



Women into Visual Art and Enterprise

Evaluation of Women into Visual Arts: A cross-cultural, inclusive project across two continents

Bev Fletcher CEO
Langworthy Cornerstone





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Where Wellness Matters

**4 WEEKS ,
STARTING
ON 7TH
SEPT, 2023**

9:30AM - 4:30PM

**FREE creative art and enterprise
workshops for Local Women.
No experience needed.
Just a love for ART and the spirit
to give it a go!
Workshops will be live streamed
across the Cities of Salford and
Lagos, Nigeria.**

**An amazing exhibition on our
Open day on 5th of October
Displaying your works of art at
the Cornerstone.**

WOMEN INTO VISUAL ARTS PROJECT

Langworthy Cornerstone,
451, Liverpool street, Salford
M6 5QQ.

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Email: reception@langworthycornerstone.co.uk

**ART
WORKSHOP
AND
EXHIBITION**

4-Week Schedule for Women's Art Workshop

**STARTS
7TH SEPT.**

WEEK 1

Introduction to Painting

- Learn about the different types of painting materials and techniques.
- Practice basic painting skills such as mixing colors, applying paint, and creating different textures.
- Create a simple painting of a still life or landscape.

WEEK 2

Painting with Emotion

- Explore how to use colour and composition to express emotions.
- Create paintings that evoke different feelings, such as joy, sadness, anger, or fear.
- Share your paintings with the group and discuss the emotions they evoke.

WEEK 3

Abstract Painting

- Experiment with abstract painting techniques such as drip painting, splatter painting, and collage.
- Create paintings that are non-representational and free from any recognizable subject matter.
- Reflect on the meaning of abstract art and how it can be used to communicate ideas and emotions.
- Take photographs of their works.

WEEK 4

Celebrate Everyone's Successes.

- Exhibiting their artworks. This week, the participants will exhibit their artworks in the exhibition space and can also be shared on online and social media.
- This is a chance for them to share their work with others and celebrate their creativity.

4-Week Schedule for Enterprise Workshop

WEEK 1

The business start-up decision and beyond

- SMART Objectives and how to use them
- Understanding business structures
- Developing a SWOT Analysis

WEEK 2

Market research and knowing your competition

- How to manage market research for your business
- Finding out about your competitors
- Understanding your market 'niche'

WEEK 3

What is marketing?

- Identifying your USP
- Developing your brand
- Moving beyond the 4 Ps
- Marketing and selling on Social Media

WEEK 4

Breaking down the financials

- Understanding sales income and cashflow
- Financing your business
- The basics of the business plan
- Presentation of Certificates of Completion to Participants

Evaluation





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QUESTION

Please describe how the physical and wider enrichment activities you delivered made a difference to the people involved.

Journey of Development

The art workshops made a significant impact on the women involved.

Many of the women had never picked up a paintbrush prior to the workshops. At the end of the four-week period they had produced a body of artwork that was exhibited alongside professional artwork

Key Changes

- Increased self-esteem and confidence
- Development of new skills
- *Recognition of underutilised skills
- Access to further training, entrepreneurial and employment opportunities
- Continued sharing of diverse experience

Overview

On completion of the training, the artwork was exhibited alongside the African women's artwork. This provided them a sense of pride and recognition of achievement.

Successful interaction live streamed between 2 cities in workshops between SisterArt and Women into Visual Art

Comments drawn
from Workshop
Evaluation Forms

Feelings - Participants found the sessions

- rewarding
- interesting
- enjoyable
- helpful
- exciting
- constructive
- motivational
- stimulating
- useful
- layers of paint, 3 colours
- felt nervous at first then I started to relax
- soooo much fun
- tutors naturally approachable
- an eye opener
- I found a channel to unload my inner tortured feelings



Most useful information from the sessions

- met new friends
- sharing together
- thinking about objectives in a SMART way
- good tutors, great resources provided
- market segmentation
- time has a value
- all of it
- good discussions
- being shown and then encouraged to make a start
- very helpful tutors
- sole traders
- side hustles
- my niche
- whole wealth of knowledge and understanding
- ambience in class
- both sessions are very different but focus on very important things I enjoyed every bit of the day observing others artwork
- meeting new people
- hand outs



Enjoyment, what participants most enjoyed

well structured

well presented,
friendly tutors

tea break good
sandwiches

good discussions

bringing out a
bright feature

progression and
encouragement

painting by
example

clear
information

SWOT analysis

Drawing lines,
mixing colours

business
planning

therapy and
relaxing

good teachers,
nice people

creating colours

abstract art



Suggestions



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run another course
before the end of the
year

start a small
enterprise course, to
know profit and loss
(£10 pp)

please improve
evaluation forms 3
pages too many

made me think of
things I'd never
thought of before

really enjoyed
working with other
women

brainstorming about
enterprise

painting a sharing
together

meeting new friends

remove plastic
covering to the
tables once painting
is finished

set a number of
participants right at
the beginning

ask participants to
bring the things they
need for example a
box, pens, blue tac

larger room or less
participants





The **THREE** most valuable things participants gained personally or professionally.

- Methods of painting and creating artwork
- Understanding how small businesses work
- Learning about other people's experiences
- I don't need to win the Lottery to start my business
- **ANYTHING** is possible
- To have confidence in myself expressing my artwork
- Mental health improvement
- Inspiring
- Motivational
- Comfortable





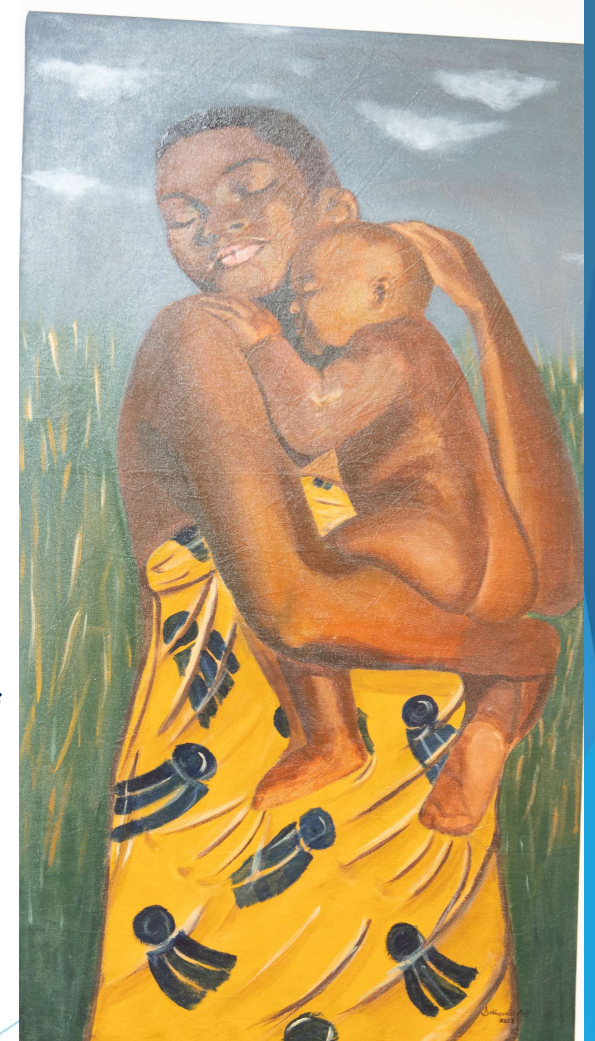
Challenges of Evaluation

- *Continued funding the work*
- *Managing the supply chain (including framing) and further exhibiting of artwork*
- *Consignment of artwork*
- *Shipment of artwork from overseas*
- *Workshop onboarding, registration data is filed centrally for accessibility*
- *Secure storage of art works*
- *Traditional and social media coverage*

Conclusion

The Women into Visual Art pilot programme, provided a new safe space for ALL women to come together irrespective of age, qualifications, ability or ethnicity, and gain new skills and confidence, and recognise their own talents and aptitude.

No-one should feel excluded or forgotten in realizing their potential and we hope to continue to do our best to bring this vision to life, support more women on their journey of change to build their mental, physical, emotional and social wellbeing, their cognitive strength and longer-term resilience.





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**Case study -
informal referral
by a Community
Connector:**



**Individual
Journey:**



**What was the
situation before
your activity?**



Patient was
referred for
depression, social
isolation,
loneliness, anxiety
and long-term
conditions.



History of
fibromyalgia,
chronic pain,
depression and
anxiety.
Ongoing low mood
and anxiety,
feelings of
loneliness and
social isolation.
Single parent with
2 children and no
family support
nearby. Poor
mobility due to
arthritis and
fibromyalgia.



Keen to engage
with social
activities and
support.

► ***Following formal support from WBM and the dedicated programme of support from a Community Connector....***



'In September 2023 I shared with her the Women into Visual Arts Sessions that were about to start and she enrolled and took part in these fabulous sessions, creating amazing artwork which was displayed at the centre in an exhibition'.



Although X admitted that Art wasn't her 'thing' it enabled her to mix with others share experiences, feelings and emotions through her artwork.



'at the Cornerstone re-launch last October X prepared, cooked and served Bistro style food for over 200 guests attending, her confidence levels definitely increased which is fantastic to see'.



'Although she lives in Ordsall she has become a regular at the Cornerstone, coming every week to the food club as she feels very welcome and comfortable'.



X also managed the café staff at the Cornerstone for the Black History month event providing tasty Nigerian food for over 100 people and now cooks Fridays at the Cornerstone, African cuisine.

- ▶ And finally, X has enrolled on a Cloud Engineering course at Skills Centre in Ordsall...working together collaboratively has been so impactful on X and we continue to collabo2succeed with our programme of Women into Visual Art.



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