

The Lowry's Creative Engagement

Creatively Connecting Children, Young People, Families, Schools and Communities Across Salford

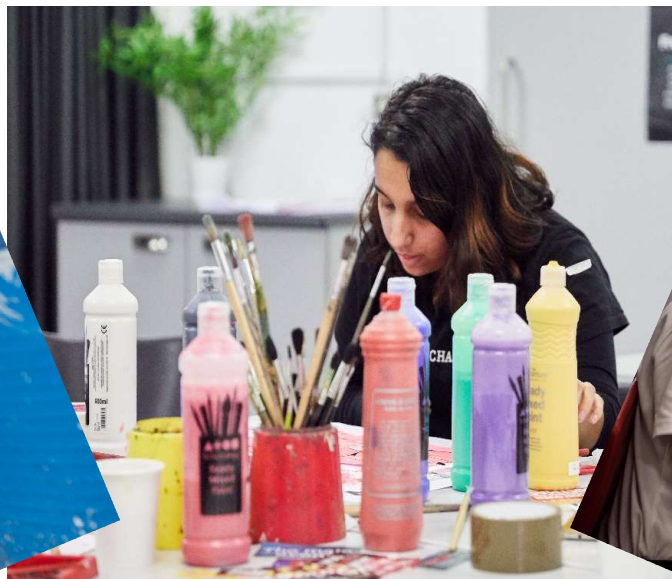
Harnessing the arts to address and challenge inequalities

Improving health and wellbeing, increasing social mobility and life chances



THE LOWRY

Presentation
by Louise Harney



Aligning Strategic Outcomes – How do we measure and respond to the bigger picture?

Greater Manchester Creative Health Strategy

- ▶ Creative, cultural and heritage opportunities and activities are accessible to GM residents, whoever and wherever they are.
- ▶ We strive to reach the most underserved communities and lead a flagship targeted creative engagement programme to ensure we are reaching young people and families facing the biggest barriers
- ▶ Referrals to creative social prescribing and other community activities increase
- ▶ We aim to build partnerships with local authority and health and wellbeing services – increasing pathways for social prescribing
- ▶ Communities come together to design and deliver local creative health approaches.
- ▶ We place co-creation at the heart of our work
- ▶ Creative, cultural and heritage opportunities pave the way for more people to find work
- ▶ Our creative programmes build transferable skills and confidence. Developing bespoke creative projects to support people to take positive steps forwards



Overview of The Lowry's Creative Engagement Programmes

Young People

Removing barriers – Creatively building brighter futures - Supporting young people with adverse lived experiences

- ▶ Get Involved - Drama / Visual Arts
- ▶ Targeted projects / Young Carers – Cared for Young People – Youth at Risk of Homelessness
- ▶ Stage Directions – Youth Theatre Making
- ▶ Centre for Advanced Training in Dance
- ▶ Contact – Eloise.bonney@thelowry.com

Families

- ▶ Free weekly onsite family creative groups
- ▶ Family outreach programme
- ▶ Contact – Emily.harwood@thelowry.com

Community

Opportunities for adults / Salford residents

- ▶ Show Selectors
- ▶ Galleries Group
- ▶ Contact – Jennifer.riding@thelowry.com

Youth Employability and Skills

Supporting young people aged 16 to 25 at risk of NEET

- ▶ YES HUB / Mentoring / Bespoke projects / Backstage tours
- ▶ YES Placements
- ▶ Contact – Fraser.Thomas@thelowry.com



Creative Evaluation

- ▶ 2 key questions - What do we need/want to evaluate? - How do we evaluate?
- ▶ What we consistently measure -
 - 1/ Reduced social isolation / increased engagement
 - 2/ Mental health and wellbeing
 - 3/ KPI's
 - 5/ Collating quantitative and qualitative data
- ▶ How do we involve participants in evaluation?

- ▶ Previously used evaluation frameworks:

Wemwbs

Teen star

Harts Participation Ladder

- ▶ What do we regularly use?

Case Studies - Photos - Feedback

Simple surveys / Whatsapp / Microsoft forms

Scales - Sticker charts - On feet practical exercises

Creative evaluation exercises - Heart and Suitcase



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