



Vital Communities

bringing people together through art and creativity

Vital Communities – Background



“There is widespread consensus among commentators and policy makers that there is a lack of robust evaluation and systematic evidence of the impact of arts projects, or cultural services, more broadly, despite a wealth of anecdotal evidence.”

Allin, 2000.

Aims and Objectives of Vital Communities



- increase participation
- develop employment
- collect research data
- quantify arts impact
- create knowledge bank
- share research findings

Vital Communities: Research Methods



- unique
- quantitative
- qualitative
- participatory
- longitudinal
- community focus

Vital Communities: Active Locations

| | | |
|--|---|--|
| <p>Urban High Deprivation</p> <p>Eastfield Peterborough</p> | <p>Suburban High Deprivation</p> <p>Ramsey Hunts</p> | <p>Rural High Deprivation</p> <p>Wisbech St Mary and Parson Drove, Fenland</p> |
| <p>Urban Medium Deprivation</p> <p>St Neots Hunts</p> | <p>Suburban Medium Deprivation</p> <p>High Barns East Cambs</p> | <p>Rural Medium Deprivation</p> <p>Fulbourn South Cambs</p> |
| <p>Urban Low Deprivation</p> <p>Trumpington Cambridge City</p> | <p>Suburban Low Deprivation</p> <p>Sawston South Cambs</p> | <p>Rural Low Deprivation</p> <p>Sutton East Cambs</p> |

Inputs and Outputs of Phase 1



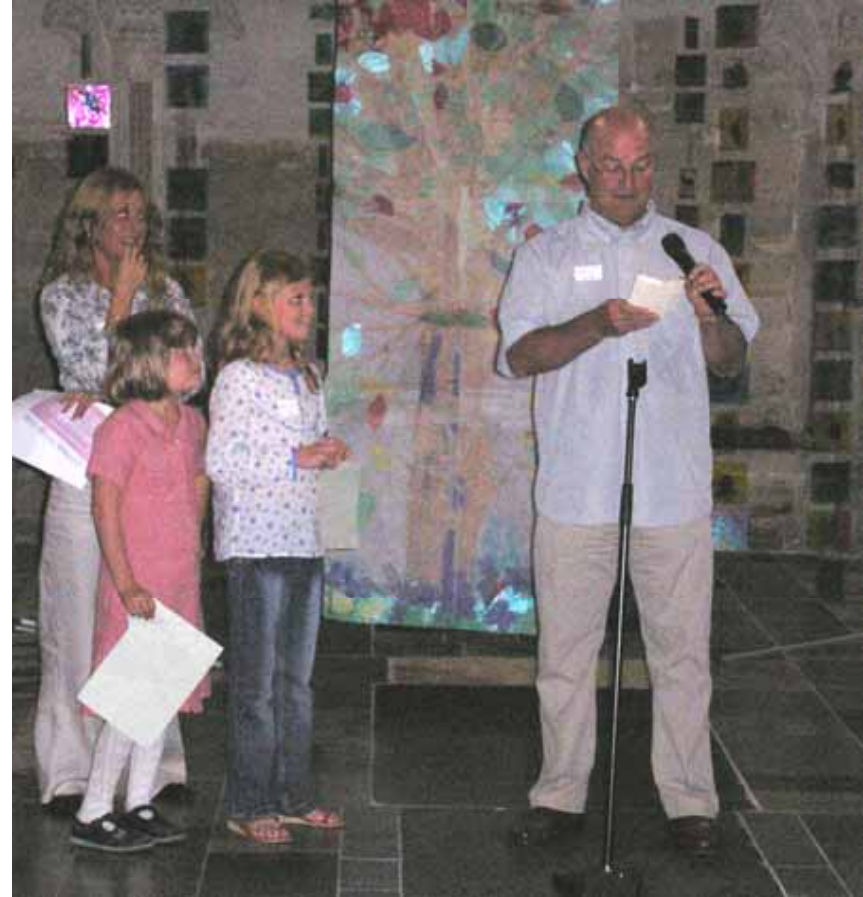
- 10 communities
- 191 artists
- 20 schools
- 205 community groups
- 3,730 hours arts inputs
- 1,623 workshops/events
- 60,231 interventions

Research Findings from Phase 1



- **positive impacts on children**
an increase in self-confidence, self-esteem, creative thinking and communication skills
- **positive impacts on families**
an increase in time spent learning together; building up a bank of collective memories
- **positive impacts on communities**
new self-generated and funded creative activity, inspired by Phase 1 of Vital Communities
- **positive impacts on artists, arts and cultural organisations**
increased employment locally and nationally; development of skills and public programmes

Sharing new experiences with families



“Well, I never imagined in a million years that one day I’d be performing my own poem here in Ely Cathedral!” Year 2 Parent, High Barns

Connecting the present with the past



“Can you pass on our thanks to the artists and everyone involved – we never thought that so many people would be interested in local history. This truly was a community event and very special for Sawston!” Archivist, Sawston

Celebrating our cultural diversity



“Vital Communities is giving us the chance to see lots of exciting new things and places – and they’re right here on our doorstep! What’s coming next?”
Community Member, Parson Drove

Encouraging lifelong learning opportunities



“I certainly never thought I’d discover a new talent this late in life! We’ve really enjoyed the painting with John and we’ve even set up a weekly art class now.” Crossways Gardens Resident, Trumpington

Creating the 'social glue' for communities



“Vital Communities is bringing different parts of the community together in very creative ways, which is both positive and inspiring!”
Councillor Jenny Bailey, Mayor of Cambridge 2007 – 2008

Responding to participant suggestions



“Vital Communities has added a creative dimension to our Autumn Watch event and attracted lots of new children and adults to the site – thank you!”
Conservation Volunteer, Nine Wells Nature Reserve

Development of Vital Communities



“Vital Communities is fun and it’s actually very intelligent. Intelligent because it has ‘precious things’ and ‘modern things’. I mean the kinds of things you might have not ever done before and really make you think.”

Year 3 Participant, 2008.



Vital Communities

bringing people together through art and creativity

Susan Potter, Vital Communities

GEM Conference, September 2008