

Child Poverty and the Arts Agenda - Improving access

A Companion Document to Young Creators



Cyngor Celfyddydau Cymru
Arts Council of Wales



Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government

Self portraits 1 – Making Faces Project
Space to Create, Reach the Heights Phase 1



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Introduction

A new vision for arts and young people in Wales

Young Creators is our new publication that describes our plans for how children and young people across Wales can participate in and enjoy the arts. At the heart of our plans is a desire to make sure that no child or young person is prevented from realizing their artistic aspirations because of where or how they live. This document should be read in conjunction with Young Creators which can be found on our website at www.artswales.org.uk

Putting the arts at the centre of Government strategies to tackle child poverty

Evidence shows that in Wales today there are approximately 200,000 children living in poverty. In an attempt to address this, the Welsh Government, in 2010, passed the Children and Families (Wales) Measure which places a statutory duty on Ministers, Local Authorities and Welsh public bodies to develop strategies to tackle child poverty.

The Welsh Government published its Child Poverty Strategy in February 2011, which sets out 3 strategic objectives. These are:

- (i) To reduce the number of families living in workless households.
- (ii) To improve the skills of parents/carers and young people living in low-income households so they can secure well-paid employment.

- (iii) To reduce inequalities that exist in health, education and economic outcomes of children and families by improving the outcomes of the poorest.

Our role, as a public body in Wales, is to find ways to help achieve these three objectives. The objectives are underpinned by 13 broad aims. One of the 13 Broad Aims is *“To reduce inequalities in participation in cultural, sporting and leisure activities between children and between parents of children (so far as necessary to ensure the well-being of their children)”*.

Young Creators, our strategy for arts and young people, is designed to make the arts as accessible as possible to all children and young people in Wales. We recognise that poverty is a barrier and that many of our children and families in Wales are potentially excluded from accessing the life changing experiences the arts can bring. We also know that taking part in arts activities can significantly improve the aspirations, ambitions and prospects of children and young people and as a result, contribute significantly to reducing inequalities in health, education and economic outcomes.

The Evidence Base

Undertaking Research

In 2008 we published Hand in Hand, an important piece of research undertaken on our behalf by Professor Dave Adamson and his team from University of Glamorgan.

The research was designed to examine the impact of community arts on community regeneration practice in what was then known as Objective One areas.

The results of the research were far reaching, providing evidence through desk based research and case studies of the impact the arts have in areas of high deprivation, both in terms of community regeneration and social and individual outcomes.

It was clear from the research that individuals, particularly young people achieved significant personal and self development through arts based practice. From a starting point of very low estimation of their capabilities and being resistant to challenges, individuals gained self confidence, self esteem and perhaps most important of all aspiration. The research gave birth to the phrase "The Possible Self" - through arts based practice individuals moved from seeing little or no future possibilities for themselves to developing more positive ideas about themselves their future.

The research also provided clear evidence that arts based practice develops important social skills – group working, self discipline, communication skills and motivation, contributing directly to the employability and job readiness of individuals. Thus providing a path to the labour Market for groups at high risk of economic inactivity.

It was clear from the report that involvement in quality arts activities, led by experienced arts professionals can play an important role in reducing social and economic inequalities. The research report is available on our website at www.artswales.org.uk

Our Annual Surveys

The Children's Omnibus survey is conducted on an annual basis focusing on attendance, and participation in the arts by children and young people aged 7-18 years. The survey has run since 2007 and four years worth of data has been collected.

Interviews are conducted face to face in the respondents home from a representative sample of around 1,000 children and young people.

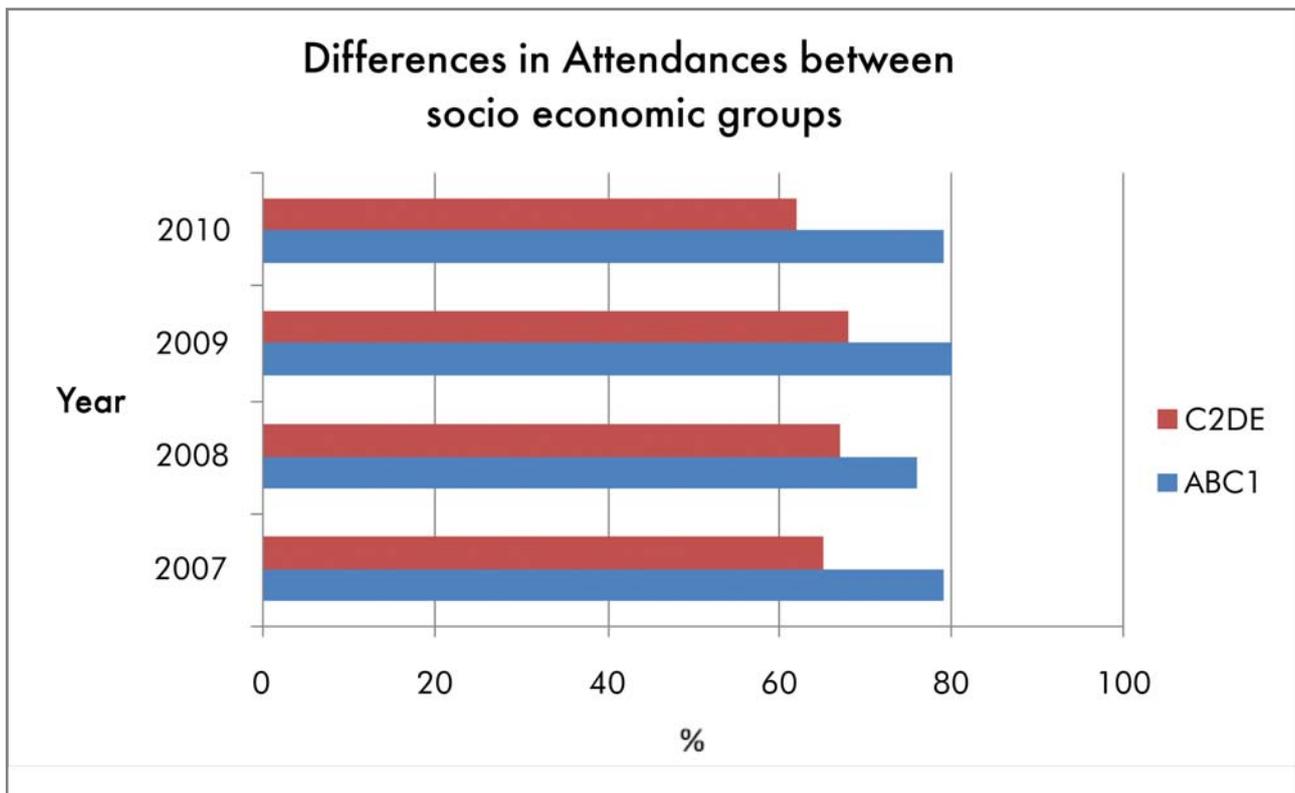
Over the four years of the survey, attendance levels have remained steady among the ABC1s at 79%, while among the C2DEs there has been a decline from 65% to 62%. However, more significantly levels did start to increase in 2008 to 67% and again in 2009 to 68%, but this appears to be starting to decline again in 2010 with a decrease of six percentage points from the previous year. *The two classifications are a way of describing socio economic status. ABC1s are described as upper middle class, middle class and lower middle class while C2DEs are described as skilled working class, working class and subsistence. Source: Audiences UK*

Just over three quarters (76%) of children and young people took part in arts activities once a year or more during 2010. While these are still high levels of activity they have declined from the previous year when 83% took part, a drop of seven percentage points.

In 2010 there was a ten percentage point difference in participation levels between those in the ABC1 group (81%) and those in the C2DE (71%) group*. The size of the gap in participation levels between the two groups

has grown since 2007 when equal proportions took part (83% of each group).

The 2010 data shows that higher levels of children and young people from the ABC1 social group attend arts events than those in the C2DE group, 79% compared to 62%. In 2007, the gap between the two groups was 14 percentage points, this dropped in 2008 to only nine percentage points but then started to rise again in 2009 to 12 points. The graph below plots out this trend:



It is clear from our survey results that we need to take action to address the decline in attendance and participation amongst children and young people in the lower social groups.

In 2010 we published the result of our 5 year major arts review – Arts in Wales 2010. The survey aimed to find out what people think about the arts and included looking at how many people were attending and participating in the arts and whether these figures had changed in the 5 years since the previous survey. It also looked at what was stopping people from taking part in the arts.

The survey was an in depth survey of over 7,000 people in Wales. This sample included young people aged between 16 and 24. The results of the survey indicate that Overall, 86% of people in Wales attend an arts event once a year or more and 96% of 16-24 year olds attend arts events once a year or more. However, 81% of C2Des attend arts events once a year or more, compared to 93% of ABC1's.

Also, 39% of people in Wales take part in arts activities once a year or more and 48% of 16-24 year olds take part in arts activities once a year or more. As with attendance, the figure in lower income families is lower with 33% of C2Des taking part in arts activities once a year or more, compared to 47% of ABC1s.

We need more interrogation of the data to show a direct correlation between the figures for C2Des and people aged between 16 and 24, but we can reasonably confidently assume that young people in the lower socio economic groups will be attending and participating less than their contemporaries in the higher socio economic groups.

The full Arts in Wales survey results can be found on our website at www.artswales.org.uk

Informed by our Work

Our portfolio of revenue arts organizations includes a number of community arts bodies funded specifically to deliver activities in our most deprived communities across Wales. A number of our funded arts venues and producing companies also deliver targeted projects in these communities. Reports received from these organisations provide further evidence of both the need for and impact of this activity.

However, whilst we have detailed information about the work of our community arts clients and are aware of a number of specific initiatives aimed at increasing access for low income families, we do not have a full and comprehensive picture of what each of our funded bodies is doing to tackle inequalities for low income families.

Aims

Supporting new, innovative ways of engaging our most disadvantaged and disaffected young people.

Finding innovative, new ways of engaging disadvantaged and disaffected young people will be a particular priority for us. Through carefully targeted action research projects we'll endeavour to identify effective and engaging strategies that can then be replicated more widely.

As stated in Young Creators, our primary focus will be on addressing the core aim *“To reduce inequalities in participation in cultural, sporting and leisure activities between children and between parents of children (so far as necessary to ensure the well-being of their children)”*.

But, as evidence shows, we also know that the arts can play an important role in helping to address other core aims of the Children and Families Measure. These include:

- Helping young persons participate effectively in education and training
- Helping young persons participate effectively and responsibly in the life of their communities
- Helping young persons take advantage of opportunities for employment

Actions and Outcomes

Action	Outcome	Child poverty objective
<p>We'll work with our funded organisations to develop innovative new ways for ensuring that there is free and subsidised access to cultural activities for low income families. We'll also agree and monitor targets for engagement with children and young people in deprived communities.</p> <p>Through the 2011-12 annual review meetings with our revenue clients we will establish what activities they currently undertake with and for children and young people from low income families.</p> <p>We will collate information about access schemes and other initiatives currently being delivered by our revenue clients which support low income families in accessing arts activities.</p> <p>We will agree and set targets with our revenue funded clients for 2012-13 which aim to increase the number of children and families on low incomes accessing their arts activities.</p>	<p>Each of our 72 RFO's will have plans in place for offering free and/or subsidized access to their activities for low income families. This will be built in to our funding agreement with these clients. They will have agreed with us targets for increasing engagement.</p> <p>We will show examples of best practice to share and roll out across the arts sector.</p>	<p>To reduce inequalities that exist in health, education and economic outcomes of children and families by improving the outcomes of the poorest.</p>

Action	Outcome	Child poverty objective
<p>We'll deliver, in partnership with the Welsh Government's Department for Education and Skills, and others, Reach the Heights. This is a programme of activity funded by European Convergence money for young people who face the possibility of not being able to achieve their potential in schools, colleges and work. We have now received confirmation of continued funding from the programme through to 2013.</p>	<p>By the end of 2013 we will have involved 10,992 young people aged between 11 and 19 who are NEET or identified as being at risk of becoming NEET, in participatory arts activities.</p> <p>Of these young people, at least 8,244 will be reporting that they have gained positive outcomes that will lead to changes in their NEET status. 695 will have gained qualifications and 522 will be entering further education.</p> <p>We will developed working partnerships that ensure there is ongoing support for these young people and secure continued arts interventions.</p>	<p>To improve the skills of parents/carers and young people living in low-income households so they can secure well-paid employment.</p>
<p>We'll continue to invest in, and expand, programmes and projects which target young people at risk and those living in our most deprived communities. We'll build on our successful Splash Arts Cymru programme with young offenders, focusing on developing stronger local collaborations between those agencies who support these young people and our funded arts organisations, to support young people in a</p>	<p>In 2011-12 and 2012-13 we will have funded arts activities for in the region of 1,500 young people at risk. Through these activities these young people will have developed arts skills, soft skills including decision making, communication and collaborative working and been diverted from criminal activity.</p>	<p>To reduce inequalities that exist in health, education and economic outcomes of children and families by improving the outcomes of the poorest.</p> <p>To improve the skills of parents/carers and young people living in low-income households so they can secure well-paid employment.</p>

Action	Outcome	Child poverty objective
<p>transition from targeted to mainstream participatory arts activity.</p>	<p>A number of the projects will have focused on issues around restorative justice and prevention.</p>	
<p>Through our Lottery Capital programme we'll support the development of new spaces and re-invigorate existing facilities that will become arts spaces for young people's creativity. This is an ambitious programme but one which we feel will be important in influencing how our young people enjoy and take part in the arts.</p>	<p>By the end of 2012 we will have at least 3 spaces in different local authority regions identified as and adapted, or undergoing adaptation, for use by young people as arts spaces.</p>	<p>To reduce inequalities that exist in health, education and economic outcomes of children and families by improving the outcomes of the poorest.</p>
<p>Young Promoters is a scheme which helps young people put on professional arts events for their communities. Through a series of workshops they learn about marketing, promotion, sponsorship, booking artists and selling tickets. They then host a performance funded through our Night Out scheme. Between April 2011 and July 2012, we will deliver 12 projects across Wales, targeting areas of deprivation and areas that are rurally isolated.</p>	<p>We will have worked with 12 groups of young people, each group involving between 4 and 15 participants. A minimum of 48 young people.</p> <p>Through the programme, the young people will have gained life skills, self confidence and the trust of the peers, elders and local community.</p> <p>The programme also increases access to affordable arts event for low income families.</p>	<p>To improve the skills of parents/carers and young people living in low-income households so they can secure well-paid employment.</p> <p>To reduce inequalities that exist in health, education and economic outcomes of children and families by improving the outcomes of the poorest.</p>

Action	Outcome	Child poverty objective
<p>We will target resources where best to achieve our child poverty aims.</p> <p>We have in place detailed budgets for our targeted development programmes, and during the course of the first year will need to analyse our spend on schemes and that of our funded organisations.</p>	<p>By the end of 2013, we will have spent over £8million on delivering our Reach the Heights programme of activity, of which £4.5 million will be European funding.</p> <p>We will have allocated £80,000 in each year to Splash arts projects - £160,000 over 2011-12 and 2012-13.</p> <p>We have allocated £15,000 to our Young Promoters scheme for 2011-12 a proportion of which runs until July 2012 (funding received from the Millennium Trust). We will identify additional funds for 2012-13.</p>	<p>To reduce inequalities which exist in health, education and economic outcomes of children and families by improving the outcomes of the poorest.</p> <p>To improve the skills of parents/carers and young people living in low-income households so they can secure well-paid employment.</p>

Monitoring and Reporting

We will monitor progress on a quarterly basis, reporting through our Key Performance Indicators. The KPI that refers specifically to addressing child poverty is:

“We will develop an action plan to deliver Young Creators, our strategy for children, young people and the arts which includes reducing inequalities in cultural activities between children and parents of children, as required in the Welsh Government Child Poverty strategy for Wales”

We will produce an end of year report detailing progress made, together with revised actions and outcomes as necessary.