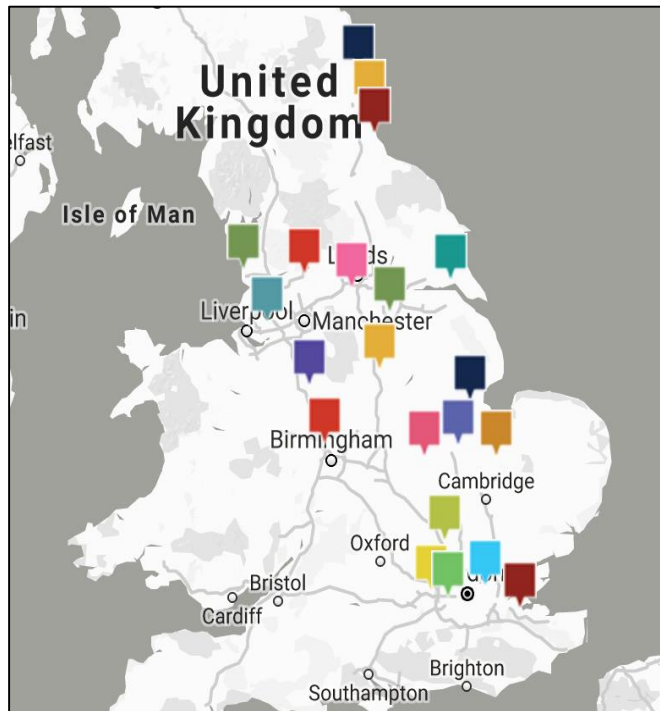


Creative People and Places is about more people choosing, creating and taking part in art experiences in the places where they live.

There are now 21 independent Creative People and Places projects in areas where people have traditionally had fewer opportunities to get involved with the arts.



At the heart of the programme are three core values:

1 Action Learning: Taking risks and learning from success and failure. Experimenting in new approaches and practices and sharing learning with the network and beyond.

2 People shaping the arts: CPP Places work with their local communities to co-commission and co-produce art, achieving excellence in both art and the process of engaging communities.

3 Unusual partnerships: Sustainable partnerships to lead and deliver are encouraged across the subsidised, amateur, voluntary, community, public and commercial sectors.

Strategy overseen by National Steering Group made up of CPP places and the Arts Council

Are more people from places of least engagement experiencing and inspired by the arts?

- 3 year **Ecorys** activity – using monitoring data, annual interviews, meta-evaluation of place evaluations, case studies
- 3 year - **Audience Agency** – collating postcode data on annual basis to show who, from which social groups and areas, is engaging in CPP

To what extent was the aspiration for excellence of art and the process of engaging communities achieved?

- 3 year Ecorys activity – using monitoring data, annual interviews, meta-evaluation of place evaluations, case studies
- One-off '**Thematic Studies**' – current studies looking at consortia working and notions of artistic quality
- 3 year – **CPP Story** – narrative, artist-led commission capturing the story of CPP at a programme level

Which approaches were successful and what were the lessons learned?

- 3 year Ecorys activity – using monitoring data, annual interviews, meta-evaluation of place evaluations, case studies
- One-off '**Thematic Studies**' – current studies looking at consortia working and notions of artistic quality
- 3 year – **CPP Story** – narrative, artist-led commission capturing the story of CPP at a programme level
- 3 year support for Website, Basecamp, Communications and PR as well as Peer learning events
- 3 Annual conference

Number of activities/ events: **2,300**

Activity duration (hours) **47,000**

Visitor/audience engagements (Inc. participants)
1.2 Million

The short-term outcomes are:

More people engaged in, inspired by, and enjoying the arts

Increased understanding of the arts and the confidence to make informed choices.

Increased excellence and innovation in the arts (including understanding what works well and less well).

Increased capacity and capability in arts provision.

Increased revenue for the arts (in a small number of places).

Excellence in engaging and empowering communities.

Ecorys - Figures correct up to March 16

90% of CPP participants are from lower and medium engaged segments of society

47% of participants belonged to one of the lower engaged Audience Spectrum segments

43% belonged to one of the medium engagement segments

10% belonged to one of the higher engagement segments.

Lower engaged segments are over-represented in the Creative People and Places programme.

90% of CPP participants are from lower and medium engaged audience spectrum segments. These segments make up 78% of the population as a whole.

Audience Agency

Place Evaluations

Right Up Our Street: Final Evaluation Phase 1

Heart of Glass: Your Name Here case study

Creative Scene: six case studies

bait: six case studies

Transported's Interim Evaluation

The Arts and You - An executive summary of the findings of bait's The Arts and You survey in autumn 2014.

Promoting Your Participatory Project - This case study explores The Culture Spring's integrated publicity campaign.

Ecorys Case Studies

Building Partnerships Beyond the Arts: two case studies

Engaging Communities in the Arts: four case studies

Place Governance and Partnerships

National Evaluations

Audience Profiling and Mapping Years 1 and 2

Years 1 & 2 Ecorys report: progress and outcomes

Governance and Consortia Working

Building Whilst Flying

Resources

Building relationships with people new to the arts

Ten top tips: using stewards at outdoor arts events

Taking Bearings - A compass-style toolkit to help you navigate a collaborative artistic journey, plus some suggested core ingredients required for serving up quality artistic experiences.

Pop Up Shops Handbook

bait's Quality Guidelines