

# Social Impact Review

2017 to 2019



# Contents

- 03 An introduction from the Director
- 04 Our Social Impact in Numbers
- 13 Our Impact on Older People
- 20 Our Impact on People with LD
- 24 Our Impact on Children & Toddlers
- 32 Partnerships & Collaborations
- 40 Impact on CM Artist & their Stories
- 47 Contact Information



# An introduction from the Director

## James Cropper

Founder & Director of Creative Minds



Creative Minds has been delivering fun and engaging art sessions to care settings and other venues for over 7 years now. When I founded the organisation I was working with older people and individuals with learning disabilities, fast forward to the present day and we still primarily work with those client groups, but we now reach a diverse range of clientele from adults to toddlers.

The growth of Creative Minds has proven to me that regardless of age, disability or capacity one thing remains true, and that is that art and creativity are in our DNA, it's what makes us Human and it's a universal language that everyone can speak. This is why our slogan is 'There's a creative side in all of us', we truly believe that everyone can be creative and can participate and explore the wonderful world of visual art.

The most important part of Creative Minds (CM) is our wonderful community of artists who engage and inspire people across the country. We started franchising the business back in 2015 and since then the organisation has grown substantially to over 40 CM Artists nationwide. During 2019 they delivered on average 346 art sessions to 1512 participants each month in 11 different types of venue.

We've also developed some notable partnerships and collaborations such as collaborating with the University of Westminster, working with their MA students to deliver

community projects at the Tate Exchange. We've been working with the University of Westminster MA students for the last 3 years and each art project just gets bigger and better. Last year's project was called 'The Museum of Things That Don't Stand Still' and a total of 10 CM Artists we're involved in the project and 9 of their client's, most of whom were care homes.

In the latter half of 2019 we partnered with the Chatty Café Scheme to create the 'Chatty Art Café', enabling us to deliver sessions to some of their 1200+ member venues across the county, in aid of reducing loneliness and isolation by getting people chatting and making!

The growth that Creative Minds is experiencing in terms of impact and interest will continue to expand as more like-minded artists join us and new opportunities emerge. We firmly believe that art can empower people and should be accessible to everyone, not just in the UK but globally.

Thank you to our wonderful community of CM Artists, our partners, all of our supporters on social media and Sarah our Head of Community Development. Creative Minds wouldn't be what it is today without you.

**Yours sincerely,  
James.**



# Our Social Impact in Numbers



	2017	2018	2019
<b>CM Artists</b> have delivered the following amount of art sessions each month on average:	297	354	346
<b>The Participants</b> that attended the art sessions each month on average are as follows:	1364	1499	1512



The largest number of art sessions delivered in a single month (Nov 2018):

431



The largest number of participants reached in a single month (Nov 2018):

1811



Total number of CM Artists (as of end of 2019):

40

The total number of art sessions delivered from 2017 – 2019\*:

\*Data for 2019 incomplete

11,965

# Clients, Venues & Composition



The largest number of venues reached in a single month (Nov 2018):

239



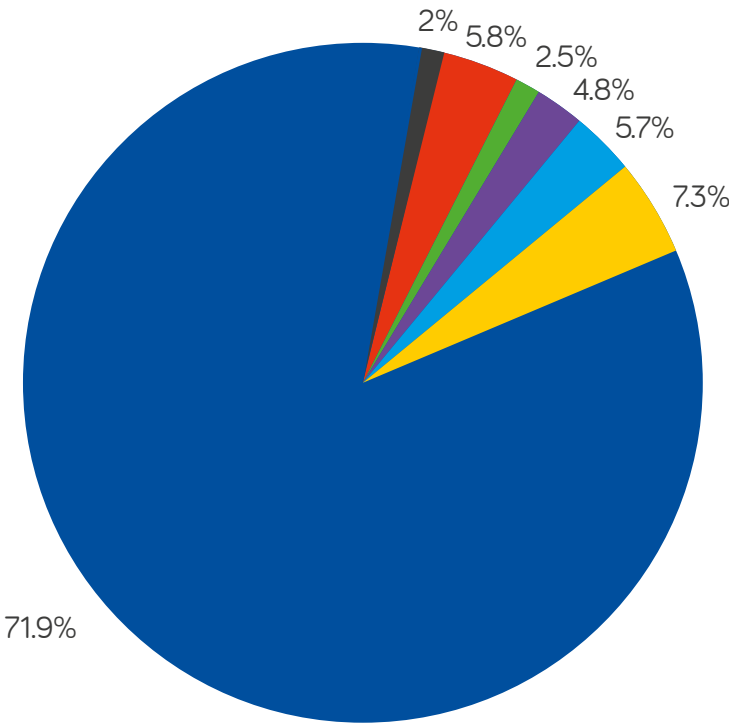
The largest number of types of venue reached in a single month (May 2019):

12



Residential and nursing homes represent what % of all venues:

79.2%



## Venue Composition

- Residential Homes
- Nursing Home
- Learning Disability Service

- Day Centre
- Community Centre
- Mental Health Service
- Others

\*Average % for 2019

New types of venue reached in 2019

**Hospital  
Mental Health Services  
Gallery**

By the end of 2019 we reached:

**5 Mental Health  
Services**

This area has and will continue to grow.

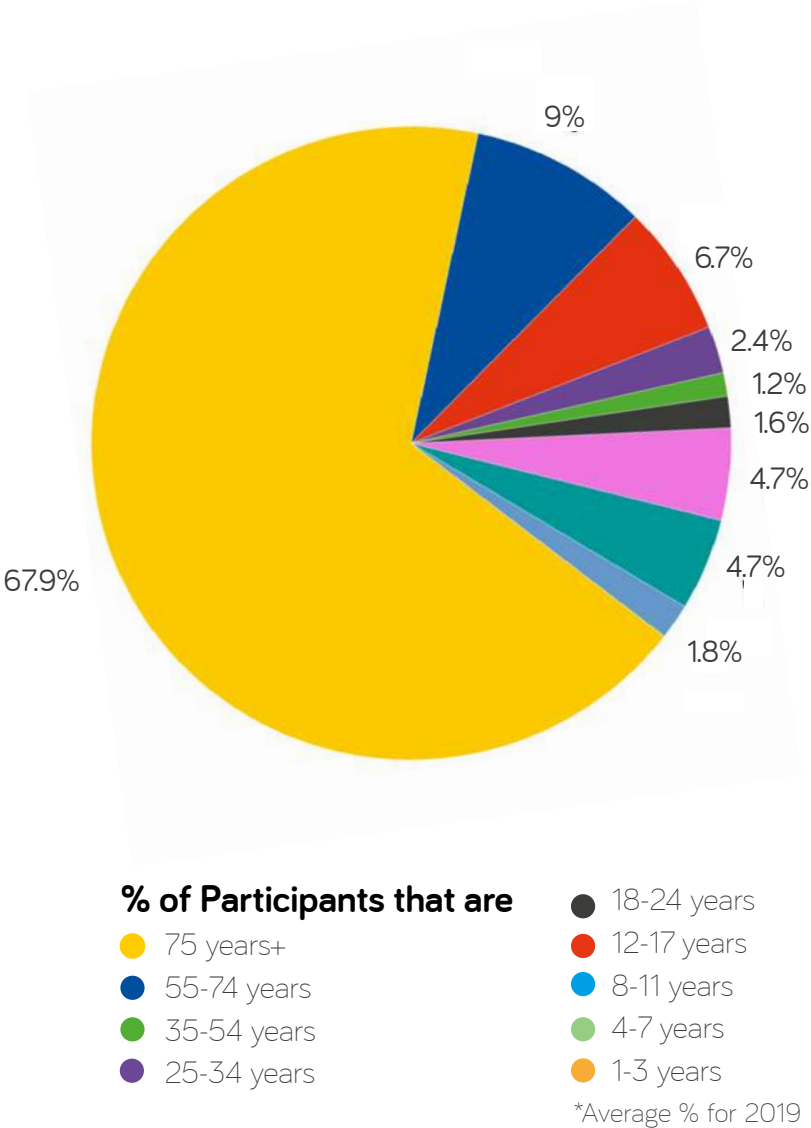
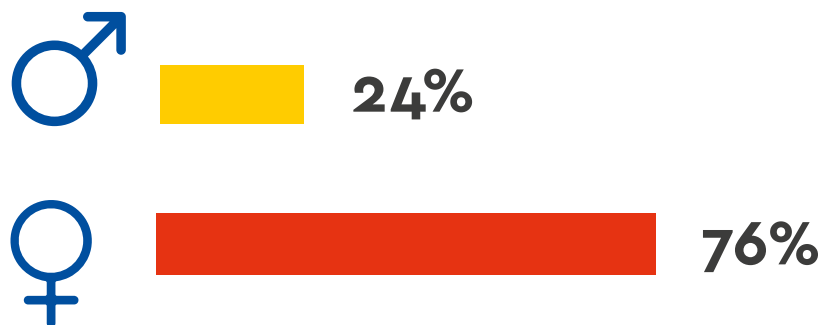
Unique types of venues that CM Artists  
deliver sessions to include:

**Convent  
Fire Station  
Museum  
Narrow Boat**

# Participants, Gender & Age

## Gender of the participants

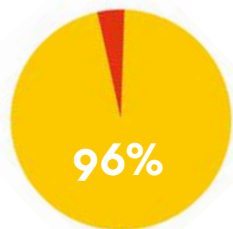
Male or Female (Average 2019):



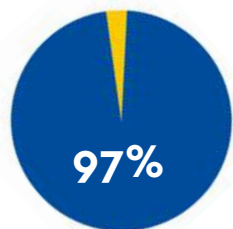


# Service user questionnaires:

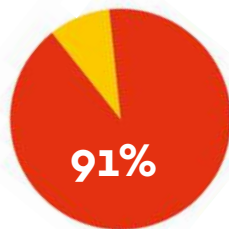
\*Responses from 339 participants



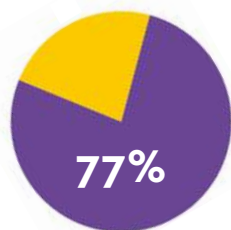
say they are Happy & Very Happy during an art session



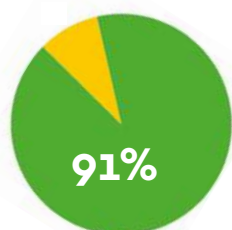
find the art sessions Enjoyable & Highly Enjoyable



feel a sense and huge sense of achievement during our sessions



feel their self-esteem has improved and vastly improved as a result of participating in our art sessions.



feel there are a variety and wide variety of art sessions being delivered to them





## Participant Comments:

"I really enjoy the sessions. It's nice to socialise and tell my family about what I have done"

"Very interesting and good, especially for people of old age. Tactile things are good as I'm blind."

**"I don't often come out of my room but I do for the art session"**

"It is so absorbing and Inspiring. The sessions are so very enjoyable, one gets completely lost."







# Organisation questionnaires:



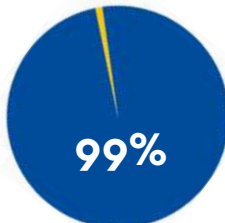
of AC's would rate the residents as happy and very happy during the art sessions



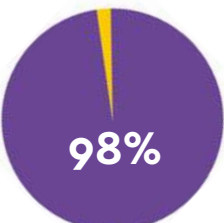
feel that the art sessions are empowering and very empowering for the residents



feel that the art sessions are stimulating and very stimulating for the residents



feel the art sessions are accessible and highly accessible for the residents



feel there is a variety and wide variety of art sessions being delivered to the residents



are impressed and very impressed by the art work created by the residents

**100% would recommend Creative Minds to another service or care home.**

\*Responses from 112 AC's | \*AC's = Activity Coordinators



## Activity Coordinator Comments:

"The art sessions work amazingly well and help the clients participate whatever their personal ability."

**"Artists are very encouraging, calm and helpful and our residents really look forward to these sessions and chatting with the artist."**

"Our artist understands how to encourage people and work to their individual strengths"

"We appreciate the person-centred approach and the social interaction of the activity."



# Our Social Impact on Older People







Since the inception of Creative Minds we have had a significant impact on older people in care homes across the country and they still remain our artists primary client. There were up to **1200 older people in our art sessions each month in 2019 accounting for around 77% of all the participants in attendance.**

The delivery of art sessions to care homes have a profound impact on the lives and wellbeing of the older people we work with. There are many stories that can be shared where the participants have rediscovered their passion and interest for art, they've met new friends, they've proven to their art teacher that they can draw and can create art! **They feel more confident, happy, stimulated and fulfilled as a result of our sessions.**

A key feature of our art sessions is that they are accessible and empowering and we've found that this approach is most effective and impactful on older people.

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**68%** Over 75's

**151** Number of Residential & Nursing Homes\*

**79%** Number of Residential & Nursing Homes as %\*

**102** Number of care providers reached\*

\*2019 & May 2019 data, Including small independent homes

## Case Study: Ivy & Eric

Lily, CM Artist based in North Yorkshire has been delivering regular art sessions at **The Millings Care Home** in Bedale. Some of the residents have been displaying remarkable talent since getting involved in Lily's sessions and the Manager of the home is thrilled with what they have achieved.

During the 1970's and 80's, resident Ivy used to be an avid painter, and enjoyed painting ceramic plates. Unfortunately personal circumstances prevented her from continuing her passion and she hadn't picked up a paintbrush since. A year ago she moved to The Millings, and jumped at the chance to join Lily's art sessions, and was surprised to discover that she could still paint!

When Ivy attends the sessions she becomes really absorbed in her work; it gives her great pleasure and a huge sense of pride, and Lily has been thrilled to see how much her confidence has grown. Lily says; **"Ivy is a delicate Yorkshire woman and is always so happy to learn new techniques. It has been a pleasure working with her and getting to know her!"**

On 28th June Ivy made local press and was featured in the Darlington and Stockton Times for all she has achieved since getting back into her creative activity.







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Eric another resident has shown incredible talent since Lily encouraged him to start painting. Eric says **"It's never too late to start a new hobby"** and at nearly 94, he painted his first watercolour painting in a session with Lily.

He enjoyed sketching as a young man and during his school years, so was thrilled at how his painting turned out. He's been creating beautiful watercolour paintings ever since.

Back in springtime, Lily decided to work with residents and managers from The Millings along with a selection of local schools and nurseries to put together a community art exhibition at the home. **The residents got to showcase the beautiful artwork created during their Creative Minds Art Sessions.**

Then children from local pre-schools, infant, primary and secondary schools all created their own work for the exhibition to the theme of sunflowers and rainbows.

The exhibition opened on the 12th July, and the home was decorated in beautiful artwork running all the way from the front door through to the back of the house. **There was an excellent turn-out on the day and the event brought together people of all ages to come and enjoy the results of their creative efforts whilst enjoying a glass of Prosecco with the residents.**



"Our residents have really excelled with Lily from Creative Minds. She really motivates, stimulates and enthuses our residents!"

Sandy, the Activity Coordinator



## Case Study: Cecily, Dot & Cedric

CM Artist Alison, based in Warwickshire has been delivering art sessions to **The Ashton Care Home** in Hinkley and Aldersgate Retirement Flats in Nuneaton for over two years.

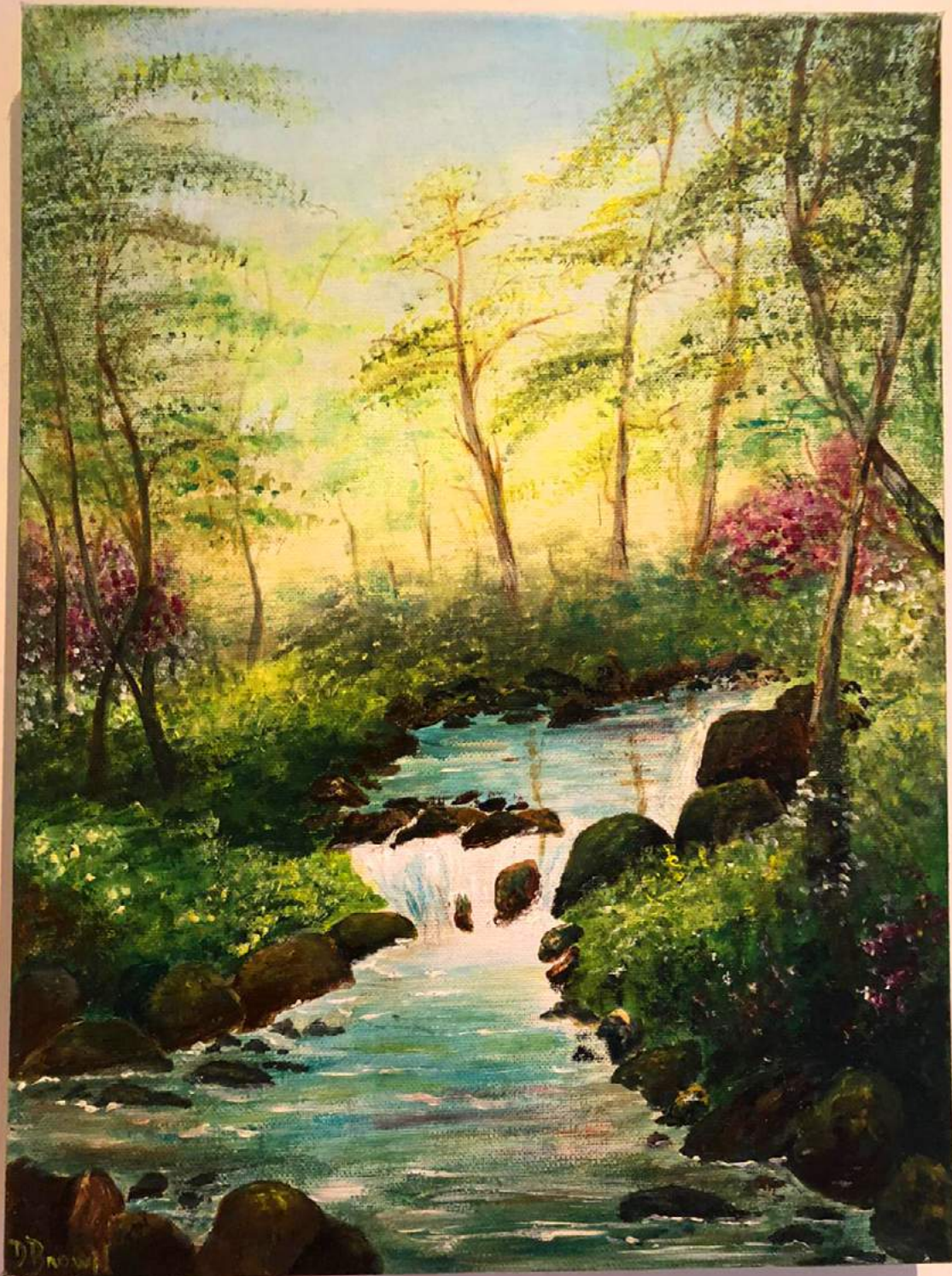
Since delivering sessions there, Alison has encouraged The Ashton residents Dot, aged 97 and Cedric who has MS, to get back into their creative practice. **The staff and residents have been amazed at the beauty of the work that they are now producing.**

Alison has also been blown away by the work of 96 year old Cecily, a resident at Aldersgate Retirement Flats. Cecily has had a creative history and has been painting since the 1930s. **She now produces stunning watercolour landscape paintings in her sessions with Alison.**

Alison and Janice, the Activity Coordinator at The Ashton decided it would be a lovely idea to organise a get-together with the residents from both settings. **This would give them the opportunity to meet and share their passion for art while admiring each others work.** So, on the 17th October, Alison organised a mini exhibition of Dot and Cedric's work at The Ashton. She brought Cecily over from Nuneaton to enjoy a spot of lunch with fellow artists whilst viewing their work.







"It was wonderful to listen to them share stories, and admire each others work. After lunch we visited Dot & Cedric's bedrooms to enjoy some more of their artworks. It made for a lovely social occasion they shared ideas and techniques whilst we all chatted about our love for art!"

Alison

"I like meeting new people, especially people who share interests, so it was great to chat about our artwork."

Dot

"I thoroughly enjoyed the meet up. Dot and Cedric were so enthusiastic. I would be lovely to go and meet them again to discuss our latest paintings."

Cecily

"After the meet up, the residents said how fabulous it was! It was a real clicking of minds and wonderful that Dot and Cedric got to meet others with the same interests and passions."

Janice, the Activity Coordinator from The Ashton

The residents are all keen to meet up again, and have formed a lovely friendship, so Alison is looking to arrange another get together soon so that they can admire each other's latest masterpieces.

# Our Impact on People with Learning Disabilities





People with learning disabilities account for on average 5.7% of all of the venues our artists visit and they are still our second biggest type of client.

**CM Artists work with individuals with a huge variety of physical and learning disabilities, including some that are able to work independently and some that require one-to-one support.**

The accessibility of our sessions (in every sense) is important but also the versatility and adaptability of our artists, so that they can easily cater the sessions to the needs and capabilities of the residents.

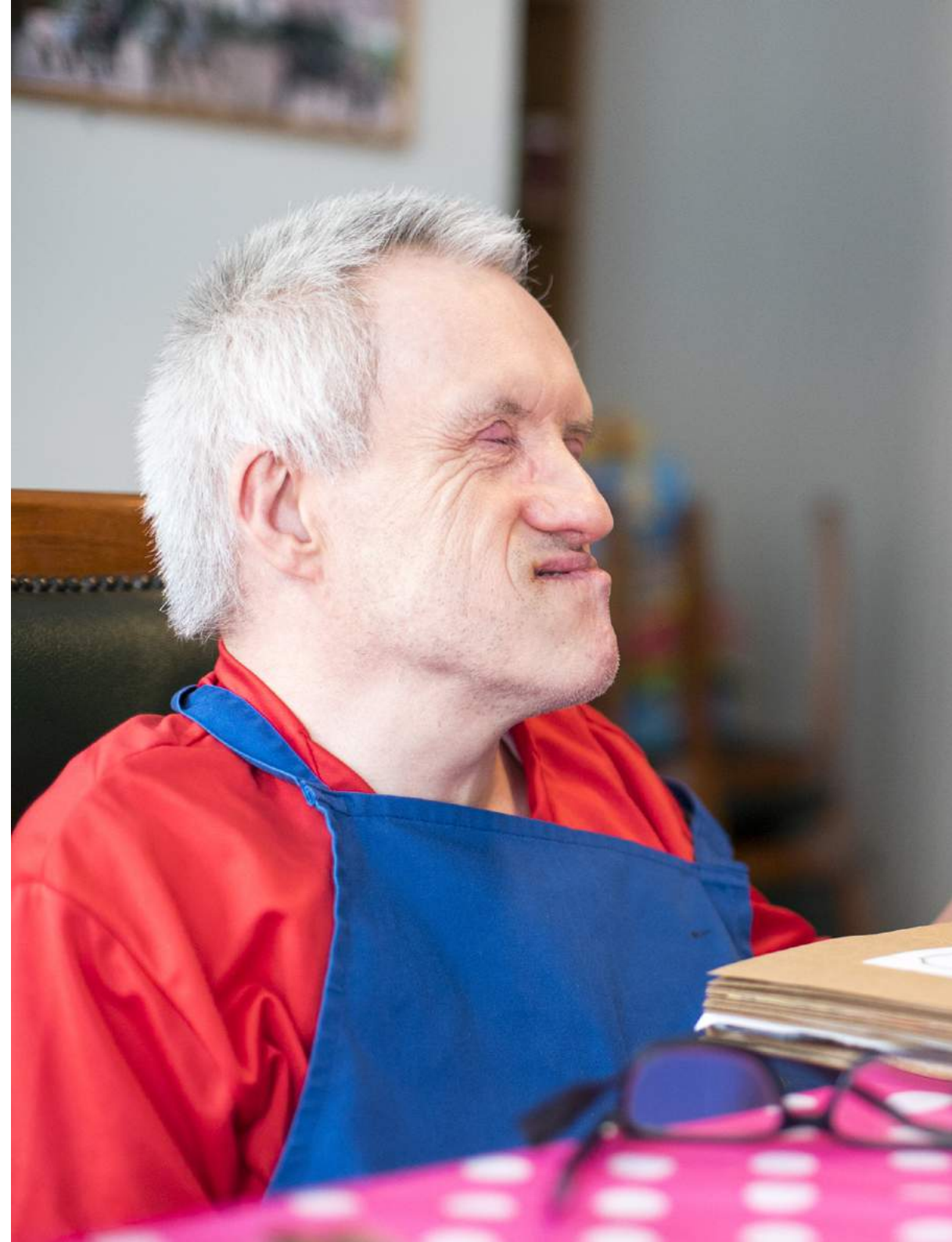
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**5.7%** Number of learning disability services\*

**11** Number of learning disability services\*

\*Data represents the average in 2019

\*Includes 'Complex Needs Services'



## Case Study: Chiswick Care

CM Artist, Hanna Hollywood has been delivering twice weekly art sessions to 3 gentlemen with learning disabilities at Chiswick Care for the last 3 years. Andrew, Philip and Foad have never missed a session with Hanna and have loved the sessions from her first visit. They have explored and experimented with a huge range of mediums in their sessions making aboriginal art, winter wonderland scenes, Easter animals, heart hanging decorations and much more.

The gentlemen have created so much art that they needed scrap books to house all of their work. **Andrew, Philip and Foad create their artwork in the sessions and then once a month they prepare and stick it in their scrap books.** They are very proud of their work.

In addition to their art sessions the gentlemen were invited to take part in last years Tate Project in collaboration with the University of Westminster. Hanna brought Andrew and Foad to the Tate and they we're soon in their element creating the tail feathers for Percy the Peacock, a colourful bird for the migration installation and a super powered shoe.









# Our Impact on Children & Toddlers



We now deliver a growing number of art sessions to children and toddlers each year. Our CM Artists are not only reaching children and toddlers in after-schools clubs and community centres, but a number of our artists deliver intergenerational sessions helping care homes to partner with local schools fostering new connections with the community. **Since we started delivering our first intergenerational session 3 years ago we've seen the benefits to both young and old in being able to interact and support one another during the art sessions.**

Our artists also deliver art sessions to children in after school clubs, enabling them to explore their creativity without constraint from a curriculum. We believe that children need to have the opportunity and freedom to create and express themselves and our art clubs are becoming more and more popular for that very reason.

Toddlers are a recent edition to our sessions and we have some CM Artists who are delivering regular weekly art sessions to toddlers. Tactility and stimulus are key, enabling the toddlers to explore safe materials and mediums with Mum or Dad close by for support. **Our toddler sessions can be described as 'playful exploration', and in addition to providing plenty of stimulation they help to develop their fine motor skills and coordination.**





**11.3%** Number of children (1-11 years) reached as %\*

**200** Number of children (1-11 years) reached in 2019\*

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## Where do we reach them?

- Primary Schools
- Community Centres
- Care homes
- Village Halls
- Libraries
- Mental health services

\*Represents the average for 2019





## Case Study: Liz's 'Kids Create' sessions

CM Artist Liz based in Woodbury, East Devon delivers a number of art sessions locally to groups of children and more recently young people between the ages of 7–18. She delivers regular sessions to children at a local community centre in Woodbury where they explore many different topics, themes and art mediums. They also cover inspirational artists such as Kate Green, Steve Brown & Yvonne Coomber, learning about new techniques and mediums in the process.

Liz says, **"My aim is to provide a semi structured session which allows the children the opportunity to try out new techniques and art mediums, we work on creating a finished piece broken down into easy to follow steps, but the focus is always on the process and enjoying that whatever the outcome."**

The art sessions are a great social experience where the children can work both independently and with their peers, sometimes we work on a collaborative piece which develops team work skills. The children learn about art as a way of relaxing and relieving stress as well as developing their creative skills.





**I also love the way children approach things, they have so much creativity and always inspire me.** I especially love working one-to-one with children who have additional needs (autism or mental health problems) and seeing how art can be a great therapy to them."

**"My 6-year-old daughter Elsie has had the most wonderful experience in the art sessions, her imagination has been ignited! This is so much more than paper, paint and felt tip, she has learnt amazing techniques with all sorts of different mediums. She has absorbed the detail of how artists like Picasso and Yvonne Coomber create their amazing work and taken huge pride in teaching me and continuing her artistic adventures at home! Her wonder and amazement at what she is able to create at each session has been a joy to see!"**

Parent





## Case Study: Grace's 'Mini Makers' sessions

CM Artist Grace based in Keevil, Wiltshire has been delivering regular weekly sessions to toddlers at a number venues including the West Wilts Vineyard Church in Trowbridge. Up to 20 toddlers with adults attend the weekly sessions, which follow set themes and involve various 'play stations' for the children to explore and experiment with safe mediums and materials.

Grace has covered many different themes and topics in her toddler sessions such as the Jungle, Africa and a Space theme. She's also covered themes that involve specific colours such as Red & Green.

Grace says, "My weekly sessions with West Wilts Vineyard have gone from strength to strength and we are now attracting several childminders with multiple children in tow in addition to many parents from the town itself and surrounding towns too. **It is a sensory tactile experience for the children and I always try and have one big main paintable element, an easel area, multiple tuff trays with wet, messy activities and then a dry more baby friendly sensory area.**





It's a very exploratory child-led approach with the process and journey of discovery being at the heart of it. I like watching children and adults being utterly playful and getting messy in a way that is less likely to happen in a home environment. I like watching the kids being free and uninhibited and some of the spontaneous moments that happen like the kids randomly wrapping wool around the adults legs or mixing up all the elements of the different stations to create whole new activities."

**"My little one had so much fun and thoroughly enjoyed herself, painting and sticking creating some beautiful artwork. The artist was so professional, lovely and just brilliant with the kiddies! We will be returning!"**

Parent







# Partnerships & Collaborations





# University of Westminster

## Tate Exchange Projects

We delivered our first **Tate Exchange Project in May 2018** in collaboration with **Masters Students at the University of Westminster** and we haven't looked back since. Each year the projects get more ambitious and elaborate with a general theme and numerous components. The event is also attracting more and more CM Artists, their clients and the public and has become a major community event for us and now an integral part of the MA Museums and Galleries course at the University of Westminster.

The **Tate Exchange project for 2019** was called '**The Museum of Things That Don't Stand Still**', which was themed around 'movement' exploring ideas surrounding migration, flight and reflecting on the way in which we all move through life. The project brought together a diverse range of people, young and old to explore their creativity and add their own piece of art to the interactive installation.

**11** CM Artists

**9** Clients groups

**34** Participants

**140** Public/visitors

**4** MA Students involved in the Tate project

\*Tate Exchange Project 2019





## Comments from the MA Students...

"Thank you Sarah, it was a privilege to work with you and such an amazing organisation. WE will cherish the gift and experience."

MA Student

"Sarah I cant really thank you enough for making this project possible for us, for helping and sharing your experience. Thank you for sharing an adventure that was much more than a university project"

MA Student







## Comments from the CM Artists...

"It was so wonderful to see people connecting while making. People who'd never met before from all over the world! It gave them a space to play, contemplate and be in the moment."

Sarah Jane

"This was another example of how art elevates humanity. I got a huge satisfaction from seeing participants so profoundly happy to be creating art in such an amazing setting."

Hanna



## Comments from the Participants...

"It's an incredible place with all the our flowers and leaves we made. You did so much with the space. I'm not just impressed I'm very very impressed."

Derek a resident at Kingsleigh Care Home in Woking, Surrey.

"Amazing, I've had a wonderful time.  
I'll come again!"

Christine, aged 102 from Kew House Care Home in Wimbledon, London.

## Case Study: Charmaine, Arnold House's shining star

For two and half years, CM Artist Hanna has been running art sessions at **Arnold House, Leonard Cheshire**, a facility for people with profound physical disabilities. She has formed a strong bond with one resident, **Charmaine**, who's sheer determination and strength of character never ceases to amaze her.

Charmaine has cerebral palsy and is unable to move from the neck down. Despite her physical challenges, she is always enthusiastic and willing to give anything a go.

When they first met, Hanna gently encouraged her to try holding a paintbrush in her mouth and experiment with mark-making, as she held out the paper for her to paint on. At the end of her first session she was thrilled with what she had achieved. Since then, Hanna has been delighted to see Charmaine's confidence in her creative ability blossom. **Each week she loves learning about different creative mediums and is always enthusiastic to try something new.**





Charmaine attended this years workshop at the Tate Exchange and really got stuck in, painting feathers for a peacock sculpture and flowers for the installation. She couldn't have been more excited to see some of her own creations on display at the Tate. **The look of pure joy and happiness at what she had achieved at the end of the day was absolutely priceless!**



**CM Artist Hanna  
commented...**

"Charmaine is such a vibrant, fun and happy person. She is like a shining star and always makes me feel incredibly humble."





## Colostomy UK

Since late 2018 we've been working closely with **Colostomy UK**, delivering engaging art sessions to their **Stoma Support Groups** across the country as part of their "active ostomates" programme. The programme is designed to empower people with a stoma to participate in activities to increase both their **physical and mental wellbeing**.

We have delivered numerous sessions to Colostomy UK Support groups across the country and they have been hugely popular, with as many as **35 participants attending**.

The Support Group have been a key opportunity for '**Ostomates**' to socialise, share experiences and now explore their creativity. **We've had very positive feedback from attendees** on how much they've enjoyed the sessions and how therapeutic they are.

**18** Colostomy UK sessions were delivered in 2019

**16** CM Artists have been involved

**8-35** Participants attended in the sessions







Where have they been located?

**Salisbury, Sheppey, Glasgow, Chester, York,  
Newcastle, Harrogate, Telford, Brokenhurst,  
Chatham, Gravesend, Windsor, Guildford,  
Andover, High Wycombe**



**CM Artist David commented...**

"Everyone loved working with watercolours – it was a lovely atmosphere with lots of fun and banter!"



**CM Artist Artist Rhiannon  
commented...**

"It was a pleasure working with the Stoma Support Group in Sheppy. They astounded me with their positivity and creativity!"

# Impact on CM Artists & their Stories





## Impact on CM Artists

In addition to the impact on the participants in our sessions, Creative Minds has also had a significant impact on our artists. Artists join Creative Minds for a variety of reasons, however their **3 main reasons** for joining us are:

- 1.** Working with vulnerable people in the community
- 2.** Flexibility around their circumstances or family life
- 3.** Something that utilises their passion and interest for visual art

Artists have found that joining Creative Minds **has given them a greater work/life balance**, enabled them to make a positive difference in their local community and allowed them to reengage with their passion and resume their professional art practice.

\*CM Artist Impact Survey 2018



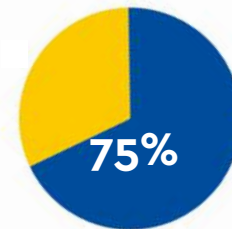


**40** CM Artists

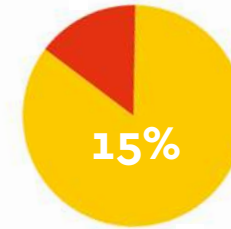
**14** CM Artists that join us each year

**95%** Female – Gender of CM Artists

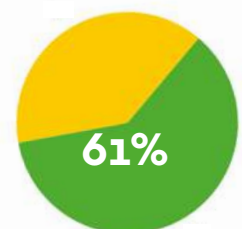
**76%** are within the ages of 35 – 54



of CM Artists have  
Bachelors Degree



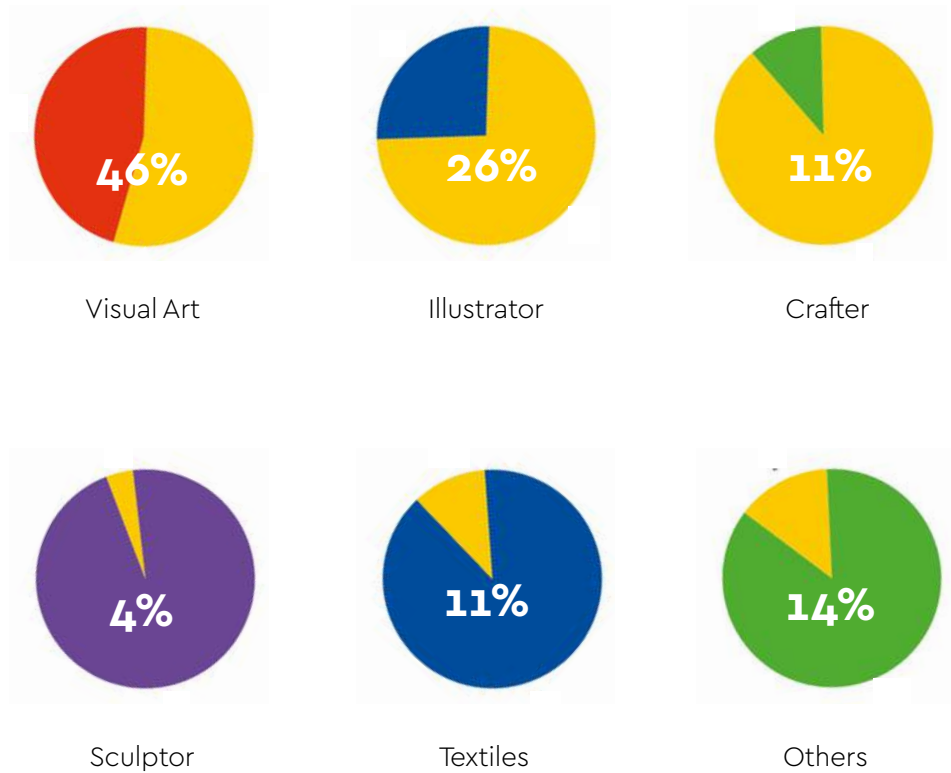
of CM Artists have  
Masters Degree



are practicing  
artists



# Art Specialism



 **CM Artist Kayleigh, based in Basingstoke, commented**

"My office job did not allow flexibility once I returned from maternity leave and I was not proud or interested in my job role. I looked for something in the arts and CM have an ideal blend of my passion and flexibility for my home life."



## CM Artists answer to the following question... "Joining Creative Minds has..."

"Changed my life as It has given me back my sense of worth. It has enabled me to still put being mummy first but while enjoying my love for art."

Laura Novak

"Made me more confident of my own abilities and given me the opportunity to meet amazing inspirational people who make me laugh and smile during every art session."

Karen Blake

"Made me a better and happier person. I know I am making a difference and that art sessions bring joy and fulfillment to many!"

Caroline Cook

"Given me the freedom to share the wonderful benefits of creativity with my local community; knowing that what I do has a positive impact on people's lives, including my own."

Alison Woolacott



## Creative Minds Story

### Sarah Jane Ross

"I've worked in creative industries for years but still felt like I was searching for something... **With Creative Minds I found it!** The start-up package looked great and I was really impressed with the professionalism.

Joining Creative Minds has impacted my life tremendously! All positively. **I love delivering the sessions, I love seeing people's happiness and delight in what they've created, plus it feeds into my own art practice.** It is a rewarding and exciting role. I plan my own schedule and love driving around West Dorset too!

There have been so many favourite moments, from real life-changing experiences, such as people registered blind who have discovered painting to confidence boosts, having a lady in her late 80s who'd never painted before have her work in a public exhibition.

**Now I've joined Creative Minds I can't imagine doing anything else.** Even if I won the lottery I'd still deliver the sessions – so, in that respect, I feel like I've won the lottery!"

**Location –** Bridport, Dorset

**CM Artist for –** 3 years & 10 months





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## Creative Minds Story

### Karen Utting

"I was looking to get back into work after having had time out to raise a family and I re-found my love of art and creativity whilst at home, and longed to forget a career in this line of work.

**I saw an advert for Creative Minds on Facebook and jumped at the opportunity!** I was looking to run my own business which would be flexible enough around my young family; I liked the idea of being part of a thriving community of other artists and knowing that all the business stuff was done for you and ready to use.

**I truly believe in the power of the creative process and its therapeutic benefits and wished to help others connect to their own creativity.** Since becoming a Creative Minds Artist it's helped me with my own self-confidence and has allowed me to fulfil my dream of bringing Art and Creativity to those in need."

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**Location –** Reading, Berkshire

**CM Artist for –** 2 years & 4 months



# Contact

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