

IMPACT REPORT

CREATIVE FUTURE ANNUAL REPORT

2017-2018



Detritus Series 2
Dawn Blake
Tight Modern Winner's Tour 2018
1st Prize - Curators' Choice

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WHO WE ARE

- **A charity supporting under-represented artists and writers** - those who lack opportunities as a result of: mental health issues, physical or learning disabilities, homeless people, substance misusers, offenders & ex-offenders, refugees, long term unemployed, the elderly, travelers, carers, care leavers, survivors of abuse, and people from LGBTQ+ and BME communities.
- **Unique for the breadth of people we support and the range of services we offer** - from initial creative engagement to professional development opportunities.
- **A successful model** where we get those we work with to view themselves not as people with problems, but as **people with potential**.

Creative Future promotes artistic excellence, encouraging arts diversity by providing opportunities to under-represented artists. We're a bridge from the margins to the mainstream, a catalyst for individual change, enabling people to use their creative talent to change their lives. Using innovative methods to bring new art to new audiences, we're unique in the breadth of people we work with and the depth in how we work with them.

Our core values:

- artistic excellence
- uncompromising access to opportunities
- empower people to achieve positive change
- encouraging diversity & inclusion in the arts
- learning through evaluation/reflection
- professionalism



Landscape on the Downs
Pat Gregson
Tight Modern Winner's Tour 2018
3rd Prize - Curators' Choice
3rd Prize - Public Choice

2017 is our ten year anniversary - key achievements over the last ten years include:

- 4800+ people engaged with our activity
- Media reach of national showcase events reaching over 3.3 million people
- 80 events with total audiences of 290,000+ people
- 15% moved onto further education, volunteering or mentoring
- £32,800+ earned by artists via art sales, prizes, tutor and speaker fees
- Exhibited/published 18% of those we have engaged (880+ artists over 2700+ times)
- 308 courses delivered to over 2851 participants
- 5 Tight Moderns appeared in 18 locations
- 3 Creative Future Literary Awards with £30k worth of prizes
- Impact Art Fair in 2013 exhibiting 330+ artists
- 17 publications of artists/writers work
- [Fair Access to the Arts Research report](http://bit.ly/2s8mdmg) (http://bit.ly/2s8mdmg)- exploring the barriers marginalised artists face when accessing mainstream opportunities - involving over 500 artists and 120 organisations.
- 124 people mentored
- Worked with 285 volunteers
- Creative Future has been **highly commended for Outstanding Impact in the Lloyds Bank Foundation Charity Achievement Awards (2015)** and has been nominated for the National Lottery Awards, Sector Star Awards, and National Positive Practice Awards.

All of these amazing results above were achieved with a staff team equivalent of 1 to 4 full time workers and the support of up to 25 freelancers and many volunteers.



We All Need Imagination
Anne Windsor
Tight Modern Winner's Tour 2018
2nd Prize - Curators' Choice

WHY WE'RE NEEDED

Creative Future was established in 2007 by Dominique De-Light and Simon Powell. Both were practicing arts professionals with experience of marginalization (mental health & substance misuse issues, domestic violence & homelessness). They

had both worked as arts facilitators in the homelessness sector and recognized there were a high number of talented people who didn't have access to mainstream arts opportunities and had no idea, or had no confidence, to get their work 'out there'. They established Creative Future to:

- ❖ Support talented under-represented people to get their work exhibited & published.
- ❖ Raise awareness of the talent of these

people.

- ❖ Challenge stereotypes of under-represented people.
- ❖ Challenge the lack of diversity in the publishing and art worlds. See

<https://www.spreadtheword.org.uk/resources/view/writing-the-future>,
<http://equalityinpublishing.org.uk/recommended-reads/report-highlights-shocking-lack-of-diversity-in-publishing/>, <https://news.artnet.com/art-world/lack-of-diversity-in-the-arts-britain-surprised-370985>



Case Study

Yvonne discovered Creative Future in 2012 after picking up a brochure at her mental health clinic, during recovery from a breakdown. She contacted us directly about our services. That year she attended 'Organising an Exhibition' where she first exhibited her work. In 2013 she was accepted onto our mentoring programme where she published her artwork in a Creative Future booklet (which sold out) and ran a stall at our Impact Art Fair. She has participated in numerous exhibitions, workshops and courses, given talks to inspire others (including for Grassroots Suicide Prevention) and delivered workshops for us and Sussex Partnership Trust. Yvonne now sits on the Creative Future board, is one of our featured artists on our new online shop and advocacy film (see www.creativefuture.org.uk) and designed the logo for the online shop launch exhibition.

"When I first met Creative Future I was processing emotional trauma from a breakdown. From processing and sharing the emotional artwork meant I could move on. I'm now at a place where I can look at a possible future, where I can think about hope, where there's future opportunities, possibilities and Creative Future has helped me with all of that."

WHAT WE DO

We change people's lives by Showcasing, Training, Inspiring and Connecting.

SHOWCASE via the Creative Future Literary Awards, Digital Platform & Tight Modern



TRAINING: ENTRY LEVEL-with digital resources/toolkits on engaging under-represented artists & creative activities/handouts for those not able to access workshops in person.



TRAINING: EMERGING LEVEL: Professional development workshops provided locally - with digital toolkits/resources available for those outside the South East.



INSPIRE: supporting & signposting - with event highlights films promoted digitally, on-line support groups & CF websites a hub of information & opportunities.



CONNECT: Brokering opportunities - via the 1:1 support- via showcasing events & digitally via on-line gallery/shop/catalogue. Connecting arts/cultural organisations with social care organisations via CFLA/TM workshop programmes

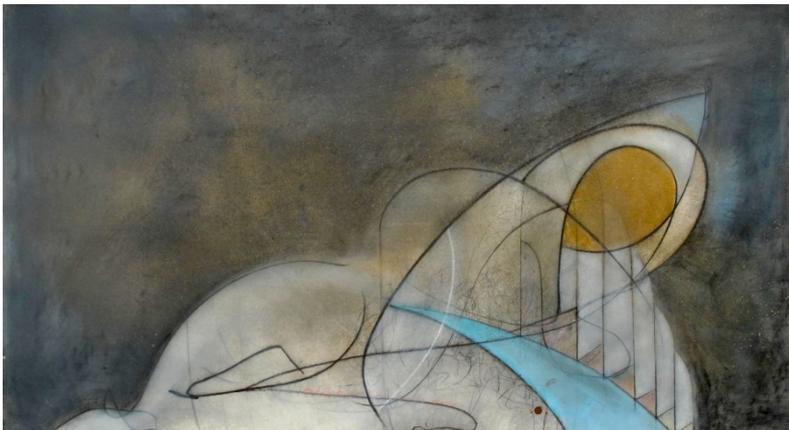


Winning Gold in the Creative Future Literary Awards has made me so unbelievably happy, and so unbelievably motivated to work on my writing. The feedback and mentoring I have received has given me the opportunity to develop my work further - an opportunity I wouldn't have easily had access to without CFLA. As a disabled woman, the award & support I have received has made me feel heard"

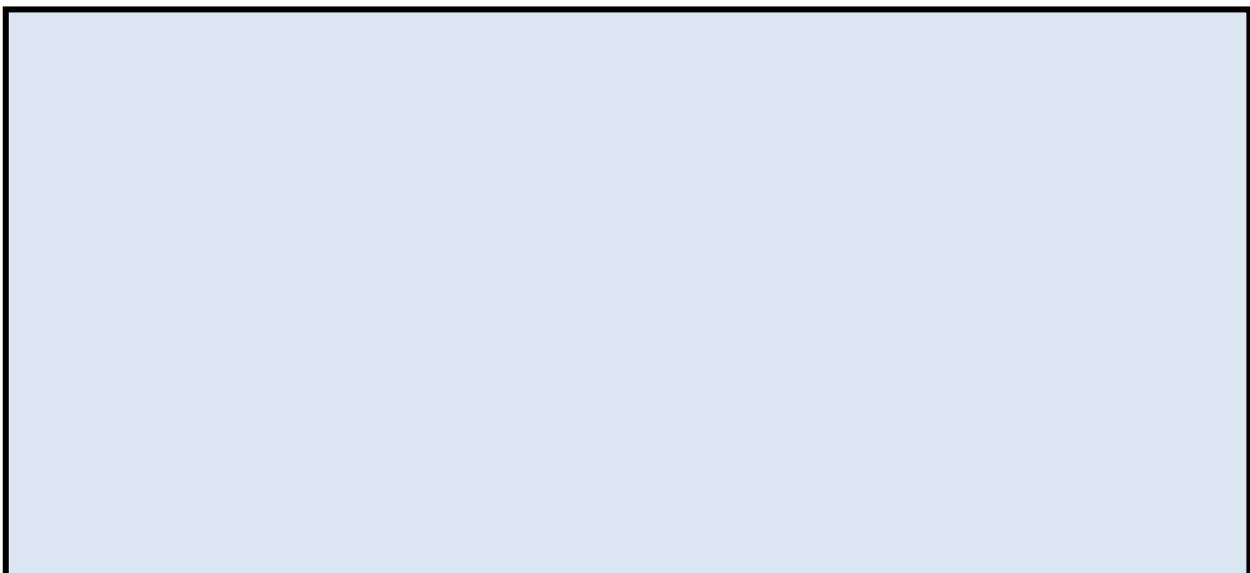
Helen Seymour, Gold Poetry Winner, 2017

Never in my wildest dreams did I think this would ever happen! From a free Creative Future art class in East Worthing, the seed was recognised and then planted at Northbrook MET. Over the last three years its roots have been watered, sheltered, fed and when needed pruned and now I've been accepted into the Royal College of Art - it's amazing."

Catherine Coombs, Workshop participant

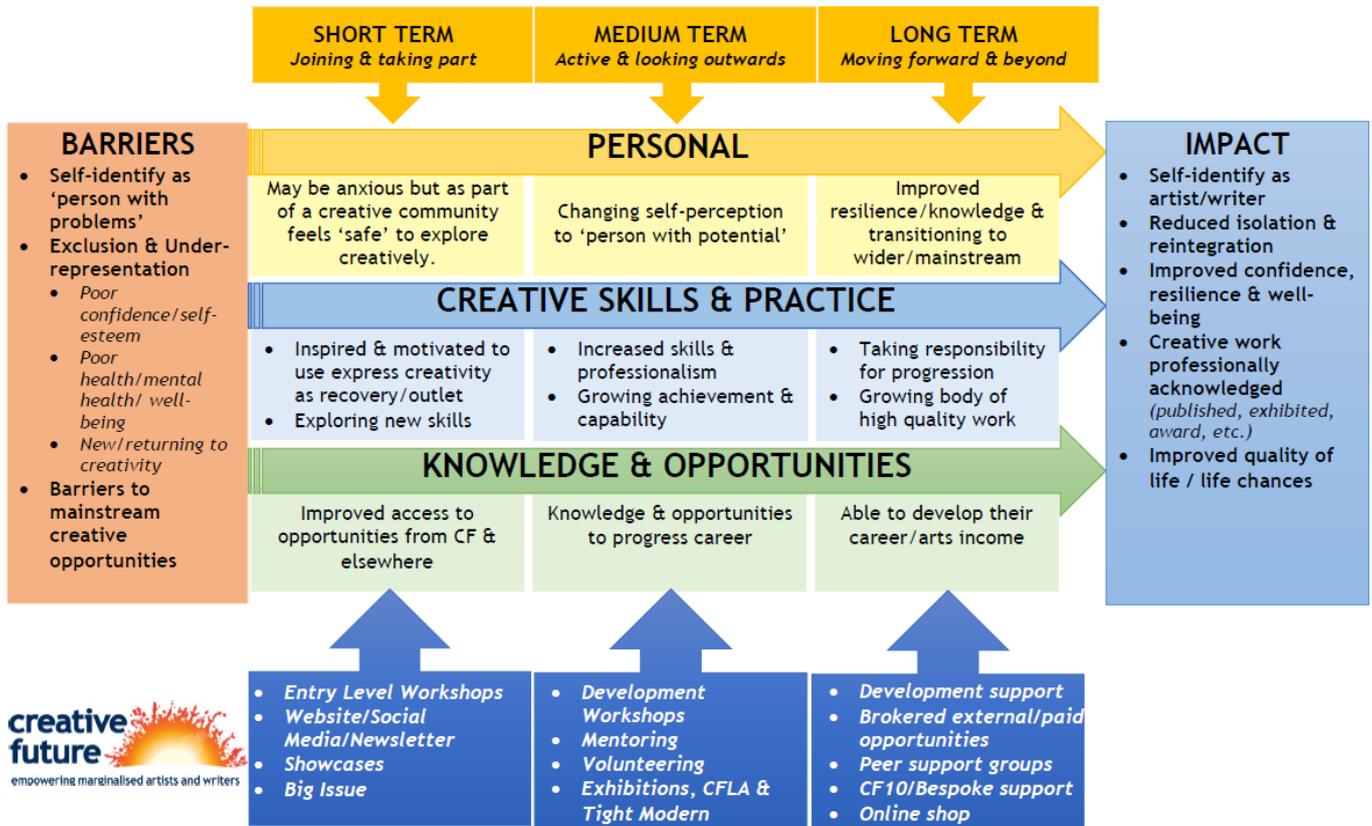


Many Fields Be They Unknown
Glen Turner
Creative Future Online Art Shop
Artist

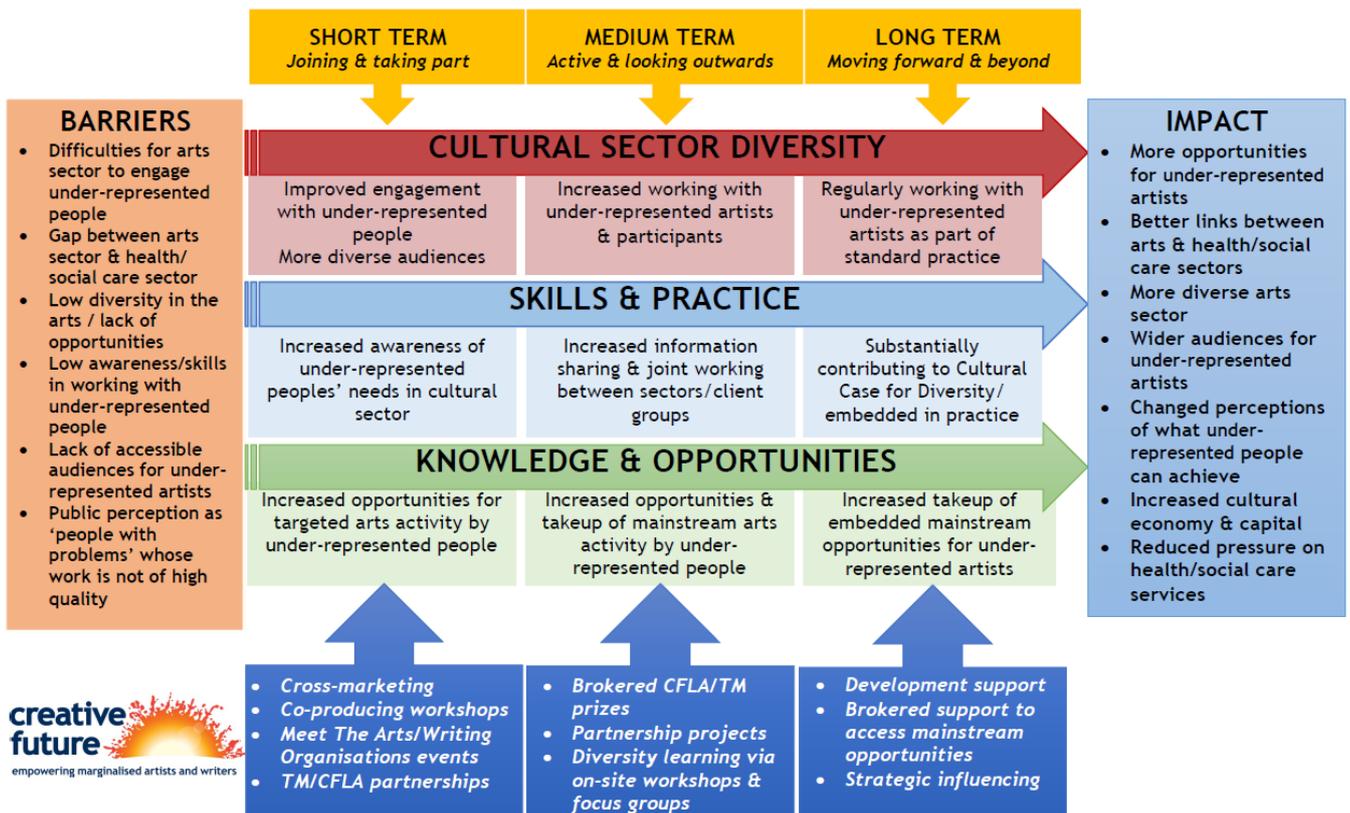


The Creative Future Journey

JOURNEY OF CHANGE



JOURNEY OF CHANGE - SECTORAL IMPACT



2017-18 EXECUTIVE SUMMARY

2017-18 has been a year of reflection and activity. We have continued to deliver an exciting programme of activity for underrepresented artists and writers whilst developing as an organisation. Staff have received extensive training on sponsorship and philanthropy resulting in new partnerships and new strands such as our soon to be launched curated art online shop. It has also been a year of challenge - we didn't get the funding to run the Tight Modern tour as we wished and we were unsuccessful with our application to become an Arts Council National Portfolio organisation. However, we took these knockbacks in our stride and continued to expand our audience reach, provide high quality services and raise our profile.

Key successes include:

- **980 people engaged with our services**
- **Over 119,000+ people saw the 9 events we held the year - featuring 120 artists and writers**
- **99,000 people** saw our miniature version of our visual arts flagship, the Tight Modern.
- Press coverage of The Creative Future Literary Awards, our national competition for under-represented writers, reached over **7 million people** via the **BBC Writers Room**, **The Bookseller** (28,000 weekly readers) and many industry blogs and social media. This resulted in 664 pieces entered, three times as many as in 2016. The showcase event was held at the **Birmingham Library** as part of the **Birmingham Literature Festival**.
- Press coverage of the Tight Modern had an **audience reach of 5.1 million** via the Argus, Love Milton Keynes, Milton Keynes Citizen and Destination Milton Keynes.
- **46,000 people** used our websites with some pages looked at **10,000s** of times
- **65** creative skills courses and workshops engaged **351 participants**.
- We mentored **34 people** - twice the number last year
- Produced 2 publications including a **Social Media toolkit for Artists and Writers** and the **Creative Future Literary Awards Anthology**.
- **15%** of those engaged were **exhibited or published**
- **£5000+** earned by service users as a result of art sales/prizes/tutor & speaker fees
- **15 volunteers contributed 171 hours**. This represents a donation of over **£1283** if volunteers had been paid the minimum wage.

They Knew Where the Witches Were
Elle Isolde
Tight Modern Winners' Tour 2018
1st Prize, Publics' Choice



2017-18 ACHIEVEMENTS

SHOWCASING

Tight Modern

www.tightmodern.org.uk

See our Tight Modern 4 minute film:

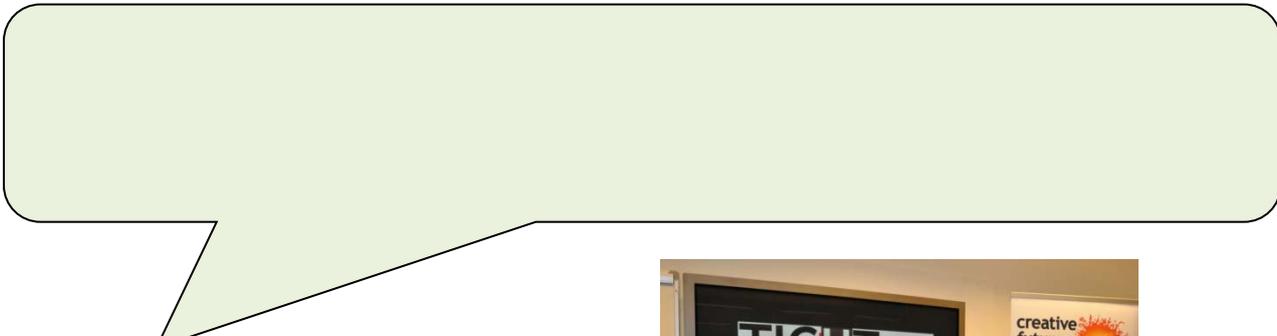
www.creativefuture.org.uk

Unfortunately, we were unable to secure funding for our Tight Modern flagship this year. After some quick thinking we decided to go ahead with a **Winner's Tour** in a miniature version of the quirky exhibition. This 'Tighter Tight' showcased the 11 winners from the 2016-17 tour plus 4 'wildcards' chosen by Creative Future. 15 artworks were projected from a miniature Tight Modern - taking the art out of the Tight and physically into the galleries. The public voted on their favourite 3 and these winners, alongside 3 chosen by a panel of industry professionals received cash and development prizes.



Key successes

- **99,000+** audience at 4 exhibition venues: Jubilee Library, Brighton, Redbridge Central Library, Ilford, Aspex Gallery, Portsmouth and MK Gallery, Milton Keynes
- **Media audience reaches of 5.1 million plus** via The Argus, Love Milton Keynes, Milton Keynes Citizen and Destination Milton Keynes.
- Six creative skills workshops delivered alongside the exhibition at Redbridge at Redbridge Central Library and the Welcome Centre, **building bridges** between a social care and arts organisation.
- **Award ceremony** at Jubilee Library attended by artists, local VIPS and BHCC Councillors.



Dawn Blake
Tight Modern Winners' Tour 2018
1st Prize, Curators' Choice



Creative Future Literary Awards

www.cfliteraryawards.org.uk

See our CF Literary Awards 4 minute film: www.creativefuture.org.uk

Our **flagship national literary competition** for under-represented writers, supported by a national programme of writing workshops.

Key Successes

- **664 entries** from 557 under-represented writers around the UK (four times as many people as in 2016).
- **32% had never previously entered a literary competition.**
- **Award ceremony at Birmingham Library** as part of Birmingham Literature Festival hosted by Kit de Waal with guest writer Sabrina Mahfouz.
- **12 Winners published in an anthology**, edited by Just Content and published by Kingston University Press.
- **236 under-represented writers across England participated in our workshops**- twice as many as in 2016.
- **92% reported an increase to their skills** as writers when attending more than 4 workshop
- **1 in 13 workshop participants went on to enter our competition**, with two prizes (including a Gold Award) going to someone who we'd first engaged through our workshop programme.
- **We successfully brokered three regional Writing Development Agency partners with a social care organisation** for the workshops
- **Writer in Residence, Dean Atta, received bespoke training** from Creative Future and support from Preston Park Recovery Centre (PPRC). WE increased the residency from 3 to 6 months. He received a **bursary** for dedicated writing time and had a **new short story published** in our annual anthology alongside the CFLA award winners, and guest writers Kit de Waal and Sabrina Mahfouz.
- Audience reach of **7 million+** via coverage in industry and regional press - including *The Bookseller* and *BBC Writers Room* - via a new partnership with Kingsford-Campbell Marketing Agency. Julia Kingsford donated her fee for this work to provide a BAME writer a course bursary.
- Previous host, **Lemn Sissay, donated £960** to enable the Literary Awards to reach a far wider audience.



For further detail see the Creative Future Literary Awards Evaluation Report on our website. <https://www.creativefuture.org.uk/organisations/our-publications/>

"Winning the platinum prize had made a huge difference. It has boosted my confidence knowing that my writing was well-received. Since winning, my short story will be published online in June by Wasafiri, an international magazine of contemporary writing and I was invited by Spare Tyre, an arts organisation, to read excerpts from my novel-in-progress as part of the Invisible Women Festival at New Diorama Theatre in London last week. The prize is vital for supporting writers underrepresented in the UK publishing. I can't thank CFLA enough for picking my story as one of the winners" Pauline Walker, Platinum Prose winner, 2016



Award winners with Kit de Waal, CFLA host and Dominique De-Light, CF Director

"Winning the Gold Prose Award gave me the opportunity to perform at Birmingham Library which enabled me to feel as if I could be taken seriously in the world of writing. After winning, I was offered the opportunity to write for Disability Arts Online where already my writing has received attention from the BBC and other authors. It was really useful to get feedback for my children's stories via the manuscript read provided by The Literacy Consultancy and, I am very much looking forward to starting my 'How to Write a Novel Course' with Penguin Publishers in March.

Emma Robdale. Gold Prose Winner. 2017



The Awards Anthology

Digital Platform

www.creativefuture.org.uk

Digital activity

- 6% growth in newsletter subscribers (7000 subscribers over 3 newsletters)
- Website users have dropped to 46000 from 52903 (2016-17) as a result of less media coverage in 2017-18
- Social media connections have dropped to 9500 due to the merging of 10 accounts down to 6 to maximize our capacity and simplify our messaging.
- 8.3% social media engagement rate (considered high for the sector)
- Films - 5 films created this year including an advocacy film on how Creative Future supports artists - on our homepage (www.creativefuture.org.uk) and four highlight films of our Meet the Arts' and Meet the Writers' Organisation events and Penny Pepper and Maria Amidu Meet the Artist/Writer talks.

View the films:

<https://www.creativefuture.org.uk/resource/meet-the-artist-maria-amidu/>

<https://www.creativefuture.org.uk/resource/meet-writer-penny-pepper/>

<https://www.creativefuture.org.uk/resource/meet-writers-organisations-showcase-video/>

Online Gallery

www.creativefuture.org.uk/showcase/online-gallery/

Our online gallery enables artists and writers to showcase their work digitally. As of April 2018:

- 405 artists/writers have profiles on the online gallery (16% increase on 2016-17)
- 2550 pieces of creative work are showcased (12% increase).

[Home](#) » [Showcase your work](#) » Online Gallery

Online Gallery

We showcase the work of our talented artists and writers through our online gallery below.

If you would like to have your work displayed on Creative Future's website, you can register for a profile via our homepage.



Adele Carden



Alan Scally



Alasdair Watt



Ali Jeffery



Amanda Geary



Andrea Calvert



Andrew Dutton



Andrzej
Łyszkwicz

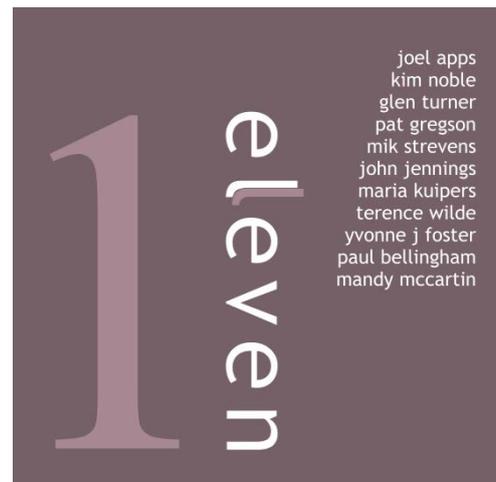
The online shop is currently under construction and will be ready to launch in May 2018. We've consulted with a specialist Web Developer on the design and have had professional images taken of the artists' work to create limited edition prints. We've provided artists with specialist knowledge around arts marketing, and curator, Lucy Day, has supported artists with pricing their work.

Brighton Dome has provided £2,500 of in-kind support by: providing us with free venue space for an exhibition to launch the shop throughout the month of May, advertising the exhibition and shop via the Brighton Festival's marketing channels reaching a potential audience of half a million.

We have secured a partnership with local high end art printer Tin Dogs, who has agreed to donate prints worth £550 for the exhibition launch, and offer a discounted rate on prints we sell in the future. We have secured PR support via Citypress to support the shop launch and exhibition, this has been provided as in-kind support from Lloyds Bank as was brokered by board member, Carole Ingrey. Another board member, Kizzy Burton, a Digital Marketing specialist, has helped create and advertise a blog to promote the shop.

So far, artists involved have:

- Received expert advice on marketing their work
- Had professional images taken of their work
- Received support around pricing their work from Curator Lucy Day
- Had mentoring around selling limited edition prints from Lucy Day
- Collaborated on the design and blurb of shop launch exhibition
- Online shop artists and board member, Yvonne J Foster designed the exhibition logo



Other showcasing

As well as our three national showcase strands we have also showcased our artists' and writers' work via:

- **Community Base Exhibition, Brighton** Featuring 25+ artists, 4,000+ audience
- 13 under-represented writers published in the **Creative Future Literary Awards anthology 'Important Nothings'** alongside established writers Kit de Waal and Sabrina Mahfouz
- 'Artist of the month' promoted on our social media



TRAINING

Workshops

Between April 2017 - March 2018 we delivered:

- 65 courses totaling 1,831 hours to 351 participants including 36 Creative Future Literary Awards workshops and 6 Tight Modern workshops.
- at 16 venues across 5 locations including Brighton, Birmingham, Newcastle, Crawley, & Redbridge.
- Courses ranged from entry level art and writing workshops to 'Navigating the Art World' and 'Developing confidence - creative coaching' other new initiatives included a Peer Art and Peer Writing group, which after a few facilitated sessions are now sustainable support groups managed by the artists themselves.
- **Funded by:** the Arts Council and Crawley Borough Council
- The courses above enabled us to give **paid opportunities to our artists as Peer Trainers**, two of whom have gone on to work for us as Workshop facilitators



"Brilliant! All my questions answered and I learnt so much. This will really help my writing and it's been great to meet so many likeminded writers."

Workshop participant

"I feel really lucky to have the benefit of an organisation such as Creative Future"

1:1 support advice session participant



Images from 'Editing and Submitting your work' and 'Create your own website' workshops

Mentoring

This year we offered a new mentoring programme. Rather than 12 hours with one arts professional, mentees could choose from a menu of options - tailoring the support to their professional and creative needs. This resulted in:

- 24 artists/writers receiving tailored support directly from Creative Future, a further 10 received mentoring as a direct result of us brokering opportunities for artists with other mentoring opportunities

Sessions included:

- How to photograph artwork
- How to pitch to agents
- Creative project planning
- 1:1 support on website development
- Creating a marketing plan for a creative project

As a result artists have been able to get their work ready for sale on our new online shop, have submitted manuscripts to agents and promoted their creative projects.



Untitled
Robyn Forman
CF Mentee

CONNECTING

Creative Future is increasingly working as a broker: introducing under-represented writers to mainstream arts/writing agencies, inspiring emerging artists via talks by those further along in the career, linking people up with opportunities and making opportunities more widely known.

We work in partnership to advocate for under-represented artists, encourage partnerships between the cultural and social care sector, and provide resources for both individuals and organisations to increase skills and good practice.

Meet the Artists/Writers

- 4 under-represented artists & writers speaking about their creative/personal journey. Speakers this year included: Maria Amidu (<http://www.mariaand.co/maria-amidu/>), Penny Pepper (<http://www.pennypepper.co.uk/>), Alan Morrison ([https://en.wikipedia.org/wiki/Alan_Morrison_\(poet\)](https://en.wikipedia.org/wiki/Alan_Morrison_(poet))), Aiden Moesby (<http://www.aidanmoesby.co.uk/>),
- Free events. Audiences of up to 25 people.

Meet the Arts'/Writers' Organisations



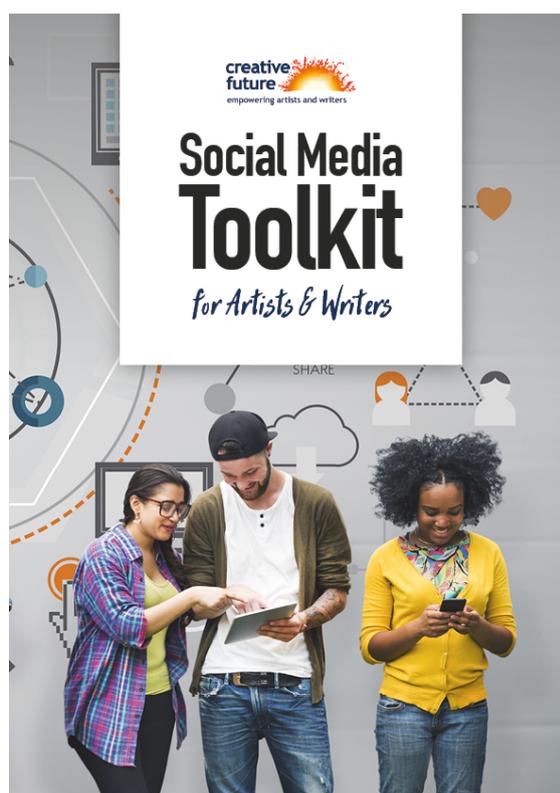
- Free forum for Arts/Writing Organisations to present their services and networking opportunity for organisations & under-represented artists
- Meet the Arts' Organisations - representatives from: Towner Gallery, ONCA, Blue Monkey Network, Devonshire Collective, Creative Future. 30 artists attended.
- Meet the Writers' Organisations - representatives from: Disability Arts Online, New Writing South, Survivors Poetry, Waterloo Press, Words of Colour, Creative Future. 20 writers attended.

Brokering opportunities

- 700+ opportunities advertised via social media from 550+ organisations plus other opportunities such as a direct invitation to apply for a mentoring internship with Lucy Day for a BAME artist
- 4 Artists commissioned as speakers for our Meet the Artist/Writer series
- 3 under-represented artists/writers paid as Creative Future Tutors/speakers
- 20+ artists exhibited at Community Base, third sector support building with over 4000+ visitors per year
- 12 prize winners from the CFLAs provided with The Literary Consultancy mentoring, manuscript assessments, professional consultations with publishers
- Tom Mallender provided with support and advice for 'Write London' project engaging with hard to reach and vulnerable writers.
- 8 artists accessed other opportunities such as attending industry days, meetings with industry professionals etc.

Resources & Toolkits

- Social Media Toolkit for Artists & writers
<https://www.creativefuture.org.uk/?s=social+media+toolkit>
- 21 resources/handouts on the Creative Future website featuring workshop handouts, Arts Council and a-n toolkits, creative writing exercises and our pathway guides.
Artists: www.creativefuture.org.uk/develop/advice/
Writers: www.creativefuture.org.uk/develop/resources-advice-writers/
- Resources such as 'Art Competitions' viewed over 20,000 times in the last year and 'Art Studios' viewed over 7,000 times



Partnerships & Advocacy

Advocacy - encouraging others to work with under-represented artists/writers

- 1:1 meetings and phone meetings with other arts organisations including: Roots Experience, Myriad Editions, Justlife, Onca, Brighton Dome, Strike A Light, Trust for Developing Communities, Writing Our Legacy, Devonshire Collective, Theatre Royal Brighton, and Assert Lifeskills
- Creative Future Director, Dominique De-Light, is a member of Brighton and Hove Arts & Creative Industries Commission (ACIC) & Exec sub group
- Creative Future Director, Dominique De-Light, is the Chair of the ACIC Adults Health and Wellbeing Working Group and co-Chair of the Brighton & Hove Cultural Framework Living Well Working Group.

Partnerships

Creative Future regularly works with **over 100 organisations** who refer service users, provide workshop venues, exhibition space, in kind or funding support. We are proud of our abilities to create partnerships and broker new joint working between arts and social care organisations, providing new arts opportunities to under-represented people and bringing new audiences and participants to established arts organisations.

- **New partnerships include:** MK Gallery, Milton Keynes, Welcome Centre, London(Tight Modern workshop and exhibition venues), Mslexia, Writers & Artist yearbook, Birmingham Library & Birmingham Literature Festival, Just Content, Kingsford Campbell Literary Agency (via Creative Future Literary Awards), Brighton Dome, Art Republic, Tin Dogs (CF Online shop)
- **Deepened relationships** with existing partners such as New Writing South, New Writing North, Preston Park Recovery Centre, The Literary Consultancy, Aspex Gallery, Redbridge and Jubilee Libraries to offer more opportunities to under-represented artists.

Some of those we work with include:

Arts	Social care/NHS
New Writing South Outside In, Chichester MK Gallery, Milton Keynes Aspex Gallery, Portsmouth Brighton Dome New Writing North	Sussex Partnership Trust Sussex Recovery College B&H Recovery College CAPITAL, Bognor Regis Langley Green Hospital
Public sector/Third sector	Private Sector
Brighton and Hove Library Services Brighton & Hove City Council Redbridge Library Sanctuary Housing Association	Penguin Random House Writing Academy Brewers CASS Art Tin Dogs The Treason Gallery Art Republic

ORGANISATIONAL DEVELOPMENT

Thanks to funding secured from the Local Sustainability Fund and the Arts Council Elevate Strategic Fund, Creative Future has continued in 2017-18 to have time to focus on organisational development. As a result:

- **Creation of a Digital strategy** - added to the updated 5 year organisational strategy.
- **Implementation of sponsorship training** with sponsors approached and some secured for future projects.
- **Implementation of Philanthropy training** including our first crowdfunder for the Tight Modern which successfully met its target.
- **Implementation of Evaluation procedures** as a result of the evaluation framework created by an NCVO consultant, consistent evaluation across the organization now in place.
- **New Articles of Association** - articles updated, clarified, checked and registered at Companies House and the Charity Commission
- **Further Digital Platform development:** on the recommendation of Business Advisor, Olga Astaniotis, a consultant accessed via the Creative United Prosper programme, our social media platforms were streamlined from eleven platforms to six
- **Curated online art sales shop established** - including all systems, website, real life exhibition launch with the help of the Creative Future board, Art Republic, Tin Dogs, Brighton Dome, and Prosper consultants, Olga Astaniotis and Penny Nagle.
- **Communication framework** created for launch of online art shop, marketing plan for this slated for first half of 2018-19.
- **Database software 'Lamplight'** implemented
- **New HR procedures implemented** including regular appraisal system, new board induction process, annual staff survey and supervision for the Director.
- **Annual service user survey** including ACE Quality Metrics to find out more about audience motivation and segmentation.
- **Ethical sponsorship policy, Succession plan and Data Protection Plan** written and implemented

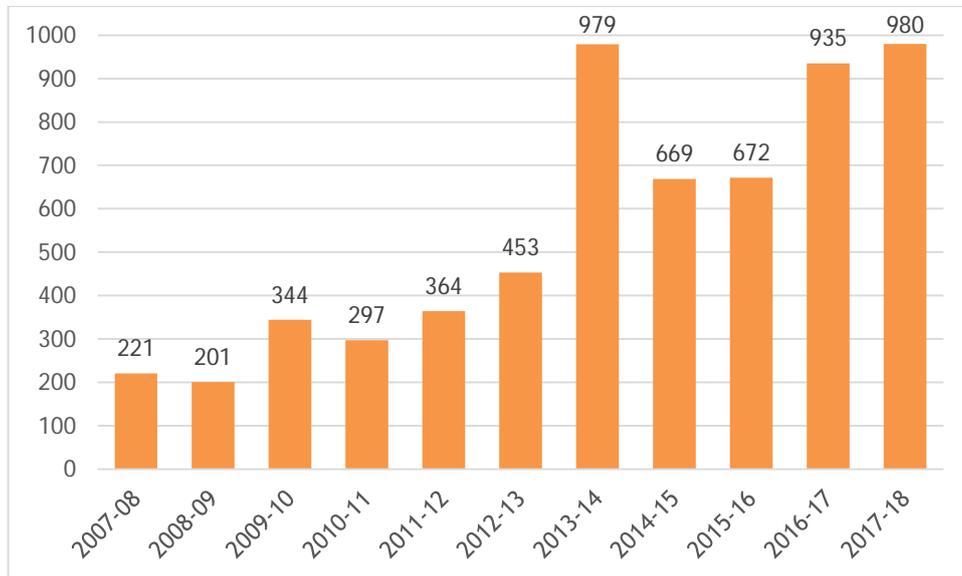
Organisational Development slated for 2018-19:

- Online shop and organizational marketing plan
- 'Case for Support' for Philanthropy schemes
- Privacy policy for CF website

IMPACT & VALUE

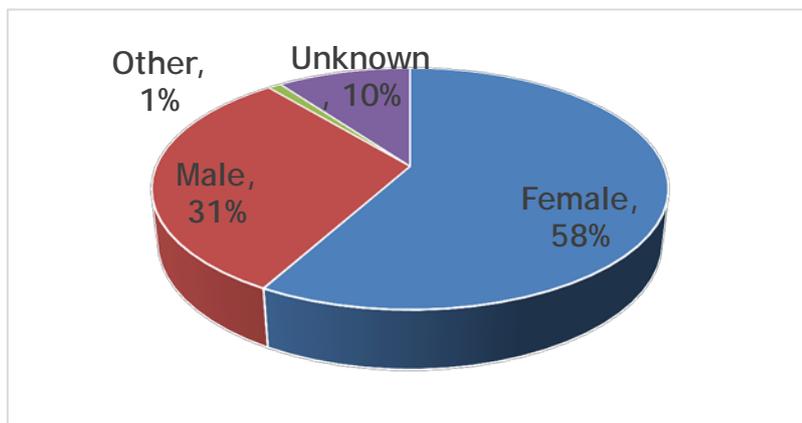
WHO WE WORK WITH

During 2017-2018 we engaged 980 people.

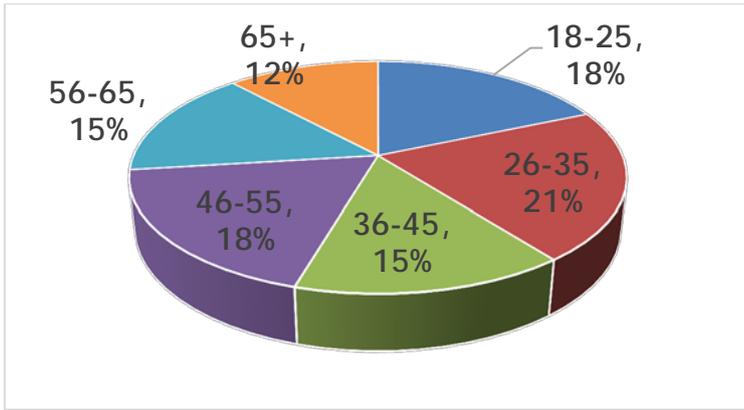


There continues to be an upward trend in service user engagement, (2013 was exceptional as we held both the Impact Art Fair and the Creative Future Literary Awards). We expect annual engagement figures to be @ 900+ people per year.

We try to capture as much data as possible; however if engagement is via entry submission forms or when advice is given over the phone, it is inappropriate to ask for too much personal information. When we do ask, some prefer not to disclose. This is represented as 'not known' or 'TBC' on the following charts. Changing databases from Excel to Lamplight has also created its own challenges but going forward the new Lamplight system should make for more accurate reporting of the figures below.

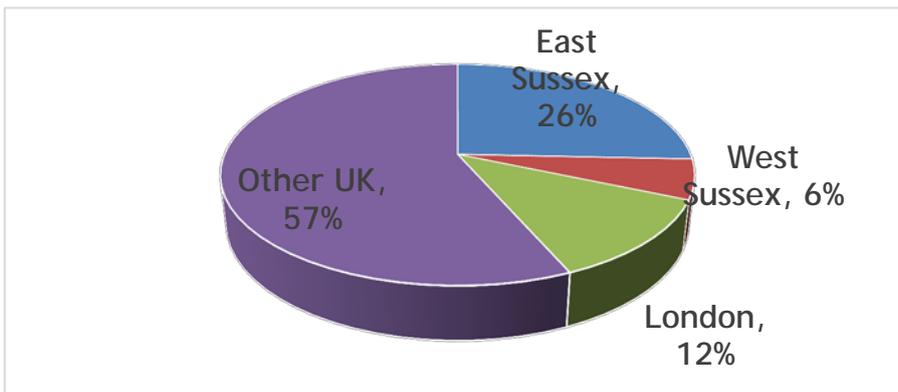
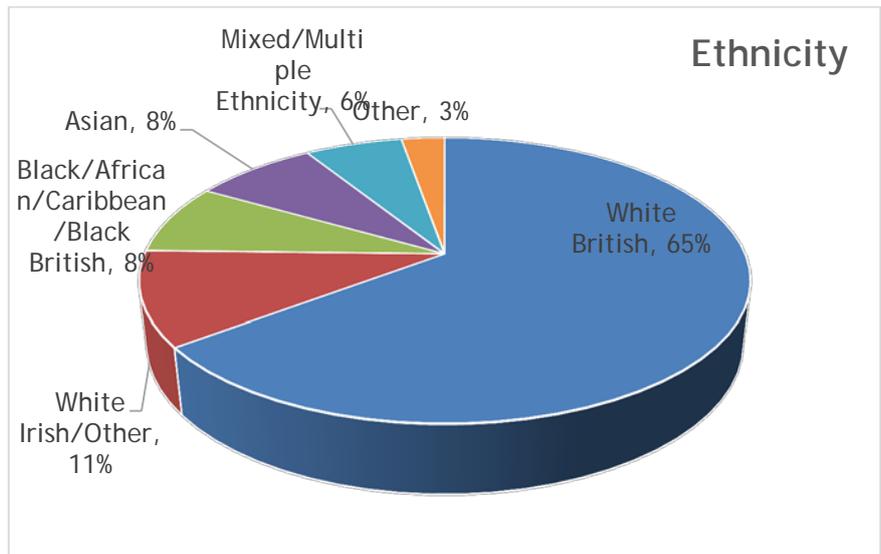


We are increasingly working with more women; this could be because in austere times women tend to be more affected economically than men. Women experience more mental ill health than men and are more likely to be carers and/or long term unemployed.

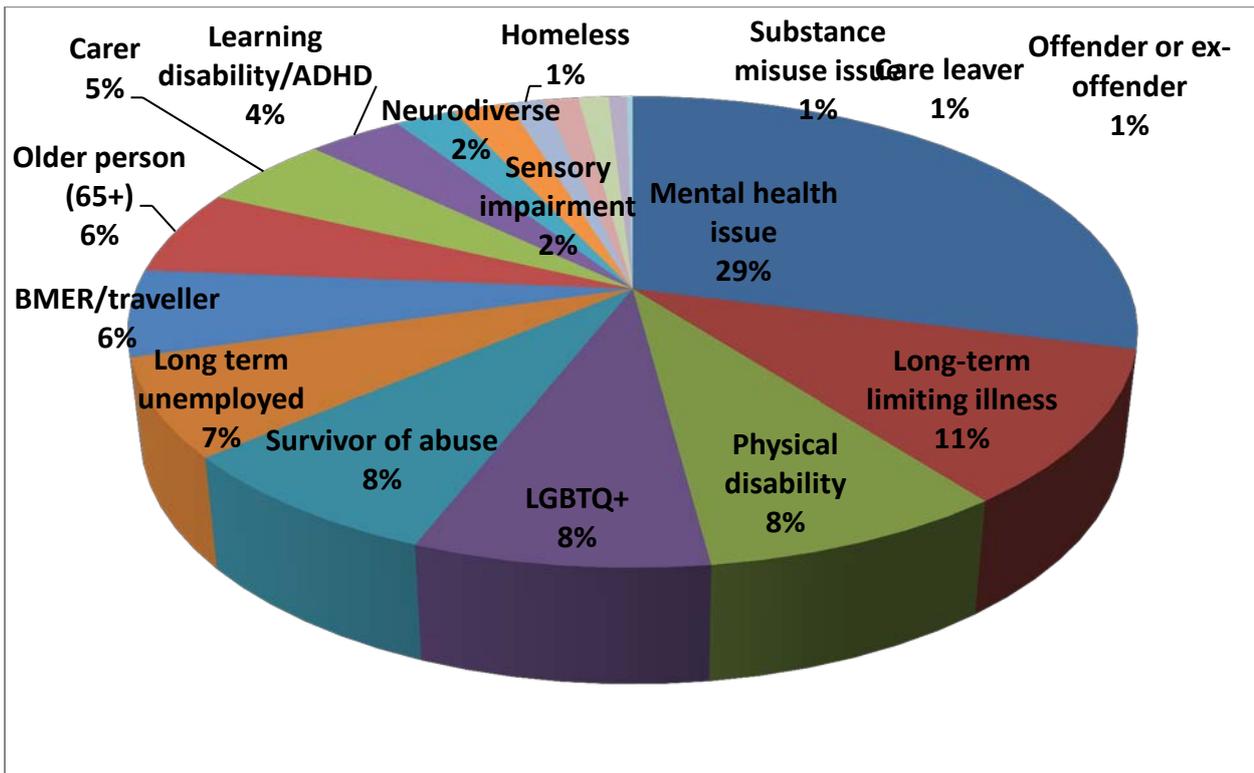


Age wise we continue to work with similar percentages across age groups apart from an increase of 3% in the 65+ age range.

We saw 6% more people from non-white backgrounds this year, with Asian and Black categories increasing by 3% each. Participant ethnicity is far more diverse amongst participants of our national workshop programme linked to our national showcases.



This year shows a huge increase outside Sussex due to the growth of the Literary Awards and its expanded workshop programme.



Of the 83% of service users that reported when asked what issues they faced, 48% reported one issue. A further 29% reported two or three issues, with the remaining 23% reporting four or more issues. The issue most identified with was mental health issues (29%). This is a drop from previous years. However, we have seen a growth in people reporting identification with LGBTQ+ (from 5% to 8%) though a drop in those identifying as BMER (from 11% to 6%)

Service User Survey

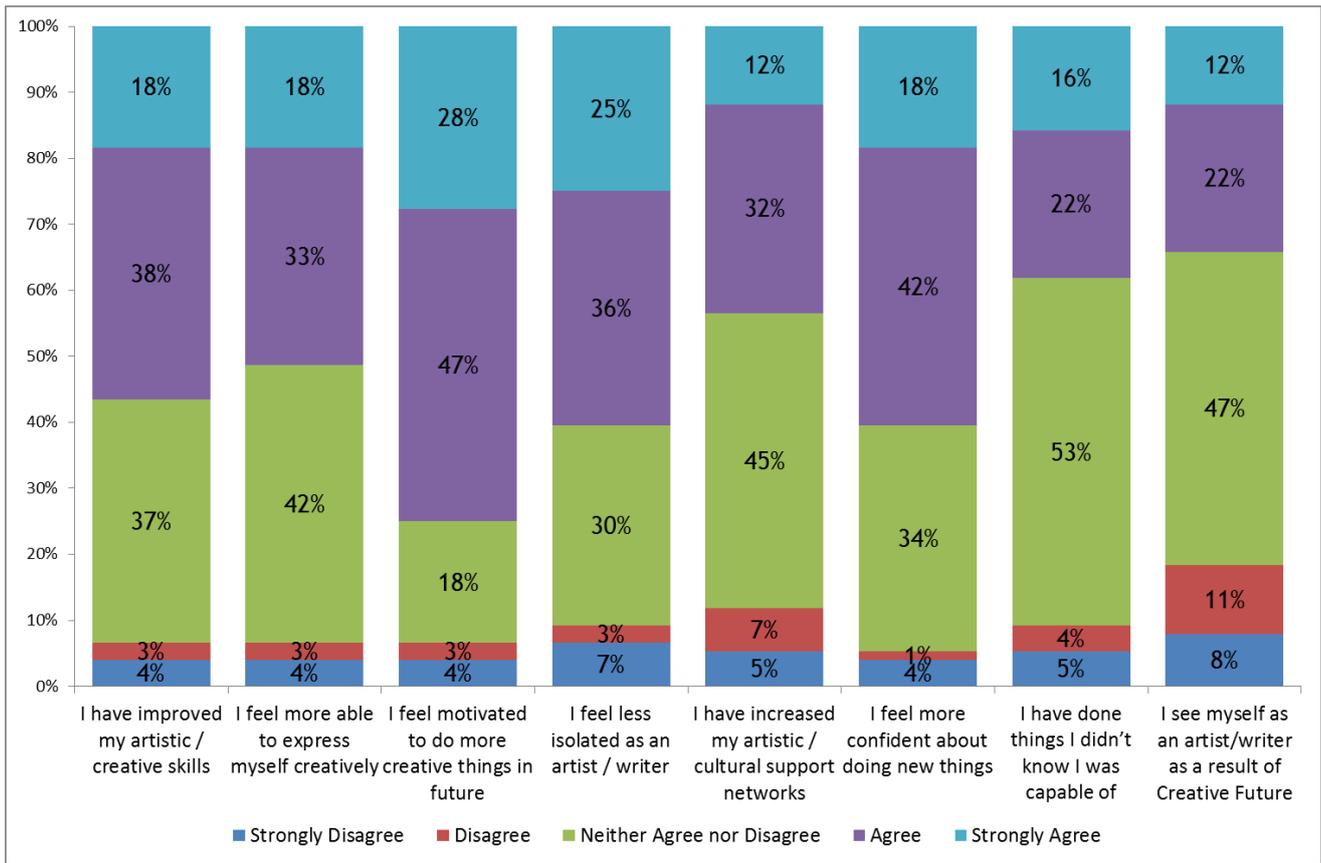
This year we undertook our second service user survey. We received 76 responses, a small but sufficient sample size (8% of service users engaged this year). The responses will help us plan and identify our strengths and areas for improvement.

Which of our services have you used in the last year?

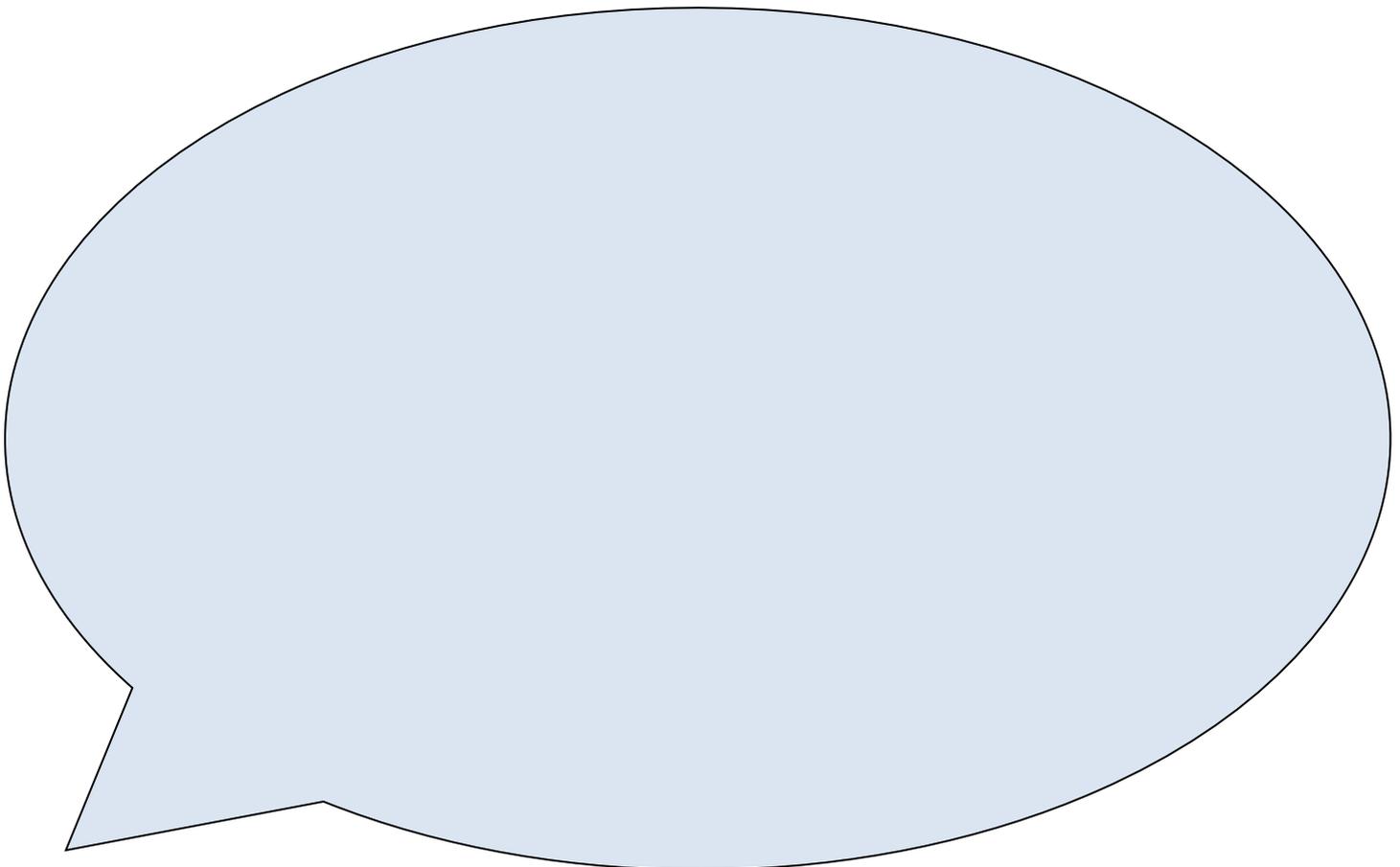
79% of respondents are using 3+ of our services (primarily our workshops and website)—and 36% are using 6+. It's quite amazing that we're getting such substantial take up across our offers.

How has the support from Creative Future helped you develop as an artist / writer?

Generally speaking, we are maintaining the high standards we have set for ourselves. Responses are markedly lower or unsure when services users were asked if they'd '*done things they didn't know I was capable of*' or '*see myself as an artist/writer.*' These two are significant and longer-term achievements many of our service users may not yet have reached, as well as requiring a level of confidence in themselves many of them might not yet have. The self-identification transition from 'person with problems' to 'professional artist/writer' is the major step we help people achieve, but also often the most challenging.



We also asked people what other ways we've supported them. Responses included:



What do you like about Creative Future's work?

- 80% liked the professional support to artists & writers we provide
- 78% liked the artistic output
- 75% liked the health & wellbeing aspect of our work

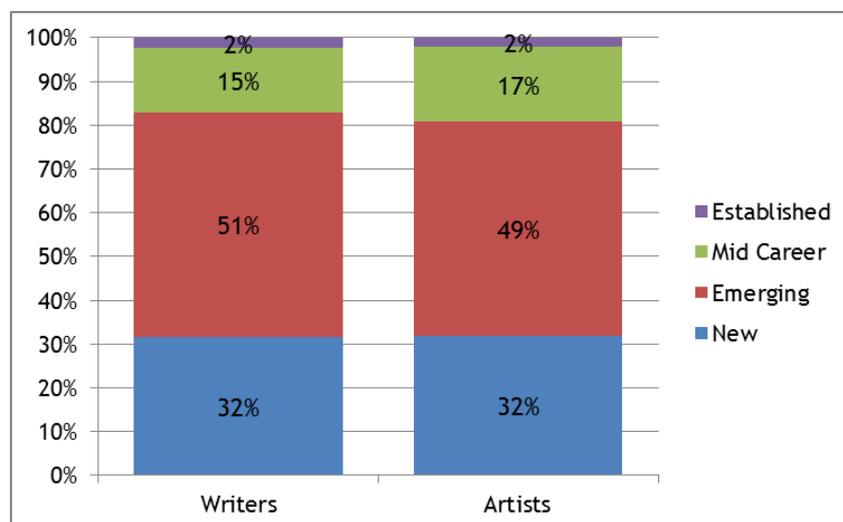


"I won the top prize in the Creative Future Literary Awards 2017. The mentoring I will be undertaking as part of my prize will be invaluable as it will enable me to get professional support as I write my novel."

"Establishing new professional contacts has been helpful in terms of future potential collaborating and professional development."

"It's good to know the organisation understands and encourages us to challenge the negative impact health and other life issues have had on our lives. It's done with empathy, and not to condemn. We are encouraged to be the best selves we can be."

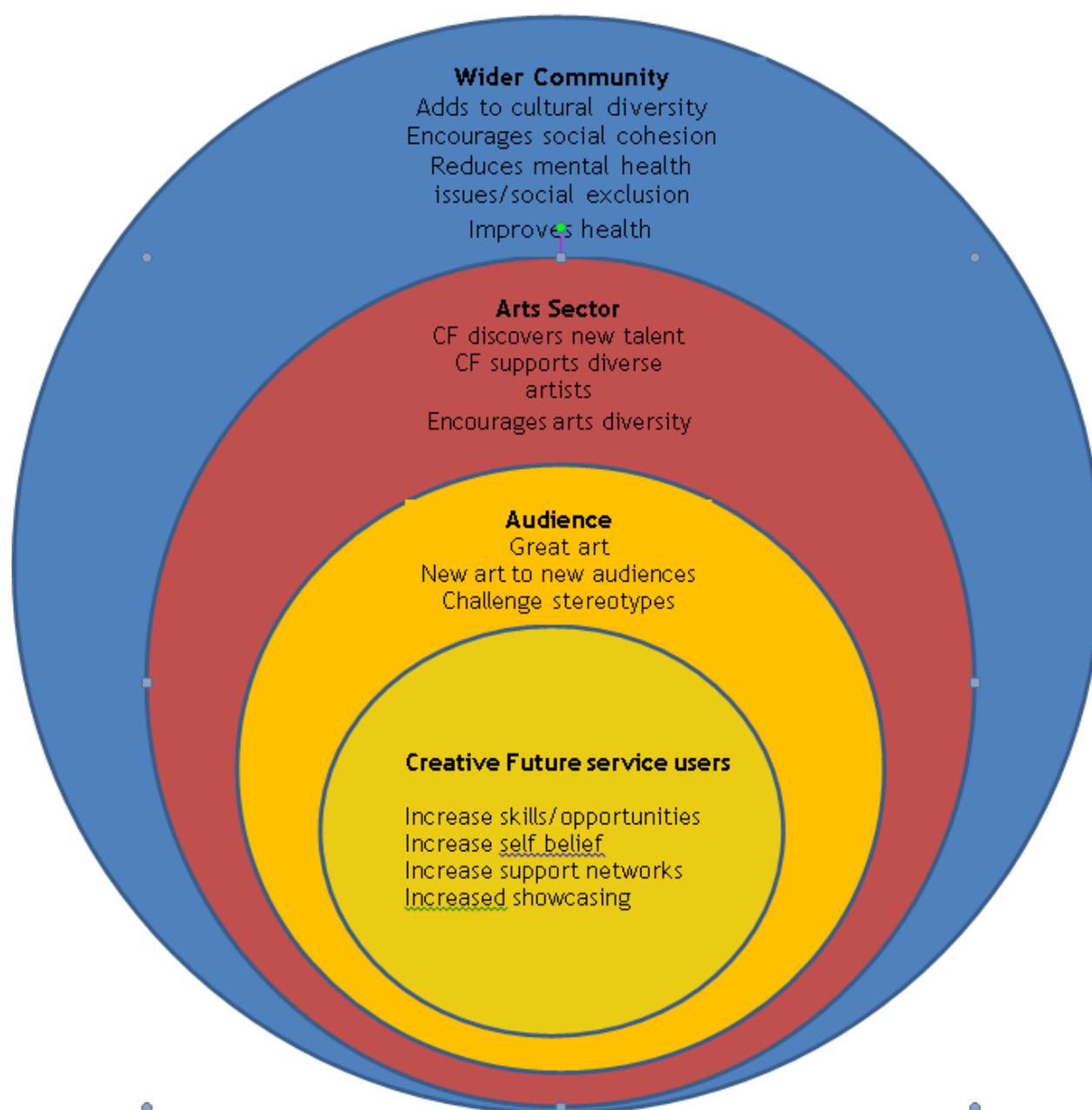
We asked respondents to let us know what career stage they had reached, as part of our plans to better tailor our professional development work. Compared to last year, we saw slightly more mid-career and established artists/writers.



Finally, we asked how we could improve our support, responses included:

- More services/workshops in other areas—e.g. other parts of the South East and other regions (North/North East)
- Longer and more regular workshops
- More 1:1 support
- More professional development support—how to progress from one career stage to the next, marketing and selling artwork

Creative Future's Impact



Impact of our workshops

- 93% said they *learned new skills*

Research on NHS 'arts on prescription' programmes shows the most successful offer progression routes and are led by practising artists (Arts on prescription, Bungay, 2010)

- 93% felt more *motivated to do more creative things in the future.*
- 83% said the courses *increased their knowledge of follow on opportunities & support networks*
- 76% felt *more able to express themselves creatively*
- 58% said engaging with us made them see *themselves as artists/writers.*

Creative expression has been widely shown to improve mental health recovery (Qualitative Research in Arts & Mental Health, ed. Stickley, 2012).



Impact on mental health & well-being

- 88% reported increased *mood, wellbeing & confidence*

Day care for people with mental health problems costs £4,500 per person p.a. (PSSRU).

Mental health problems costs the UK £77 billion p.a. (OPDM)

The local suicide rate is second only to road deaths/injuries of worst health indicators across England (2015 East Sussex Health Profile)

Antidepressant prescriptions rose 95% from 1998-2008, costing £300 million p.a. (Mental Health Foundation)

- 68% felt attending workshops *reduced their isolation*
- 68% said they *did something they didn't know they were capable of*
1 in 6 Brighton & Hove residents has a life limiting long term health problem or disability

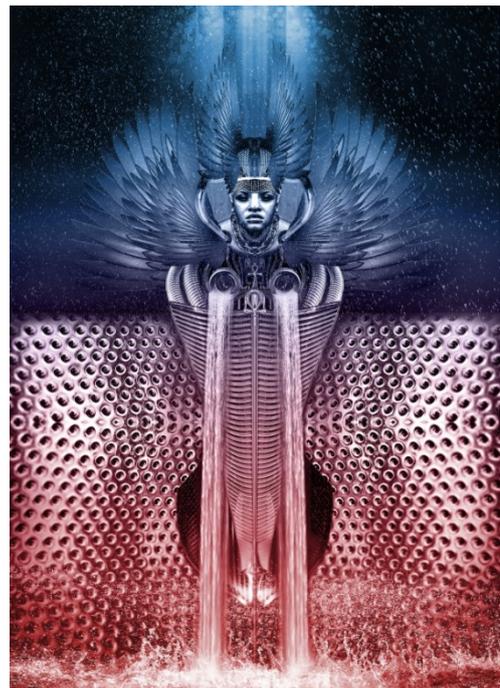


Our services enable participants to engage in four of the NHS' recommended 'Five Ways to Wellbeing' i.e.: 1. **Connect** - engaging with others, 2. **Take Notice** - reflecting on experiences, 3. **Keep Learning** - learning a skill & 4. **Give** - being a volunteer. These 'ways' or strategies help develop emotional resilience that enables participants to better manage their mental health problems.

63% of respondents declared that Creative Future activity helped them with at least one 'way to wellbeing'- improving their mental health resilience and their ability to better manage their mental health problems.

Of those that responded **78% felt Creative Future activity helped with four 'Ways to Wellbeing'**

Poor mental health is consistently associated with unemployment, lower education and low income (Social Prescribing for Mental Health, Friedli et al.2009)



Anuket - Goddess of the Nile
 Mik Strevens
 CF Online Shop artist

Social Return on Investment, 2016-17

- We engaged 980 socially excluded artists and writers on an income of £219,656.
- 26% of those we have worked with this year went onto positive destinations (258 people- further courses, mentoring, volunteering or exhibited/published) purely as a result of engaging with Creative Future.

The average cost per 18-24 year old not in education, employment or training per year is £4528ⁱ. By moving 258 individuals into positive destinations, Creative Future has saved the public purse £1,168,224.

The cost of moving people out of long-term unemployment, and into education or training via Creative Future is £851 per person per year.

This is over 5.3 times more cost effective per person.

For every £1 invested into Creative Future this year, the social return on the investment was worth £5.32

¹ Cabinet Office. (2014). *Unit Cost Database*. Available: http://data.gov.uk/sib_knowledge_box/toolkit?utm_source=NCVO_PSDNbulletin_Feb2014&utm_medium=email&utm_campaign=NCVO_PSDNbulletin_Feb2014. Last accessed 16th April 2014



Screaming Perky
Mandy McCartin
CF Online Shop Artist

FUTURE PLANS

As stated elsewhere and worth repeating here: Our mission is to enable equal access to arts. At the heart of Creative Future is the passion and belief that there are many talented people who do not access the creative opportunities they deserve. Our focus is on artistic excellence and professional development. We aim to inspire and motivate and be a bridging organisation for artists/writers to develop from amateur to professional, but also to be a bridge for arts organisations to help access under-represented people. As outlined in our organizational strategy our plans include:

Short term - next 1-2 years

- Streamline activity to focus on three key strands: The Creative Future Literary Awards, an Arts strand and the Creative Future Digital Platform
- Follow up on Fair Access to Arts research recommendations
- Increase offer to mid-career artists/writers
- Increase working in partnership to offer more opportunities to under-represented artists/writers
- Increase paid opportunities for under-represented writers/artists
- Diversify income streams via commissioning, earned income from online shop, art sales, toolkits, donations and sponsorship

Medium term - 2-3 years

- Be not only a bridge from the margins to the mainstream, but a broker; brokering opportunities for talented under-represented artists/writers and brokering partnerships between arts organisations and social care/health organisations to help increase their diversity in programming, audiences, workforce & leadership
- Increase our national profile and engage with more people from under-represented groups
- Use digital technologies to provide greater information, support and promotion opportunities
- Build on alternative income streams

Long term - 3-5 years

- Increase our national presence via the Creative Future Literary Award and Arts strand showcases and accompanying workshop programmes and our Digital Platform
- Attract regular sponsors for national showcases

As a result of this work we will:

- change people's lives
- develop & support their artistic careers
- increase the diversity of the arts sector
- creating a lasting legacy via partnership building and engagement of under-represented artists.

Challenges ahead

Like many in the voluntary sector we are facing increasing demand for our services in the face of increasing competition for funds. We continue to work on the financial sustainability of the organization by:

- **Increasing earned income** via commissioned courses, sales of Pathway Guides/toolkits, artists' work and our on-line shop.
- **Increasing sponsorship** - ensuring every project has an element of sponsorship so we can reduce project costs
- **Philanthropy/donation schemes** - implementing regular crowdfunding and other donation schemes
- **Increased support in kind** - partnerships with other arts organisations and commercial outlets resulting in substantial in-kind support (eg support in kind for the 2017 CFLAs equaled £17,995)
- **Being 'Commissioning Ready'** - created commissioning packs for workshops, publications and exhibitions in 2017. Building of partnerships to apply for commissioning opportunities together

As a result of talks with the Arts Council the organization has decided to review its arts strand to ensure we are offering the best opportunities to our artists.

After eleven years, Dominique De-Light, co-founder and Director of Creative Future has decided to step down and will be leaving at the end of June 2018. This, she feels, will be a great opportunity for the organization to recruit a new Director full of energy and fresh ideas with excellent art contacts, who will be able to revive and reinvigorate Creative Future's arts strand.

Priorities for 2018-19

1. **Recruit a new Director**, with new vision and aims for the Creative Future arts strand.
2. **Secure funding** for new arts strand research and development and other projects.
3. **Launch and develop customers/audience for our online sales platform**
4. **Develop and consolidate partnerships** for future joint working

In the Distance
Kim Noble
CF Online Shop Artist



ABOUT US

Organisation & Governance

The organization employed 7 part time staff (4 FTE) & contracted approximately 22 freelancers as tutors, mentors, graphic designers etc. during 2017-18:

Staff

Dominique De-Light - Director (3 days/week)

Matt Freidson - Development Manager (3 days/week)

Sarah Jukes- Creative Future Literary Awards (CFLA) Project Manager (3 days/week)
Resigned & replaced in February 2018 by Laura Wilkinson

Nickova Behling- Tight Modern Project Manager (3 days/week) Contract ended in March 2018

Niamh Hicks - Executive Administrator & Communications Manager - in August 2017 became the Digital Platform Manager (4 days/ week)

Joe Cunningham - Administrator (3 days/week) - started in August 2017.

Suzanna King, Finance Officer (1.5 days/ week)

Freelancers included:

18 Tutors & Mentors

4 website/graphic designers/editors

We worked with 15 volunteers, many of whom are also service users.

An Advisory Panel of five service users input and feedback on Creative Future's activities and a member sits on the Creative Future's board.

The board saw the following changes: Carole Ingreay, Kizzy Burton and Sarah Jukes joined the board. Peter Taswell, Linda Salway, Chris Hibberd and Esther Freeman resigned from the board. As well as the three current trustees, all board members who had been members of six months or over became trustees. The board meets every three months and consists of:

- **Colin Campbell:** Architect and previously Operations Director for the 3rd largest architectural business in the UK.
 - **Patrick Morrison:** A brand consultant and independent creative director focusing on corporate communications.
 - **Jenni Lewin-Turner:** Arts Consultant and founding director of Urban Flo Productions.
 - **Katee Woods:** Communications Specialist, Winner of PR Team of the Year, Charity Times 2015
 - **Kizzy Burton:** Digital Marketing Manager at redk and previously Bozboz
 - **Carole Ingreay:** Marketing Manager, Lloyds Bank and previously CF Director's Lloyds Bank mentor.
 - **Sarah Jukes:** Author, copywriter and mentor, previously CFLA Project Manager
 - **Yvonne Foster:** (Service User Advisory Member) Artist and designer
 - **Simon Powell:** (Chair) Co-founder and ex-Director of Creative Future
- For more information on board members see: www.creativefuture.org.uk/creative-future-about/board-advisory-group/

Board recruitment: We are constantly looking for new board members and advertise the role widely. Board members are recruited via an application process and an informal

meeting with the Director. Board members are appointed and approved by the board and have to undertake a standard induction procedure.

Our patrons

Lemn Sissay, award winning poet and playwright and Chancellor of Manchester University, stepped down as patron this year as a result of establishing his own charity. **Alison Lapper**, artist and **Marc Steene**, Director, Pallant House Gallery remain patrons and the organization is actively looking for new people to fulfil this role.

Objectives, Vision, Mission & Aims

Objectives as listed in our new Articles of Association are:

“To promote social inclusion for the public benefit by working with people who are socially excluded on the grounds of their mental ill health, physical ill health, learning disability, physical disability, substance abuse or dependency including alcohol and drugs, homelessness, long term unemployment, history of criminal offending, role as carers, care leavers and membership of the BMER (black, minority ethnic and refugee) and/or the LGBTQ+ (lesbian, gay, bisexual, transgender and queer/questioning) communities relieving the need of those who are socially excluded and assisting them to integrate into society in particular but not exclusively through the development of their artistic talents.”

Our vision & mission are:

Vision

To create an environment in which talented socially excluded artists/writers have equal access and opportunities in the professional arts sector.

Mission

Creative Future exists to nurture under-represented artists/ writers and their creative development, leading them to high quality professional creative practice. We provide skills training and support, exhibiting, publishing and promotion opportunities to individuals by offering access to the arts and encouraging creative development.

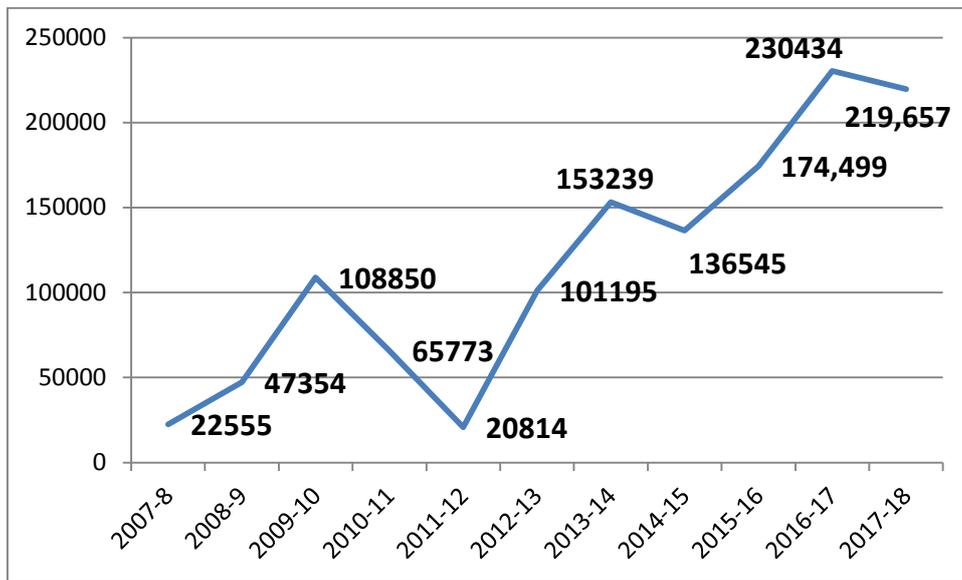
Aims:

The core aims of the organization are to:

1. Inspire aspiration and artistic excellence amongst under-represented artists and writers
2. Broker partnerships between social care organisations and the professional arts sector nationwide
3. Work towards reintegrating under-represented artists/writers through their creative work via professional & showcasing opportunities
4. Encourage under-represented artists/writers to use their creative talents to increase their confidence
5. Break down barriers & be an advocate for under-represented artists/writers by providing bespoke support, maximising audiences for their work and brokering opportunities

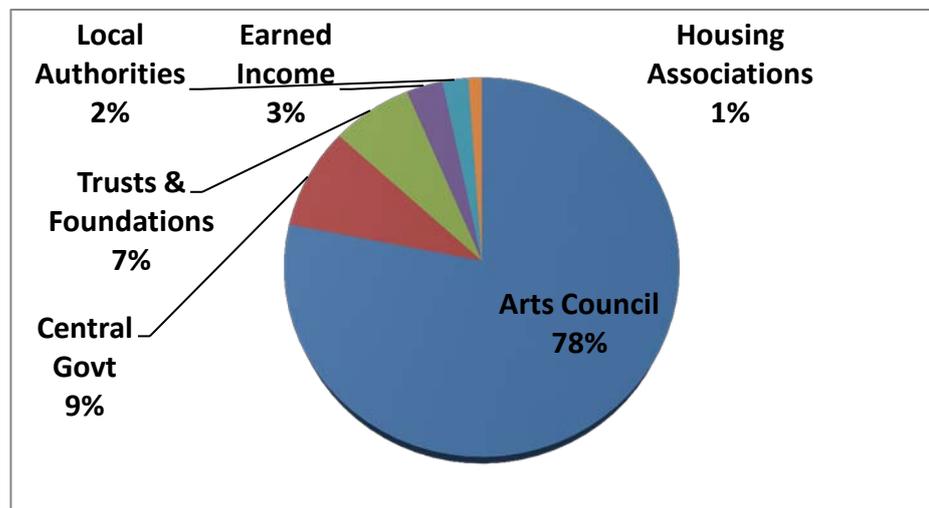
Finances

Creative Future has had a financially challenging year. Fortunately, funds from the Arts Council Elevate programme, the Local Sustainability Fund and other funders meant that we could still deliver an exciting programme of activities including the Creative Future Literary Awards, a Tight Modern Winners' Tour and a wide variety of workshops, mentoring and develop our Digital Platform. The ongoing organizational development funds has been of great benefit to organizational long term sustainability but we are increasingly finding it harder to secure funds for our workshop programme and as a result this activity has decreased. Consequently, Creative Future's income dropped by approximately 5.6% this year. The figure for 2017-18 below is an estimate. Final accounts will be available from the end of June.



2017-18 income breakdown

Despite unsuccessful Arts Council applications, funding to the organization from the Arts Council increased by 25% this year, predominantly as a result of the funding from the Elevate strategic fund. With less funds coming in from Trusts and Foundations (a 15% drop) and less from central government, local authorities and earned income this meant reliance on Arts Council funding increased from 51% (2016-17) to 78% this year. This is unsustainable and the organization is keen to get back to 2016-17 levels of Arts Council funding.



Creative Future has secured funds for 2018-19 from: the Joseph Levy Foundation, Arts Council England, Awards for All and The Goldsmiths Company. We are currently waiting on the outcome of further funding applications from Crawley Borough Council, Gatwick Airport Community Trust, Arts Council and the Lloyds Bank Foundation.

Reserves are currently approximately £44,009 - and increase of 19% on last year. This is more than enough for three months' wages and redundancy requirements as CF reserve policy dictates. The reserves are kept in a high interest savings account.

CONCLUSION

In my final year at Creative Future I am so very proud of what Creative Future has achieved and continues to achieve. As an advocate for under-represented artists and writers I feel we are needed more than ever as increasing numbers are being marginalised both economically and as a result of increasingly complex health and social challenges. The diversity debate in arts and literature is heating up and we are well placed to point to and support talented diverse artists who would otherwise be missed by the mainstream. Our highly talented and committed staff team is ready and eager to support them. I look forward to seeing how a new Director continues our important work in future years, benefitting not just those who are under-represented but making society richer as a whole.



Dominique De-Light
Director
April 2018

HOW CAN YOU HELP?

We're always looking for sponsors for our events, partnerships with other organisations, specialist advice from professionals, volunteers to support our work, free venues for workshops and exhibitions, donations of time, money or art materials, new board members and marketing support. If you think you could help us, get in touch; we'd love to hear from you.

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