

# Social Impact Report 2010 - 2013



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### **198 Contemporary Arts and Learning**

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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

18,364

Participants

## Our Work at a Glance

October 2010 – September 2013

### Artistic Programme

**15,571** people accessed our **75** exhibitions and events

**50%** from a BME background

### Education Programme

**1,868** people took part in **115** activities, workshops and classes

**63,673** learning hours delivered.

**71%** from a BME background

**53** organisations have received mentoring support with a total of **2,302** learning hours delivered

### Enterprise

**429** individuals have received mentoring support with a total of **2,107** learning hours delivered

Between 2012- 2013

**6** Year long Apprenticeships in Design and Community Arts

**19** external young people's Brands retailed in HustleBucks shop

**15** Work Experience placements

**14** New Youth Led Social Enterprises supported

## Introduction

This is 198 Contemporary Arts & Learning first Social Impact Report. It outlines the journey that we have taken as a charity over the past three 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.

In this our 25th year we are as committed as ever to making a real difference to people's lives with projects that provide real benefit for personal, social and emotional well-being as well as supporting the development of emerging professionals seeking to build careers in the creative and cultural industries. We aim to unlock potential and provide a platform from which individuals can learn new skills, aim higher, achieve more and ultimately live fulfilling lives. In delivering our charitable objectives we want to learn how to improve the quality of our work and strive to do the best we can. Over the past three years we have been implementing the processes by which we can measure both the short term impact of our work as well as taking a longer term view as we are aware that the work we do today may result in change in the long term.

We are fortunate to have a committed Board of Trustees and staff team who work 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 also highly value our partnerships with other organizations, large and small and both in and outside of the arts who are able to enrich our programmes by bringing additional skills, opportunities and resources to benefit our participants.

This year we aim to secure our future by purchasing our premises to provide a community asset for years to come. The achievement of this goal will ensure that our organization can continue to grow and thrive, benefitting more people and providing a space where people are valued, contributing to the strength and resilience of our local area. 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



**Clarence Thompson MBE, Chairman 198 Contemporary Arts and Learning**



Gerard Hanson – Fashioned Realities 2013 (CAL)

## **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 key partners and funders have included The Arts Council; JP Morgan, Big Lottery Fund, Central Saint Martins, Goldsmiths University, The Centre for Crime and Justice Studies, London Borough Lambeth (Youth Offending Services, CYPs, Lambeth Arts) IMPACT Consortium, British Albanian Kosovo Council, UNICEF and Youth Momentum.

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 consortium partners

## **Enterprise**

Young people at 198 developed our Youth Enterprise 'HustleBucks' in 2010. Their idea was to create a social enterprise which provides opportunities that will enable them to voice the issues that affect their lives and futures communicated through a youth fashion brand. Our retail and print production business is based at The Hustlebucks shop in Brixton Village, Brixton market. Through our work with Embrace Co-operation HustleBucks also supports Youth Enterprise in Europe by working in partnership with organisations in Germany, Turkey and Slovakia.

Through their involvement young people acquire new skills and gain valuable experience geared towards future employment in the creative and cultural industries. HustleBucks is currently working extensively with young people in our local area to offer apprenticeships in Design and Community Arts, creative workshops, business master classes, 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 a strength based model 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 recognises 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

# HUSTLE BUCKS



HustleBucks – Brixton Village 2013

**Our Values.** Embedded in our  
**Community.** Committed to Diversity,  
Equality and Inclusion. **Value Honesty, Integrity  
and Transparency.** **Seek Artistic Excellence  
& Support Freedom of Expression  
Promote Personal Development.**  
**Work in genuine Partnership and  
Collaboration**

## 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 2010 – September 2011

25 Events	5,680 Participants	54% BME
<b>Origination</b> Exhibition		<b>Brixton Green</b> Open Evenings
<b>Origination</b> Brockwell Community Greenhouses Dinner Party Performance		<b>Sunara Begum</b> Exhibition
<b>Katsumi Omari</b> Everything Happened For the First Time		<b>HustleBucks</b> Maria Lopez Collaborative Exhibition
<b>Artists Talk</b> Japan Foundation		<b>HustleBucks</b> Louis Michel Collaborative Exhibition
<b>Sayoko Nakahara</b> Curators Discussion		<b>Community Focus Residency Exhibition</b> Unknowable Identities
<b>London Underground Artists</b> Collective Opening		<b>Jo Self</b> Exhibition
<b>Syrian Exchange</b> Event Brixton Village		<b>Travelers' Stories, Travelers' Lives</b> Exhibition
<b>Encounters</b> residency opening		<b>Liz Johnson-Artur</b> opening
<b>Local Amnesia Exhibition</b> Central Saint Martins		<b>Zoe Burt</b> opening
<b>Local Amnesia</b> Film screening & Performances		<b>Lidia De Pedro</b> opening
<b>Panel discussion exploring transaction, exchange and migration</b>		<b>1 London Showcase</b> Launch
<b>J Milo Taylor installation</b> (New Cross)		<b>Brixton Green</b> Open Evenings

# Encounters

In September 2011 198 Contemporary Arts and Learning and Refocus in London hosted a joint youth exchange with youth groups from Syria and London.

This was funded through the Youth in Action programme managed in the UK by the British Council and funded by the European Union. The programme helps young people to become active citizens and better equipped for the world of work, and promotes solidarity, social cohesion and co-operation within Europe and neighbouring countries.

The two organisations came together in collaboration with People's Palace Projects and 198's artist in residence Gary Stewart to produce **Encounters@198** a London/ Syria arm of Gary and People's Palace Project's international project - Encounters. Encounters aimed to encourage young people to consider how they transform their lives through the arts.

The young people from London and Syria worked together using photography, sound, video VJ performance and media installation technologies to explore their personal motivations, experiences, similarities and differences and the wider theme of "encounters" in their lives. These culminated in an exhibition and live visual installation that took place in the HustleBucks shop in Brixton Village, Brixton Market

Head of EU Programmes at the British Council Simon Williams said:

"Initiatives like this one help to build trust and understanding between people of different cultures. They also broaden our young peoples' horizons and equip them with the skills and understanding they need to become global citizens."



Encounters UK/Syria Youth in Action Exchange Performance – Brixton Village 2011

# Exhibitions & Events

OCTOBER 2011 – SEPTEMBER 2012

25 Events	5,680 Participants	54% BME
<b>Blank Generation</b> Punk Poster Exhibition		<b>States of Being</b> Constructing Identities CSM Students Exhibition
<b>Blank Generation</b> Collectors Talk		<b>Categorising the Artist</b> Panel Discussion
<b>Blank Generation</b> Film Screening		<b>Bread and Circus</b> Residency and Exhibition
<b>Blank Generation</b> Book Readings		<b>ImaginHer Exhibition</b> Maryam Heshami & Kevina Labonne
<b>Blank Generation</b> Closing Event		<b>Brixton Calling!</b> Opening Event
<b>Rendering the Real</b> Symposium Post-Colonial Legacies in the visual interpretations of marginalised		<b>Brixton Calling!</b> Exhibition
<b>Central St Martins</b> Workshops		<b>Brixton Calling!</b> Curators Talk
<b>Rendering the Real</b> Sireita Mullings		<b>Radical Printing Workshop</b>
<b>Post-Colonial Legacies</b> Panel Discussion		<b>Women's Lens Based Media Event</b> Brixton Village
<b>Negotiating marginal positions in photographic practice</b> Panel Discussion		<b>Brixton Fairy Night</b>
<b>Visual Residue</b> Symposium		<b>Art and Feminism</b> Symposium

# Brixton Calling!

**Connecting contemporary Brixton to its past - through the history of the late Brixton Art Gallery & Artists Collective in the 1980s.**

Brixton Artist Collective was based at a gallery in three railway arches below Brixton Station in the early 1980s. Between 1983 and 1986, Brixton Art Gallery, directly fronting Atlantic Road, a busy shopping street, held 50 exhibitions with almost 1000 participating artists. A pioneer of the true spirit of the now much maligned multiculturalism it welcomed every kind of artist, from the most diverse of race, sex, sexuality and ability, showing anything from installation to painting. In the words of the Tate's archivist Adrian Glew it "tapped into the socio-political zeitgeist from the 1980s onwards, bringing disparate communities together who otherwise would have little or no contact".

But the Gallery was not about art market bling, but real community engagement and this was reflected in the yearlong project, Brixton Calling! a collaboration between 198 Contemporary Arts & Learning and Brixton Artists Collective Archives (BACA) which culminated in an exhibition of Brixton Artist Collective's five Archive Installations and seven Community Archiving and Engagement projects.

Brixton Calling! Was funded by Arts Council England and the Heritage Lottery Fund and was developed in partnership with Lambeth Archives; Tate Archive; Women's Art Library (Goldsmiths, University of London); Institute for Modern and Contemporary Culture and the University of Westminster and created a visual dialogue between Brixton in the 80s and today's changing ideas about identity, work, culture and migration.

5 Archives Installations were successfully produced. Each artist developed a different approach to his/her response to the archival process and the installations looked very different, creating a visually rich, diverse and engaging experience for viewers.

For the exhibition at 198, the Archives Installations were shown alongside the artworks produced by the 7 Community Archiving and Engagement projects.

**MORE or LESS** a quilted wall hanging made by older women from the Brixton community at 198, with a quilt referring to and reflecting upon current concerns, about health, education, housing and welfare.

**Looking Back, Moving Forward** a project with Year 11 school students exploring the anti-apartheid movement. The group visited the Bodleian Library of Commonwealth and African Studies in Oxford, where they were shown documents from the Anti-Apartheid Movement archives. The pupils met Teri Bullen who shared her experiences of working with the Zamani Soweto Sisters and Eugene Skeef, the South African artist, musician and anti-apartheid activist and Monti Wa Marumo exhibiting artist. The young people supported by Eugene Skeef created a performance piece, which was performed at 198 during the exhibition.

**BAM BAM!** Black Art in the 80s and at Brixton Art Gallery was explored further by a Fanzine project and a Community Archiving and Engagement project with members of the Tate Collective. Participants researched Black Art in the UK, met artists Rita Keegan and Keith Piper, visited Tate Archive collection of Black art in the '80s and explored issues around the representation of Black art in galleries in the '80s and today. Copies of BAM BAM! were on display and distributed at 198 during the exhibition.

**Out of Uniform** was a poster project led by artist David Nevin based in Brixton and a London Underground employee. In 2010 a group of creative London Underground staff got together to form Out of Uniform. It is the first artists collective of Underground Staff. The group is keen to be known as artists as well as LU employees. From a wide range cultural background and nationalities, the group takes into its own hands how it is represented.

**Oral Histories** young people at 198 produced a short film of interviews with BACA and former Brixton Gallery exhibiting artists and Collective members. In the exhibition, the Oral Histories film was shown on a loop on a large flat screen and chairs were available for visitors who could choose to stop and watch or continue to move through the 198 gallery spaces

**Queer Pulse** traced back artists who were involved in the first three Lesbian and Gay exhibitions held at the Brixton Gallery. Today's LGBT community collaborated with them to create a gallery of portraits of 1980s Brixton Art Gallery LGBT community. The portraits became part of the Brixton Calling! exhibition.

**Postcard Memory** created an installation of a display of hand made and digital postcards sent back from Canada, France and the UK. The postcard was designed by BACA, posted and emailed as a PDF or downloaded on sendspace. Postcards were also distributed at the Project's Launch and at cultural and social venues in Lambeth like the Lambeth Country Show. As the exhibition continued more postcards were made. The project re-activated memories and triggered reflection about the 80s and Brixton Art Gallery. The postcards were often moving accounts of friendships, activism and described the impact Brixton Art Gallery has had on individual artists and visitors.



Women, Art and Politics: Production of a banner created in response to the Women's Work exhibitions at Brixton Art Gallery 1983-86 Brixton

# Exhibitions & Events

October 2012 – September 2013

25 Events	5,680 Participants	54% BME
<b>Fashioned Realities</b> Gerard Hanson Exhibition		<b>Movement in Static Space</b> Central Saint Martin's curating students - artists talk
<b>Fashioned Realities</b> Gerard Hanson Artists talk		<b>To Gypsyland</b> Delaine Le Bas Private View
<b>DreaMakers</b> Opening Newham		<b>To Gypsyland</b> Exhibition To Gypsyland: Overground Arts Jam Peterborough
<b>DreaMakers</b> Glasgow Community showcase Govanhill Baths		<b>To Gypsyland</b> PV and exhibition
<b>DreaMakers</b> Community launch and exhibition		<b>To Gypsyland</b> Talk
<b>DreaMakers</b> Seminar		<b>ImaginHer</b> Exhibition
<b>DreaMakers</b> Community launch Bolton		<b>ImaginHer</b> Panel discussion with Roshini Kempadoo
<b>Youth Speaks Conference</b> Goldsmiths University		<b>ImaginHer</b> Lambeth Open gallery tour
<b>British Council Conference</b> Brunel University		<b>Friends of Ruskin Park</b> Exhibition
<b>HustleBucks</b> at Brixton Splash		<b>HustleBucks</b> Blank Generation launch in Brixton Village
<b>Into the Exotic</b> Private View Paula Roush and Maria Luistano		<b>Herne Hill Forum</b> Vintage Fair
<b>Into the Exotic</b> Artist/curators talk		<b>Action for Reaction</b> Launch event
<b>Movement in Static Space</b> Central Saint Martin's curating students		<b>Action for Reaction</b> Film screenings at 7 community venues (youth clubs, schools Lambeth, Lewisham and Wandsworth)
<b>Fashioned Realities</b> Gerard Hanson Exhibition		<b>Movement in Static Space</b> Central Saint Martin's curating students - artists talk

## DreamMakers: Eva Sajovic

DreamMakers was a 16 month long, UK wide, artist-led participatory project taking place in Glasgow, Bolton, Peterborough, and Newham in London, working with young people aged between 13-19 of Roma, English Romany, and Irish Traveller and non-Roma backgrounds. The project was supported by the Paul Hamlyn Foundation. The aim of the project was to support young people from marginalised communities, in particular from Gypsy, Roma and Traveller communities, to develop their powers of self-expression, to view their cultural background as valuable within the context of a multicultural society and also to tackle prejudice in the wider community. In each location, young people between the ages of 13-19 of Roma, English Romany, Irish Traveller and non-Roma backgrounds were given training in media (photography, video, sound, podcasting and internet) with the intention of recording and collecting material on the diverse issues pertaining to themselves and their communities and to explore representation of self, environment, identity, belonging and aspirations.

Work in each location culminated in an exhibition of the participants' works, bringing together families and the communities.

A collective exhibition and associated events took place at 198 Contemporary Arts and Learning during June & July 2013 including a Citizenship and Belonging symposium, 25 June 10am – 5pm and Young Voices, a selection of shorts. A book collating all the materials will be published at the end of the project.



Delaine Le Bas – To Gypsyland 2013

# To Gypsyland

To Gypsyland is a partnership between 198 Contemporary Arts and Learning, Metal Peterborough, Tramway and Glasgow Arts and Bolton Museum and Art Gallery funded by Arts Council England Strategic Touring Fund.

To Gypsyland is a road trip; a research archive; and a roaming studio. To Gypsyland is a conversation and an exchange of ideas. The project by Delaine Le Bas, co-curated by Barby Asante for 198 Contemporary Arts and Learning, explores the ideas and myths of 'Gypsyland'. It explores ways of connecting the present to the past and reveals the history of communities that live on the fringes of society that are rendered invisible and are fiercely misrepresented within British culture. To Gypsyland presents a new and diverse picture of what 'Gypsyland' has historically been seen as, what it currently is and what it can possibly be.

Taking the idea of 'City Gypsies' To Gypsyland focuses on the idea of urban traveller communities that have always been part of the city landscape, but that still exist within the public imagination as an 'English Countryside' stereotype. To Gypsyland is where Delaine will take audiences to travel with her into this unknown territory and bring to light the cultural and historical geography of a people who are often mythologised and demonised, changing perceptions of where Gypsy culture and history are kept and dispelling myths.

Delaine is an Artist and English Romani. She makes installations that are raw and intense collections of drawings, hand crafted objects, textiles, found objects and images exploring intolerance, misrepresentation, displacement and homelessness that the Gypsy, Romani and Traveller communities continue to face daily. Recently Delaine's practice has become one of artist/activist working with Non-Government Organisations in Europe to campaign, advocate and promote the recognition of Gypsy, Romani and Traveller communities, their culture and history.

Delaine carried out research and 'interventions' in Peterborough leading to her residency at Metal, Chauffeurs Cottage during late October and November. Here she worked directly onto the walls to create an installation and exhibition enabling the public to watch her work, and talk to her about the project. The resulting exhibition ran until late November.



Participants – Dreamakers Glasgow 2012

# 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 Herne 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

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

- Through a 47% increase in exhibition and events attendance by Year 5 (from 5,983 per year to 8,840);
- 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);
- By providing a 10% increase in learning hours delivered by Year 5 (from 21,728 per year to 23,901);
- By developing a 2% increase in BAME audience attendance at exhibitions and events (from 48% to 50%);
- By developing a 2% increase in BAME attendance at workshops (from 63% - 65%).
- By developing attendance by Herne Hill audiences from current (estimated) 10% to 50%.
- By developing partnerships locally, nationally and internationally from current (estimated) 25 to 50.

**We will increase demand and acknowledgement for what we offer via media exposure and partnerships:**

- By increasing the amount of positive press coverage per year – specialist x 1, local x 6, national x 3 publications;
- By receiving at least one positive peer review per exhibition that we can feature on the website;

15

11

11

Activities, workshops and classes held

## 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. We have been the recipient of numerous awards including:

- The RSA Award for Youth Innovation 2011
- The Metropolitan Police Peace Award 2008
- Our Creative Learning programme was cited in the OFSTED publication 'Best Practice in Working with NEETs' in 2010.

198 Contemporary Arts and Learning have an extensive track record of working with at risk young people, including offenders and ex-offenders. This has included working with Young and Safe, YOS referrals and reparation programmes incorporating accredited education and training, positive activities and key work and one to one support.

## Impact Consortium



Participant – Photography Course 2012

198 Contemporary Arts and Learning is the lead organisation for the Impact Consortium which is made up of five organisations which offer training and activities for young people aged 13-19 (up to 25 for young people with a disability) who are not in education, employment or training and/or vulnerable and at risk. Working across the borough of Lambeth and beyond, through a single point of contact, Impact Consortium makes it easy for young people to access a range of activities with, and support from, one or more member organisation. It aims to find out what each young person needs to progress, and find a way to meet that need. Activities include: digital media; music production; fitness training, one to one support; work and life skills; mentoring, and trips. Activities are accredited through Arts Awards, AQA, or City & Guilds.

The Impact Consortium is made up of five member organisations each bringing their own expertise to provide a seamless provision of support to vulnerable young people; Members of the consortium include 198 Contemporary Arts and Learning; Alford House; Raw Material; British Albanian Kosovar Council and Nacro

# Creative Learning Programme

October 2010 - September 2011

43 Events	744 Participants	71% BME	18,496 Learning Hours
<b>Young &amp; Safe</b> Youth Offending Reparation Programme		<b>Creative Learning</b> Programme	
<b>HustleBucks</b>		<b>Rebecca &amp; Katy Beinart</b> Brixton Market residency	
<b>Brixton Calling!</b> Oral History Project		<b>Young &amp; Safe</b> U Better Know	
<b>IMPACT</b> Radio Forum		<b>Artists Professional Development</b> Masterclasses	
<b>Brixton Calling!</b> Anti-Apartheid Workshops		<b>School Workshop</b> (Tamworth Manor)	
<b>Brixton Calling!</b> Black Art Workshops		<b>1London</b> Work Placements	
<b>Brixton Calling!</b> Brixton Queer Pulse Workshops		<b>Peabody</b> Workshops	
<b>Brixton Calling!</b> Women, Art & Politics Workshops		<b>Travelers'</b> Seminar	
<b>Brixton Calling!</b> Out of Uniform		<b>Romany Hip Hop</b> Film Screening	
<b>Stitch and Bitch</b>		<b>Romany</b> Music Event	
<b>British Council Syrian Youth Exchange</b>		<b>1London</b> Professional Development Master Classes	
<b>Encounters</b> Residency		<b>Liz Johnson-Artur</b> Photographic Studio	
<b>Summer School</b> Workshops		<b>Zoe Burt</b> Canotype Activity	
<b>1London</b> Showcase Workshops			

## Stitch & Bitch

198 Contemporary Arts and Learning runs a weekly afternoon 'Stitch and Bitch' for older women from different cultural backgrounds in the Herne Hill and Brixton area.

We hold weekly creative sessions where women can get together socially and create artwork using their existing interests in textiles (quilting, embroidery, knitting, tapestry, beading etc.). They are encouraged to share skills with others and also learn new techniques. The sessions are led by a textiles artist who has introduced new practices and facilitates sessions around particular themes and cultures. The group work together on both individual and collective pieces using the process as an opportunity for reminiscence and storytelling. The project aim is to reduce social isolation while valuing and sharing existing skills and trying out new ideas and techniques. The project enables older women to get out and about and meet new people with similar interests in their local area.

Alongside the weekly sessions we also facilitate trips to exhibitions and other events associated with these crafts and invite in guest speakers. The workshops take place in the gallery at the same time as our existing youth programme which offers creative digital media training to young people aged 14-21. This has encouraged inter-generational communication and creativity during the project lifetime by introducing opportunities for both groups to learn from each other e.g. young people involved in designing and producing T Shirts using digital processes learning appliqué techniques to embellish their garments and older participants making quilts integrating digital images into their work.

We exhibit the outcomes of the project in the gallery showcases and also provide further opportunities for participants to get involved in other activities at 198 including volunteering and one off workshops related to our exhibition programme.

# Creative Learning Programme

October 2011 - September 2012

27 Events	340 Participants	90% BME	23,449 Learning Hours
<b>Youth Offending</b> Reparation Programme		<b>Media Diversity</b> Roma Workshops	
<b>HustleBucks</b>		<b>DreaMakers</b> Workshops	
<b>Over 50's</b> Stitch and Bitch		<b>Lambeth Street Art</b> Summer University	
<b>Creative Learning Programme</b>		<b>Momentum Youth Leadership</b> Course Finland	
<b>Blank Generation</b> Workshops		<b>SFX HustleBucks</b> Blank Generation Workshops	
<b>Action for Reaction</b> Workshops		<b>Encounters</b> Induction Workshop	
<b>Action for Reaction</b> Film Workshops		<b>Burntwood School</b> Anti-Apartheid Workshops	
<b>Blank Generation</b> Fashion Design Workshops		<b>Action for Reaction</b> (Reparation Project)	
<b>HustleBucks</b> Creative Workshops		<b>Photography Workshops</b>	
<b>Creative Learning Skills</b> Development Workshops		<b>Graphic Design &amp; Illustration Workshops</b>	
<b>IMPACT Consortium</b> Workshops		<b>Arts Awards Workshops</b>	
<b>IMPACT</b> Radio Forum			

## Action for Reaction

Funded by the Home Office Communities against Gangs, Guns and Knives Fund, gang affected young people from both Lambeth and Wandsworth Youth Offending Service took part in a series of workshops which led to the production of a film made by young people for young people.

Action for Reaction is a collection of conversations with community figures and leaders about the temptations and false promises of being sucked into gang involvement. It examines a cross section of relevant opinion, from PC Erol Patterson (African Caribbean Community Liaison Officer), to the owner of Brixton record shop Blacker Dread. Each participant shares their views, and importantly, recounts their personal experiences of gun, gang and knife crime.

Once the film was completed the young people were involved in presenting to other young people at the screenings held in a number of schools and youth clubs including Regenerate, Roehampton (Wandsworth), Evelyn Grace Academy (Lambeth), Alford House Youth Centre (Lambeth), Knights Youth Centre (Lambeth), St Jude's Primary School (Lambeth), Life Skills Peckham (Southwark) and The Young Mayors Forum (Lewisham). The film makers designed a questionnaire to aid a discussion on the issues raised by the film following each screening. Some of the key themes that were discussed during these sessions included; Joint enterprise- what it means and the implications for individuals; the effects on families and communities of Gun, Knife and Gang crime and the consequences of having a criminal record.

“It was a good film very influential made a thought strike my head about life”

**Darvin (Knights Youth Centre)**

The film is available on 198 CAL Vimeo channel and we also plan to disseminate the film through YES+ (Youth Employment Services plus) and the Jack Petchey Foundation.

# Creative Learning Programme

October 2012 - September 2013

45 Events	784 Participants	63% BME	21,728 Learning Hours
<b>JP Morgan</b> Apprenticeship Programme		<b>198</b> presentation/workshop	
<b>JP Morgan</b> DJ/Music production workshops in partnership with Raw Material		<b>SFX</b> HustleBucks media production workshops	
<b>JP Morgan</b> Work Experience programme		<b>SFX</b> ImaginHer workshop	
<b>JP Morgan</b> Business Masterclasses		<b>Over 50's</b> Stitch and Bitch	
<b>Creative Learning</b> workshops		<b>Warm and Well</b> event in partnership with Herne Hill Forum	
<b>DreamMakers</b> symposium		<b>Healthy Lifestyles</b> workshops	
<b>DreamMakers</b> Roma Media Seminar		<b>Artists self-publishing</b> workshop	
<b>DreamMakers</b> Film screenings		<b>Paul Hamlyn Foundation</b> Our Museum presentation	
<b>DreaMakers</b> Newham workshops in partnership with The Children Society		<b>German Teachers</b> presentation	
<b>DreaMakers</b> Roma workshops		<b>HustleBucks</b> ad workshops	
<b>DreaMakers</b> Curatorial workshop		<b>Action for Reaction</b> filming	
<b>To Gypsyland</b> workshops		<b>IMPACT</b> Consortium radio workshop	
<b>To Gypsyland</b> Walt Whitman Tour		<b>HustleBucks</b> creative workshops	
<b>UpCycle</b> Fashion Summer School		<b>Big Draw</b> workshop	



Upcycle Summer Programme 2013

## Upcycled Fashion Course

This was run for four weeks during July and August 2013 in partnership with Metropolitan Housing and the V&A enabling 13 young people to create their own upcycled garment from sustainably sourced materials.

The first stage of the course was held at the V&A's Sackler centre where under the tutelage of the V&A's resident designer-Juliana Sissons, participants learnt to use a sewing machine; use 5 different types of seams; gather and hem a garment as well as drape and pin to a manikin.

By the end of week 1 they had finished making a garment from white stretched cotton in the form of t-shirts, dresses and skirts. They were able to demonstrate their eye for fashion and creativity by customising the material with off cuts of their own patterned material.

In weeks 2, 3 & 4 participants continued their work at 198 Contemporary Arts & Learning. They visited well known markets and researched textiles, designs and concepts. They used this and the inspiration garnered from the V&A exhibitions they visited, to create 5 printed t-shirts that will be sold in the Hustle Bucks store – 198's youth enterprise store based in Brixton Village.

On the final day of the course the young people had the opportunity to showcase their work at a launch in the V&A museum where their family, friends and all partners involved in the process celebrated the success of this month long venture. Four of the young people presented the work they had done over the 4 weeks; this included their sketch books and an explanation of each stage of the design process.

A launch of their T-Shirt collection was held in the HustleBucks shop in November

# 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

We aim to inspire and develop the potential of young people to be leaders both within 198 and the wider society.

We will increase Youth participation within 198 by:

- Having two active youth representatives on the 198 Board
- Creating a Youth Sub-Committee which will meet monthly
- Running five events annually organised by at least 2 young people
- Creating an Alumni Scheme for young people who have completed their formal engagement with us
- Progressing young people as peer mentors
- Increasing our networks, share best practice and build partnerships through
- Two international placements per year and one national placement per year.

# Enterprise

## Hustlebucks- A Model for Youth Enterprise

HustleBucks evolved out of the established 198 Contemporary Arts and Learning Youth Programme. Initially the idea for the sale of products came about as a result of general interest in the purchase of the creative outcomes of our projects. A Lambeth Youth Opportunity Fund grant provided the initial seed funding to purchase equipment required for young people to begin small scale production of items. From the outset the project was youth led and conceived as an entity in which participants managed the process and were the key decision makers. Following on from this a successful application was made to The Big Lottery Fund to further develop the project over three years. At this time the project was given the opportunity to access a unit at 45 Brixton Village (formerly Granville Arcade) as part of The Space Makers Agency initiative to kick start regeneration of the market by offering free spaces to creative practitioners. During this period the project undertook its first steps on setting itself up as a youth design enterprise. Income during the first year began to increase and the project began to take shape as a viable business. During this period interest from the community for a bespoke T Shirt printing service emerged and it was decided that the project would set up as a print studio as well as a retail outlet for the HustleBucks brand. This aspect of the business has increased steadily and it has emerged as an important strand of the operation. The initial development stage indicated that we have an opportunity to create a new and exciting enterprise which can provide a platform for young people to showcase their talents, learn about business and become involved in creative projects to build their self-esteem which will potentially generate income to support the on-going core costs of 198

HustleBucks has received funding from JP Morgan to deliver a number of activities targeting young people in the Loughborough Junction area. These current activities include an apprentice programme for 6 young people in Design and Community Arts, Summer Schools (with Metropolitan Housing and Moorlands community centre), Business Master Classes and mentoring (Job Centre Plus and Green man Skills Zone) DJ/Music production workshops (with Raw Material and Marcus Lipton) and creative projects geared towards designing for the HustleBucks brand together with product showcasing at HustleBucks, Brixton Village.

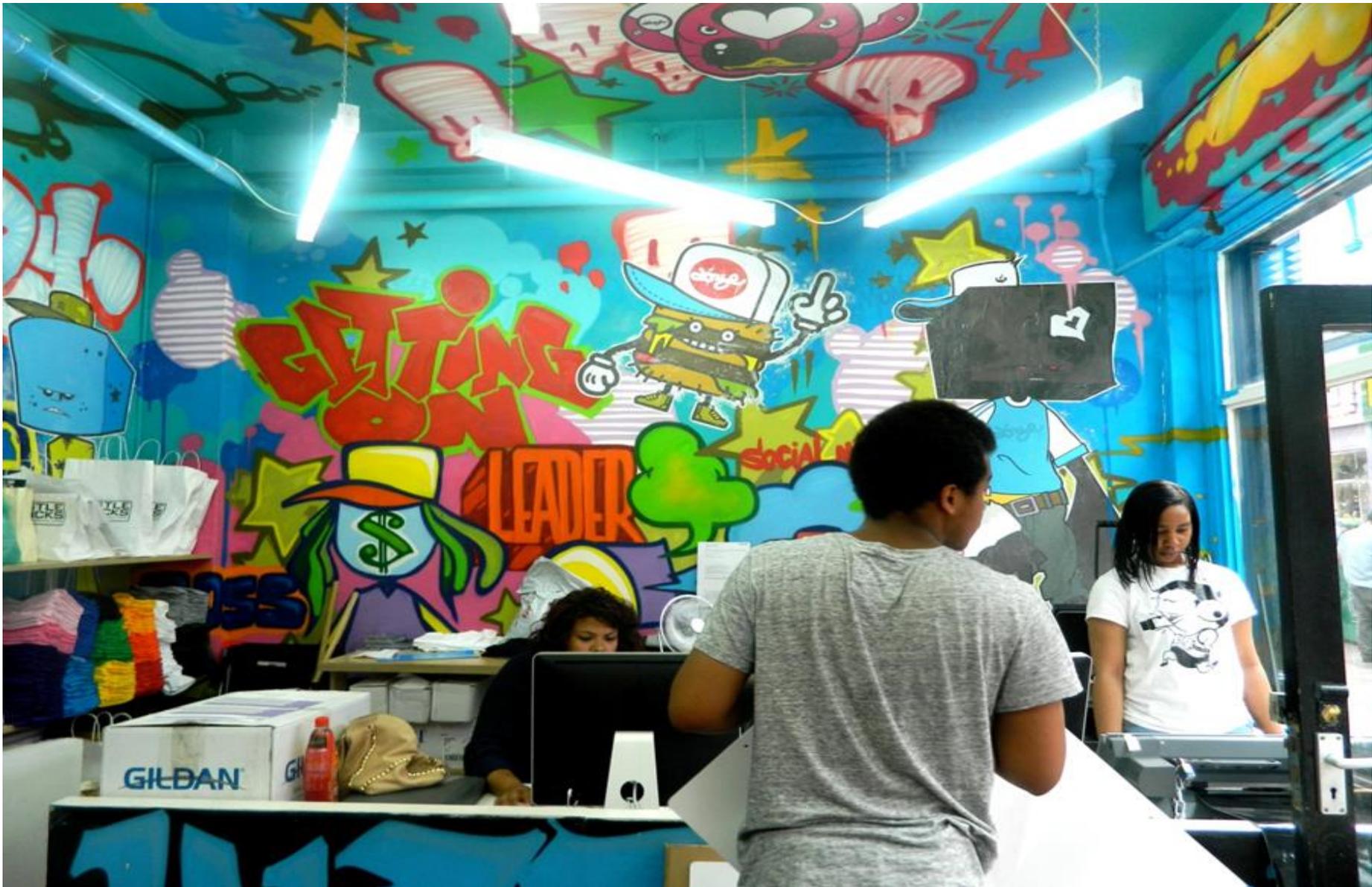
## 198 Contemporary Arts & Learning Apprenticeships



HustleBucks Apprentices 2013

Our Apprenticeships consist of accredited work based learning and work experience. One Apprentice is working towards an NVQ Level 3 in Community Arts whilst the other five are undertaking an NVQ Level 2 in Design. The apprentices have been gaining hands-on work experience, working in the HustleBucks shop situated in the thriving and busy Brixton Village. Here they have been liaising with customers face to face and via phone and email; managing print production jobs; jobs for external clients; and contributing to the design and development of the HustleBucks brand and website. This has included creating "The Brixton Collection" of T-Shirts, which are currently on sale at the HustleBucks

The apprentices have been tasked with completing a number of projects as part of their accredited work learning, which has been teaching them the process of illustration and design. These have included: A Textile Project, Product Packaging & Design 2D Project – Carnival & Masks, a Day in the Life of Brixton, Typography Project, Book Cover and the making of an i-Movie. The apprentices have also been receiving training in printing processes including Silk Screen Printing; the creation of art work for Vinyl; Vinyl Cutter and Heat Press Printing techniques and Software skills required for art working, vinyl cutter operation and direct to garment printing. The apprentices have taken part in a Youth Momentum leadership course in Finland and a Janus European Programme week long training in Uxbridge with the British Youth Council. One won the Street Wars Graffiti Battle with another's Photographs used by South London Press.



HustleBucks – Brixton Village 2013

# Impact

198 Contemporary Arts and Learning recognised that many young people have an entrepreneurial spirit and just need some support to become independent self-starters. This was the motivation behind our decision to link our education work with an enterprise creating a holistic model which provides opportunities for skills development and work experience in a business led by young people. This work provides new challenges for us. It gives us a public face in the heart of the community and gives the young people involved a stake in the economic regeneration of their locality. We are offering a platform for emerging entrepreneurs from our shop in Brixton Village and creating a hub for youth enterprise in the Borough where young people with a business idea can find support, increase networks and showcasing possibilities. We intend to build the enterprise, creating a viable business that can benefit youth entrepreneurs in the Borough and a model that can be replicated elsewhere.

## Enterprise Objectives 2014 – 2019

- We will grow the HustleBucks 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
- We will have at least 6 posts per year for Apprentices or Youth Interns.
- We will co-design a clear strategy for the HustleBucks 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).
- We will develop a line of artist-based merchandise by using our archive and donations from past exhibiting artists.
- We will diversify the HustleBucks Youth Enterprise product line to include 15 additional youth brands under the HustleBucks banner and expand the product range from producing T-shirts and jumpers to include caps, bags and cards.
- We will collaborate with other local organisations through co-delivery, sharing of resources and partnerships from 10 to 20 annually.
- We will develop new partnerships to associate our brand with 5 other high-value and high-profile brands.

# Some Stories behind the Results

*\*Names have been altered to maintain anonymity*

## **Creative Training Participants: Katherine (Age: 17) & Naomi (Age: 16)**

Katherine came along with a friend to find out about the V&A Upcycling Summer School on the taster day. She was unsure whether she wanted to embark on it initially as she wanted to get a job, as she was currently not in education, employment or training. She was interested in fashion but didn't think she had the skills needed to do a fashion course.

During the month long course Katherine showed real talent and dedication for fashion and produced an amazing garment in just a week. Whilst at the 198 gallery Katherine applied for a job in a local food shop and was successful. She began work there in mid-August.

Before starting the Upcycle course Naomi was not in employment, education or training. She was considering applying to college to study fashion when she signed up. She was hoping to gain some skills and build a mini portfolio to take along to demonstrate in her interview for the course she had applied to do.

Naomi was a quiet young woman and this experience gave her confidence to step out of her comfort zone and to make new friends-something that she will be faced with when starting college. She is now at college full time and is keen to get involved in further workshops related to the fashion and design industry. During the course she completed and received a Bronze Arts Award and received a Jack Petchy Award for her achievements.

## **Apprentice: Olu (Age: 21)**

Olu displays autistic behaviour traits, although she has not had a statement acknowledging this and no specific support within her formal education. Since leaving school she did undertake some further study, worked as a placement for Lambeth Council, and as a volunteer for a local community organisation. She was clearly able, but was quite reserved and lacked confidence and focus.

Olu came to 198 Contemporary Arts as a Design Apprentice. During her time with the organisation she has benefitted from access to professional standard equipment and software, high quality small group teaching, and one to one support. She has learnt new skills and significantly increased her confidence. Olu commented that it was when she recently attended a residential leadership course, run by a partner of 198's, that she realised just how much she has progressed and how many new skills she has gained.

Olu will shortly be completing her apprenticeship. She has produced a range of t-shirts that will be selling in Brixton Village, and also now writes a blog on a regular basis. She wants to take her interest in, and aptitude for, computers and design further and look at ongoing study of programming and technical aspects of IT. She is interested in setting up her own business and is getting some mentor support from the Princes Trust. She intends to continue working with Hustlebucks, particularly in terms of supporting promotion of the brand.

### **Work Experience: Stephen (Age: 19)**

Stephen is a bright young person who was attending college and had aspirations to go to university to study design. However, he was struggling to develop a portfolio, lacked confidence in terms of dealing with interviews, and wasn't getting the one to one support that he needed at college. He had lots of creative ideas and became interested in Hustlebucks Youth Design Agency.

He began to volunteer one day a week in the Hustlebucks shop in Brixton Village. This helped to develop his inter-personal and communication skills. He also came in to 198 Contemporary Arts and Learning on a regular basis where he was supported by the Head of Creative Learning to "build up my portfolio and make it an outstanding one for others to see. I learnt how to organise and collate my work in a very presentable way". In addition he was given interview practice and feedback to improve his technique in this area.

Last year Stephen was nominated by 198 to go on a leadership course. Whilst there he worked with kids from mainstream and special needs schools. He recognises that he "learnt leadership skills and how to plan ahead".

Stephen was subsequently offered places on design degree courses at universities in Bristol and London. He will be starting his degree course in London in October. He remains a valued member of Hustlebucks and will continue to input into the Design Agency, as well as receiving any support that he might need through his student life.

In a recent self-evaluation he commented, "I have seen an improvement in my self-confidence. Through Hustlebucks I can talk to people more easily and connect better to people. I always felt that I couldn't express myself properly around people. Also the work with Kareen (Head of Creative Learning) has made me feel so much happier because I have a sense of what makes work good..."

## **A 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.

## Acknowledgements:

We can do nothing without the generosity and spirit of our donors and funding providers. We extend our deepest thanks to these organisations, corporations, trusts and individuals for their extensive ongoing support.

- Arts Council England, London
- Big Lottery Fund - Young Peoples Fund
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- British Council
- Central St Martins College of Art and Design
- Clothworkers Foundation
- Henry Smith Charity
- Heritage Lottery Fund
- Home Office (Communities Against Guns, Gangs and Knives)
- Jack Petchey Foundation
- Japan Foundation
- JP Morgan Chase
- Lambeth Endowed Charities
- London Borough of Lambeth
- Paul Hamlyn Foundation
- RSA Youth Awards
- Sir Walter St John Educational Charity
- Sojourner Trust
- Sylvia Waddilove Foundation
- Walcot Foundation
- Wates Foundation
- Young and Safe