



The Leap

Evaluation Report 2022



BRADFORD
Stronger Communities
Partnership



Department for Levelling Up,
Housing & Communities



City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL

Introduction

Project background

The Leap projects contributed to the Getting Involved pillar: More people from all backgrounds will feel they understand, respect and connect with each other.

We did this by bringing people together in a shared creative purpose, we collaboratively built pride, celebrated difference and valued commonalities across boundaries. Through this initiative, we have enabled individual and collective leadership and participation across Bradford District. We have achieved this by putting people in control of decisions about art and culture in the places that they live, we gave them agency, skills and opportunity to grow their connectedness, confidence and cultural capacity.

During 2020/21 . . .

Bradford for Everyone funding and support helped us to work towards achieving our aims through:

- 14 creative consultation and engagement projects to deliver audience engagement targets and provide learning around appetite for culture and barriers to cultural engagement. Broadening & strengthening community networks through online events.
- LiT Community Light installations.
- Festival support for community engagement (Bradford Fringe at Home, Bradford South Asian Heritage Month).

Delivery and development of a Pioneer Programme Project:

- Create Connect Make – partnership project with artist Jean McEwan and Keighley Library.

Headline Impact Statistics

Through funding support from Bradford for Everyone, The Leap programme has supported:

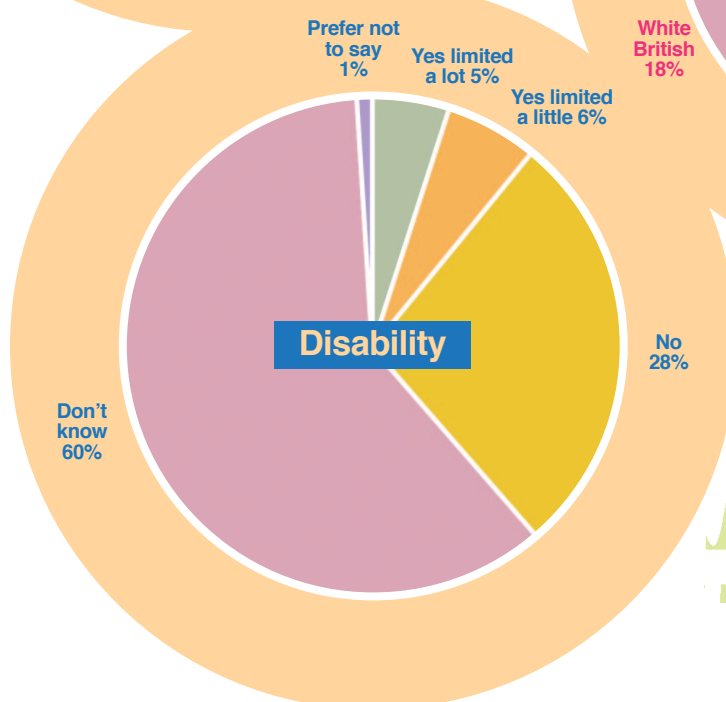
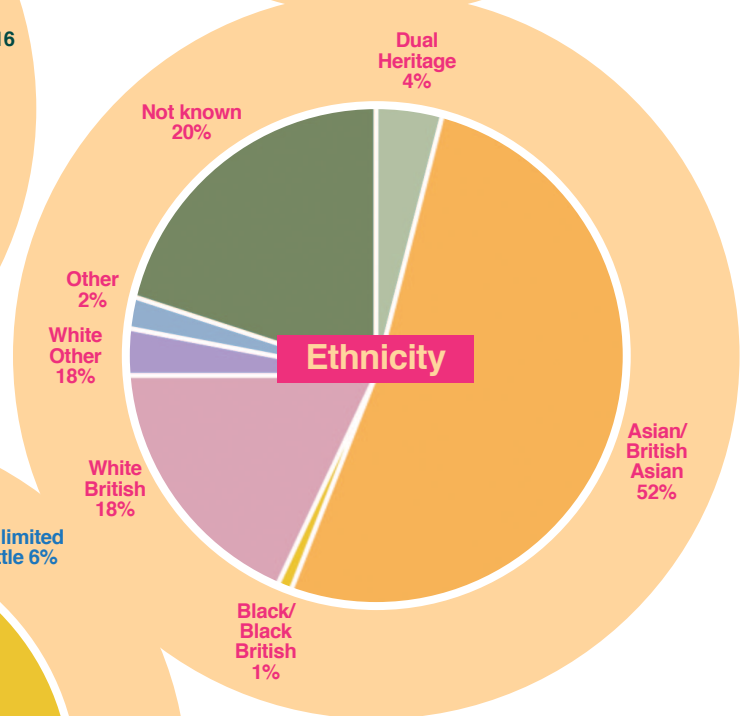
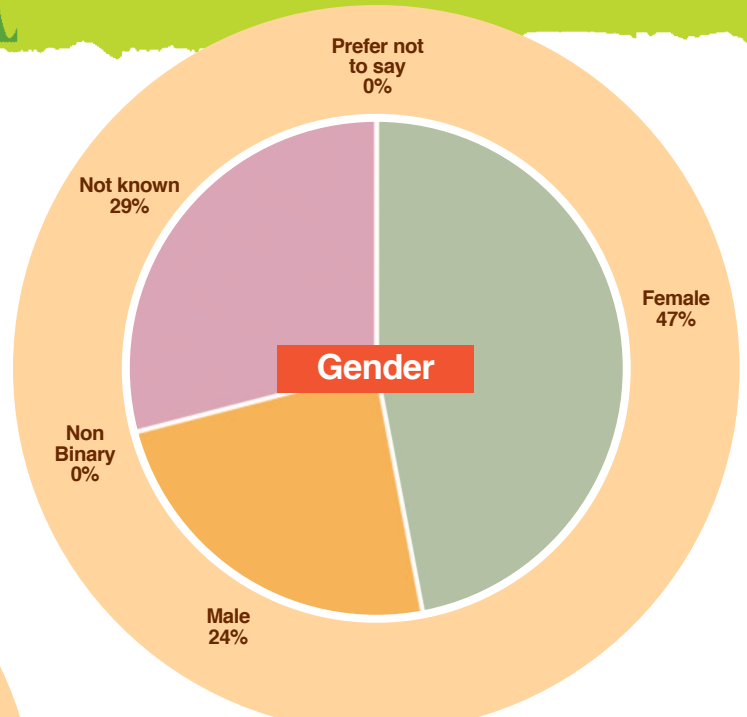
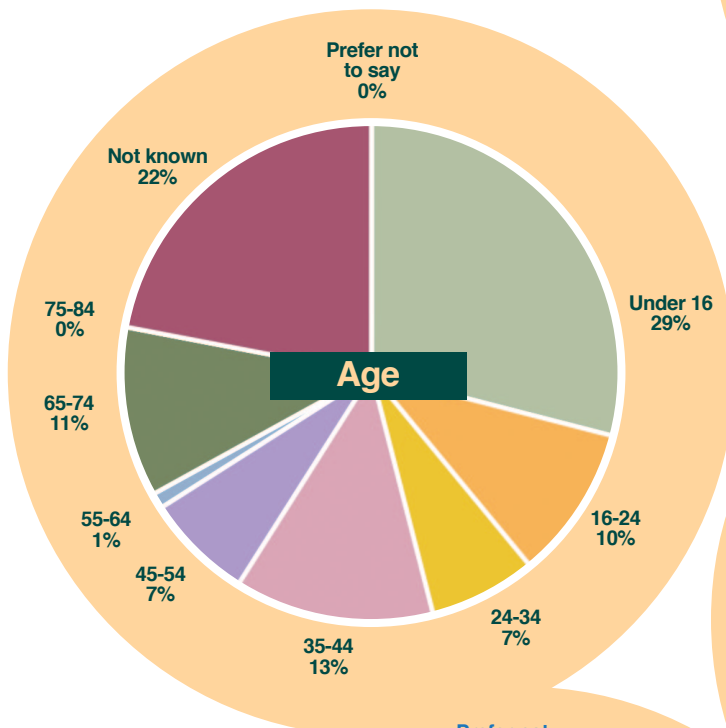


In addition to the funding provided by Bradford for Everyone enabling the beginnings of developing a sustainable creative infrastructure in the District, The Leap also supported **14 creative projects during the UK lockdowns between 2020-2021.**

Process evaluation

Demographics of the people we supported with Bradford For Everyone funding

The Leap is striving to broaden arts and cultural capacity and access across the District. So far, we have been able to engage people in the following demographic breakdowns:



THE LEAP



Learning overview

The Leap's methodology is based on traditional community asset based development and social entrepreneur support models. Simply put, we provide financial and non-financial awards of support for individuals and groups to develop arts and cultural offer in their communities. We are passionate about building

trust, confidence, networks and capacity which we believe is essential in creating our end goal of a self-sustaining cultural infrastructure in the District. The table below focuses on the learning themes set by Bradford for Everyone.

Theme	Reflection Points
Project Design and Implementation	<p>Our co-creation approach to developing pioneering artistic projects, means we are consistently placing the people of Bradford at the core of our work while providing them with creative guidance and support.</p> <p>Our programme strands were informed by initial consultations in the start up of our programme. We continue to inform and shape our future planning and programmes through engagement, project reviews and consultation information.</p> <p>We have put in place community assessment panels to make decisions on all our programme activity and awards of support. A diverse and representative group of community members are invited to be on these panels, and are mainly residents in The Leap ward areas. We provide assessment panel training to support panellists who may not have been part of recruitment processes before. This has enabled people from our ward areas to be part of decision-making and inform our programme going forward.</p>
Project Management and Project Delivery	<p>The Leap does not deliver projects directly, we support others to lead and deliver which in turn enables community-led leadership in arts and cultural projects. Each project has a dedicated Community Development Manager, providing 1:1 project management support and CPD support through the duration of their project.</p> <p>We held monthly group meet-ups via Zoom for the people we support, in addition to sharing information via WhatsApp groups. The formation of this peer support network has connected community organisations and artists working across Bradford District who had not met before. This peer group facilitates them to support each other on skill gaps identified – for example, PR and contacting the Media, engaging audiences online.</p> <p>We use action learning as a method to identify problems and share knowledge collaboratively within the group. This is proving to be successful so far: new connections are being made, connections across their communities' activities, and cross-sharing opportunities for working together.</p> <p>We have also created a toolkit of resources for the creative consultation projects to access which includes risk assessment template, communications guidelines, photo consent notice, press release writing guidance and links to information on digital engagement, safeguarding, accessibility etc.</p>

Theme

Reflection Points

Reach and Recruitment

The Leap's programme is about placing people at the heart of our work, empowering them to develop, design and initiate cultural experiences that are relevant and appropriate to their lived experiences. This approach allows The Leap to build strong connections with the people in our district and wards. Allowing The Leap to offer the appropriate support required to deliver high-quality cultural experiences.

This is reflective in all our projects for example - Bradford South Asian Heritage Month's co-design and collaborative approach to programming and curating resulted in an extremely successful launch year. This included a high level of audience attendance, from a range of wards across the district and reaching those who would not usually engage in cultural experiences across the District.

We have worked directly with local community contacts, groups, charities, artists and networks. This has enabled The Leap to reach out and build strong relationships supporting people from our target groups including:

- Muslim Women
- 16-25 year olds
- Bradford's Black communities
- Ethnic minority - Pakistani community
- White working class communities

As a result of our work during 2020 – 21, we identified that we needed to do more outreach and engagement. More new contacts needed to be made across the District to ensure we are connected to a wide spectrum of representative communities across our areas. This work is now underway and we have addressed gaps in our reach to support more people from Bradford's Black community, LGBTQ+ community and people with disabilities.

This has had significant impact; with considerably more people from these communities apply for Leap programmes and increased community connections with the team directly with programmes in Bradford.

This demonstrates our hands-on approach, and our knowledge and ability to build trusted and controlled channels. This means we have been and will be able to continue to develop a strong outreach programme.

We continue to learn and adapt our processes. This is a very important value and practice The Leap holds, as it means we can continue to develop our methods for increasing meaningful community connections for future programmes.

Data collection, management and provision for BfE evaluation

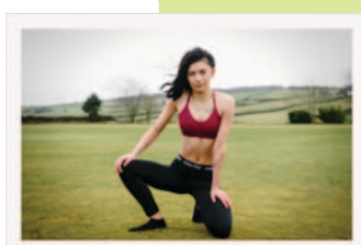
We provided quarterly reports to BfE which included qualitative and quantitative data and information. And also shared our Arts Council England quarterly progress and data reports with BfE.

We collect data and information through:

- Informal chats with project leads
- Data template provision to project leads
- Observation
- Surveys
- Bookings & sign ups to activity

Data includes:

- Project investment
- Audience numbers
- Review feedback from project leads
- Participant numbers
- Audience and participant demographic data
- Consultation information from participants



External collaboration / partnership

Through BfE funding & support, The Leap as well as others we support have developed new partnerships which has resulted in external collaboration. For example:

Creative Consultation Awards

As a result of the peer network, organisations and practitioners have met and will collaborate and connect for future partnership working and activity across the District.

Keighley Creative made a new partnership with Keighley Youth Service through their REALITY project, working with young people engaged in youth service to learn skills in creative writing and performance. Future partnership working on new collaborative projects is on the horizon for them.

As a result of the Project 6 mural, Keighley Association for Women and Children Centre are now working with the mural artist to create a mural at KAWACC.

Through the Creative Consultation project, artists Sarah de Nurtcheylo and Victoria Alderson have developed a partnership and relationship with The Sue Belcher Centre. They now have plans to continue to work together and are planning next steps

We have built a good relationship with Bradford Moor PASS and continue to introduce them to key stakeholders in the District, advocate and facilitate their involvement in decision making panels / steering groups. PASS are now on the Cultural Partnership Steering Board as well as Heritage Instigators for BMDC's Heritage project.

Create Connect Make

This was a new collaborative partnership project between The Leap, artist Jean McEwan and Keighley Library/Bradford Libraries.

As a result of this initial phase, new partnerships and relationships have been made between Keighley Library and local community organisation Roshni Ghar.

LIT commissions partnership

The Leap working in partnership with Bradford Council, Bradford 2025 and Bradford BID's. Joint funding initiative to commission small scale light installations led by communities and artists.

Support from BfE enabled The Leap to reach out and form deeper community connections. This work has allowed us to identify community based organisations who can and want to develop their own arts and culture programmes. We have now identified and invested £175,000 in a Creative Place Partners programme. The BfE partnership provided the catalyst for this development.

Impact

Supporting people and their ideas first, using a person-centred approach.

Working with and reaching community partners who have strong pre-existing connections to communities their people continues to be the key approach for our projects.

Community-led and confidence building through The Leap's support has been demonstrably beneficial to all projects we have supported through non-financial methods.

Supporting people to lead: tailored support, 1:1 Community Development Manager support, training, connecting to others continues to be part of everything we do.

The Leap has enabled participation and leadership in a range of ways; for example the 100 Creative Women and Girls project in Keighley. Participants that took part were from our target ward areas where there is a historically low engagement in arts and cultural activities. Women and Girls from Keighley West and Central wards had conversations with artists about the creative things and activities they do, what they enjoy, and what they feel are current barriers to engagement. They then created self-portraits that showed their creativity through guidance from lead artist and photographer, Lisa Holmes. Lisa then took professional portraits of each project participant, arranging to meet them in locations that they chose. All of the photographs – the self-portraits and professional portraits – were then part of a public exhibition at Keighley Creative.

Some quotes from 100 Women and Girls participants:

“ I learnt to crochet over the first lockdown and have been 'hooked' ever since! It is really satisfying and rewarding to see a blanket grow! I also love writing and gardening in equal measure! ” *Farhat*

“ I like to recreate my favourite characters from things like Animes, T.V. shows and role play servers. This photo is a picture of me as a character called Tommyinnit from the Dream SMP. ” *Alex*

In essence, this project listened to and involved participants from low engaged areas to express their creativity through photography and showcase their creativity to a public audience via an exhibition.

Create Connect Make feedback:

“ I should already know this. I thought I did. But today I have truly understood the importance of providing safe, creative spaces and with regularity. A one off is fine to rattle the cage, fly a spark, remind of long gone days or dreams that you are too scared to even vocalise. ”

“ But provide this with regularity and you allow the deeper process to take place and bring out and share in that safe space what you feel each day, but will not, cannot express. Nor does it have a place. The poems written today were not poems, they were blood poured out straight from the liver and presented with the trust that it will be treated with compassion, and it was. All the tears of old anguish, unbearable journeys and such marvellous turning around of lives were permitted because there was a space and creative outlet provided by all the above. Thank you! ” *Nabeela Ahmed, participant*

“ A couple of people came as they were intrigued as to how instant books might relate to their own interests in illustration and documenting family history - and commented about how much potential the format has for developing ideas. Alicia said that she is normally a perfectionist when she is making crafts but she found this format really freeing because she could just play and go with the flow. ” *Jean McEwan, Spoken Worth (Consultation Award)*

Project initiator, Simon Pickles, highlighted that using his experience access to arts gave him both the drive and knowledge of how to engage both working class individuals and men:

“ I grew up as part of Keighley's marginalised youth. I always had a creative side but as a working class male I struggled accessing the arts for a long time. I understand some of the problems facing our youth on the boundaries. Spoken Worth has been my vehicle into a strong, local poetry scene and I know the value of empowerment through performance and the therapeutic value of poetry in general. ”

Sarah de Nurtcheylo and Sue Belcher Centre (Consultation Award)

Artist Sarah de Nurtcheylo, focused on youth culture and noticed the impact of having a visual project that anyone in the area at the time could get involved with. By using a spontaneous method to engage young people, instead of using booking systems, we broke away a barrier and allowed young people to join in as part of their free time:

“ In terms of youth culture, the delivery of the Mural proved extremely popular as did the tagging wall, whilst invites were put out via social media for this event, it was children on the street hanging out with their friends that saw it and joined it. The traditional way of organising something and inviting young people along did not prompt so much as a response as just being there and providing a point of Artist interest and intrigue that drew young people in. The topic of street art and street artists sparked positive responses amongst the young people, and when asked would they do something like this again, they were very all very enthusiastic. ”

Bradford for Everyone feedback

Being supported and part of the Bradford for Everyone programme has been valuable to us.

Project Lead meetings meant that we could connect with other BfE project leads, resulting in new contacts made and meetings to discuss future partnership working.

Attending BfE training and networking events has also been valuable in supporting our learning around methods and approaches and connecting us to others eg Observation training, Co-design and co-production, Partner Forums, Citizen Coin etc.

As a result of attending the Observation training The Leap was introduced to Sharat Hussain at Mary Magdalene Church, we now support Sharat and some young people at his centre across our programmes and will continue to work together and connect opportunities.

Despite being difficult times during the pandemic, Bradford for Everyone ran regular online events for sharing learning and networking as well as online check-ins for us to update on progress and both parties to share

pertinent information about opportunities and strategic development.




Idea for future development: it would be great if we could connect the people engaged in projects together as well as the project leads. In this way, we can connect people in communities across the District whose lives are impacted by the work Bradford for Everyone supports.



Project Breakdown

Organisation supported	Cost	Range and Engagement	Info
Bradford Moor Pass	£4,941	73	Craft and music workshops with small groups – women, older people and young people in Bradford Moor.
Build a Girl	£2,380	12	Talent development, showcase, 'have a go' activities with young women in Tong.
Dance United Yorkshire	£4,370	153	Dance, outdoor play, performance sessions with young people in Holmewood.
Grange Interlink	£4,300	500	Creative packs delivered straight to homes to support people through lockdown.
Horton Housing	£2,880	12	Workshops, taster sessions with young people in care.
Impact Gamers	£3,100	79	Co-created video games around the theme of art and culture. All done via video conference calls. The games created can be played here: http://igamers.io/leap
Keighley Creative	£4,600	910	Women / girls photography project and creative conversations.
Keighley Healthy Living	£2,350	68	Working with artists Sarah de Nurtcheylo and Victoria Alderman to run engagement sessions around story walks, map and bunting making. Participants are primary school children, young parents and family groups.
Sarah de Nurtcheylo & Victoria Alderman	£1,970	120	Artist-led creative consultation activities with established groups at The Sue Belcher Centre. Co-created murals with children and young people and stall at a fun day to engage people in Bracken Bank, Keighley.
Muslim Women's Council	£3,000	62	Daughters of Eve - Field trips, workshops, discussions, working with local Muslim women artists.
WUR Bradford	£4,983	145	Pop Up / Mobile Radio station at 2 nurseries in Manningham.
New Focus / Impressions Gallery	£3,585	24	Pop Up photo booth & community meal led by young people.
Project 6	£3,020	112	Mural & garden sculpture making sessions co-created with service users in Keighley.
Spoken Worth	£3,520	63	Spoken word, poetry sessions with young people.
509 Arts	£4,800	0	This project has not been delivered due to covid restrictions.
Bradford South Asian Heritage Month	£1,000	1130	Online programme of participatory and interactive events focussed on Bradford South Asian Heritage – Q&As, comedy, food, debate, open mics, sharing stories, writing etc. Attendance & session data >>
Bradford Eid Festival	£10,000		A volunteer-led online programme celebrating Islamic arts and culture – music, poetry, storytelling, food etc. This project has been postponed to 2022.
Fringe at Home	£1,300	5000	Culture packs distributed to communities, containing CDs with edited compilation of the 2020 Fringe Festival and booklets of poetry, comedy, stories and artwork. Packs will be distributed in the ward areas of Keighley West, Manningham, City, Bradford Moor and Tong.
Create Connect Make	£5,900	139	Create, Connect, Make, is part of The Leap's wider strategy to imbed community-led culture across Bradford and Keighley and devolve creative decision making to local people. By creating this new model of working between libraries, communities and artists, we will strengthen and showcase community partnerships and allow local people and organisations to lead on cultural events and activities in the library.
LIT Community Light Art Installations	£8,000	500	Community and artist led light art installations November 2020 – February 2021 as part of Bradford LiT festival in partnership with Bradford Council.
TOTAL	£80,000	9102	

How to contact us

-  Twitter: @BfdForEveryone
-  Facebook: BfdForEveryone
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