



# Creative City Grants

A Grants Programme Connecting  
Communities With Artists To Co-Create Projects  
As Part Of Birmingham 2022 Festival



**Easy Read Version**



# Birmingham 2022 Creative City Grants

## Easy Read Version.



A **report** is a document that describes and tells you about something.



You can read about the work we have done in this **report**.



You will learn about what was achieved.

Thank you to everyone who shared their work.

Thank you also to everyone who took part.



Pictures, symbols and words are used in this **report**.



Show this document to a friend, family member or supporter if you need extra help.



Hard or difficult words are shown in **bold**.

These words will have their meaning explained.

Look for the  information icon nearby.



This is a shorter summary of the full report.

You can ask for a copy of the full report if you wish.



You can read the full report and an Easy Read version on our website.



<https://www.birmingham2022.com/festival/evaluations>



Thank you to everyone who helped make this report.

We want to thank everyone who has shared their work.

You will learn more about this work in the coming pages.



## Introduction

This document is a shorter version of the full report.

It will tell you about **Creative City Grants**

A **grant** is money that is given to do a project.

It was for the **Birmingham 2022 Festival** which was part of the **Commonwealth Games**.



You will learn about **impacts** and **outcomes**.

An **impact** is when something happens to someone or something.



An **outcome** is what comes after you do something.



We want to understand the outcomes achieved.

A **report** is information that tells you facts and findings.

**Qualitative** means the features of something rather than its quantity.



## Festival Model

Large and small groups could ask for money for projects.

The aim was to fill Birmingham with art and events.

The local community and artists worked together.





# Executive Summary

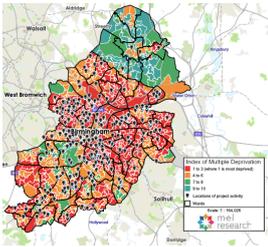
## Key Facts

Creative City supported 106 projects.



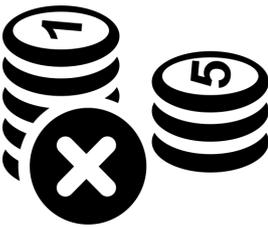
The amount of money for these projects was

£1,736,481.63



Projects were done in 56 of Birmingham's 69 **Wards**.

**Ward** means an area of district of the city.



76% of projects were in **deprived** areas.

**Deprived** means when people don't have all they things they need.



248,591 people attended **Creative City Grant** projects.

There were 858 **volunteers** that took part.



**Volunteer** means to give your time helping others.

19,246 **participants** took part.

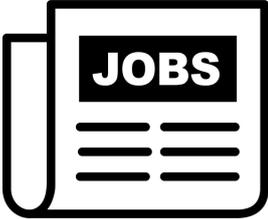


A **participant** is a person who is involved or takes part.



# Executive Summary

## Key Facts



Of **audiences, participants, volunteers, staff or freelancers**

990 artists were **employed**.



**Employed** means to have a paid job.

30% of people were aged less than 30.



21% were born **overseas**.

**Overseas** means from another country.



16% of people had a disability

10% were **neurodiverse**

10% had a long term health issue.



**Neurodiverse** means people who experience the world around them in many different ways.

392 **partnerships** were formed due to the projects.



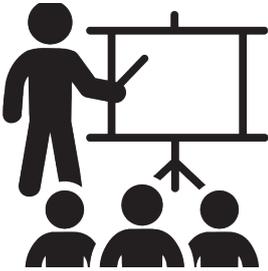
**Partnership** means when people work together to complete a task.

Projects happened in 393 places.



# Executive Summary

What we found out about our outcomes.



**Outcomes** means the result or effect of an action.

**Creative City Grants** helped people learn and create.



There were no limits to the art that could be made.

Local people could **connect** to others around them.



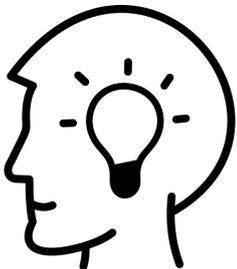
**Connect** means to join or link with other people.

There was evidence that **Creative City** should continue.



This would give **funding** to local community groups.

**Funding** means money.



**Creativity** exists all over Birmingham.

**Creativity** means to have ideas or make things.



Community groups find and share this **creativity**.



# Executive Summary

What we found out about our outcomes.



## Outcome 1

People in Birmingham felt **connected** to their community.



They felt a part of their local community as well.

Creative City acted as a **catalyst**.

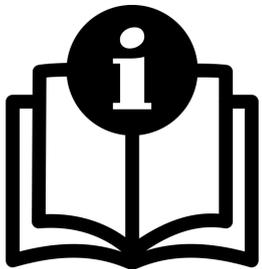


**Catalyst** means something that happens to cause a big change.



People made new and interesting projects.

They shared their skills.



They told their stories.

People connected through history and **culture**.



**Culture** means the way that people live.

People were prouder to be part of the local area.



# Executive Summary

What we found out about our outcomes.

## Outcome 2



Local people have been **encouraged** to be more **active**.

**Encouraged** means to give someone confidence.

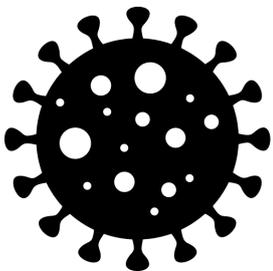


**Active** means to move and use energy.



People have better **wellbeing** due to the arts and creative projects.

**Wellbeing** means to be comfortable, healthy and happy.



Working together improve people's mental health.

Projects gave people things to do after the effects of Covid.



**Covid** or **Covid-19** means **Coronavirus**.

Projects helped people to **socialise**.



**Socialise** means to meet and spend time with others.

People had good experiences and learned new skills.



# Executive Summary

What we found out about our outcomes.

## Outcome 3



Arts and creative projects helped people to **grow**.

In this example **grow** does not mean to physically get bigger.



**Grow** means when a person gets new skills or develops as a person.



Projects helped more **diverse** groups of people to get involved.



These people learned about each others **cultures**.

**Diverse** means to be different from one another.



There was lots of freedom to try new things.

Groups and **participants** were pleased about this.



As projects were in lots of place they reached new people.

This improved access for me people to take part.

# 4

# Executive Summary

What we found out about our outcomes.

## Outcome 4



Art and creative projects helped young people.

It let young people share their creative ideas.



Young people said that they felt positive about being involved in projects.



They **valued** having their voices and ideas heard.

**Valued** means to rate something highly.



Young people liked getting **feedback** from people with more experience.



**Feedback** means when someone tells you what you have done well or what you could do better.

Young people felt inspired by the work they did.



**Inspired** means to be excited to want to do something.

Some young people were interested in getting jobs doing things similar to the projects.



# Executive Summary

What we found out about our outcomes.

## Outcome 5



Local groups now feel more able to offer arts projects in the future.

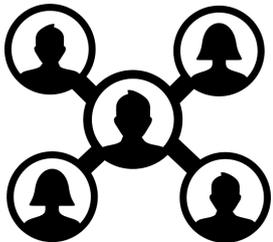


Groups feel more confident to organise projects for the local community.



Groups feel like they have more power and control to decide what projects they should do.

Groups felt they are now working better with others.



Groups felt they had better **partnerships** than before.

They want to continue the work that they are doing.



But groups do not have the money for this.

This could stop them from achieving this.



# Executive Summary

What we found out about our outcomes.



## Outcome 6

The funding was given to the right projects.

The funding was used well.

There were many projects created.

These projects showed people had worked together.

There was lots of art produced.

There were many celebrations.

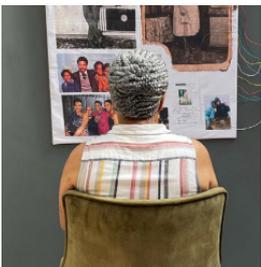
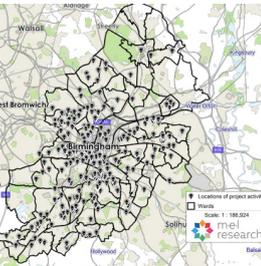
Many of the 106 projects were in **deprived** areas.

There was lots of different art made.

Such as, music, crafts and dance.

Projects were successful at working with young people.

Lots of people with different backgrounds and needs got involved.





# Introduction

Background and purpose of the Creative City programme.

**Background** means the things that happened before.



**Purpose** means the reason for doing something.

We found out in 2017 that Birmingham was going to **host** the 2022 Commonwealth Games.



A **host** is a city that runs and holds an event.



The Games were held between

28th July 2022



to

8th August 2022



Birmingham had the chance to show its creativity.

It was a chance to show how diverse local people are.



The city was able to show the nice places in the city.

The Commonwealth Games was the best way for Birmingham to show these things.



# Introduction

Background and purpose of the Creative City programme.

A 6 month Festival was created.



The festival was held between

March 2022



to

September 2022



The aim of the Festival was to show the regions

culture

and

heritage.



**Heritage** means the values, traditions and **culture**.

The aim was to



make 200 projects

and share this to an audience of 2,500,000



An important part of this was **Creative City Grants**.



# Introduction

Background and purpose of the Creative City programme.



**Creative City Grants** was funded by

Birmingham City Council.



**Council** means a group that runs a city.

The **Council** gave a £2,000,000 grant to the Birmingham 2022 Festival.



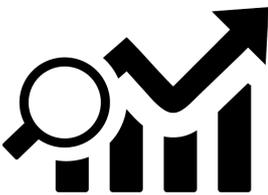
The money was used to help the community make art.

It was also to increase local **pride**.



**Pride** means to like and feel happy about something.

Creative City Grants wanted to give local people got the chance to take part.



We wanted as many residents and areas of the city involved.



We wanted this to be a celebration of **culture**.



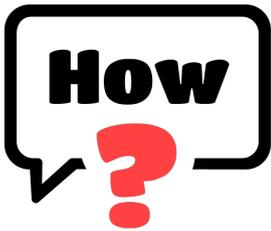
# Introduction

Background and purpose of the Creative City programme.



**Creative City Arts achieved** this.

**Achieved** means to reach or do something successfully.



It achieved this by

**Inspiring** community **cohesion**.



**Cohesion** means to work together as one.

**Co-Creating** exciting art.



**Co-creation** means to do and make things together.

Increasing physical **activity** and mental **wellbeing**.



An important part of the project was working with **under-served** communities in the city.

**Under-served** means to not get enough services.

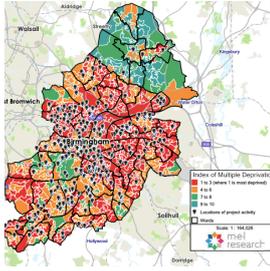


**Creative City Grants** aimed to help those communities with art, creativity and **heritage**.



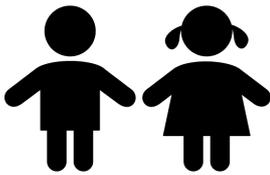
# Introduction

Background and purpose of the Creative City programme.



**Creative City Grants funded** projects that were

Based in the 25 **wards** with the highest amounts of **deprived** people.



Projects that worked with young people.



Projects that worked with people who were deaf, disabled or **neurodiverse**.



Projects that worked with people who were Black, Asian and **minority ethnic**.

**Minority ethnic** means people who are living in a country where the main group is a different culture or race.



The programme was paid for by Birmingham City Council in total.



The project was made to help social and **cultural** change in local communities.



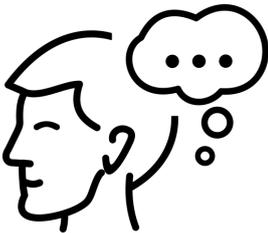
# Introduction

Background and purpose of the Creative City programme.



There were **legacy ambitions** for the project.

**Legacy** means to chance something in the future by having taken actions in the past.



**Ambitious** means to want to succeed.

The **legacy ambitions** are



That you can age well in Birmingham

That Birmingham is an **aspirational** city to grow up in.



Residents get the most out of the city hosting the Commonwealth Games.



# How It Was Done



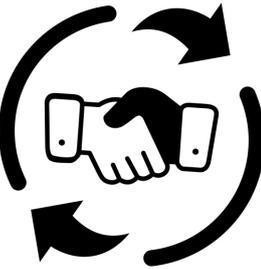
Groups that did not make money from their work could apply for money.

This is known as **not-for-profit**.



Groups had to be based in the Birmingham area.

Their plans had to be to do arts and creative projects.



They had to promise to work with local communities.

Groups could apply for money from May 2021.



Information, advice and guidance was shared.

The first chance to get money ended in July 2021.



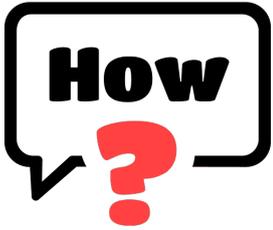
Groups that were successful were told in August 2021.

There was a 2nd chance to get **funding** in October 2021.



Groups that were successful were told in January 2022.

Groups could ask for up to £20,000.

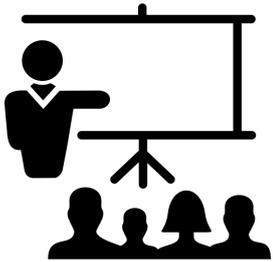


# How It Was Done

Each project had to show that it would **encourage** and **inspire** local people to



Be more physically **active**.



Learn new things.

Feel **connected**.

Find talents.



**Talent** means to be good or have special ability.

Share **creativity**.



Explore where they live.

Celebrate young people.



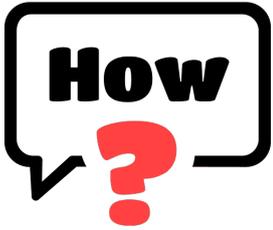
Show real **diversity**.

Make Birmingham's culture larger.



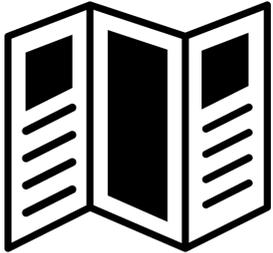
Make what others think of Birmingham's better.

Increase and improve access to the **Commonwealth Games**.



# How It Was Done

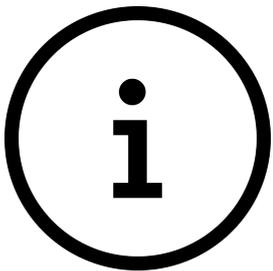
216 groups asked for **funding**.



108 groups were successful.

Their projects became part of the programme.

106 groups did work during the Festival.



# Other Activities

## Community Recommendation Panel



This group worked with people who lived in Birmingham.

It helped make decisions and make things happen.



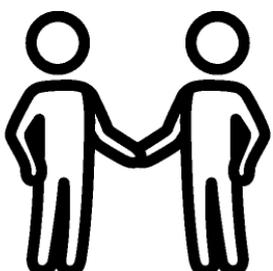
The panel said who they thought should get **funding**.

## Sector Development Programme



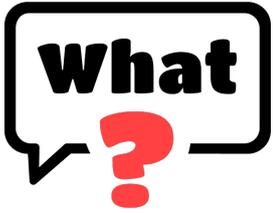
This was activities to support those who had received **grants** to grow new skills.

There were workshops, full day events and the chance to ask questions.



## Enhancement Funding

This helped local groups to get more people involved.



# Learning

## What worked well?



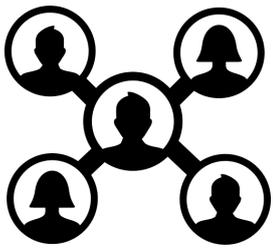
Artists and people involved were free to create and present their project as they wished.

This was seen as a new way of doing things.



People said that they **valued** this way of working.

This led to strong connections between the people creating projects.



The work produced was better and high quality.

This freedom should be offered in future.



There was the chance to celebrate communities and create excitement.

Smaller groups felt it that the programme was a way for them to get involved.

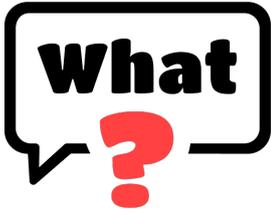


Lots of local groups applied for **funding**.

The amount of time to make relationships and make art was highly **valued**.



In future enough time should be included for this.



# Learning

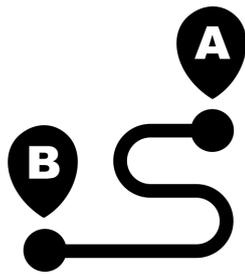
## What worked well?



The art and **culture** offered reached new parts of the city.



The art and **culture** did not just go to the places it is usually shown or found.



People who do not go to the city centre got to access art and culture.

There were multiple performances across the city.

New venues and places to perform were used.



Different communities came together.



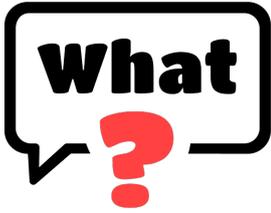
Future events should take place in local venues.

Audiences should be **encouraged** to attend both types.



It helped young people build their skills and ideas.

It helped young people understand and tell their stories.



# Learning

## What were the challenges?



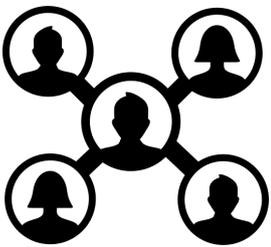
A need to understand how community groups work and who they are for.



Some people felt that unseen groups were not spoken to whilst the programme was being planned.

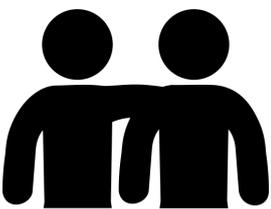


More work needs to be done to understand **diverse** communities.



The voices of people rarely seen needs to be heard.

Better **connections** need to be made with groups.



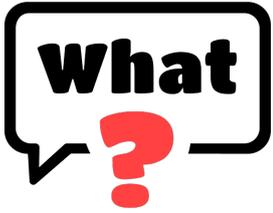
Groups need to be involved longer and not just a short time when big events happen.

This will give better support to those groups.



It will also make sure that their voice is heard and their needs understood.

A lot of groups said they only heard about the **grants** because someone told them.



# Learning

## What were the challenges?



More should have been done to tell people about the funding that groups could apply for.



Local communities should be worked with earlier when planning events.



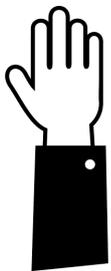
Certain communities did not feel that had been included.

These groups were often smaller or not well known.



These groups were more likely to be from **diverse** or minority ethnic **communities**.

These communities need to be included when programmes are being designed.

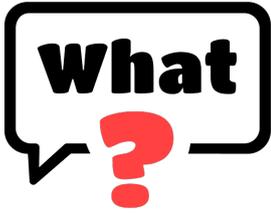


This will stop people feeling they are unheard.

It will also help project money go to where it is most needed.

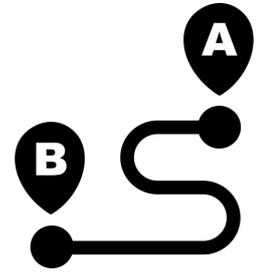


It was felt by some that the reasons why some projects had been successful for **grants** was unclear.



# Learning

## What were the challenges?



In future the panel members should take part for the whole time of the programme.



More time should be spent on finding panel members for future programmes.

This would make the panel more **diverse**.



Some artists and workers did not feel **valued** by the money that they were paid.

The rate of pay was not the same across all projects.



It was felt by many that the reports they had to do put pressure on them and were not useful for their project.

Tools for collecting information should be designed with providers in future.



There was little time from when people got their grant. Some projects were not ready.



This meant that some had to rush their work or change things like locations or venues.

It also made projects harder to get off the ground or delayed.





This is an easy to read summary version of

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Communities With Artists To Co-Create Projects  
As Part Of Birmingham 2022 Festival

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Content reviewed by expert user involvement panel members: January 2023

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