



Making art a part of everyday life for our families in East Durham (What we've tested and learnt so far)



Who we are and what we do



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

Developed by Arts Council England, there are 21 independent CPP projects in areas of low arts engagement.

Three core themes:

- **People shaping the arts**
- **Partnerships**
- **Action learning**



East Durham Creates is a programme set up to try out new ways of getting more local people involved in something creative. We're trying new things, building on what's already happening, learning what works – and what doesn't – and pulling together to bring about long term change.

Three delivery strands:

- **New commissions**
- **Communities taking the lead**
- **Talent development**



Don't make assumptions

- Everyone has their own understanding, experiences and knowledge.
- Words bear a lot of weight and can cause issues down the line if not discussed upfront.
- Certain events or activities may be the norm to us but it's likely, in areas of low engagement, they haven't happened before.



Get to know who you're trying to reach before you try to reach them

- Meet them people where they are as people - spend time getting to know them in their in natural environment without any agenda if possible.
- Face to face and building trust is key for long-term engagement, so let them get to know you as a person too.
- We've learnt so much from investing time in understanding needs, challenges they face and assumptions



Start out small - don't try to do everything at once

- Start off with a test, try something new and take a risk!
- With new engagers we are asking them to step out of comfort zone so it's great for us to do it too.
- Be honest and open with people – tell them you are experimenting, they are more likely to feel ownership and feedback if they are on the journey with you.
- Is it realistic? Does it fit? Is there something better we can do and how do we move this forward?



Think about how you can fit into people's lives

- Look after the detail and it'll look after you
- Put yourself in their shoes and think about their journey
- Make it easy for people to get involved
- Create the right atmosphere and make a masterpiece of their experience



Make a commitment to action learning

- Be informed by what you've learnt, listen to and act on feedback
- Be prepared to be flexible and responsive, trust in the process and plan in time to make changes
- Understand it takes time but it's worth it and likely to exceed all of your expectations





If you'd like to find out more...

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Learning resources, blogs & case studies:

www.creativepeopleplaces.org.uk

Faster But Slower report: summary of themes and learning to date by Mark Robinson of Thinking Practice

www.creativepeopleplaces.org.uk/our-learning

Twitter: @CPPnetwork

