

# Creativity and Culture for Children and Young People in Hertfordshire

Hertfordshire Year of Culture Celebration Event  
Tuesday 9<sup>th</sup> July, 2019

Kirsten Hutton – Programme Manager for Hertfordshire  
Royal Opera House Bridge

# OBJECTIVES: 2018 - 2022

## 1. Inspiring sustainable partnerships

In response to the Cultural Education Challenge ROHB will increase the quality and quantity and extend the reach of cultural learning opportunities with children and young people (CYP). We will primarily do this through supporting the development of Local Cultural Education Partnerships (LCEPs), using data to target areas of need and develop local infrastructure.

## 2. Improving schools through raising achievement in cultural learning

ROHB will increase planned access to excellent cultural learning for all CYP by working directly with schools and other education providers and frequently in partnership with the cultural sector.

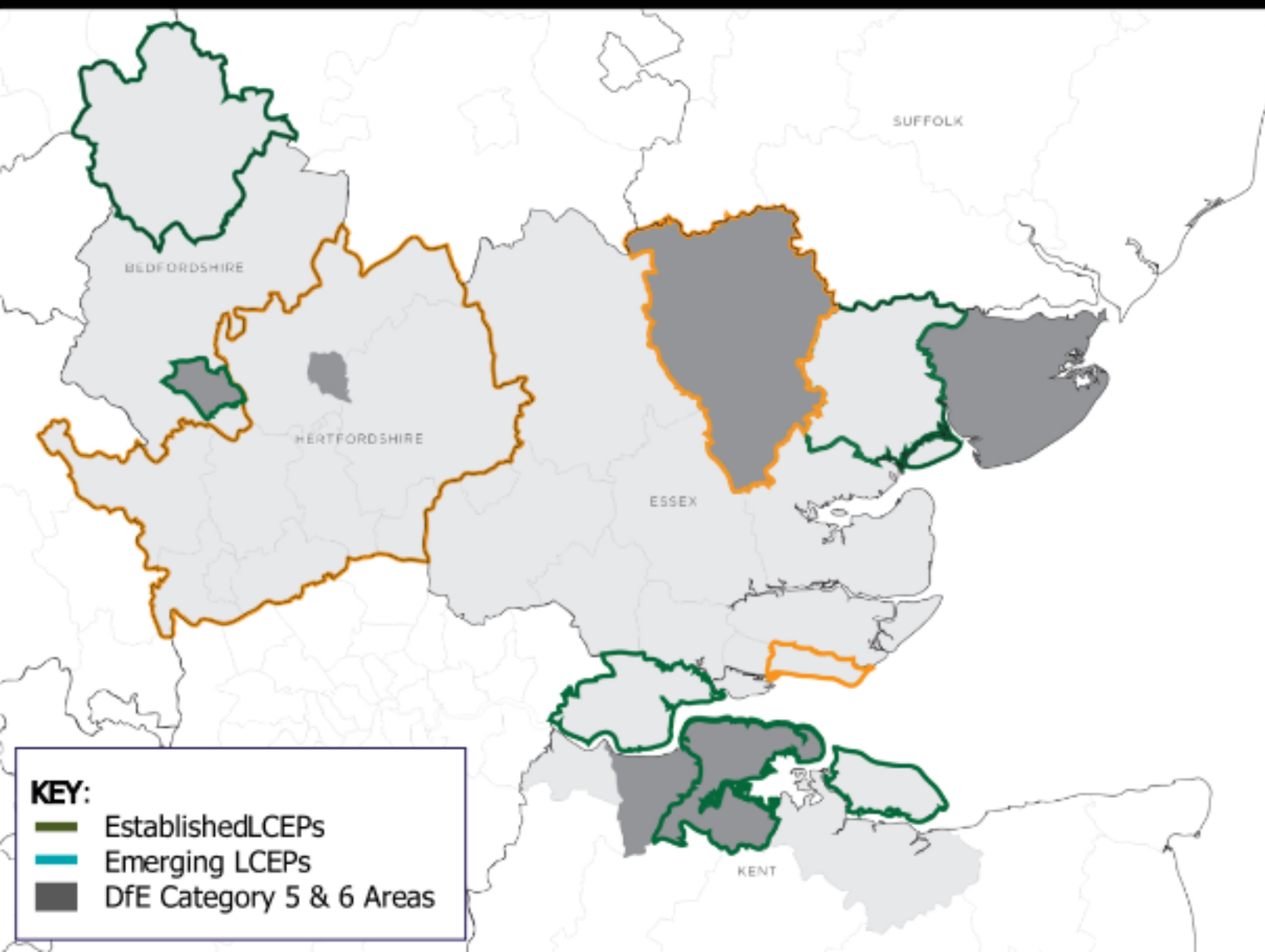
## 3. Investing our expertise and resources into collaborations

Working strategically with LCEPs and other partnerships ROHB will develop large-scale co-investments. The 2018-22 Partnership Investment (PI) Plan will invest over £700,000 of ROHB funds to leverage a minimum of £700,000 of new money for sustainable new provision

## 4. Influencing others to effect change

ROHB will champion the value of investing in arts and cultural learning. We will extend our influence through amplifying evidence-based arguments for the benefits of CYP's cultural engagement.

# UNDERSTANDING NEED



## LCEPs

Established: Bedford, Colchester, Isle of Sheppey, Luton, Medway, Thurrock

Emerging: Braintree, Hertfordshire, Southend-on-Sea

## DfE Category 5 & 6 Areas

Braintree, Gravesham, Luton, Medway, Stevenage, Tendring



## HCEP Goals

1. To ensure **access** to a high quality, diverse, creative and cultural education for all young people who live or learn in Hertfordshire - in particular for those who are disadvantaged or hard to reach.
2. To enable children and young people living or learning in Hertfordshire to become active **co-creators** of their creative and cultural learning.
3. To enable all young people to progress through high quality creative and cultural learning experiences, following learning **pathways** that will help develop creative skills, employability and where desired, careers in cultural industries.

# Partnership Investment



hcep

- HCEP has secured investment from ROHB, and partners for a total of over £130k programme for the next two years

## **Investment partners and areas of focus:**

- Dacorum Borough Council
- Letchworth Garden City Heritage Foundation
- Stevenage Borough Council
- Watford Borough Council
- Welwyn Hatfield Borough Council
- Other partners include Schools, Hertfordshire Music Service, Trestle Theatre Company, Hertfordshire County Council Heritage and Archives

## **Additional investment partners:**

- University of Hertfordshire
- West Herts College

# Partnership Investment Phases



hcep

**Phase 1 - Needs analysis/research:** *enabling us to understand differing needs of geographical areas. E.g. rural isolation, socio-economic deprivation, cultural diversity.*

In-depth research

Youth consultation & provision mapping

Data collection

**Phase 2 – Commissioning:** *testing interventions based on the outcomes of the needs-analysis*

Commission brief bids for intervention in target areas

Trial and test learning

Skills development, access and youth voice

Creative Teacher Networks and Artsmark

**Phase 3 - Evaluation and next steps:** *evaluating outcomes of the commissioned work*

Evaluation

Analysis

Action Plan

# Phase 1: Needs Analysis



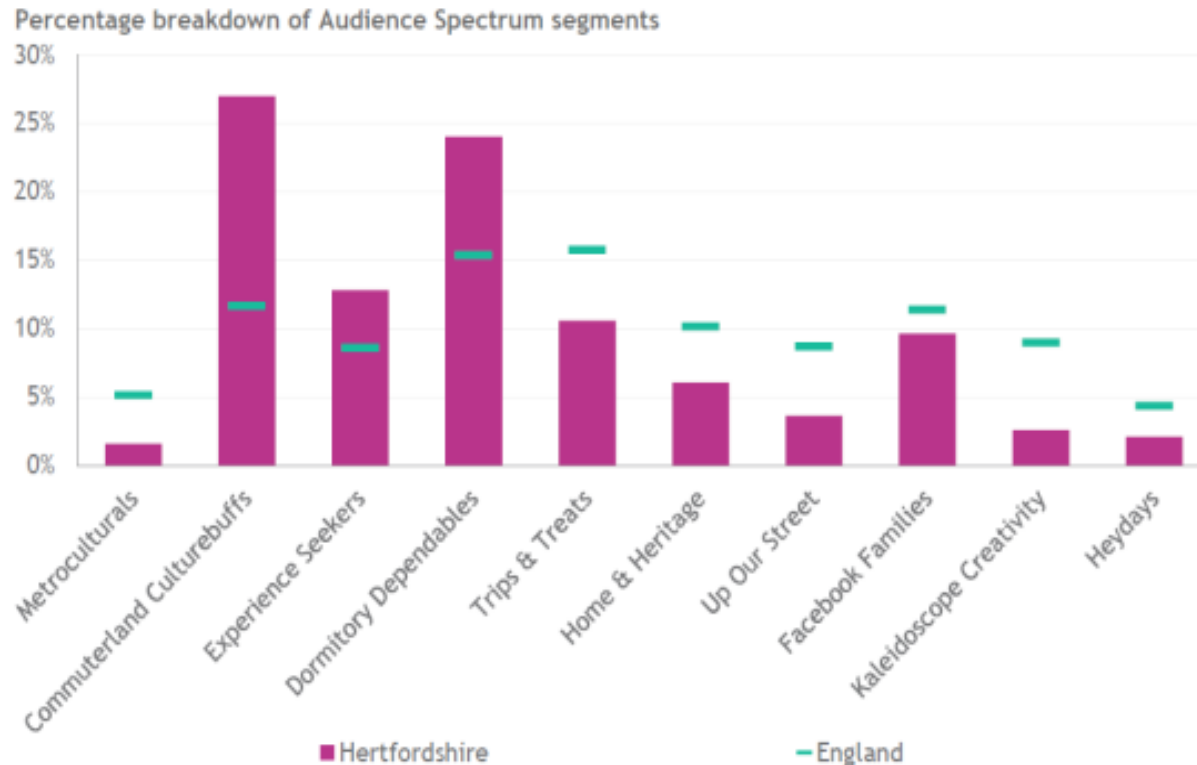
- Commissioned in partnership with University of Hertfordshire's Widening Access and Student Success (WASS), to help understand the engagement opportunities, barriers to access, and needs of young people, education sector and cultural sector in Hertfordshire
- Conducted between January and April 2020
- Covid-19 did not seriously impede the study and the findings remain relevant despite significant changes due to Covid in the last year



# Hertfordshire Cultural Engagement



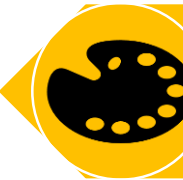
- Hertfordshire has slightly higher levels of cultural engagement than the rest of the population of England.



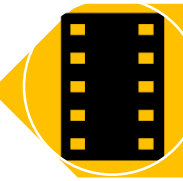
**Theatre: 50% attendance compared to 43% in England**



**Popular/rock concert: 42% attendance compared to 38% in England**



**Art galleries: 31% attendance compared to 27% in England**



**Cinema visits: 84% visit the cinema compared to 79% in England and 84% in London.**



# Phase 1: Headlines



hcep

## Stakeholders

The role of HCEP is recognised and supported

Looking for tangible and practical outputs

Projects and initiatives should be linked up

Avoid duplication

Make existing programmes visible and more widely available

Vital role in the activation of sectors

## Education Sector

Competing demands, changing policies and tight budgets

Emphasis on STEM subjects and direct connection to careers

Clarity on the skills needed for creative industries

Secondary schools could make more use of Artsmark

## Cultural Sector

Few NPOs or large scale providers

Large artistic and cultural community influenced by its proximity to London

Schools have difficulty in identifying providers with ability to work in educational settings

Cultural providers have difficulty in locating appropriate departments in schools

## Young People

Engage young people on their own terms

Understand how they use technology to engage

They do not see much qualitative distinction between arts, culture, creativity and heritage – individual capacity to deliver benefits

Wide spectrum of views so requires a segmented approach

# Young People Needs Review



hcep

## Interests

- Popular art forms & performing arts
- Cosplay
- Digital Engagement
- On demand services
- Social media platforms

## Influences

- Develop self-confidence and public speaking skills
- Traditional family values
- Peer recommendations
- Travel access and cost
- Having a direct link with creative industries

## Barriers

- School/College work
- Few visual arts or craft-based opportunities
- Perceived quality and value for money
- Lack of confidence and self-belief and concern about not fitting in
- Lack of resources and opportunities within schools

# Recommendations



## Education Sector

- Continued focus on Artsmark and Arts Awards
- Refine and develop understanding of creative skills
- Address areas of deprivation
- Nurture relationships with creative industries

## Cultural Sector

- Quality assurance
- Better understanding of Gatsby Benchmarks especially at secondary level
- CEIAG provision with a focus on progression routes within Creative Industries
- Technological innovation within culture and creativity

## HCEP

- Help culture sector to support secondary schools to deliver against Gatsby Benchmarks
- Alignment with University of Hertfordshire on outreach models
- Deliver activities to primary schools in demographics with young families
- Deliver practical ideas as part of wider cultural ecology

# Next Steps



## **Phase 2**

- Commissioning individuals/providers to deliver interventions will take place early in the new year
- Interventions will be evaluated with learning disseminated and shared
- Evaluation will be used to support the ongoing development of the work, with a view to long term

## **HCEP**

- Reconvene the HCEP Steering Group
- Refresh the HCEP strategy
- Redefine the HCEP action plan

ROYAL  
OPERA  
HOUSE  
BRIDGE

Royal Opera House Bridge



## Stay involved

### HCEP

Website: [hertscep.org.uk](https://hertscep.org.uk)

Twitter: @cepherts

### ROHB

Website: <https://www.roh.org.uk/learning/royal-opera-house-bridge>

Twitter: @ROHBridge



## Contacts

### HCEP

Imrana Mahmood – HCEP Project Officer

[i.mahmood2@herts.ac.uk](mailto:i.mahmood2@herts.ac.uk)

Maria Thomas – HCEP Lead, University of Hertfordshire

[m.thomas@herts.ac.uk](mailto:m.thomas@herts.ac.uk)

### ROHB

Kirsten Hutton - Programme Manager for Hertfordshire

[kirsten.hutton@roh.org.uk](mailto:kirsten.hutton@roh.org.uk)