



b-side



CATHERINE

Lockdown has been the most intense time of being here on Portland during lockdown but it's been everything. Our saving grace has been food. With later bedtimes, no school, no friends or have. This means heightened joys and lows, whether that be comparing size with a caterpillar or windswept grass. Lockdown has been about

b-side

COMMUNITY IMPACT REPORT 2020/21



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A proud Outpost Lockdown Art participant

HELLO

Welcome to our 2020/21 Annual Community Impact Report.

b-side is rooted in and across the Isle of Portland and our work is all about connecting people to this raw and magical place. Being stuck behind a screen has of course been challenging for our team's mental health and job satisfaction so we were delighted to be able to offer alternative ways of engaging with our community of residents and artists by going online and using our project space in a different way last year, the feedback we received has been really encouraging and you will see this embedded throughout this report.

And finally, we are so happy to let you know that the b-side festival is returning in 2021. A new four-day festival format running from 09 Sept to 12 Sept 2021 with events and newly commissioned artworks that can be enjoyed in a COVID safe environment. There are plenty of ways to get involved so pop us an email, give us a call, or pass by Outpost on the island and let's see what we can do together.

Wishing you a 2021 packed with community, culture, and care – and see you at the festival!

Love from your New Director,
Rocca Holly-Nambi, and the entire team at b-side



A YEAR LIKE NO OTHER



In April 2020 we took the difficult decision to postpone our September 2020 festival. Our community, on the Isle of Portland and across the UK, responded with support but also clear acknowledgement of the gap this would create in their creative, social, and community activities.

Our team quickly devised five safe programmes to continue to give artists career enhancing opportunities and to give communities new ways to participate and enjoy culture.

1. **Dorset Artists Emergency Fund:** b-side pulled together a cohort of arts and cultural bodies to collectively crowdfund £19,095. These resources were then distributed to 48 freelance artists across Dorset in urgent need of economic support.
2. **Outpost Lockdown Exhibitions:** we undertook 10 exhibitions of 50 Portland resident's creativity in our high street window project space "Outpost" - see case study overview of this project in this report.
3. **Create!** Our Youth Programme Coordinator, Molly Scarborough collaborated with Activate performing arts to quickly pivot our young people's training programme online. 15 young creative producers took part in 10 online mentoring sessions and a 7 day creative economy intensive. See case study overview of this project in this report.
4. **Assemblies:** An online Assembly with partners across England, addressing the making of work during Covid. Freelance artists and creative organisations came together to discuss the practice of making and showing work during lockdown, specifically looking at the balance between online and offline work and how to enable communities to communicate their creativity to a wider public.
5. **Let's Create! Craft Packs:** we assembled craft packs for families in lockdown and distributed them through the Portland Food Bank.

A YEAR LIKE NO OTHER



We, like nearly everyone else, found ourselves working away from each other and from behind a screen for most of the time in 2020.

We used the opportunity of a desk-based life to:

- Update our financial controls and transparency processes
- Refresh our governance structure to include a more cooperative way of working, undertake team and board training to understand how we can be more accessible to more people in our upcoming September 2021 festival.

2021/22 also saw us reap the benefits from the work we undertook in 2019.

Our commitment to bringing together culture and sustainable tourism for Dorset and the South West of England was celebrated with not one but two awards! The signature event Dorset Moon produced in partnership with Inside Out Festival and Bournemouth Arts by the Sea won bronze at The Dorset Tourism awards and Gold at The Bournemouth, Christchurch and Poole Destination Awards.

Structure of this Annual Community Impact Report:

This report has four purposes:

- Give a summative evaluation of our work in relation to the 7 Goals we have set ourselves and that directly speak to the impact we want to make with our community
- Reflect on our progress and highlight how we are reaching our 7 goals
- Highlight the deeper impact we are making with case studies looking at our Outpost Lockdown Exhibition and our Young People's Create! Course
- Invite feedback from you, our readers and community to understand how we can shape our programme going forward

THE YEAR IN NUMBERS

50

PORTLAND RESIDENTS

Took part in our Lockdown Art Window Exhibitions, sharing poetry, paintings, craft, photography and sculpture

48

DORSET ARTISTS

Received emergency funding from the Dorset Artists Emergency Fund campaign headed up by b-side

30

PORTLAND FAMILIES

Received Christmas craft goodie bags created by b-side distributed by Portland Food Bank

15

YOUNG PEOPLE UNDER 25 YRS

Took part in a FREE ten-week online event management course

2

NEW ROLES CREATED FOR UNDER 25 YRS

b-side has employed two unemployed young people as part of the Government's Kickstart scheme

GOAL

1

Commission Extraordinary Art

Commissioning new art that has a conversation with the Isle of Portland and the people that live here is at the heart of b-side. We are currently working on 12 new artists projects that are made in response to the Island of Portland.

Postponing our 2020 festival was a tough decision but it has led to us building deeper collaborative connections between our 12 artists/artist groups and residents on the island.

Through digital connections we have been able to connect artists to more community groups on the island and be led by the expertise of those that live on the island.

In this sense, the pandemic has enabled b-side to try different methods to foster collaborations between artists, residents and the island

Due to government guidelines we had to close our project space, Outpost - a shop front building on the high street in Fortuneswell. Our physical presence on Portland reduced, as well as our ability to undertake projects within this project space. However, through digital means we were able to increase our mentoring support for young and emerging artists.


GOAL

2

Goal 2: Inspire and Engage the Public


Postponing the b-side festival resulted in significantly fewer physical audiences engaging with b-side's programming in 2020/21. However, and with thanks to training, new communication strategies, and digital programming implemented by our Marketing Manager, Sandy Kirkby, we have significantly grown an engaged online audience and have already exceeded our 2020 – 2022 target for website audiences.

There are limits to what a digital engagement can achieve, especially within a context where 20% of families have no home internet on the Isle of Portland; b-side capitalized upon contacts and resources in our immediate surroundings to deepen hyper-local relationships. Please see Lockdown Art project overview.



CHRIS FORD

It all started accidentally about 2 years ago. Being retired I have time to spend on my hobby of working with local driftwood from Chesil beach. I don't work to blueprints or drawings and don't even take many measurements hence the name - crooked houses. My inspiration comes from the world of fantasy, fairies and pixies. I've been fortunate to sell a few of these - my partner lost her job at the start of lockdown, so I've been able to keep up to date with household bills. Facebook: Crooked Houses



SU ASHE

During lockdown creativity has kept me sane! Having access to online classes has meant I could try new things. Imagine being in a class of 90 people from around the world learning and drawing together! Lockdown has been a lonely place but I have really felt connected to people through art and creativity.



Lockdown Art posters by local residents

LOCKDOWN ART



ABOUT LOCKDOWN ART

Lockdown impacted immediately on our engagement programme - in a normal year this would have included artists talks, our festival commissioned artists working directly with the community and a good deal of activity face to face.

This couldn't happen but we did begin to notice that in our community many people had started to take up creative activities. We asked the question 'What have you been creating during lockdown?' and received a flurry of contributions including model houses made from recycled materials, textiles, photos, drawings, and poems. These were then made into large posters which we hung in the street-level windows of our project space - Outpost in Fortuneswell - the perfect socially distanced gallery!

Anyone of any age or skill level were invited to send in photos of their creations and each exhibition was accompanied by a social media campaign which really helped to encourage others to take part. In total 50 residents (including 20 children) shared their lockdown creations, we hope to develop this project beyond lockdown too.

QUOTE



So proud to have been a part of this, thanks so much to @bsidefestival for displaying our work and Gina for the awesome photos! 🙌



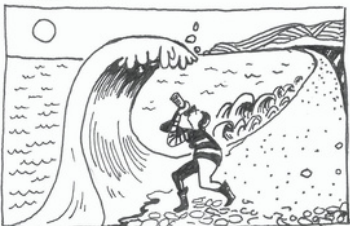
LOCKDOWN ART

b-side

Lockdown Exhibition

June 2020
To
March 2021

DURING A SURREAL YEAR, ART THAT CALMED THE MIND



In a world of uncertainty you can at least be sure that after every wave comes another.

WE CELEBRATED MOTHERHOOD.



My Coastal Home
'My coastal home is viewed in colour made more vibrant by the sun. Rainbow hues to lift us all By the sea, when day is done My Portland, it still stays the same. The tides still ebb and flow. The rock sits calmly In the bay. And community spirit is often shown'

Posthumus 04/21

LOCKDOWN ART



Wishing you all a healthy and peaceful New Year

Thank you for all your support and sharing your creative talents with us in 2020

Outpost Lockdown exhibitions will continue in 2021 and the b-side festival will return in September, we hope to see you there!

b-side.org.uk



Supported using public funding by
ARTS COUNCIL ENGLAND

Outpost
77 Fortuneswell
Portland

GOAL

3

Support Emerging Talent

The pandemic has given us an opportunity to deeply reflect on b-side's future. We have done this through a rethink and update of our goals and how we measure our progress as we consider operating in a post-Covid world.

Rather than working directly with formal education institutions, we have clarity on b-side's role as a bridge of support for people wanting to undertake a career in the arts and for artists, curators, and producers wanting to engage more with outdoor, site-responsive, and site-specific ways of working.

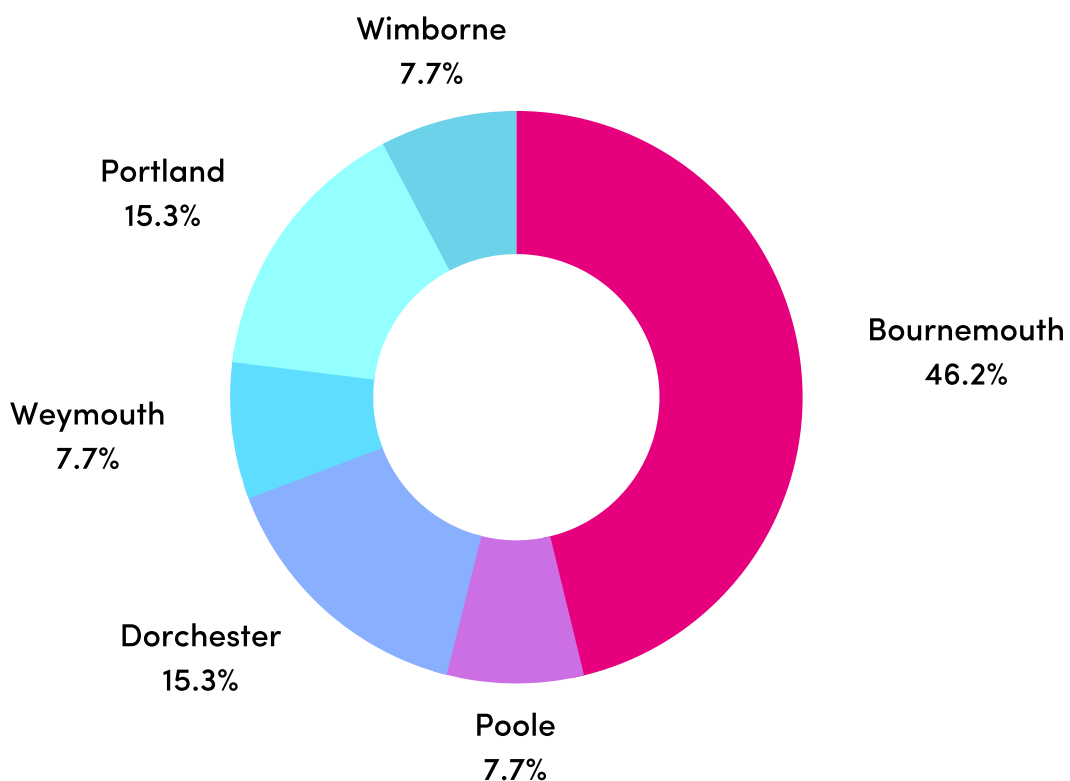
The following case study overview on the 'CREATE!' programme highlights what we can achieve in this area.

CREATE!

ABOUT THE COURSE

b-side and Activate Performing Arts teamed up to deliver a FREE short online course exploring what's involved in shaping creative ideas. Through a series of 7 online taster workshops in August, we trained and supported 15 young people from Dorset to:

- Develop their own creative ideas
- Expand their knowledge & confidence in creating their own ideas and events
- Grow connections with likeminded people
- Explore ways of doing events differently (including looking at how COVID-19 has changed current events, and how it might change events in the future)



Create! course participants came from across Dorset

CREATE!

ABOUT THE COURSE

The course was delivered by the b-side and Activate teams and looked at:

- What makes a great event
- How to develop an artistic idea
- Ways to identify target audiences
- How to assess the risks involved
- The importance of building good relationships
- Tips for marketing events
- How to create an effective budget
- What environmental factors need to be considered
- Ways to evaluate success

We delivered this pilot online course via Zoom across the month of August and plan to expand and develop the course further. We're keeping in contact with the course participants and hope to continue supporting them and their ideas.

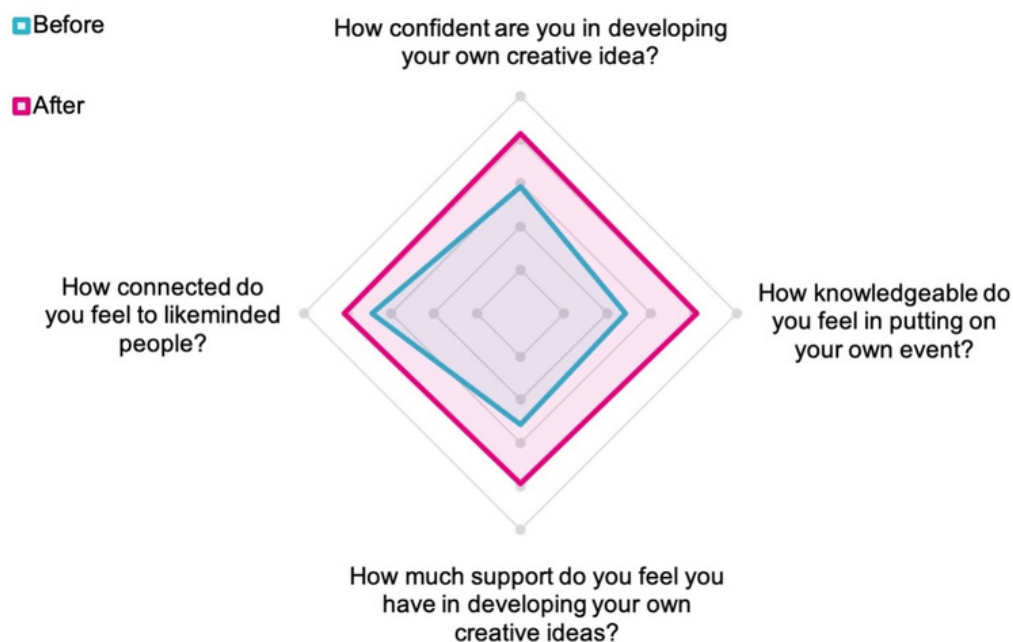


Chart to show the average participant before & after responses. Overall improvement / boost to all of our key questions

QUOTE



I got a lot more out of it than I expected, we covered lots of subjects. Even the areas I did feel I knew a little bit about previously, I learned a lot of new things and thought about them in different ways



GOAL

4

Promote Placemaking

All our programming is devised in conversation with, or in response to the Isle of Portland. The island is a microcosm for better understanding of macro issues – climate change, migration, and how people might better live together on this land. Through creativity and culture, the Isle of Portland innovates out and into the world.

As agendas of economies and the environment collide, 2021 is the year to prove b-side's economic, environmental, and social impact on, for, and beyond the island.

- **Economy:** We will be focusing on what we offer small businesses and how we can create symbiotic relationships with these enterprises going forward. We shall be doing this in dialogue with community initiatives such as the Portland Economic Vision group.
- **Environment:** From October 2021 b-side will be fully exploring our long-term thematic, Common Lands. Who has the right to say they are from which land? How are we going to live in a way that protects and nourishes this land? And how can we create new synergies with people living in and on lands that might not look like our own?
- **Social:** A new social impact framework – to be implemented by our September 2021 festival - will gather concrete data and allow b-side to understand if we truly are reaching the people and goals we wish to reach.

TOURISM AWARDS

Although no public events could take place in 2020 due to lockdown restrictions, we were delighted to be nominated for two Tourism awards for our 2019 signature event Dorset Moon.

In the summer of 2019, a seven-metre sculpture of the moon landed in three breath-taking locations across Dorset; St. Peter's Church in Bournemouth, Sherborne Abbey and Nothe Fort in Weymouth.

Commissioned by The Arts Development Company, and produced by the Dorset Festivals Consortium - b-side, Inside Out Dorset (produced by Activate) and Bournemouth Arts By the Sea.



Dorset Moon
Gold Bournemouth Christchurch and Poole's
Destination Award



Dorset Moon
Bronze Award Dorset Tourism awards

Partnering with Activate Performing Arts, BCP Council, and the Arts Development Company on bringing Luke Jerram's Museum of the Moon to Dorset truly demonstrates the social, economic, and cultural power of when artists, audiences, and ideas come together. Winning Gold at the Dorset Destination Awards further shows just how much arts and culture can bring people and places together.

GOAL

5

Develop digital platforms

The last year has given us new insights into the power of online communications which has kept our team and some of our community connected with low cost and a low carbon footprint. But, we also clearly see who has been left out of this digital conversation and how our online conversations have been a crutch to get us through unprecedented times.

With the easing of lockdown we can return one team member at a time to our project space on Portland, we are witnessing a flood of people coming to our doorway and sharing their excitement and relief that b-side is returning.

2021 will see b-side undertake a blended physical and digital festival. If any form of lockdown returns, we will amplify our curated digital programme while using creative measures – such as digital drop ins – to ensure as many people as possible can experience our new undertaking. If the easing of social distancing rules continues, we will also ease our social distancing measures to give greater access to our physical outdoor installations.

Accessibility and digital: keeps some firmly locked out but also opens the (virtual) doors to those we haven't been able to connect with before.

“I liked it (the course) online because of the time it would take me to travel to a meeting place and would have to work around my parents being able to take me”

Create! course participant

QUOTE



The b-side team made a Zoom event warm and engaging, which is no easy task! ..Top highlights from the event were how generous the speakers were - offering their knowledge, connections, and time to audiences during and beyond the talk. A true knowledge sharing and community building Assembly



GOAL

6

Support the Creative Case for Diversity

There have been some changes at b-side!

Team:

- We have a new Director, Rocca Holly-Nambi, who comes with ten years of experience working across East Africa and brings to the Isle of Portland a collaborative, queer, and internationally focused outlook.
- We were able to take advantage of the Government's Kickstart scheme – giving job placements to young people at risk of long-term unemployment – and will be working with two new employees throughout 2021.
- We have reset and refreshed our governance structure, adopting a more collaborative, inclusive, and cooperative way of working. And we are aiming to open up our cooperative to new members at the end of 2021 – watch this space!

QUOTE



It was a wonderful opportunity to interact with my fellow board members in a different way and have important conversations about race and diversity. As an ethnic minority, I appreciated the sensitivity of the facilitator in opening up different aspects of unconscious bias.



Nicole Ferdinand,
b-side Non-Executive Director

GOAL

6

Training:

During this strange lockdown time, we took the opportunity to undertake online training together as both a board and team:

- Unconscious bias training led by Dorset Race Equality Council
- Social Model training led by Michael Achtman

We are now working with our 2021 festival as the springboard to put all our training into action.

Measuring our Social Impact

Alongside our social model and unconscious bias training b-side has undertaken training in evaluating social impact. This means that we are better placed to look more closely at where there are gaps in our provision for audiences, artists and participants and identify people that are underserved by b-side. Who *aren't* we working with and why? This training and the subsequent review of methodologies for collecting quantitative data and qualitative evaluation, which we are currently undertaking and piloting, will enable us to understand better the depth of impact b-side has and convey this to funders and stakeholders.

In addition we are making more transparent our processes by creating a downloadable pdf on our website that gives clear straightforward guidance for people wanting to work and collaborate with us.

We will continue our conversation with Diverse City and Counterpoints Arts so that we can embed our learning in to our commissioning and governance processes.

QUOTE



It is always important and valuable to be challenged and encouraged to challenge one's own prejudices and assumed correctness whatever these may be. Social Model of Disability, of which I have been a long proponent certainly did this... challenged, stimulated, provoked and encouraged in equal measure
John Tizard, Chair b-side Board.



The Unconscious Bias training was helpful in revealing some biases I had that I hadn't realised I held.. I feel the workshop explaining the Social Model of Disability was particularly helpful as it highlighted to me just how much of the world we live and work in has been constructed around a certain type of person and how this puts barriers up for people who don't fit neatly into this box

Gina Bolt

b-side Trainee

Non-Executive Director



GOAL

7

Secure a Sustainable Future

b-side are committed to an economic, environmental, and socially sustainable future. We believe all 3 areas are interconnected, with one complementing and supporting the other.

Economic:

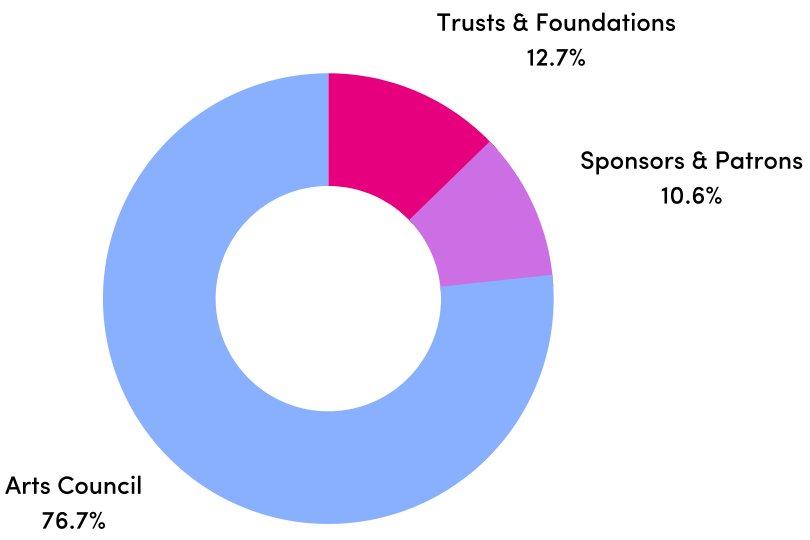
2020/21 Financial Highlights:

- We reduced our reliance of income from Arts Council England to 76% (2020/21 target was to reduce to 85%)
- Despite the pandemic, we met our target to increase our income from sponsors and patrons to 10.5%, thanks in large part to a major crowdfunding campaign led by b-side and for the Dorset Artist Emergency Fund.
- We met our target to increase our financial investment from trusts and foundations to 12.6%. And secured a second core and long-term funder, Dorset Council.

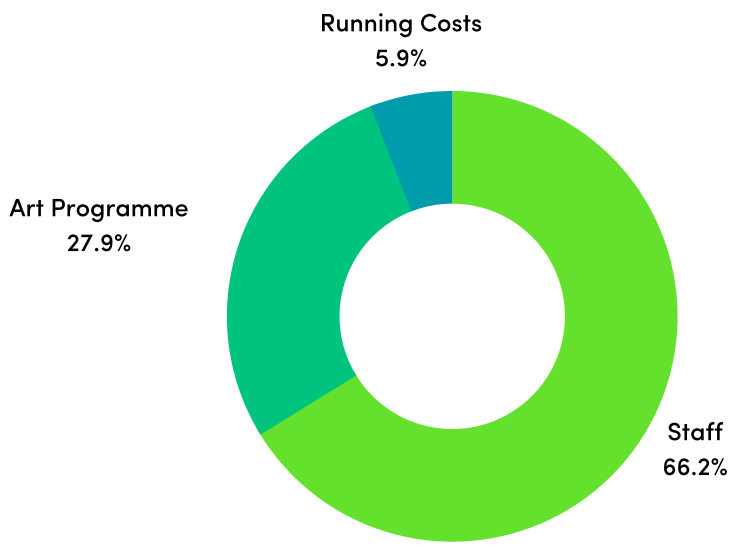
Future Proofing b-side:

- Having to postpone festival 2021 meant our earned income reduced to less than 1% (target for 2020/21 was 5%). However, we were successful in securing an Arts Council England Cultural Recovery Fund and will therefore be able to recoup these losses in 2021/22.
- Next year our key priority is to continue this trajectory of increasing and diversifying our income streams, especially seeing which Isle of Portland based businesses would benefit from a sponsorship opportunity with b-side.

HOW WE WERE FUNDED 20/21



HOW WE SPENT OUR MONEY 20/21



GOAL

7

Secure a Sustainable Future

Environmental

b-side festival celebrates and engages with the land we live on, and - through new commissions, talks, and workshops - questions how we might better look after our environment, together. But we know that we could do more to reduce our carbon footprint and we are committed to working with Julie's Bicycle – a charity offering clear tools to activate environmental change through culture – to do this.

For example, the pandemic gave us the clarity of when we need to meet in person, and when an online meeting is sufficient and we are taking these learnings forward into 2021/22 to ensure we connect intimately and personally, whilst reducing our use of transport – the most effective personal way to reduce CO2 emissions (Source: European Commission policy on climate action: https://ec.europa.eu/clima/policies/transport_en)

PROJECTS COMPLETED 20/21



DAEF

Generated £19,000 to help Dorset Artists in need of emergency funds due to the impact of COVID.

ASSEMBLY 5

Over 80 artists, producers and curators joined an online seminar to share COVID planning strategies

CREATE!

15 young people from Dorset received FREE training

LOCKDOWN ART

50 Portland residents shared their creative talents pursued over Lockdown

FESTIVAL 2021

Planning and additional funding for our artists and visitors for a COVID safe festival

FUNDING 2020

We continued to apply for funds from Trusts and Foundations to support our community and artistic plans

PROJECTS INITIATED IN 20/21



WEYMOUTH ARTS TRAIL

b-side are project managers on this exciting public realm and engagement programme which will be realised in 2021.

THAT OTHER PLACE

b-side are working with Nairobi artist collective Creatives Garage on this new online creative space.

NEW CURATORS

Supported by The Arts Fund this project will take place in 2021

NEW ARTISTS

Supported by The Valentine Trust this project will take place in 2021

FESTIVAL 2022

Planning for our next Festival in 2022 will begin in 2021

THANK YOU !

FUNDERS



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



Art Fund_

Kestrelman

Alice Ellen Cooper Dean

Valentine Trust

PARTNERS

Counterpoints Arts

Dorset Visual Arts

Somerset Artworks

Wildworks

SUPPORTERS

Dave Warren

www.b-side.org.uk