for Dorset Arts Trust members
- Further interns and apprentices being employed through Creative Employment Programme
- Development of young advisory boards and forum for arts and culture organisations.

“

b-roads supported me in engaging young people who face some serious challenges in their lives. The project inspired them to make a film, learn new skills in digital media, work as a team and express themselves. Many of them had struggled to cope with mainstream education and it was wonderful to see them enjoying learning, spending time with each other and making a film of which all of us are really proud.

Peter Snelling, Film maker at My Pockets

”

Partners, people and organisations associated with this project including Dorset Arts Trust members are:

Arts and Culture Organisations:

Activate Performing Arts, Bridport Arts Centre, b-side, Bay Theatre Weymouth College, Creative Dorset, Diverse City, Dorchester Arts, Dorset History Centre, Inside Out Dorset, Library and Museum Service, Royal Manor Theatre.

Organisations:

Area of Outstanding Natural Beauty, The Compass Learning Centre, The Foyer Pottery Lane Weymouth, Dorchester Youth Association, Job Centre Plus, Skills & Learning Bournemouth, Dorset and Poole, South Dorset Ridgeway.

Mentors and Artists:

Anthony Burt, Gobbledegook Theatre Company, Laura Mulhern, My Pockets, Opera Circus, Peter Sheridan, Prodigal Theatre, Robert Golden Pictures, ScreenPlay, Urban Playground and many other businesses and individuals.

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**creative
& cultural
skills**

The National
Skills Academy
CREATIVE
& CULTURAL

**THE ARTS
DEVELOPMENT
COMPANY**

b-side
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