

ARTS EMERGENCY

2020 — 2023

THE FUTURE
IS ANOTHER
PLACE



**THE FUTURE
IS ANOTHER
PLACE. ALLOW
YOURSELF
TO BELIEVE A
BETTER LIFE
IS POSSIBLE.
SAY IT LOUD,
DEFIANTLY,
TO EVERYONE.**



The arts are a wonderful way to make a life and a living. Whatever you've achieved there was somebody who helped you on your way. Now a generation vexed by rising fees and shrinking opportunities look to us to pass that on.

Inequality is rising in every part of society but the cultural and creative industries have **less social mobility than any other sector.**

Personal networks, industry contacts and insider knowledge are more influential than ever for young people embarking on higher education and careers.

People of colour are substantially **under-represented** in the UK's cultural workforce.

People of **working class** origins get **paid less** in the cultural and creative sectors.

Unpaid work is accepted as an **inevitable first step** on the professional ladder.

And the chances of a working class candidate getting a job in the cultural and creative industries has stayed the same between 1981 and 2011. That is **a generation of stasis.**

OUR AIMS

- 1.** Those in the poorest areas can access local mentors and the long-term support Arts Emergency offers.
- 2.** Marginalised young people don't write off the arts and humanities, they are exposed to positive arguments and accurate information about higher education and careers in the sector.
- 3.** Cultural and social capital is redistributed and available to all regardless of class, gender or ethnicity.
- 4.** Gatekeepers acknowledge not just the diversity problem but the structural causes behind it and act to address these.

MENTORING

We provide 16-25 year olds with a trained mentor who works in their area of interest. Over the course of a year mentees explore their options, identify and achieve personal goals, and make informed decisions about their next steps. Over six years we've delivered an estimated 6,240 hours of mentoring. Our team also supports Museum Futures, Jerwood Arts and the London Transport Museum with their mentoring programmes.

We work with young people from state school sixth-forms, further education colleges and social housing. We only help those who are least likely to have the connections or 'leg up' to work in the creative and cultural industries.

All our young people meet at least one of the following criteria and 77% meet more than one:

- first generation in the family to attend university
- household income below £25,000 per annum
- family receive Universal Credit
- in care or a care leaver
- eligible for free school meals between years 7-11
- recipient of the 16 to 19 Bursary Fund
- have a learning difficulty or disability
- refugee or asylum seeker
- young parent or carer
- person of colour (Black, Asian or Minority Ethnic).



CHRISTOPHER'S STORY

Christopher, 21, joined Arts Emergency during sixth-form and is now a Digital Producer at SKY.

"I knew I wanted to go into journalism and wanted to talk to someone about apprenticeships. My mentor Rio was the first person I'd spoken to who had been to university and who had a PhD apart from my teachers. He was a great sounding board and it was nice to talk to someone who understood why I wanted to go to London for the SKY apprenticeship.

When I came to London to start my apprenticeship Arts Emergency were able to find me a new mentor, Thom, who worked at The Telegraph. With Thom's help I gained a place on the prestigious John Schofield Trust journalism mentoring scheme.

I went to one industry event where a lot of people were very senior, I didn't know anyone and didn't have the courage to speak to people. Thom recognised that I was a bit nervous and he told me not to be, encouraging me to speak to as many people as possible. After speaking with Thom I feel much more confident going to events and when I go back home my friends and family say they have seen a change in me."



LONG-TERM OPPORTUNITIES

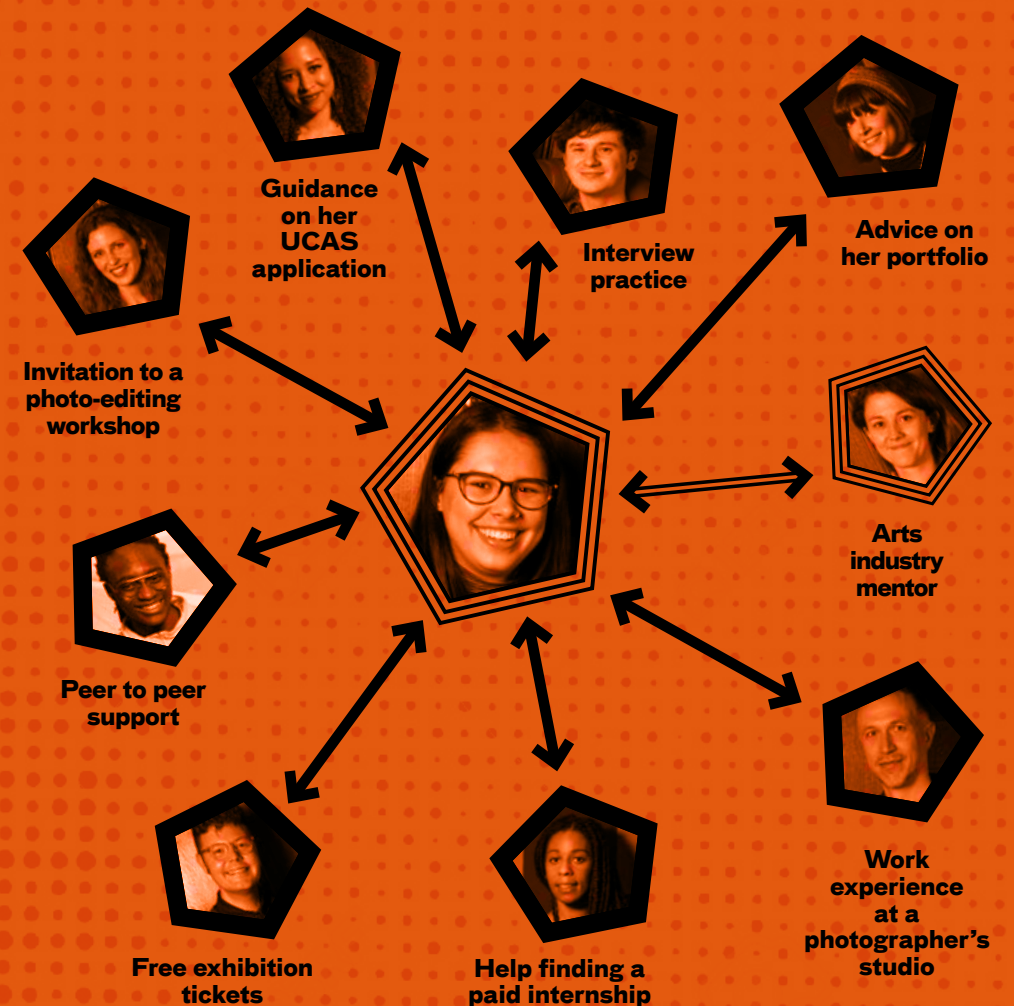
We work with the same young people into and through university or equivalent pathways, and during their early career. They receive regular opportunities and a source of advice and encouragement until the age of 26.

A supportive community of over 7,000 cultural professionals create and share real world opportunities for our young members so they can continue learning and expanding their networks. This includes access to paid opportunities, work experience, training and further mentoring.

As of January 2021 we will be working directly with over 1,000 young people in London, Greater Manchester, Merseyside and East Kent. Many of our very first cohort from 2012/13 have graduated with Bachelor of Arts degrees and are now working across publishing, design, journalism, film and the museum sector.

A REAL NETWORK

This is a snapshot of the opportunities and advice our community might offer a young photographer during her first year of mentoring.



THE FUTURE

In 2018 we worked with the University of Edinburgh and Create London to publish eight peer reviewed papers examining who has worked in and produced UK culture since 1981, and who hasn't.

The findings were shocking and highlighted sector-wide acceptance of unpaid labour, a propensity to work and socialise in closed networks, wage gaps and a lack of awareness of these structural disadvantages by creative and cultural gatekeepers.

The research reiterated the need for our work and identified 33 areas nationally where it would be feasible to launch projects, from this list we've identified 12 priority areas that meet a combination of eligibility and viability indicators.

Indicators of need:

- secondary school(s) with > 30% Pupil Premium levels
- local sixth-forms/further education colleges
- local authority ranked amongst worst 10% in the Income Deprivation Affecting Children Index
- local authority ranked amongst worst 40% on the Social Mobility Index for Free School Meal students progressing from A-Levels to Higher Education by age 19.

Creative networks:

- local creative industry employment
- proximity to universities
- proximity to an existing or potential Arts Emergency project
- proximity to arts and cultural venues
- an existing Arts Emergency supporter base (10+ individuals).

GOING NATIONAL

With the support of strategic donors we will increase our reach and impact by launching Arts Emergency in three new locations by 2023.

Current locations:

London
Manchester
Merseyside
Thanet

Potential future reach:

Birmingham
Bournemouth
Brighton
Bristol
Cardiff
Glasgow
Leeds
Newcastle
Norwich
Plymouth
Sheffield



PROJECTS

Mentoring projects are community-led and supported by a local Project Coordinator who works with schools, housing associations, cultural organisations, creative employers and practitioners.

We will work with between 20 and 30 young people per project, per year. Launching 3 new locations will increase the number of young people we support from 873 in 2020, to just over 2,000 by 2023. We are seeking a minimum of two years funding for each location and every participant will be supported by our network for up to eight years.

Every year each new local project will involve:

125

new local
network volunteers

3

school
speaker events

25

extra opportunities
offered (including
trips, workplace
visits, UCAS support
and free tickets)

300

pupils attending school
speaker events

25

mentees

50

mentor volunteers

4

referral partners
(schools, colleges and
housing associations)

13

work placements

OUTCOMES

We monitor and evaluate progress to fully understand each young person's journey. Mentors complete reports after every meeting and at the end of the year, and young people fill in a questionnaire at six and 12 months that builds on information from their initial application.

Over 80% of participants report:

- progression to university or related professional/educational pathway
- increased knowledge and understanding of creative and cultural professions
- increased knowledge and understanding of higher education and the arts and humanities
- increased cultural participation
- feeling better prepared for the future
- increased confidence and sense of belonging in educational, professional and creative environments
- and an enhanced sense of belonging and ownership in cultural spaces like galleries, museums and theatres.

"The best bit about being on Arts Emergency is meeting all these amazing people. I have made connections for my future but I have also made some close friends."
Monique, Manchester



PROJECT TIMELINE

This timeline shows what it takes to launch a project in a new location.



Schedule

April to August 2020

July to August 2020

September to October 2020

October to November 2020

October to November 2020

November to December 2020

January 2021

January to July 2021

June to September 2021

February 2022

Activity

Recruit local volunteers and referral partners.

Appoint local Project Coordinator.

Open project applications at partner schools, colleges and housing associations.

Train mentor volunteers.

Meet project applicants one-to-one for matching interviews.

Match mentors and mentees, process mentor DBS certificates.

Launch project with a Mentor Pair Welcome Event.

School speaker events.

Work experience placements.

End of Year Celebration Event and final evaluations.



HOW WE'LL FUND IT

Over the past six years we have developed a remarkably efficient and cost-effective model which delivers high quality, long-term support. We've also recruited thousands of supporters and volunteers through word of mouth along the way. Our work has been predominantly funded by regular monthly and annual donations (65% of income in 2019-20). We are now seeking strategic financial support to meet the national need and fulfill the potential of the movement we've been building.

Arts Emergency is a small community group that has grown quickly to become national. As we prepare to expand again we have added expertise and capacity to our core team, developed new management and digital systems, and begun to diversify our income.

Each new project will cost £47,000 a year to run. Once referral partnerships and a local network is established we will build a base of regular donors to sustain a project in the longer-term, as we've successfully done in London since 2014 and Manchester since 2016.



YOU CAN HELP

“We benefited personally and professionally from studying arts and humanities degrees at university. We work in the cultural and creative industries and feel so privileged to do so. We set up Arts Emergency in 2013 as a way of passing that on, at a time when traditional routes in have been actively dismantled. We ensure people from all backgrounds can not only get in but also get on in higher education and cultural careers.

Arts Emergency has grown from a handful of mentor pairs, to an alumni of over 600 young members and a thriving network of volunteers and donors. What we've built here is a sustainable, efficient and life-changing resource that is ready to do so much more, now we need your help to take this national.”

Neil Griffiths, Arts Emergency co-founder and CEO

We need long-term, strategic financial support and introductions to leaders across the creative, cultural and education sectors in the towns and cities we're launching in. Please get in touch if you can help us make this happen, contact Neil Griffiths on neil@arts-emergency.org or call +44 (0)20 7683 1077.



THE ARTS EMERGENCY MANIFESTO

- 1.** There are things that are bigger and better than money. We have things that those in power will never understand.
- 2.** We take it as a given that a civilised society values education, lifelong learning and creativity as a public good.
- 3.** We are a social justice not social mobility organisation. Arts Emergency is no substitute for justice withheld.
- 4.** Be fearless. You are just as entitled as anyone to have the life you want.
- 5.** There is no recession of the imagination.
- 6.** The future is another place. Allow yourself to believe a better life is possible. Say it loud, defiantly, to everyone.
- 7.** To think creatively and critically is to free yourself from the limits of circumstance, class and context.
- 8.** Be generous. Now be more generous. Share your privilege.
- 9.** Do something. Start small, start local, keep going.
- 10.** Optimism is a weapon and if all else fails be silly.



ARTS EMERGENCY

info@arts-emergency.org
+44 (0)20 7683 1077

Arts Emergency
Unit W3
8 Woodberry Down
London N4 2TG