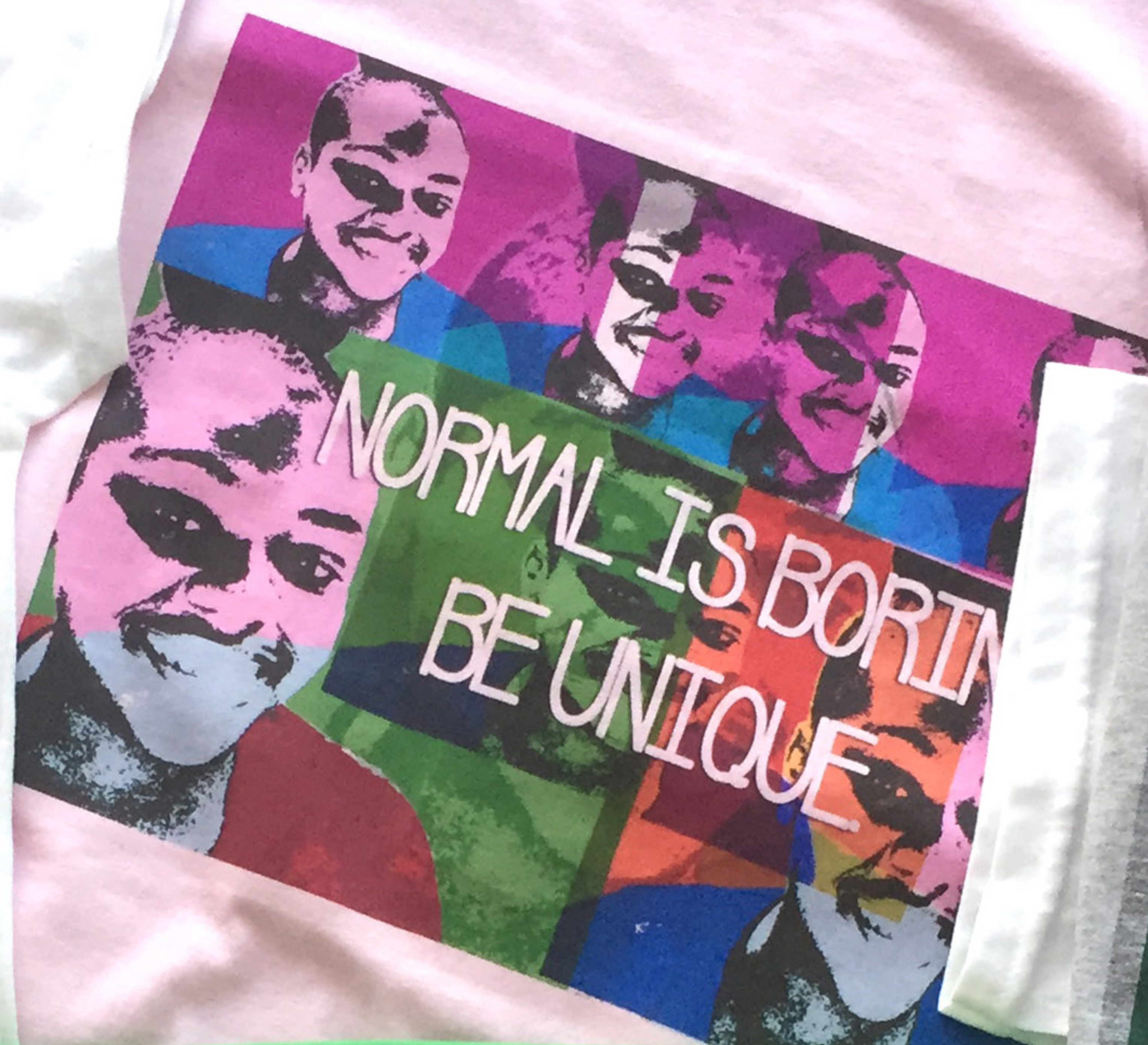
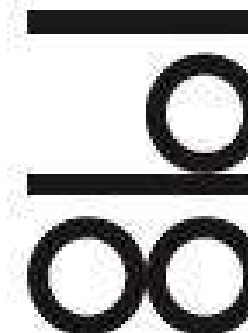


Social Impact Report 2013-2015



Contents

198 Contemporary Arts & Learning	1
Our Work at a Glance	2
Introduction	3
Our Method, How We Do This	5
Artistic Programme	7
Exhibitions & Events	8
In/Visible Cities	9
PukiJam	10
Impact	11
Artistic Programme Objectives 2014 - 2019	11
Education Programme	13
Creative Learning Programme	14
Enterprise – The Factory	15
The Pop-Up Factory	16
Hustle Bucks Shop Redesign	17
Commissioned Services	18
iDream	18
Impact	19
Education Programme Objectives 2014 – 2019	20
Enterprise Objectives 2014 – 2019	21
Conclusion	23
Acknowledgements	23



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198 Contemporary Arts & Learning

We are an influential national model of excellence, boldly pushing boundaries while giving a voice to under-represented creative individuals, communities and cultures.

Our three strands of work – Art, Education and Enterprise – offer a platform for the unseen and unheard. We provide routes to empowerment through building aspiration, nurturing latent artistic talent and widening engagement with the arts.

We work with emerging creative and cultural professionals, marginalised youth, community elders and audiences interested in inter-disciplinary work.

We use the interaction between diverse cultures, generations and social backgrounds as a catalyst for the creative process. As we do so, we confront and challenge social norms by making visible previously hidden or ignored issues relating to social change and emerging cultural identities.

13,727
Participants

Our Work at a Glance

October 2013 – September 2015

Artistic Programme

12,525 people accessed our **43** exhibitions and events

48% from a BME background

Education Programme

1,108 people took part in **69** activities, workshops and classes

35,479 learning hours delivered.

67% from a BME background

78 organisations have worked with 198 CAL in partnership to deliver services

Enterprise

94 individuals have received mentoring support with a total of **218** learning hours delivered

74% from a BME background

Introduction

This is 198 Contemporary Arts & Learning's second Social Impact Report. It outlines the journey that we have taken as a charity over the past two years and describes the steps that we are taking to both prove and improve our effectiveness as a charity. Within this report we present the results of our efforts to measure the difference that our work makes to the communities we work with in particular artists, visual arts audiences, young people and other diverse groups engaging with our activities.

Significant public spending cuts particularly in the Arts and Youth sectors combined with an increased demand for charity services has meant that small and medium sized charities like ours – which make up the bulk of Britain's voluntary sector, are being hit the hardest. As a small and agile charity we have responded innovatively to an increasingly difficult economic climate. This has included increasing the number of partnerships we are leading to deliver commissioned services, remodelling our delivery and exploring the diversification of funding across a spectrum of income streams. The past year has been one of consolidation and transition. With the support of Arts Council England we have completed the purchase of our premises from the London Borough of Lambeth through the Asset Transfer programme. Additionally a refit of the Hustle Bucks shop and the installation of a new Mac suite have greatly enhanced our sustainability and our ability to continue our work in the arts for the benefit of our audiences, artists and participants. Our exhibition programme has continued to deliver projects to engage audiences locally and further afield via national and international partnerships with a particular focus on a European collaboration (In/Visible Cities) to mark the centenary of the First World War.

In the coming year 198 Contemporary Arts and Learning will continue to pursue our charitable objectives of delivering programmes of arts activities for diverse communities. We intend to continue developing enterprise as part of our core strategy for diversification of income plan in order to strengthen the financial base of the charity and as such will be focusing our efforts on capacity building our existing youth enterprise Hustle Bucks and implementing plans for an Arts Factory Hub in Brixton in partnership with other Lambeth based organisations.

We are fortunate to have a committed Board of Trustees and staff team who have worked hard to achieve these goals. They are supported by volunteers to whom we owe our thanks for their time and effort in making a difference to their community.

We believe that we make a difference to people's lives and we hope that this report demonstrates the ways in which we make this happen. Thank you for taking the time to read it and we hope that you will continue to support our work in the future.

Our Focus, the Scope of our Activities

198 Contemporary Arts and Learning is a space for the exhibition of visual arts and digital media education which opened in December 1988, contributing to the regeneration of Brixton following the race riots of the 1980s.

Known initially as Roots Community and then 198 Gallery, we have grown from a community arts space, which helped nurture the Black Arts movement, into a contemporary visual arts organisation searching out artistic excellence and investing in emerging talents with a particular focus on supporting the development of young people.

Our funders over the past two years have included The Arts Council; The Jack Petchey Foundation; The Walcot Foundation; The Henry Smith Charity; The British Council; JP Morgan, Central Saint Martins, RSA Youth Awards; London Community Foundation; Big Local; The Sojourner Trust; Peter Minet Trust; Paul Hamlyn Foundation; The Social Investment Business Group; North Hertfordshire College; Our Place; Metropolitan Housing and the London Borough Lambeth (Youth Offending Services, CYPs, Lambeth Arts). We offer three core strands of engagement: Artistic, Education and Enterprise.

Artistic Programme

Our artistic programme provides a platform for participation, exchange and dialogue for artists, our partners and diverse audiences. Our exhibitions and artist led projects provide a framework for events which bring together individuals and organisations inside and outside of the arts to engage in debate and creative practice. Our work is particularly focused on issues of social inclusion and diversity and seeks to engage with global issues while being rooted in the history of our locality.

We showcase six projects annually in our gallery spaces at 198 Contemporary Arts and Learning and also work in partnership with other organisations to deliver touring exhibitions and off site projects

Education Programme

In tandem with our artistic programme, 198 works with local young people aged 13-25 with multiple and complex needs through our Creative Learning training and outreach programmes. Our programme of skills development, one-to-one support, advice and mentoring provides young people with opportunities to have a voice reconnect with learning and work towards careers in the Creative and Cultural industries.

We work in partnership with other agencies to develop opportunities for young people. These include weekly courses which operate on a “roll on, roll off” policy, so young people can start at any time as well as one off projects such as Summer School, youth exchanges, film making and artist led workshops. Our courses are accredited via Arts Awards and AQA. We also provide support to young people from low income backgrounds who wish to access Further and Higher education through portfolio development and an assisted application process to Central Saint Martin’s College of Art and Design. Additional needs are met by sign posting young people to other agencies in our networks including our partner organisations.

Enterprise

Young people at 198 developed our Youth Enterprise ‘Hustle Bucks’ in 2010. The idea was to create a social enterprise which provides opportunities that will enable them to voice the issues that affect their lives and future communicated through a youth fashion brand. Our retail and print production business is based at The Hustle Bucks shop in Brixton Village, Brixton market. Through their involvement young people acquire new skills and gain valuable experience geared towards future employment in the creative and cultural industries. Hustle Bucks is currently working extensively with young people in our local area to offer apprenticeships in Design and Community Arts, creative workshops, business masterclasses, and mentoring, showcasing of youth brands and more. Our Vision, quite simply is to be the most recognised youth fashion brand in the market

Our Method, How We Do This

Engaging the Community

198 Contemporary Arts and Learning works at three levels: with the individual, the family, and the neighbourhood in order to build strength based models of delivery. We believe in providing a holistic, neighbourhood based way of joining up services, addressing the problems as the community experience them, involving local residents and young people in the design of our services and supporting communities to develop their own activity and organisation.

Building Successful Partnerships

198 Contemporary Arts and Learning recognise that no one organisation is able to provide all of the solutions and that successful programmes draw in the expertise of a number of agencies. We are committed to working in partnership with both local, pan London and National organisations and have considerable experience of working with a range of organisations in the joint delivery of programmes. Our partnerships provide added benefit to our programmes by extending opportunities for participants by accessing each other's networks, collaborative working on events, and more effective use of resources, skills and expertise sharing. This effective collaboration with other organisations to co-deliver projects and share resources enables us to extend our reach and impact of our offer whilst reducing costs

Tapping into Many Skills

198 Contemporary Arts and Learning is a small, agile organisation which has managed to have national impact by developing innovative projects which are not afraid to be experimental or challenging in collaboration with upcoming artists, curators, educators and partner organisations. Our team are all fully trained professionals who have worked within the creative industries and are experienced youth workers. We work closely with a range of industry professionals and art institutions such as The Tate, V&A and Central School St Martins ensuring that our training programmes, designs and products are of high quality and of a professional standard.

Evidence Based Approach

By using the Logic model 198 Contemporary Arts and Learning ensures that outputs and outcomes are linked to the planned activities and that these activities have clear indicators of success. We utilise a range of methods to evaluate our work including Initial Assessments, Evidence of Planning, Evidence of Reviewing (increase value) and Evidence of Evaluation (judge value) and Evidence of Delivery including paper based, audio, visual and digital imagery and artefacts. Use of the IYSS electronic database enables us to monitor and record our activities.



In/Visible Cities. Bombi Tunnel Goriza. Trevor Mathison

Artistic Programme

198 Contemporary Arts and Learning works with emerging and mid-career creative and cultural professionals, marginalized youth, community elders and diverse audiences to develop inter-disciplinary projects which provide a forum for participation, exchange and appreciation of visual culture. We use the interaction between diverse cultures, generations and social backgrounds as a catalyst for the creative process. As we do so, we confront and challenge social norms by making visible previously hidden or ignored issues relating to social change and emerging cultural identities.

Our work is particularly focused on issues of social inclusion and cultural diversity and seeks to engage with global issues while being rooted in the history of our locality. We showcase projects in our gallery spaces at 198 Contemporary Arts and Learning and also work in partnership with other organisations to deliver touring exhibitions and off site projects. We develop projects which provide opportunities for young people to engage with the visual arts and gain experience in the creative and cultural industries.

Our Arts programme has a proven track record of innovation and quality over a twenty five year period which is reflected in our on-going ability to attract high quality artists, investment and valuable partnerships. Many emerging artists and curators from the UK and overseas have benefited from our support and have developed successful careers following their initial exposure at 198. They include George Kelly, Faisal Abdu'Allah, Godfried Donkor, Larry Achiampong, Gary Stewart, Suki Chan, Barby Asante, Rita Keegan, Michael McMillan, Susan Pui San Lok, Sunara Begum, Ope Lori, Katsumi Omori, Delaine Le Bas and Jo Self.

Our artistic programme has a loyal audience base with a high percentage of visitors from BAME communities in comparison to other visual arts venues. We are a recognized model of excellence in promoting cultural diversity in the visual arts. This is the signature of 198 which informs all of our programming initiatives

Exhibitions & Events

OCTOBER 2013 –SEPTEMBER 2015

43 Events & Exhibitions

12,525 Participants

48% BAME

Hannah Thual Private view and exhibition
Hannah Thual Artists talk
To Gypsyland Bolton Museum
To Gypsyland Artists talk
Ope Lori symposium TrAIn Chelsea School of Art
Ope Lori symposium 198
Opi Lori Closing event
Isha Blake Rationale to the madness Private View
Youth Enterprise conference
To Gypsyland Peterborough METAL
Heme Hill Xmas Fair
198 25th Anniversary party
To Gypsyland PV and exhibition
To Gypsyland Exhibition Bolton
To Gypsyland Symposium
Minor Transitions PV and exhibition
Minor Transitions Panel discussion
Minor Transitions Poetry Slam
Hustlebucks Brixton Village event
Bites Performance Lany Achiampong and David Blandy
To Gypsyland Gypsy Ball Brockwell Park
Unresolved Festival
The Crafters Market
A Matter of Artists Collective

Warrior Studios Artists Collective
Stephen Stockbridge Exhibition (Loughborough Creatives)
The Roles We Play Private View
The Roles We Play Exhibition
Said Adrus -Without an Empire, Ghosts Within Private View
Said Adrus -Without an Empire, Ghosts Within Exhibition
Brixton Village Hustle Bucks Fashion show
People, Places, Trains, Spaces Exhibition
Street Art Tour
Open Mic Night
Burning the Books Opening Ceremony
Burning the Books Burning Ceremony
PUKLJAM Private View and Exhibition
FACTORY Networking event
Shiraz Bayjoo Ile De France
In/Visible Cities Urban multimedia festival, Gorizia, Italy
Interrogating the Brutiful
Summer School Exhibition and Music Showcase



Eva Sajovic - Patricia

In/Visible Cities

198 Contemporary Arts & Learning partnered up with artists from Italy, Slovenia, Croatia, Netherlands to plan and participate in the Creative Europe funded In/Visible Cities Multimedia Festival which took place in Gorizia, Northern Italy in June 2015. Aligned to the celebrations for the Centenary of the First World War, the Festival In\Visible Cities was dedicated to the topic “cities and war”. The festival involved artists from all over Europe who came together to explore the connections between visible and invisible cities through art and multimedia languages. Art works were projected directly on physical spaces transforming them into active, significant elements able to tell stories and transmit emotions. The new technologies used portrayed the hidden histories and the many stories of the different communities that live in cities. The artworks also explored the human ability to imagine and to plan for the future. The festival offered performances, workshops, meetings, installations, and multimedia exhibitions focused on the cities,

their tangible spaces as well as their history and potential for future development.

Hustle Bucks. New Shop Design

198 CAL invited three projects from the UK to participate in the festival. **Dis/Placed** by Dub morphology (Gary Stewart & Trevor Mathison), created a site specific audio visual performance installation exploring ‘outside mess,’ solitude and exclusion using the visceral urban images of photographer Aniruddha Das. This took place in Bombi Tunnel, Gorizia. **‘Age of Plenty’** by Eva Sajovic explored attitudes towards unemployment and the use of public space in cities and through photographic and sound installations, workshops and discussion gave a platform for public expression which attempted to identify sustainable solutions. 198 CAL also commissioned a new video installation from Keith Piper **‘Borderlands’** (The Border is in Transition), a work specifically conceived and produced in response to the urban landscape of Gorizia and its boundary points, both marked and unmarked with Nova Gorica.



PukiJam

Between March and May 2015 198 Contemporary Arts and Learning presented 'PUKJAM', an exhibition of videos, photographs, paintings and sculptural costumes by artist Jennifer Allen aka Quilla Constance (QC). QC's multidisciplinary works transformed the gallery at 198 CAL into a space where notions of cultural authenticity and taboo were challenged via a series of unexpected visual and aural combinations. Quilla Constance, QC, is a satirical punk persona created, performed and deployed by Allen in order to locate a point of agency within the hegemonic framework of white phallogentric order. As QC, Allen

stages and virally inserts her artistic practice within pop culture, traversing music venues, forging protests and entering art galleries in order to emulate and critique the operations of these cultural zones. Here QC offers a raw and fresh frame through which Allen examines the construction of black female identities within contemporary British media culture.

Allen's newly commissioned video piece, 'PUKJAM' simultaneously deconstructs and reinforces notions of meaning and identity via a dystopian Golliwog Cake walk. The performance is accompanied and interrupted by a montage of erotic media images, figurative objects and Allen's mutant scat vocal set against a relentless electronic throb. Other video works include 'Happy Christmas Mom & Dad' a transgressive piece which sees Allen allegedly perform a seductive dance as a gift for her parents on Christmas day, and 'VJAZZLED', a satire on the Essex lady garden beautification trend of Vajazzling. The exhibition continued with vibrant sculptural costumes adorning large, exotic, acrylic on canvas abstractions. These conspired with the video works, inviting the viewer into a dialogue through which notions of cultural authenticity and the production of meaning are visibly contested.

Impact

Research conducted by Audiences London (2011) averaged attendance at small galleries at 7098 visitors per year. Of these 55% were UK residents and 45% overseas with the majority from Europe and USA. Our current audience figures compare well against this benchmark given that our programme provides opportunities for levels of greater participation. In terms of frequency 20% are first time, 20% attend weekly and 60% attend 2 – 7 visits per year. There are now an estimated 303,000 residents in Lambeth making it one of the most densely populated boroughs in London, and with population growth exceeding projections; Lambeth could be the most populated Inner London borough by 2020. Lambeth is notable for its ethnic diversity, with a particularly high proportion of people of African heritage, with continental Africans at (12%) and Caribbean Africans (9.5%) While the borough has an extremely young profile, Lambeth is notable for its ethnically complex older population too, substantiating the historical narrative that Lambeth was an important focus and destination for post-World War Two immigrants from the Caribbean and from Africa. Lambeth is among the London boroughs with the highest percentage of visual arts audiences at 5.5-6.8% of population. Additionally 41% of visitors to small galleries like 198 are aged 25-34 and 17% aged 35-44. Therefore our existing audience has strong potential for growth as our programme caters for young people and BAME communities. Our venue is located in a borough with an existing audience base for the visual arts. Research conducted for the 2012 Cultural Olympiad recommended that cultural diversity should be a core part of future programme delivery for the arts, something which 198 is well placed to offer. Recent economic regeneration in Brixton and Heme Hill has seen increased numbers of upwardly mobile Caucasian professionals moving to the area. The challenge is to engage more effectively with these potential audiences.

Artistic Programme Objectives 2014 - 2019

Whilst have we met our targets between October 2013 – September 2014 our events and exhibition delivery has decreased this year and a number of our targets have not been met. This is due to our energies being focused on completing the complex asset transfer and the remodelling of our delivery programmes to meet funder's demands for greater partnership work and the sharing of expertise and resources to reduce costs. Listed below are the objectives we set in our previous Social Impact Report and how we are meeting these to date:

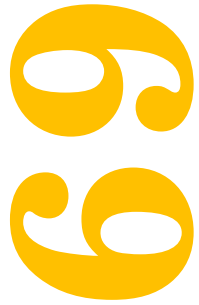
We will develop a greater awareness and demand for 198 and what it offers:

- 1. Through a 47% increase in exhibition and events attendance by Year 5 (from 5,983 per year to 8,840);**

- Between October 2013 – September 2014 the attendance at events and exhibitions increased from the baseline of 5,983 to 7,625 **an increase of 27%**
 - Between October 2014 – September 2015 the attendance at events and exhibitions decreased from the baseline of 5,983 to 4,900 **a decrease of 18%**
 - Taken over two years our audience figures show a small **increase of 4.7%**
- 2. By increasing the number of exhibitions and events that are central to critical social issues and give a platform to marginalized voices by 48% (from 27 per year to 40);**
- Between October 2013 – September 2014 we held 26 events and exhibitions
 - Between October 2014 – September 2015 we held 17 events and exhibitions
 - Taken over two years the numbers of events and exhibitions we have run has **decreased by 20%**
- 3. By developing a 2% increase in BAME audience attendance at exhibitions and events (from 48% to 50%);**
- Between October 2013 – September 2014 our BAME audience attendance at exhibitions and events was 33%. **A decrease of 15%**
 - Between October 2014 – September 2015 our BAME audience attendance at exhibitions and events was 73%. **An increase of 25%**
 - Taken over two years our BAME audience attendance has **remained the same at 48%**
- 4. By developing attendance by Heme Hill audiences from current (estimated) 10% to 50%.**
We currently do not have figures to measure this.
- 5. By developing partnerships locally, nationally and internationally from current (estimated) 25 to 50.**
- In the past year we have worked in partnership with 78 organisations. **An increase of 212%**



HustleBucks. New Shop Design



Education Programme

198 Contemporary Arts and Learning works with local young people aged 13-25 with multiple and complex needs through our Creative Learning programme. This combines skills development; one-to-one support, advice and mentoring to provide young people with opportunities to have a voice, reconnect with learning and work towards careers in the creative and cultural industries.

We work in partnership with other agencies to develop opportunities including apprenticeships, youth exchanges, summer schools, artist led workshops, volunteering and internships. Our courses are accredited via NVQ's, Arts Awards and AQA. We also provide support to young people from low income backgrounds who wish to access further and higher education through portfolio development and an assisted application process to Central Saint Martin's College of Art and Design.

198 Contemporary Arts and Learning have an extensive track record of working with at risk young people and we target those young people who are least likely to access arts provisions. This past year we have increased our delivery of commissioned services working with a range of partners from the third sector, statutory and business sector. We have adopted an appreciative inquiry approach to all of our work. This aims to build on young people's strengths rather than categorising them according to their deficits, addressing their potential as creative people and as learners. We have increased our outreach work running creative workshops and group work sessions targeting vulnerable young people in spaces that young people know and feel safe in, allowing them to access new creative experiences and build trusting relationships with delivery teams.

Through co-production with young people we make our services more responsive to what they want using art forms they understand, ensuring our services are cross cultural and diverse.

Working with artists and youth workers we ensure that young people gain access to high quality equipment and professional services enabling participants to produce work to industry standard.

Creative Learning Programme

October 2013 – September 2015

69 Activities	1108 Participants	BAME 67%	35,479 Learning Hours
<p>Creative Learning Workshops</p> <p>Apprenticeship Programme</p> <p>Work Experience Programme</p> <p>Hustlebucks Creative Courses</p> <p>Learning support</p> <p>Over 50's stitch and bitch Workshops</p> <p>DreamMakers Steering group meeting</p> <p>Life Skills Workshops</p> <p>Isha Blake Rationale to the Madness Workshop</p> <p>To Gypsyland & DreamMakers Workshops</p> <p>Youth for Freedom Workshop</p> <p>Central Saint Martin's Widening Participation Workshops</p> <p>Saint Francis Xavier Workshops</p> <p>IMPACT198 Workshops</p> <p>HustleBucks Presentation</p> <p>Print Courses</p> <p>V&A/ Metropolitan Housing/ 198 Summer School</p> <p>Remaking Picassso's Gue mica</p> <p>Youth against Extremism Workshop</p> <p>Brixton Design Festival Workshops</p>		<p>Hustlers Walk Brixton Happy video shoot</p> <p>Amersham College Workshop</p> <p>French Delegation</p> <p>Lambeth Country Show</p> <p>Brixton Splash</p> <p>Stephen Stockbridge Jessop School Primary Workshop</p> <p>The Roles We Play Symposium</p> <p>Said Adrus Without an Empire - Ghosts within Symposium</p> <p>Said Adrus Artists talk and curator tour</p> <p>Youth against Extremism Workshop Norwood school</p> <p>Youth against Extremism Workshop City Heights School</p> <p>TShirt Design Workshops</p> <p>Hurst Street Residents event</p> <p>FAC TORY workshops</p> <p>Burning the Books Writers workshop</p> <p>Hustlebucks Shop redesign workshops</p> <p>Street School Workshops</p> <p>i-Dream Workshops</p> <p>Factory Summer School Workshops</p> <p>Summer School Exhibition and Music Showcase</p>	



Enterprise – The Factory

In March 2014 198 Contemporary Arts and Learning submitted a proposal for funding to the Our Place 2014/15 programme to support us in the exploration of an idea to create an arts and enterprise hub for young people in Brixton, a concept which has grown organically from “Hustle Bucks” – 198 CAL’s young person led social enterprise started in 2010. We received a Getting Ready Grant in April 2014 and became one of 118 areas countrywide to receive further support in September 2014. This funding has

enabled us to get our idea off the ground, test our model and construct an operational plan. A full cost-benefit analysis has been carried out which shows that:

For every £1 spent on the project, it will produce benefits worth £6.19 (Public Value Return on Investment)

Our proposal was identified as being innovative and as such we were one of twenty projects nationally to be awarded “Breaking new ground status”.

The Factory is a creative space for arts and enterprise. Its mission is to provide young people aged 16-25 with the keys to self-sufficiency through paid employment in art and design. The Factory introduces youth creativity to the business world by building relationships that enable young people to work on real jobs for real clients as well as developing their own products and services. The Factory will provide better outcomes for young people including better targeted services and increased opportunities for those young people most in need. Offering apprenticeships, work experience, business start-up advice, mentoring and short courses the Factory is an innovative model supporting the economic growth of young people and assisting them to develop careers and small businesses in the creative and cultural industries.

The partnership developing the Factory currently consists of eleven organisations; Raw Material Music & Media; Photo fusion; Oval House Theatre; One Planet Ventures; Tee Shepherd; Meanwhile Space; Carver Haggard Architects; Lambeth College; Job Centre + Lambeth Arts and led by 198 Contemporary Arts & Learning.

The Factory has acquired the use of a studio space in Brixton Village at a reduced cost for the coming year and we are starting to deliver on our plans having secured some funding for the coming year through commissioned services, grant funding and earned income.



The Pop-Up Factory

“Amazing wouldn't change a thing except more courses”.

“It was genuinely perfect. I can't believe it was free”

The Factory partnership and model was tested in March 2015 when we ran a pop-up Factory in Photo fusions' studio space in Brixton market. The space was transformed by Carver Haggard architects and a team of four young people. Walls were constructed and painted and a kit of parts including a long table and a mobile storage and display structure made from industrial components and upcycled waste materials designed and made. Remakery and local manufacturers provided the materials for the kit.

Preparing for the Factory Pop-Up

28 workshops and seminars were run and included, Music Production; Graphic Design and TShirt Printing; Enterprise workshops; Photography; Business Planning, Crowdfunding, Painting; Interior Design and Visual Merchandising. Related products and services were made available and included, professional portraiture, music production, graphic design and t-shirt printing. This included hands-on real jobs including shop design (Hustle Bucks) and the interior design of a local restaurant – Bamboo la h. Events included “The Lonely Londoners: Crossing the Black Atlantic” exhibition and film screening and we concluded with a networking event which provided an opportunity for the community and potential funders to find out more about our future plans and to input ideas. 169 young people including NEET young people and young adults (aged between 15 – 30 years) participated in at least one workshop during the pop-up fortnight. Art based workshops were full or over-subscribed.

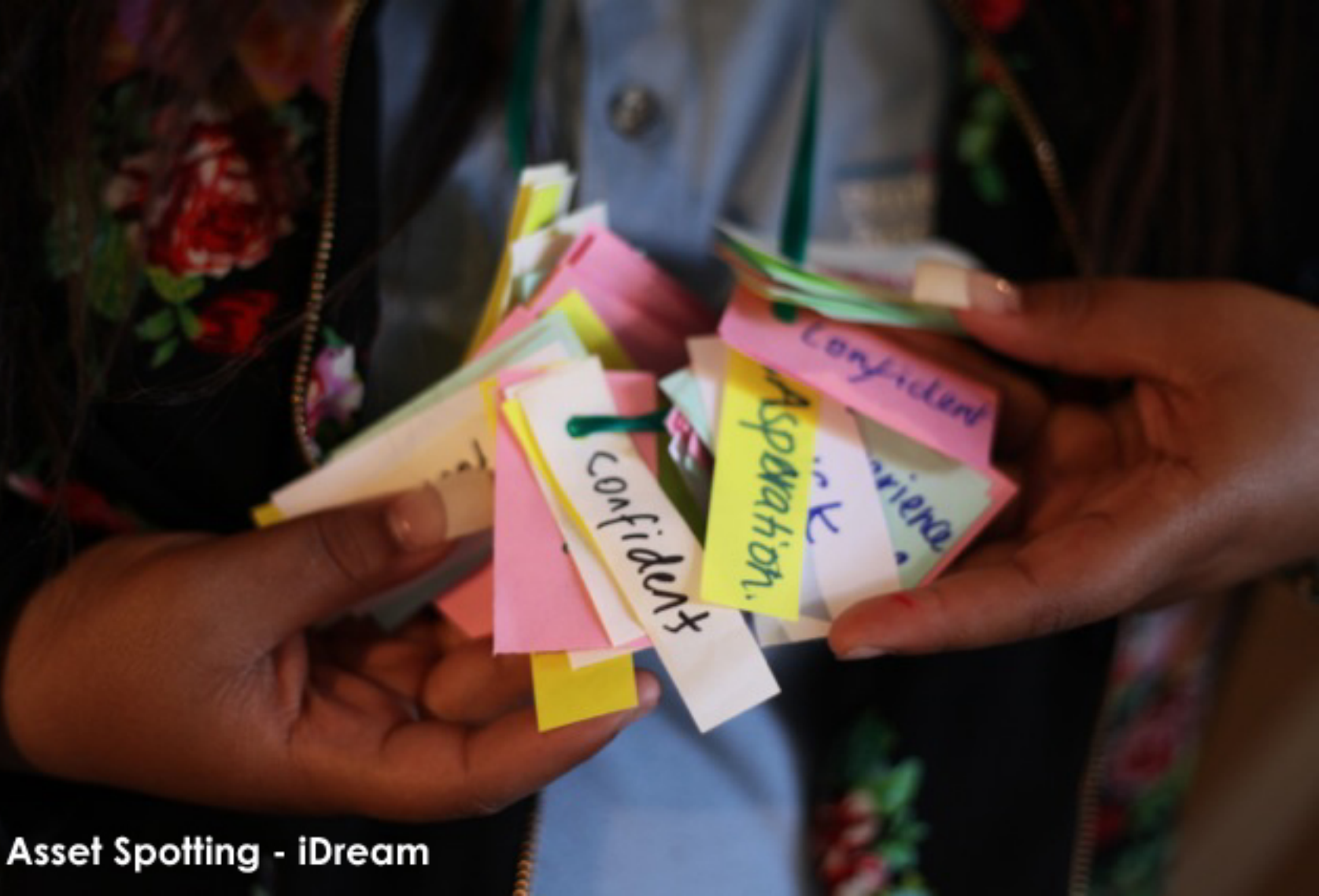


Hustle Bucks Shop Design Model

Hustle Bucks Shop Redesign

Hustle Bucks youth enterprise shop based in the vibrant Brixton Village needed a make-over. A grant from the Peter Minet Trust provided young people with the opportunity to do this by meeting the costs of workshops and the refit enabling them to carry all aspects of the design - from idea stage to carrying out the refit and decoration. Working with Carver Haggard Architects and staff from 198 CAL ten young people were progressed through a series of collaborative workshops to develop the brief and design for a new fit-out, combined with individual research, group work, and presentations. The preliminary workshops were held at the Factory Arts and Enterprise hub in March 2015 with further workshops held at 198 CAL's digital design studio. Here participants were introduced to a range of

technical skills including photography, interior design, architectural drawing and modelling. Once the concept and final plans had been agreed the young people carried out all aspects of the decoration and refit supported by architectural and design staff. The shop model created during the workshops shows the proposal to enhance the shop and showcase the products and the mission of the business, using a pegboard lining and mobile furniture elements which can be easily transformed and dressed for events. The model was showcased and presented by young people at the Royal Institute of British Architects (RIBA) special summer show of inspiring architecture and design held at POP Brixton for a week. The shop refit was completed in September 2015 and a series of events to celebrate the relaunch of Hustle Bucks have been held. This included being part of Brixton Design Trail (part of the London Design Festival – held annually to promote creativity in the capital).



Asset Spotting - iDream

Commissioned Services

This past year we have been increasing our partnership working with other organisations. Our partners are embedded in our community many of whom are grass roots organisations with a long history of delivering services to some of the most marginalised young people. Collectively our offer is strengthened; our partnerships bring a huge range of diverse skills and expertise to the table and puts us in strong position to bid for the future delivery of commissioned services which could include targeted youth intervention work; into-work training; mental health interventions; enterprise and artistic programmes.

Since March 2015 we have won contracts to deliver the provision of Lambeth Youth Drug & Alcohol Service (iDream); Daytime provision for young people who are NEET, at risk of or who are school excluded (Street School); Creative interventions for young offenders and a Creative Summer School.



iDream Photography Workshop

iDream

The iDream alliance consisting of six Lambeth based organisations Photo fusion; Raw material; Alford House; SE1 United and Streatham Youth Club Trust led by 198 Contemporary Arts & Learning has been commissioned by Lambeth Council to deliver their Youth Drugs and Alcohol programme.

Running until the end of March 2016 the iDream programme is being delivered simultaneously in three youth clubs, Streatham Youth Club, Alford House and SE1 United and is open to young people living in Lambeth aged between 14 – 21 years who are using or at risk of using cannabis or alcohol.

Using an asset based model the programme aims to build on young people's strengths rather than categorising them according to their deficits. The programme consists of building blocks of positive activities including group work and creative workshops, allowing participants to gain skills in design, graphics, t-shirt making and clothing retail, photography, moving image, rap, lyricism, spoken word, music and sound recording.

Flexibility and sustainability is a vital component of our programme which provides a roll on roll off approach, and is made up of series of six week modules enabling young people to start the programme at any time during the year. These modules are designed to progress participants towards the designing and delivery of multimedia community events at the end of the programme, providing young people with a tangible goal that builds on their existing skills and involves leadership, risk taking, problem solving and good communication. These modules are underpinned by one-2-one support which includes motivational interviewing; dreaming and a focus on developing young people's individual strengths and capabilities.

Membership of an iDream team gives participants the opportunity to access partner's activities and facilities. These include high quality sporting facilities (including free gym access); multimedia skill training; employment training; work experience; enterprise; leadership training and international opportunities.

The programme is being independently evaluated by the University of Brighton

Impact

198 Contemporary Arts and Learning has provided young people with experiences that they remember into adulthood and which have played a part in shaping their lives. From working with artists in creative workshops to receiving one to one support advice and mentoring, the activities which we have provided have enriched lives and assisted in developing positive futures. We have worked with young people of all ages and backgrounds and we have aimed to provide a safe and welcoming environment where young people can learn and enjoy themselves. We have also encouraged youth leadership and have endeavoured to provide opportunities for this wherever possible so that young people can make a contribution to their community. In the coming years we intend to develop our programme to provide as many opportunities as possible by extending our partnerships, ensuring youth leadership is embedded in our work and by providing high quality experiences led by arts professionals.

Education Programme Objectives 2014 – 2019

Whilst we have met our targets between October 2013 – September 2014 our activities and associated delivery has decreased this year and a number of our targets have not been met. This is due to our energies being focused on completing the complex asset transfer and the remodelling of our delivery programmes to meet funder's demands for greater partnership work and the sharing of expertise and resources to reduce costs. Funding from JP Morgan and the Big Lottery also came to an end in December 2014. We have responded to these challenges and in the last six months our delivery has increased as we have started to deliver on a number of commissioned services contracts.

Listed below are the objectives we set in our previous Social Impact Report and how we are meeting these to date:
We will increase Youth participation within 198 by:

1. By providing a 10% increase in learning hours delivered by Year 5 (from 21,728 per year to 23,901);

- Between October 2013 – September 2014 we delivered a total of 23,920 learning hours **an increase of 10%**
- Between October 2014 – September 2015 we delivered a total of 11,559 learning hours **a decrease of 46%**
- Taken over two years our delivery of learning hours shows **a decrease of 18%**

2. By developing a 2% increase in BAME attendance at workshops (from 63% - 65%).

- Between October 2013 – September 2014 70% of people attending workshops were BAME **an increase of 7%**
- Between October 2014 – September 2015 66% of people attending workshops were BAME **an increase of 3%**
- Taken over two years our delivery of BAME attendance at workshops was 67% **an increase of 4%**

3. Having two active youth representatives on the 198 Board

We currently have one youth representative who is an active member of the 198 Board

4. Creating a Youth Sub-Committee which will meet monthly

198 CAL has formed a Youth Design Team (consisting of 8 young people) who are responsible for new collection ideas, design direction and the co-production of project proposals and subsequent delivery.

5. Running five events annually organised by at least 2 young people

Over the past two years young people have organised the following: Isha Blake Rationale to the Madness exhibition and young people's workshop; Youth for Freedom and Youth against Extremism workshops in local secondary schools; Hustle Bucks Fashion show in Brixton Village; Brixton "Happy" Video <https://www.youtube.com/watch?v=6hg0llwZEKU>; Kids T-shirt printing workshops; Open Mic night and Poetry slam; Pop-up Factory workshops; Workshops for young refugees; presentations on Hustle Bucks – House of Commons & London Design Festival; Creative Battle for young South London illustrators; Hustlers Walk – promotional parade and the running of Stalls at Lambeth Country Show and Brixton Splash.

6. Creating an Alumni Scheme for young people who have completed their formal engagement with us

In progress

7. Progressing young people as peer mentors

All of our work is co-produced with young people and we continue to progress young people into taking on much of the responsibility for the planning and development of our youth programmes. The support and training we offer is intrinsic encouraging young people to participate fully and to progress to mentoring, facilitator and leadership roles.

8. Increasing our networks, share best practice and build partnerships

In the past year we have worked in partnership with 78 organisations. **An increase of 212%**

Two international placements per year and one national placement per year.

Three young people have participated in our partner's Momentum World European training held in Hungary and Bulgaria

Enterprise Objectives 2014 – 2019

- 1. We will grow the Hustle Bucks enterprise into a viable income earner through diversification of products, increasing production and introducing an online retail channel. We will attract more visitors and customers from the arts, culture and fashion marketplace by developing strategies and systems that make our unique and excellent offer more widely known, better understood and in greater customer demand**

2. We will have at least 6 posts per year for Apprentices or Youth Interns.

One of the biggest issues faced by our 2013/14 apprentice intake was the very low wage on offer (£2.70/Hour). Following a review it was agreed to pay all future apprentices on the nationally agreed minimum wage. This decision has impacted on our ability to raise enough money to cover the increased wage bill and has reduced the number of apprenticeships we are able to offer.

- During 2013/14 we provided 6 apprenticeships. All of the young people completed their apprenticeships (despite their often chaotic lifestyles). Of these 1 has moved into further education and 4 are now working.
- During 2014/15 we have provided a further 5 apprenticeships.

3. We will co-design a clear strategy for the Hustle Bucks Enterprise, as outlined in a separate business plan co-produced with young people which includes clearly defined roles and responsibilities for youth involvement at all levels, i.e. management operational activities, peer led education, accredited training programmes and bespoke learning experiences).

- Young people have worked with a business advisor and have constructed a business plan. Our future strategy is to align Hustle Bucks with both Lambeth College and the Factory providing a retail outlet for products which young people produce and the provision of hands on work experience.

4. We will develop a line of artist-based merchandise by using our archive and donations from past exhibiting artists.

- In progress

5. We will diversify the Hustle Bucks Youth Enterprise product line to include 15 additional youth brands under the Hustle Bucks banner and expand the product range from producing T-shirts and jumpers to include caps, bags and cards.

- Hustle Bucks have expanded the product range to include Hoodies; bags and caps and exploring other potential products including mugs and magnets. In the past year three new collections have been launched featuring 56 new designs: "South London" collection for fashion show (10 designs); Brixton collection (6 Designs) and Youth 4 Freedom (40 designs)

6. We will collaborate with other local organisations through co-delivery, sharing of resources and partnerships from 10 to 20 annually.

- In the past year we have worked in partnership with 78 organisations. **An increase of 212%**

7. We will develop new partnerships to associate our brand with 5 other high-value and high-profile brands.

- In progress

Conclusion

Our results show that 198 programmes are making a significant contribution to the cultural landscape locally and nationally. We remain an important incubator of emerging creative talent ensuring that opportunities are available to artists and young creatives from all backgrounds who wish to develop careers in the cultural and creative industries. As one of the UK's fastest growing sectors we believe that 198 can play a continuing role in nurturing the early careers of the next generation of artists and designers.

This evaluation of our impact demonstrated that our arts education programme has an immediate and lasting positive effect on young people's well-being. In particular, it improves young people's personal skills and inner confidence to deal with things more effectively, their social confidence and capability. We will continue to enrich young people's development in this way by providing transformative experiences that will last a lifetime.

We intend to continue aiming for innovation in our work, finding new ways to be ground breaking and developing ideas which can influence policy and practice in a wider context. By being aware of the changing social and cultural landscape we can ensure our programmes continue to inspire, engage and benefit our participants and audiences and make an ongoing contribution to community cohesion, educational achievement and entrepreneurial growth.

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• Arts Council England, London • The Jack Petchey Foundation • The Walcot Foundation • The Henry Smith Charity • The British Council • JP Morgan • Central Saint Martins • RSA Youth Awards • London Community Foundation • Brixton North Big Local • The Sojourner Trust • Peter Minet Trust • Paul Hamlyn Foundation • Sylvia Waddilove Foundation • Social Investment Business Group • North Hertfordshire College • Our Place • Metropolitan Housing and the London Borough Lambeth (Youth Offending Services, YLC, Lambeth Arts).