



Creative
Futures: Impact
Report 2019



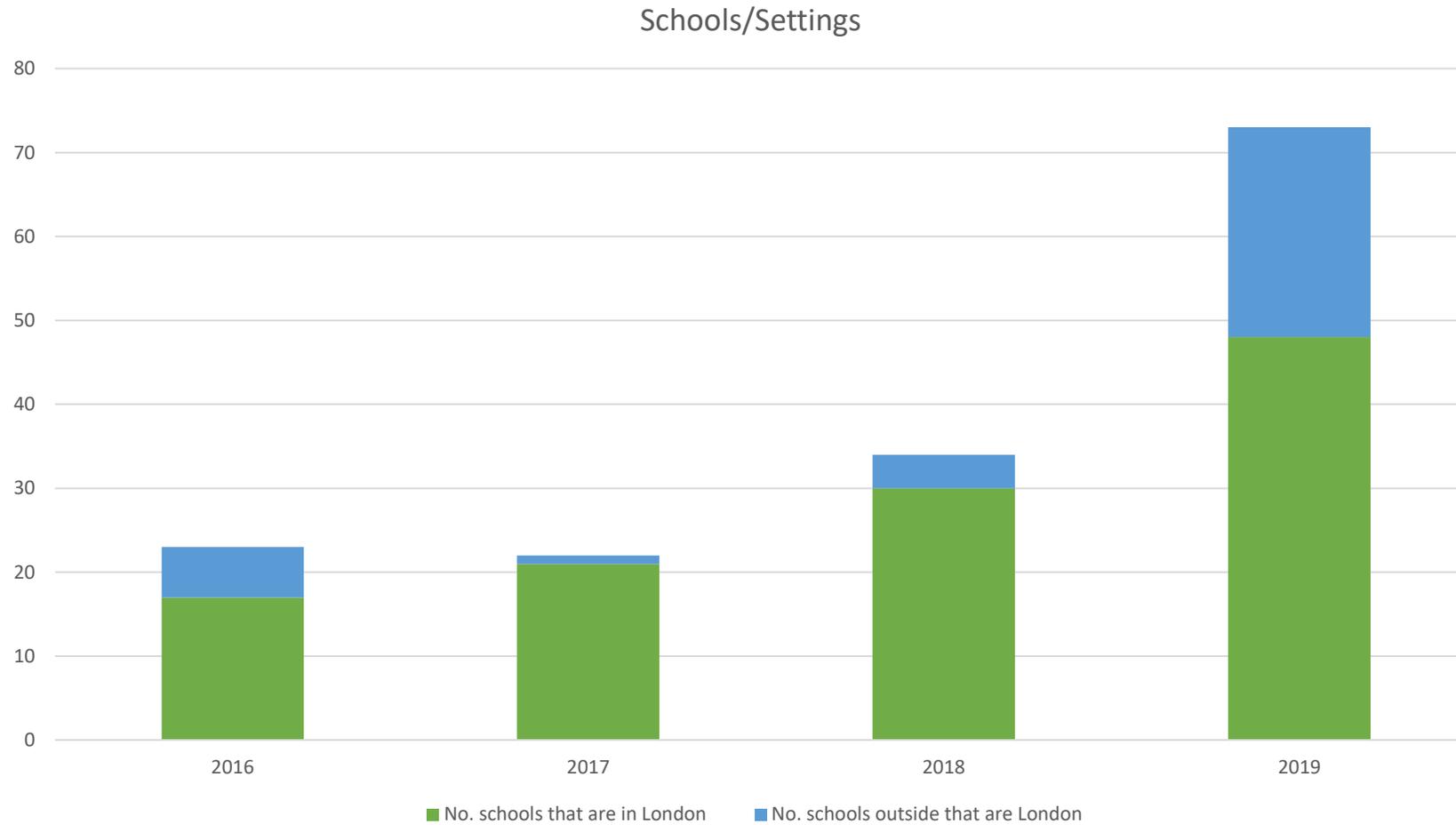
In 2019, Creative Futures...

- delivered **14 projects**
- involved more than **2,820 children**, of whom **2,400** were under 5 years old
- delivered **900+ creative workshops**
- engaged **63 artists**

In 2019 we launched a number of online resources for families and teachers. Including those who access our online resources, and pupils of teachers we have had a sustained engagement with, we can calculate that:

- In 2019, Creative Futures reached more than **10,000 people**

2016-2019: Number & location of schools we have worked with

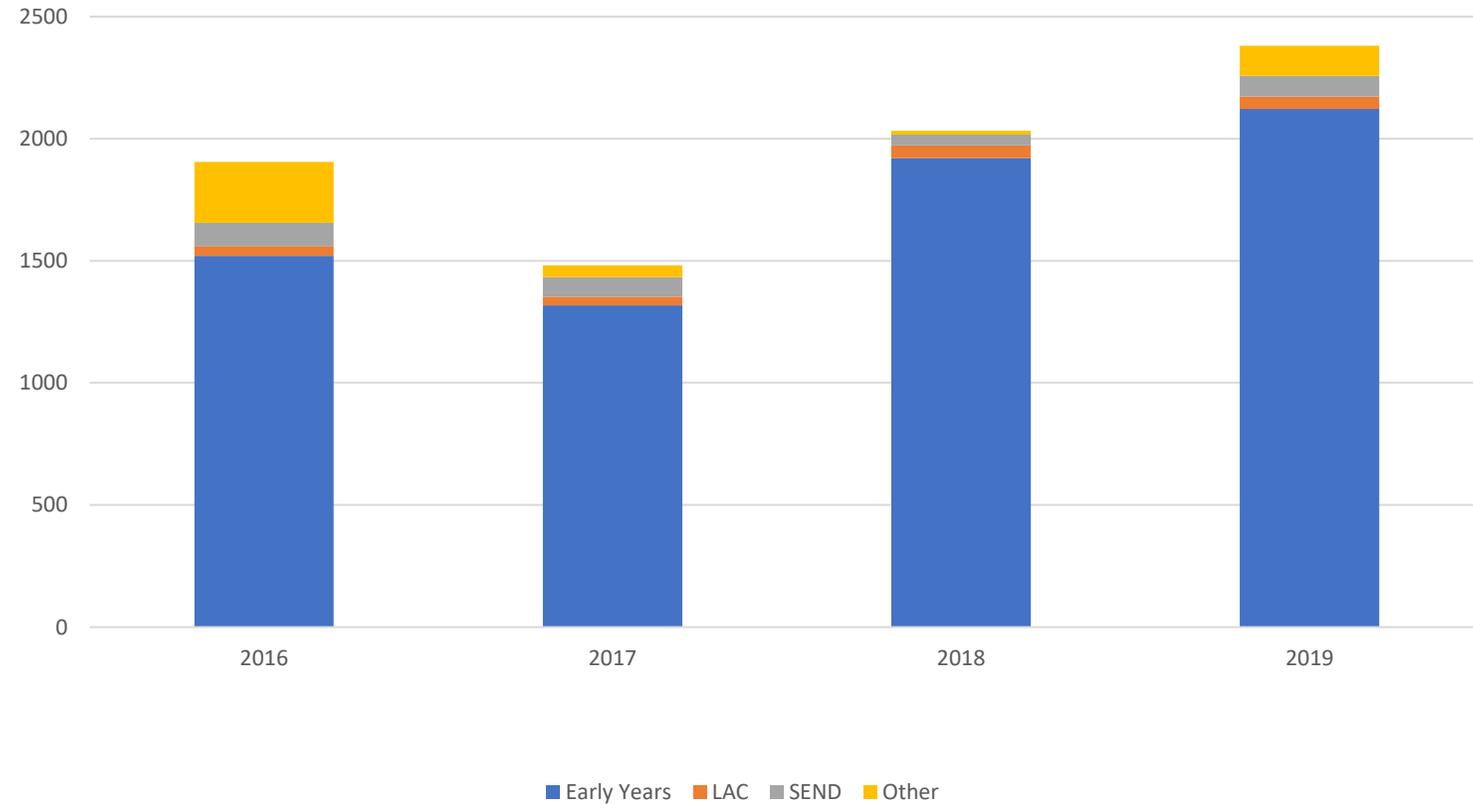




2016-19: our 3 focus areas are unchanged:

- Early Years
- Looked After Children
- S.E.N.D.

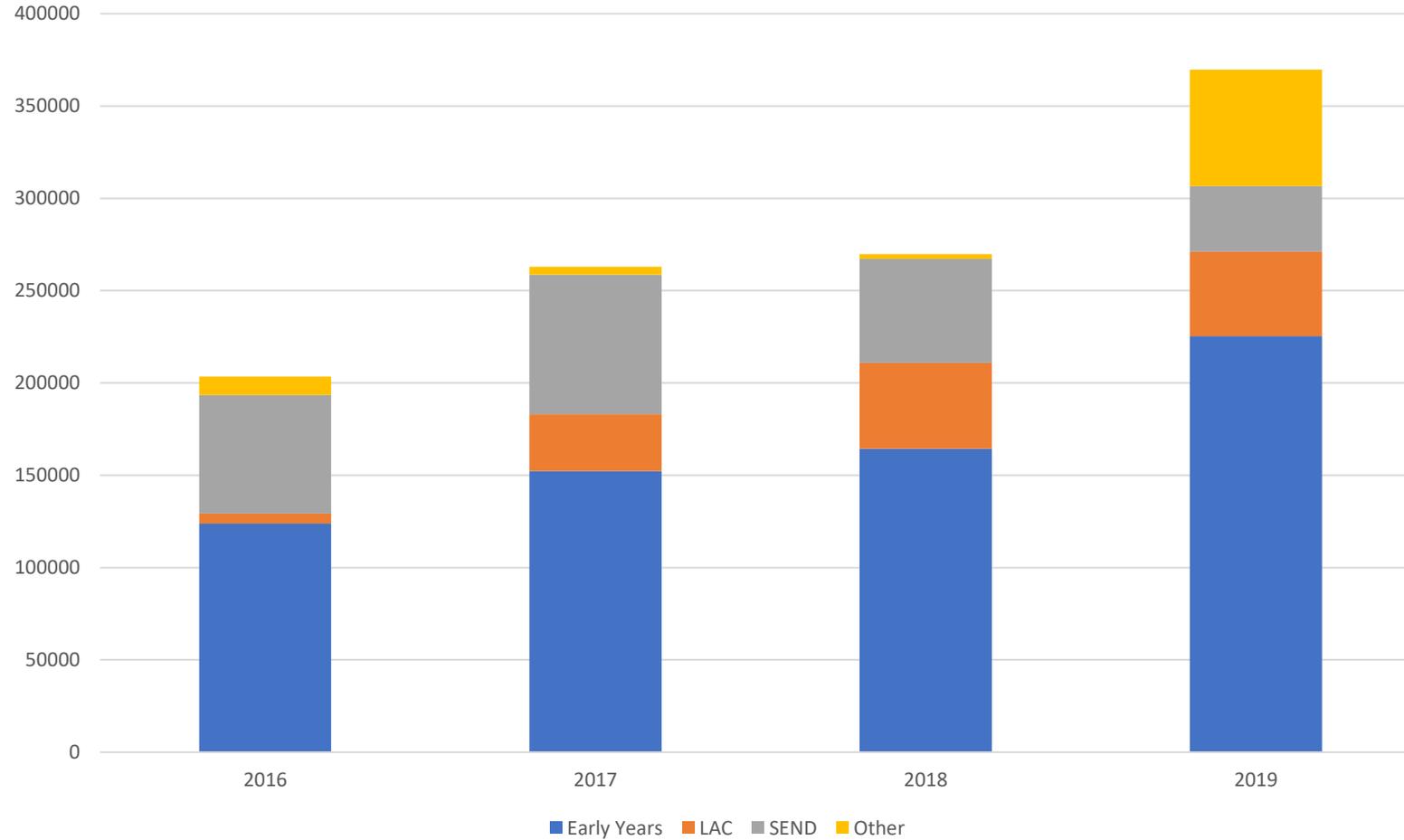
3 Priorities - No. children directly participating



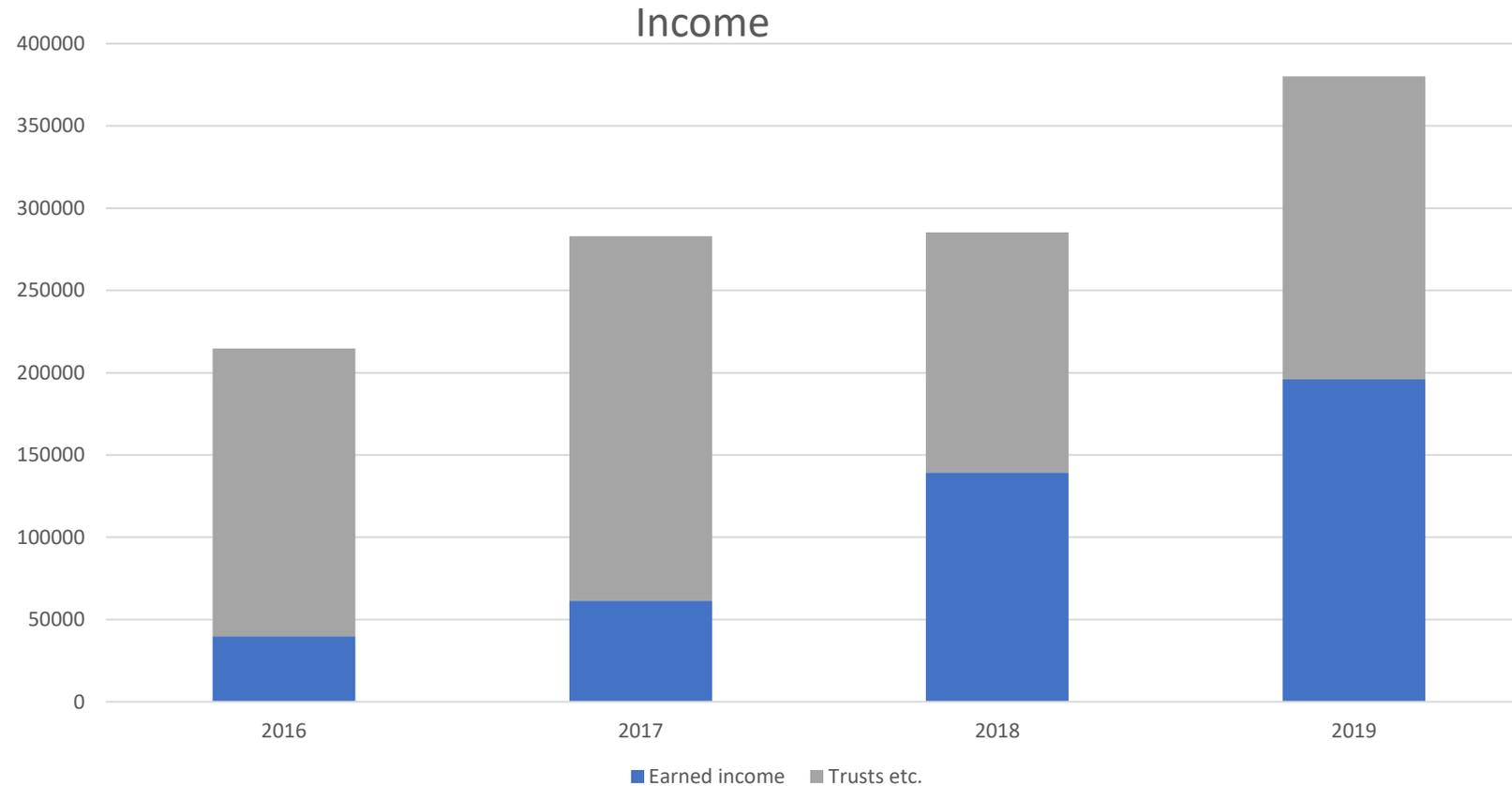
2016-19: 3 focus areas - income distribution



3 Priorities - Income Distribution



2016-2019: Sources of Income



Early Years: flagship programmes in 2019



Community Families, delivered in partnership with volunteer Maternity Champions from PDT, consists of 6 free drop-in sessions every week, all year round, in north Westminster for families with children aged 0-4 years. In 2019, **700 families** took part. **100%** said the project enhanced bonding with their child. **100%** said the project had a positive impact on their child's wellbeing and self-confidence.



London Rhymes is a singing and song-writing project with parents and children aged 0-2 years, where songs are created for families, by families. Together we have created and recorded more than 50 original songs, many of which were launched on a new YouTube channel in 2019 reaching thousands of people. ***“This is not just music. Something transformative is happening. We are witnessing community, creativity, respite, and love. We are watching social cohesion and change. This enables mums to find their voice”*** (director, partner organisation).



Sound Communities builds on our ‘Music for Change’ collaboration with NHS Speech and Language Therapists. It delivers training and reflective practice sessions for groups of Nursery teachers in parts of the Southeast exploring the theme of Music and Communication. In 2019, **27 settings** took part. All sessions rated **9+/10** by participants. Majority of teachers gained in confidence to deliver music. Transfer of impacts to children ***“some SEN children came and joined in for the first time”*** (teacher)

Looked After Children & SEN programmes 2019

Looked After Children

In 2019, 30 children and young people in care from two local authorities in London participated in a range of activities including art sessions, band sessions, and two short holiday courses exploring multiple art forms.

We have seen positive impacts in self-confidence, participants' team-work and positive interaction – e.g. supporting each other – and in their creative skills. *“I've really enjoyed making this poster, talking about our experiences of the care system, and working on our heroes mural.”* (participant, Art sessions)

Music at Heart

‘Music at Heart’ is a therapeutic music programme delivered in the wards and at bedsides of in-patient children aged 0-9 years at the Royal London Hospital. Each session is delivered by a pair of specially trained musicians, supported by the Barts Health Play Team.

In 2019 we engaged with **368 children**, mostly under 4 years old. 43 of these children we engaged with more than once, and a group of 10 were regular participants. In a survey of parents, 33% reported their child was “crying or about to cry” before the visit to hospital, and only 4% reported that their child was “crying or about to cry” since taking part in the music session (project audit).

Sounding Out

Creative Futures works with children with a variety of Special Educational Needs and Disabilities. ‘Sounding Out’ offers music opportunities for deaf children in two London primary schools with deaf units.

Weekly sessions engage 30 deaf children aged 4 to 9 years in singing, composing, improvising and playing instruments together. Our research colleagues from the UCL Institute of Education report *“clear evidence of virtually all pupils achieving more advanced musical behaviours as their academic year progressed”*

Graphic from
London Rhymes
Project, 2019





2020-24 Priorities

Whilst our 3 priority areas remain unchanged, we will particularly promote our Early Years programmes, including the imminent launch of a new **national ambition**.

Research evidence continues to demonstrate the value of investing in the early years: *“A solid body of research shows the cost-effectiveness of early childhood development in helping to prevent achievement gaps, boost school achievement, promote better health outcomes, improve our workforce, increase productivity, and reduce the need for costly social spending.”* (Nobel Prize-winning economist James Heckman, Professor of Economics at the University of Chicago).

In the UK, the **19-month gap in school readiness** between the most and least disadvantaged children entering school (at age 4-5 years) persists, and this gap widens as children get older (based on data from the Sutton Trust ‘Sound Foundations’ report). **Creative Futures is committed to tackling this attainment gap through its programmes, and through partnerships with other like-minded organisations.**



In 2019, Creative Futures refreshed its Values

- *Child-led* – putting the child or young person at the centre of our work, from devising and planning through delivery to evaluation.
- *High quality* – our programmes are shaped and led by experienced, reflective artists and producers drawing on research and our own learning.
- *Inspiring* – we aim for every project we deliver to be outstanding, meaningful and memorable for all the children, young people, families and professionals involved.
- *Locally-driven* – ensuring that every project is driven by the specific needs and strengths of its local community; and finding new ways of embedding the arts at the heart of every child's experience.
- *Democratic* – aspiring to be a culturally democratic organisation where our community of artists and participants shape our work together and are all treated ethically, fairly, equally and respectfully.

For more information about our work, please visit www.creativefuturesuk.com

Thank you to our principle funders & partners



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