



 creative
ARTS EAST

The logo features a stylized red figure with arms raised, holding a small black star above its head. The word 'creative' is written in a red, lowercase, serif font, and 'ARTS EAST' is written in a black, uppercase, sans-serif font below it.

creative ARTS EAST

An **arts and community development** charity working with a range of communities across Norfolk, Suffolk and the east to offer **volunteering opportunities, health and wellbeing projects and cultural education.**



Our Vision:

Culturally vibrant, connected and motivated rural communities

Our Mission:

To improve community life through the creative use of the arts





In 2016-17 Creative Arts East supported:

824 rural events

Reaching over 40,000 people

£110,000+ per year for local venues

**SEE WHAT A DIFFERENCE
THE ARTS CAN MAKE...**

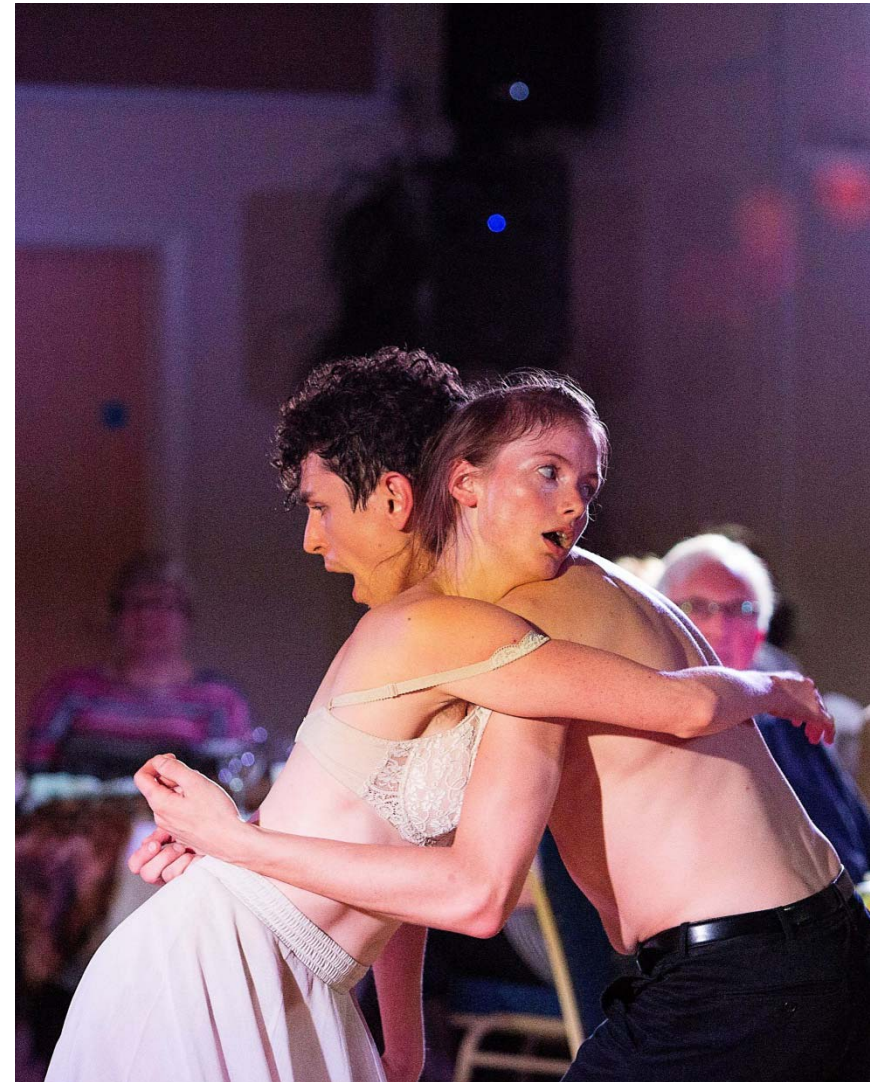




Rural and community Touring

Creative Arts East Live! - A live performance touring scheme which works in partnership with volunteers to bring professional theatre, music and dance to rural or underserved communities

Creative Arts East Screen - A community cinema scheme which works in partnership with volunteers to bring the latest film releases and classic titles to rural or underserved communities



Rural Touring supports the community by....

Decreasing isolation	67%
Supporting social connectedness	62%
Developing and supporting volunteers	40%
Developing skills within the community	26%

Furthermore volunteer programmers felt that their involvement has...

Given a sense of personal satisfaction	60%
Increased skills	40%
Helped make new connections	38%
Increased confidence	20%



Recent projects include:

Inn Crowd – touring live literature performance to pubs across rural Norfolk and the southeastern area

Our Day Out – fortnightly workshops for isolated older people, particularly those living with dementia and their carers

Norfolk Arts and Wellbeing Programme – impact study on the increase in personal wellbeing as a result of arts participation





Norfolk Arts
and
Wellbeing
Programme



509 people completed a physical or online survey. Of these:

53% would like to do more activities

32% would like to get healthier

31% would like to find new interests

31% would like to make more friends

25% would like to build confidence

With £20 to spend on creative or cultural activities:

33% would see a theatre show

26% would watch a film

23% would engage in arts and craft activities

22% would take a music workshop

11% would take a dance workshop

When asked what prevents people from doing so:

28% said lack of transport

27% said no money

20% said lack of confidence

17% said nothing

14% said health problems



As a result of participation in arts and cultural activities:

70% of participants demonstrated **increased wellbeing**
against the Warwick-Edinburgh Mental Wellbeing Scale

(**61%** when we combine all forms of monitoring approaches)

73% of participants felt **less isolated**

59% of participants had **communicated with new or more people**

62% of participants considered their experience had helped to **raise or maintain their confidence**

69% of participants
would like to **do more arts** or cultural activity

85% of participants
thought that this kind of arts and cultural activity was
important to have access to

Supported **22 community groups**

Enabled **153 events** outside of Kings Lynn

Attracted **13,113 ticket buyers**

Helped **generate £27,335.50** for local facilities and initiatives

Empowered people to provide **733 volunteering instances**





Levered in close to **£65,000 of new arts investment** for the Borough

Secured new investment for a **Local Cultural Education Partnership**



Thank you

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