



PHASE 4 YEAR 1



EVALUATION

This report and evaluation has been produced for Right Up Our Street (RUOS) by Ceade.

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NOTE FROM THE RIGHT UP OUR STREET DIRECTOR

The learning gained through the unique approach to delivery of the Creative People and Places Programme is vast and ever shifting.

Our successful application to Arts Council England for the continued funding for Right Up Our Street - through to a 4th phase - has allowed us to continue to apply learning acquired over a 10-year period as this town has become a city.

We have placed a strong set of values at the heart of what we do. Ensuring that everything is considered, relevant and welcoming to all - but ultimately increases a sense of local pride and celebrates who we are as a community. "We Rise" by Greenaway and Greenaway allowed us to do just that, involving hundreds of community members in the process. The audience evaluation of the work was hugely positive, reflecting these values and our collective sense of ambition.

It's important to say that we can only create work in this way because community voice informs all stages of the Right Up Our Street programme. The time, honesty, and support that the wider community, Community Advisors and Festival Steering Group give continues to lift us as a team and reaffirm the plans we have made for the programme. Artists we work with understand the importance of this, and if they are new to this approach, the importance of the journey we take them on is often evident through their feedback.

We strive to be seen as a generous organisation that listens to the needs of the community, but it is worth pointing out that this cannot happen in isolation. Our partnerships are ever growing as we reach into new communities across the borough and our growing reputation offers them a sense of reassurance. Generosity, time, trust, and reputation are key.

As an action learning programme, we never stand still. The need in Doncaster is great and our knowledge and partnerships are ever growing. I'm proud of what we achieved last year and look forward to what Year 2 brings.

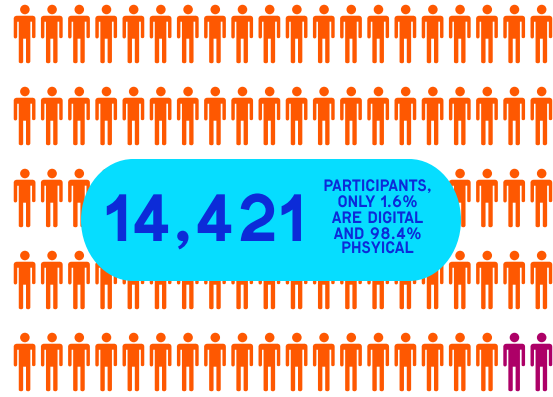
**SALLY LOCKEY,
DIRECTOR**



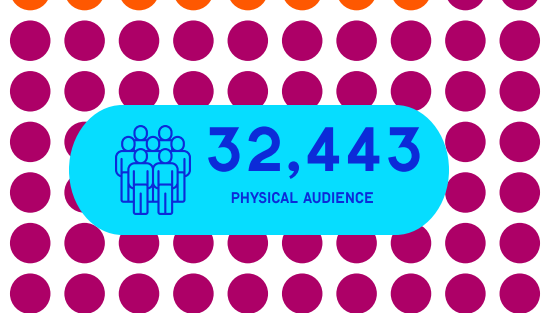
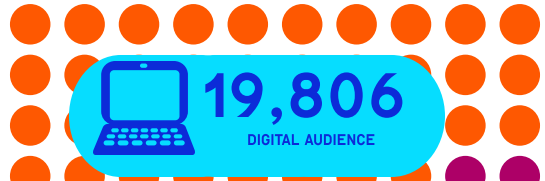
THE SUMMARY

PHASE 4 YEAR 1 HIGHLIGHTS

Right Up Our Street is a community-led Creative People and Places programme funded by Arts Council England. It works in partnership with local communities, groups and artists to co-create an arts programme that is relevant, meaningful and delivers brilliant art. It wants people to feel valued, inspired and culturally confident with their voice at the centre of the programming. It intends to create pride and a strong sense of belonging for local people and connect diverse communities. Working with its partners, it will nurture Doncaster to be a recognised cultural hub that has a vibrant and locally relevant offer. Right Up Our Street has had a successful year of delivery of high quality, co-curated art, reaching people in all 21 wards of Doncaster, exceeding its target to reach 40,000 people.



ALL 21 WARDS WERE REACHED THROUGH PARTICIPATION AND AUDIENCE MEMBERS



View the Project Timeline in the appendix to see what happened!

KEY FINDINGS: THE QUESTIONS

FOR THE EVALUATION, WE EXPLORE FOUR RESEARCH QUESTIONS:

1. ENGAGEMENT

Are more people from places of least engagement experiencing and inspired by the arts?



2. QUALITY

To what extent was the aspiration for excellence of art and excellence of process of engaging communities achieved?



3. LEARNING

What approaches were successful and what lessons were learned?



4. PRIDE

How does the Right Up Our Street approach to co-creating with communities impact residents' sense of pride to create hyper-local positive change in their area?



KEY FINDINGS 1. ENGAGEMENT

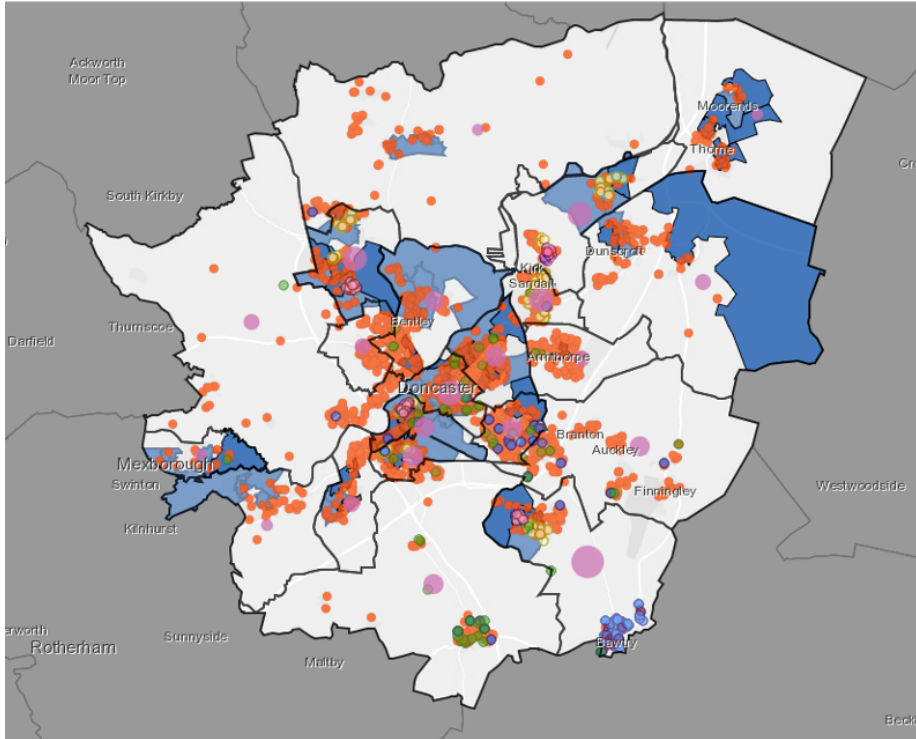


Figure 1 – 2022/23 audience members for the five most attended projects (Moths at Work, Scouts Olympics, Bawtry Arts Festival, Mystery Bird & DN Festival of Light) mapped against the areas that are amongst the poorest 20% in the country

After 10 years of delivery, Right Up Our street are engaging new audiences and reaching those who are less likely to engage in the arts. Its commitment and approach are fundamental to this and the achievement is testament to how it is getting it right.

They achieve this through:

- Long term advocates, such as Community Advisors, who are rooted in the community and shape and inform programming, representing diverse voices
- Responding to needs and issues identified in their communities which ensures positive engagement
- Providing an offer to the 21 wards through their Local Ward Councillors to bring culture to people's doorsteps

Difference made:

- Art is more accessible
- Confidence is boosted
- People are inspired to do more
- New connections have been made with communities

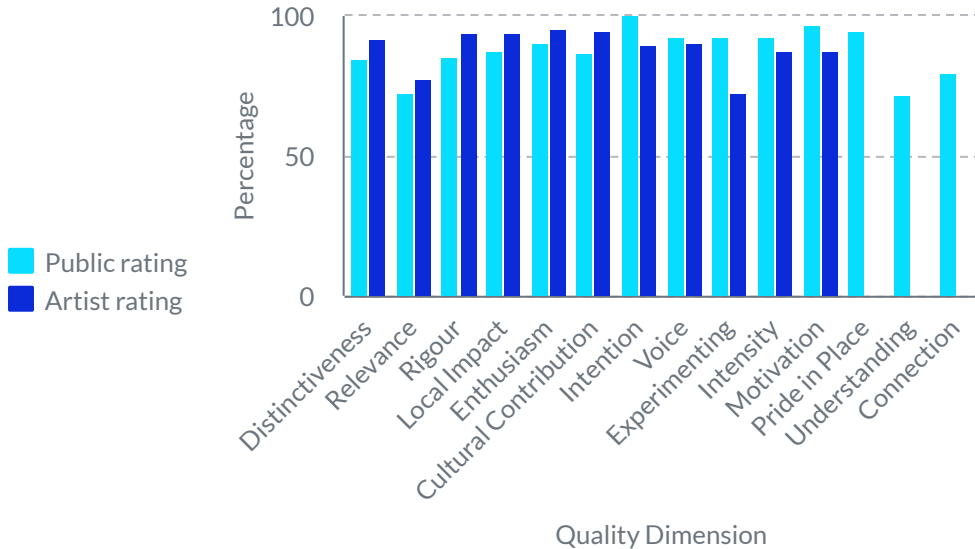
KEY FINDINGS 2. QUALITY

After 10 years of delivery, Right Up Our street are engaging new audiences and reaching those who are less likely to engage in the arts. Its commitment and approach are fundamental to this and the achievement is testament to how it is getting it right. Right Up Our Street is curating the right type of experiences for Doncaster residents to feel comfortable and confident to try something new – even more so than the team themselves recognise! Quality is reflected throughout Right Up Our Street’s engagement and processes.

The team ensure quality by:

- Sharing their cultural expertise and knowledge with their advisors
- Mixing international touring performances and artworks with new locally rooted commissions to elevate the ambitions and challenge the expectations of audiences
- Co-creating and co-curating programming with communities
- Offering a diverse programme

QUALITY COMPARISONS



Difference made:

- The art is high quality, relevant and resonates with local people
- People have new and joyful experiences
- Community needs and issues are responded to
- More cultural opportunities are created
- Ambition is raised and local talent developed

KEY FINDINGS 3. LEARNING

Actively embedding learning is at the core of Right Up Our Street. Proactive in their response to the recommendations made last year, the team are continuously reviewing and asking the question: “What could be even better?”.

Right Up Our Street have found that what works is:

- Investing in building authentic community relationships through the Community Advisors and developing mini and long-term artist in residence opportunities
- Supporting artists to work with a co-created and audience focussed approach
- Expanding and connecting small scale projects with large scale programming to celebrate communities and their achievements
- Reaching directly into communities with local Councillor advocacy and support through self-elected opportunities for their wards

These lessons are built into the Right Up Our Street values and principles:

- Generosity of leadership
- Co-creation and co-curation
- Raising ambition and supporting professional development
- Valuing and sharing their expertise
- Sweating the assets
- Managing collaboration vs competition



KEY FINDINGS 4. PRIDE

IMPACT OF RIGHT UP OUR STREET'S APPROACH

Right Up Our Street's approach to co-creating with communities positively impacts residents' sense of pride and creates positive change at a hyper-local level.

The team's way of working is authentic and powerful, leading by example and demonstrating collaborative values which underpin everything it does. This builds trust, respect and its (and Doncaster's) reputation. Its generosity of leadership style and how it works with communities puts local people at the heart of what it does while maintaining quality and ensuring accessibility.

Through this approach, Right Up Our Steet has put artistic activity at the heart of many communities and given other community groups the confidence, skills and support to undertake their own activities. As a result, local communities feel important, thought about, cared for, listened to and empowered.

Difference made:

- Creating a sense of belonging and pride of place
- Doncaster is gaining visibility and status
- Trust and authentic collaboration is built
- Right Up Our Street is valued and an integral part of the cultural ecology



95%

AVERAGE RATING FROM AUDIENCE
MEMBER RESPONDENTS ABOUT
FEELING A PRIDE OF PLACE

'Super
Yorkshire
innit'

- Audience member

CONCLUSION



Conclusion

Right Up Our Street successfully deliver high quality art that has been co-curated with the local communities. It continues to reach new audiences, creating exciting and joyful experiences through a diverse and ambitious programme. It doesn't take the easy route and makes sure that everything it delivers is genuinely wanted.

Pride of place is felt strongly and, as Doncaster gains reputation, local people are coming to expect high profile art. Right Up Our Street support this journey through their valued approaches and core values.







THE STORY

PHASE 4 APPROACH AND CONTEXT

Right Up Our Street has started its fourth phase with a new delivery model. Its events and activities are open to everyone and are delivered across all 21 wards within Doncaster, focussing on four key communities.

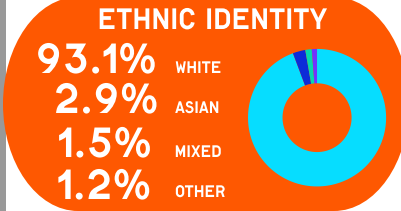
KEY COMMUNITIES:

-  **Families** – families who are working-age and less well off with limited disposable income. This includes (but is not limited to) families who live in social housing
-  **Young adults** - 16-25 year olds who have experienced disruption to their lifestyle and independence as a result of things like the cost-of-living crisis and the Covid pandemic
-  **People experiencing social isolation** – anyone of any age, background or location who is experiencing social isolation
-  **Communities that are hardest to reach** – this includes (but is not limited to) the refugee and migrant community, individuals from the LGBTQ+ community, and people who have access needs, specifically those who are D/deaf

KEY PROGRAMMES OF WORK:

-  **Borough-wide outdoor events support:** working with local communities to co-create super-local activities and events
-  **DN festival programme:** the festival will bring people together to celebrate Doncaster's amazing local people and projects
-  **Partnership & priority community projects:** supporting community groups and partners to run projects, aimed at people who have been most badly affected by the pandemic
-  **Digital platforms & commission:** programming online activities and events to enable people to take part virtually

PHASE 4 APPROACH AND CONTEXT



Doncaster is a borough made up of many unique localities and communities, each with their own history, heritage, strengths and challenges

21 WARDS
AND HOW RUOS WORKED

All data for this section comes from Census 2021 and RUOS Business Plan

1. ENGAGEMENT

Through delivery of high-quality programming, collaboration and targeted marketing, Right Up Our Street is successfully reaching a diverse audience and engaging with those who are least likely to engage in the arts. To still be reaching new audiences after 10 years is a huge achievement and should not be played down.



95%

OF AUDIENCES CAME FROM GROUPS THAT ARE LESS LIKELY TO ENGAGE IN ARTS



64%

OF AUDIENCES WERE NEW TO RIGHT UP OUR STREET ¹



26%

WERE A RETURNING AUDIENCE ²



46.5%

LIVED IN AREAS THAT ARE AMONGST THE POOREST 20% IN THE COUNTRY

Right Up Our Street have maintained engagement with their new delivery model which is focussed on key communities and without the restriction of the previous five wards.

Within each ward there are pockets of extreme wealth and deprivation. The model provides the opportunity to broaden reach to key communities across Doncaster which could lead to even higher levels of engagement with those less likely to engage in the arts. It has also highlighted the differing needs within each ward and will inform future programming.

We see families travelling to different wards to participate and the engagement of long-term audience members, evidencing how well Right Up Our Street's work is known and the activities valued.

Making the most of its partners and long term advocates support enabled Right Up Our Street to gain a deeper reach into diverse communities, which also gives communities a trusted channel for their voice to be heard. This has allowed Right Up Our Street to develop its understanding of different communities and be responsive to their needs.

'Right Up Our Street activity has enhanced my community involvement but there is always more work to do.'

- Project partner

'We never get anything like this around here.'

- Audience member

1. ENGAGEMENT CONT.

As well as building connections with Right Up Our Street, the programme has supported connections between communities and generations, building an understanding of each other.

We see that audiences build their confidence and are inspired to do more. Whether this be engaging in new types of art or through moving from audience member to participant, engaging in more activities, or becoming a volunteer to taking on a paid role for specific events. Experiencing these positive feelings has a knock-on effect on well-being.³

Young adults are a key community for Right Up Our Street and while this audience is still developing. The work on **St James' Estate** is part of a longer-term plan to engage this younger audience, who are also less likely to engage in the arts. Consideration of how to record engagement with young people, including children, will enable Right Up Our Street to show their full reach. For example, 32% of attendees through the booking system for the **DN Festival of Light** were young people.

'I'm a white, working class male. I wouldn't have seen half the things I have without Right Up Our Street. I had a conversation with my military friends about ballet. All of a sudden there was a crescendo that they like the arts but don't want to talk about it, like a guilty secret, which is a travesty.'

- Community Advisor

'Children of the Night was another example of reaching new audiences and one which is a new demographic for us. By programming an event that was for the Black community of Doncaster led by a Black producer, and appointing a Black creative team (from film maker, photographer, DJ and event caterer) created an event that felt very special and a safe space to reminisce, feel valued and share experiences. What we found was that the group were keen to see more opportunities like this to celebrate their heritage within Doncaster and provide a different type of social opportunity.'

- Right Up Our Street team

2. QUALITY

Right Up Our Street is curating the right type of experiences for Doncaster residents to feel comfortable and confident to try something new – even more so than the team themselves recognise! Quality is reflected in Right Up Our Street's engagement and processes.

QUALITY OF ART

Right Up Our Street brings brilliant art activities and events to the people of Doncaster. Audiences and artists rate the quality of events highly. Experiences are unexpected and joyful.

'We have enjoyed something unique.' - DN Festival of Light audience member

'I have not seen anything like this before it was beautiful to see.' - Audience member

'Great piece, definitely thought provoking.' - Audience member

With the approach of bringing fresh thinking, there have been times when the art has challenged audiences. The international artwork **1.3 Seconds** pushed audiences which created a difference of opinion with some criticism being received.

Right Up Our Street has a wealth of knowledge and expertise. The team shares this and gently guides the exploration of programming while empowering the community with co-creation. This approach ensures that quality is not compromised for art that has the community voice at the heart. This makes the art relevant and it resonates with local people.

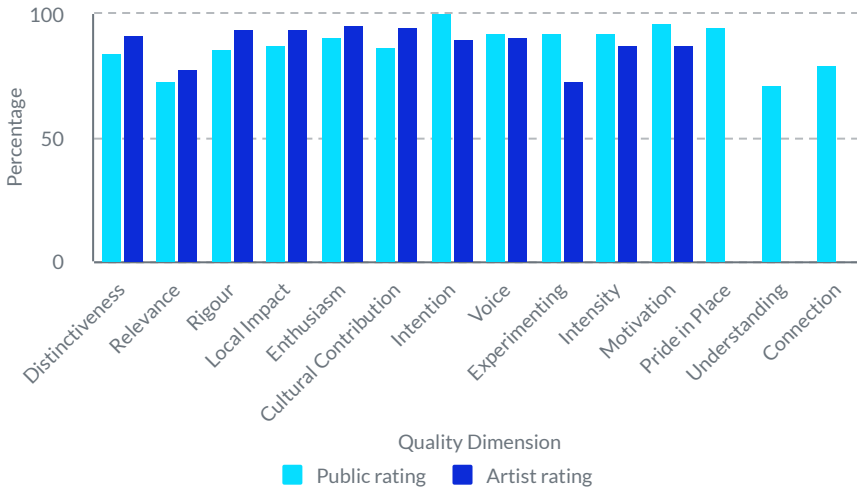
'They strive wherever possible to engage with hearts of the local communities and take into account what's important to them'
- Project partner

2. QUALITY CONT.

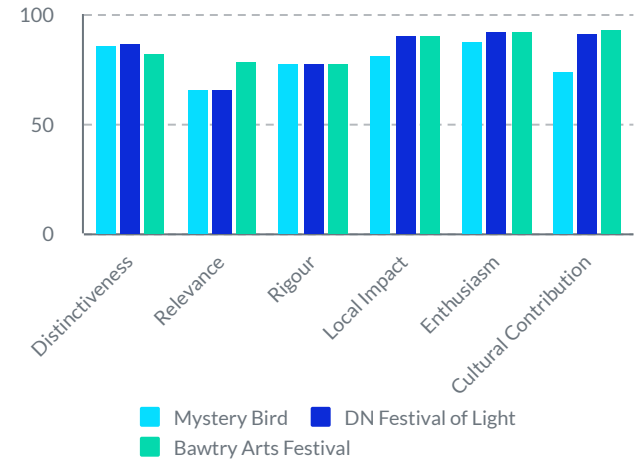
SCORE OF 5.7 OUT OF 6 FOR THE EXTENT THAT RIGHT UP OUR STREET INVOLVES COMMUNITIES IN ITS PROGRAMME

The programming shows a diversity of projects and artforms, providing access to different arts. Right Up Our Street has successfully opened up what the arts are, making them more accessible and breaking down perceived barriers.

AVERAGE QUALITY COMPARISONS PUBLIC VS. ARTIST



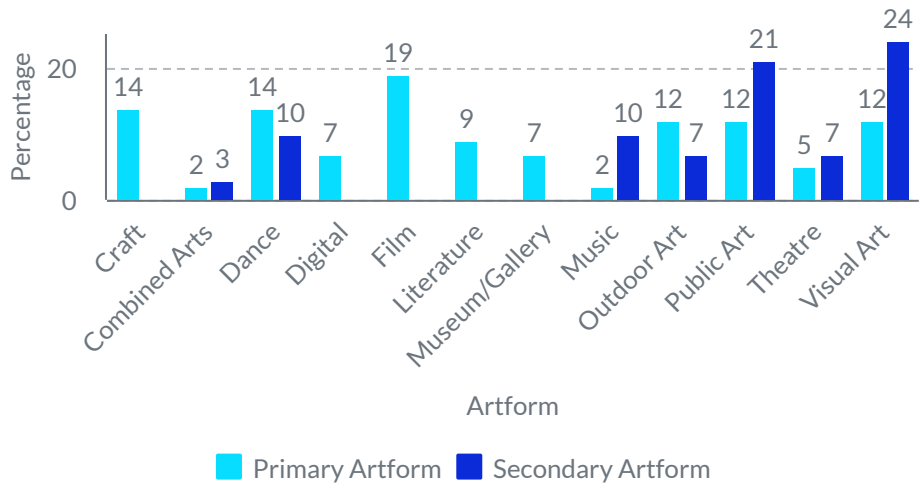
QUALITY COMPARISONS ACROSS PROJECTS



2. QUALITY CONT.

The highest spend is on outdoor arts as this is a priority area for Right Up Our Street. Outdoor art is incredibly versatile and offers audiences free access and the ability to walk away if the work is not for them. It has the greatest reach and can also be a way of platforming work from all communities which gives a sense of place and pride in what people can achieve.

ARTFORM BY %



'With our incredibly diverse audiences, our work is increasingly being recognised for the role it plays in social cohesion, place-making and community building'
- quote from Outdoor Arts

2. QUALITY CONT.



Delivery of outdoor arts has highlighted that there is a local skills gap, identifying the need to support the development of local artists.

Doncaster is gaining recognition and reputation as a culture rich city. People are starting to expect high quality and high profile artists and events. Raising the ambition of local artists as well as the local people by bringing in more established and nationally recognised artists and showing them what can be done embeds the thought that Doncaster deserves (and should demand) quality. This naturally supports pride of place.

'It reminds me that Doncaster residents are worthy of high-quality arts and professional engagement.'
- Project partner

2. QUALITY CONT.

QUALITY OF ENGAGEMENT

Right Up Our Street's approach is a fundamental part to their success in delivering quality through its programming and processes of engagement and creating a desirability for culture. The team highly value the generosity they receive from others and are naturally generous themselves. They share their expertise, learning and connections with artists and small organisations, supporting their professional development and raising aspirations. Right Up Our Street utilise their partners and networks, actively looking for direct collaboration opportunities between others and enabling agency and advocacy.

'They [The City of Doncaster Council's Localities team] have a lot of on-the-ground, in depth knowledge of the community and any current concerns, events etc. Their knowledge of community info and contacts will be hugely valuable moving forwards, particularly because they have no ulterior motive to do this, other than meeting the needs and improving the opportunities for the communities they work with.'
- Right Up Our Street team

This generates more opportunities for individuals, businesses and communities to collaborate and be part of different events that they would not usually attend.

"Being able to convert Community Advisors and Steering Group members into paid, trusted and informed members of staff during the festival weekend made such a difference expanding the team and distributing the workload. The team worked well together, because they have built an understanding and bond with not just the programme, but with each other and all have a level of commitment to the arts and the community that makes working with them as a team a real joy, and a very special element of the festival." - Right Up Our Street team

2. QUALITY CONT.

Right Up Our Street proudly enables representation, supporting communities to reconnect with their own cultural heritage to create something new that reflects and represents who they are in Doncaster. We see this in the Scout Olympics. The Scouts were proud of their own heritage and wanted to share this with their family and friends in Doncaster.

Creating entry level engagement through visible pieces such as the mural at **Balby Bridge** is a great way to start people on their journey. Having a tangible piece of art that is meaningful and co-created by the local community supports the conversation and engagement.

Right Up Our Street's approach to working with communities sees the team constantly find new artists to work with, 59% of artists this year were new to Right Up Our Street. They believe in developing local talent and raising aspirations through working with national and international artists.

'I haven't had many opportunities to exhibit in England so it's a real chance for me to show my work to the public in Doncaster.'
- Guillaume Marmin



3. ACTION LEARNING

Actively embedding learning is at the core of Right Up Our Street. Proactive in their response to the recommendations made last year, the team are continuously reviewing and asking the question: “What could be even better?”.

WHAT HAS WORKED WELL?

Right Up Our Street has put artistic activity at the heart of many communities, and given other community groups the confidence, skills and support to undertake their own activities. Local communities feel important, thought about, cared for, listened to and empowered.

- Hyper-local outdoor arts reaches people on their doorsteps, valuing the places they live and fostering a sense of pride and joy.
- Rolling out projects and commissions across wards, and working with partners to support distribution, increases audience reach and equity of offer across Doncaster.
- Distilling the principles of large-scale programming into smaller-scale commissions for delivery at a local level maintains the quality of the art and consistency of Right Up Our Street’s approach to collaborating with communities.
- Presenting an offer to Parish and Ward Councillors as decision-makers and representatives of their communities empowers them to be advocates for cultural activity in their wards on their terms. Having a limited number of communities they can work with each year, increases the potential desirability of the offer and appeals to partner and community need of not wanting to miss out.
- Increasing the scale of the **DN Festival of Light** to two sites enabled Right Up Our Street to reach new audiences by having indoor and outdoor projections and increased the accessibility of the festival.
- Using the platform and scale of the **DN Festival of Light** to showcase and celebrate Right Up Our Street’s community project work throughout the year elevates, respects and values the contributions made by participants and audiences.
- The use of social media as a promotional platform, increased reach and provided new ways of gathering feedback.
- Remaining visible and active within Doncaster alongside a year of development and community consultation for Phase 4. Right Up Our Street achieved this through knowing what has worked well which enabled quick and successful delivery.

3. ACTION LEARNING CONT.

SUCCESSFUL APPROACHES AND LESSONS LEARNED


Right Up Our Street's way of working is authentic and powerful, building trust, respect and its (and Doncaster's) reputation. Its generosity of leadership style and how it works with communities puts local people at the heart of what it does while maintaining quality and ensuring accessibility

- Developing a transparent partnership with a key advocate is hugely important. It allowed for questions to be asked and co-creation shaped to ensure a safe and inclusive environment for participants and their families.
- Maintaining engagement with areas Right Up Our Street has previously worked with while building relationships with new wards broadens its reach enabling engagement with new and long-term audiences.
- Making arts accessible through the use of digital assets adds value, enables inclusion and broadens the reach.
- Expansion of the team has enabled Right Up Our Street to complement skills while managing its growth and delivering significant impact.
- By holding a debrief of projects with key people, e.g. artists, Community Advisors and partners, is important. People feel that they are valued, learning is deepened and consideration about what is next for individuals takes place.




3. ACTION LEARNING CONT.


KEY LEARNING


-  The new model focussing on key communities without the restriction of ward has succeeded in reaching those less likely to engage in the arts.
-  Formalising processes is key to setting clear expectations and boundaries and ensuring the Right Up Our Street quality.
-  Diversifying audiences means understanding how other cultures define and engage with culture to create meaningful creative experiences and outputs.
-  Community-led engagement takes time. Nurturing relationships at the pace of communities requires a long investment. Enabling them to identify a need for collaboration creates the conditions of authentic creative activity that addresses outcomes for their communities.
-  Value of short-term residencies, challenging and testing artists before future and bigger opportunities. Challenging their own perceptions and that of how to access hard-to-reach audiences.
-  Identifying where there is assumed knowledge of the Right Up Our Street team through setting clear expectations and creating a joint understanding of what a project looks like, reduces the risk of miscommunication and unexpected workload.
-  Audiences need clear and aligned PR messages to enable Right Up Our Street, its partners and peers to deliver audience-focused programming across the city.


3. ACTION LEARNING CONT.

DO DIFFERENTLY

 Building on successful marketing and social media activity, explore a more strategic approach. This could include an audience engagement plan, sweating the assets even more by continuing to link up assets on social media platforms. For example, embedding the WE RISE video on Right Up Our Street's (RUOS) website page about the light festival and/or adding a link to the video for those who missed it.

 Focus on engaging with younger audiences so their voice and participation is increased and the younger generations are invested in the cultural artistry of Doncaster.

 Enabling greater representation in artists and artworks requires investment in supporting diverse communities to become confident in their cultural engagement and participation in cultural opportunities in the city. RUOS artists in general are more diverse than the RUOS audiences, as well as the population of Doncaster. There was only one artist who identified as D/deaf, although a lot has been done recently for D/deaf audiences so it would be good to encourage more representation by employing more D/deaf artists.

 Explore how to make best use of and manage the community space provided by RUOS so it is accessible to artists, partners and the community while maintaining the high quality of RUOS' programme.

LAST YEAR'S RECOMMENDATIONS

- Explore the impact of Right Up Our Street's way of working
- Create an elevator pitch for the sector and stakeholders
- Growth of social media activity and maintain presence
- Have regular moments to pause and reflect about delivery & impact
- More consistency across the evaluation questions
- Delve deeper into audiences reached through Indices of Deprivation data.
- Develop a ladder of engagement for the DN Festival of Light for different access points and continuing pathways for communities to be involved.
- Explore how to 'sweat the assets' to enable the most value and legacy
- Identify lead participants from the 1st delivery phase of **Depictions of DN** to become community organisers for future delivery

3. ACTION LEARNING CONT.

WAYS OF WORKING

The embedded core values of Right Up Our Street are evident in all of their interactions. The team genuinely care about everyone they interact with and are very generous. This creates trust, honesty and authentic collaboration, and increases demand for their programming.

GENOROSITY OF LEADERSHIP

This is seen in how the team is managed and developed, the support given to creatives and within partnerships. It means a lot to people and creates loyalty. People trust the team and know they will not be left in the cold. This can bring some challenges in terms of team capacity but if the team are not able to offer the required support, they will signpost to someone who can.

“Without the space I would not have been able to run the sessions”

- Artist

CO-CREATION AND CO-CURATION

Valuing the relationships, investing time and creating new collaborations for partners, allowing them to evolve while building new ones. This creates advocacy and the desire for more. Working with the **71st Hunafa Scouts** to develop a performance for both the **Scout Olympic Opening Ceremony** and the **DN Festival of Light** is a clear example of how trust was built over time which enabled a highly visible collaborative project that was managed sensitively and had a big impact, generating appetite for more.

RAISING AMBITION AND SUPPORTING PROFESSIONAL DEVELOPMENT

Right Up Our Street think outside the box to create an exciting and unique programme, raising the ambition of local people and demonstrating the value about these things happening in Doncaster. Through this approach and its generosity of leadership, it highlights and supports the professional development of local artists.

3. ACTION LEARNING CONT.

VALUING THEIR OWN EXPERTISE

The team value their own expertise and provide nurturing leadership alongside authentic co-creation. It is a delicate balance to maintain and Right Up Our Street check-in regularly to make sure that it is where they want it to be.

HOLDING TRUE TO VALUES

Right Up Our Street is dedicated to its values which enable it to hold firm boundaries and deliver programming that meets its aims. Its reputation continues to build and it is seen as an integral part of the cultural ecology within Doncaster. Even though it is a small core team of four, the programming is highly visible and the impact is far reaching.

SWEATING THE ASSETS

Sweating the assets to make the most value out of them. Repeating and recycling content to reach new audiences shows pride from the team in the work created with communities and validates the investment of time and creativity communities have given producing artwork and performances. This sees the team re-present work at the VIP launch of the **DN Festival of Light** and ensure that there is a digital legacy element to the projects to reach new and more isolated audiences.

MANAGING COLLABORATION VS. COMPETITION

Balancing the perception of competition between some collaborators so that it doesn't negatively impact its programming or the community is a tension the team manage constructively. They do this alongside continuing to influence those relationships to achieve more positive outcomes. There have been times when this has not worked as well:

'New city, King's visit, Right Up Our Street not invited to be involved in celebrating city.'
- Community Advisor

3. ACTION LEARNING CONT.

Counter to this, high profile organisations such as Arts Council England are demonstrating how much they value Right Up Our Street by sharing its victories, senior representatives attending the **DN Festival of Light** and the increased investment for Phase 4. This is raising the presence of Right Up Our Street and enabling it to be part of key conversations for city wide programming with cultural peers advocating that it is integral to programming and should have a seat at the table.

Since 2021, Right Up Our Street have played a key role in the development of a new Cultural Strategy for the City. Culture now sits as one of The City of Doncaster Council's great eight priorities. The Director has a seat at the table at the Engine Room meetings alongside the city's other Arts Council England's National Portfolio Organisation's, the Project Director for Arts and Culture Heritage, the South Yorkshire Mayoral Combined Authority, researchers from Sheffield Hallam University and a senior member of Arts Council England.



4. PRIDE

IMPACT OF RIGHT UP OUR STREET'S APPROACH

Right Up Our Street's approach to co-creating with communities is positively impacting residents' sense of pride and creating positive change at a hyper-local level.

Through leading by example, Right Up Our Street demonstrate authentic and collaborative values which underpin everything it does. This way of working has a direct impact in the development, engagement and quality of programming and partnerships.

A sense of belonging and pride of place is created and diverse heritage is celebrated.

PRIDE IN PLACE AND OWN HERITAGE

Communities are at the heart of the programming, shaping delivery and being represented, building pride from a hyper-local level through to that of Doncaster City.

'makes me glad to live here' - Audience member
'I love seeing Doncaster at its best' - Project partner

'COMMUNITY SPIRIT'

IS THE WHAT AUDIENCES LOVE
ABOUT DONCASTER

 **95%** 

IS THE AVERAGE RATING GIVEN BY
AUDIENCE MEMBERS FOR 'PRIDE IN
PLACE'

75% 

OF PARTNER RESPONDENTS SAID THEY
FELT A COMPLETE SENSE OF BELONGING
AS A RESULT OF RUOS' WORK

 **69%**

OF PARTNERS SCORED THE
MAXIMUM WITH THEIR SENSE OF
PRIDE OF DONCASTER

4. PRIDE CONT.

People feel proud of their creations and want to share them with people who are important to them. The **71st Hunafa Scouts** performance at the **DN Festival of Light** is a clear example of this.

Doncaster is gaining visibility and status.

“it is all about identity and giving people identity, this isn’t Sheffield or Leeds. This is my home town. There is something special about Donny.”

- Community Advisor

This feeds into pride of place and creates an upward spiral of positivity.

Through the team’s approach, Right Up Our Street has put artistic activity at the heart of many communities and given other community groups the confidence, skills and support to undertake their own activities. Local communities feel important, thought about, cared for, listened to and empowered.





WHAT NEXT?

WHAT NEXT?







Right Up Our Street successfully deliver high-quality art that has been co-curated with the local communities. It continues to reach new audiences, creating exciting and joyful experiences through a diverse and ambitious programme. It doesn't take the easy route and makes sure that everything it delivers is genuinely wanted.

Pride of place is felt strongly and, as Doncaster gains a reputation, local people are coming to expect high-profile art. Right Up Our Street support this journey through their valued approaches and core values.

RECOMMENDATIONS

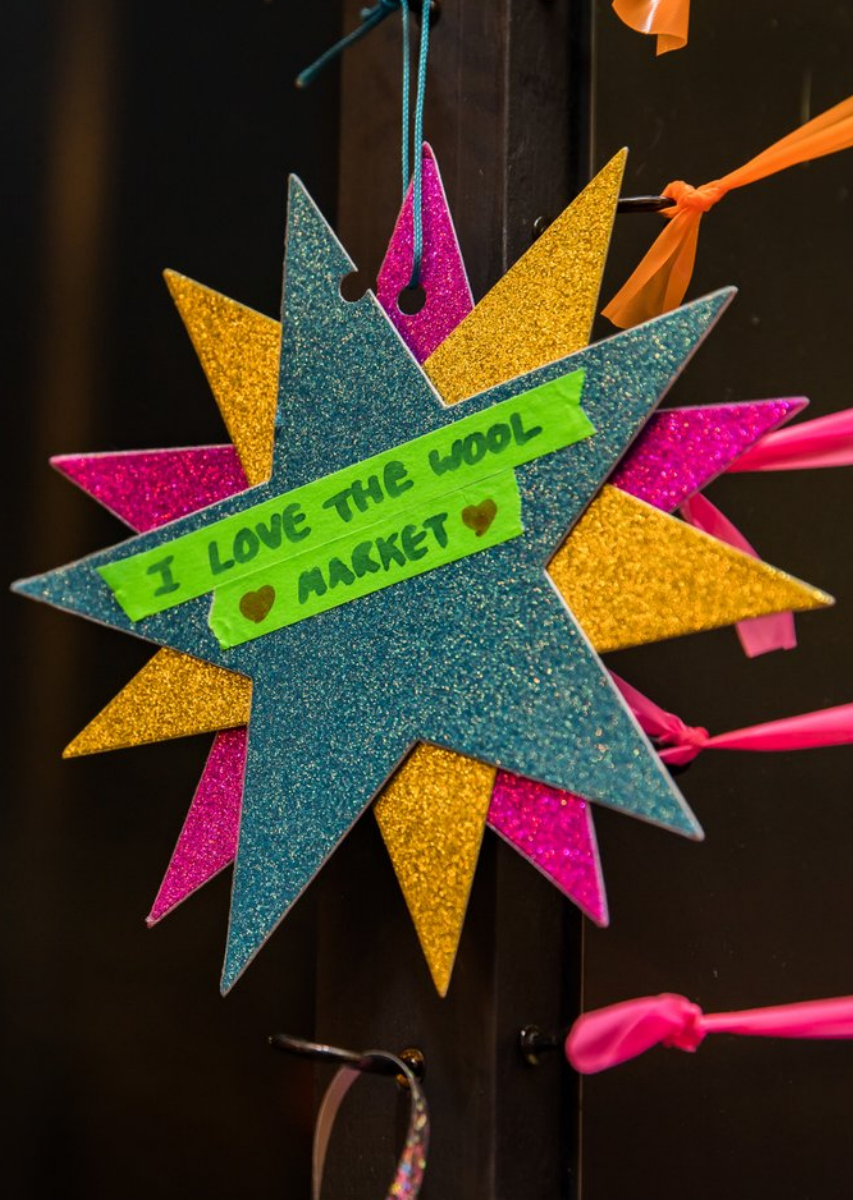
-  **Digital assets** - With only 7 events (14%) having a digital audience, it represents a chance to increase how embedded digital aspects are in the programme as a whole. Every project Right Up Our Street does is accessible digitally (on the website) and, where possible, downloadable material is available and film content. Finding ways to reach a digital audience further with a physical event could aid online visibility and improve marketing reach.
-  **Marketing strategy** – Linking with the digital strategy to a more strategic marketing plan and audience engagement plan would support Right Up Our Street to streamline their activity and raise their profile and reach further. Utilising the mentoring opportunity and the Indices of Deprivation tool will add great value to the team, informing future marketing and enabling hyperlocal areas to focus on and targeted reach.
-  **Authentic voice** - Organic word of mouth and invitation marketing is the most successful for the team. Building this into and mapping against a programme of activity that feeds into the **DN Festival of Light** would create an ever-increasing pool of organic marketing and invested audiences in their activity.

WHAT NEXT? CONT.

-  **Inclusive practice** – Right Up Our Street has increased the inclusivity of large-scale programming. Building on the recognition that the venues used for hosting Community Advisors must be varied, explore opportunities that will enable Community Advisors to gain an insight into a new community alongside starting the conversation between Right Up Our Street and new and diverse community members.
-  **Focussing on young adults** – Building on the reach to priority communities that Right Up Our Street has achieved in the first year, the team should continue to nurture existing relationships to support its engagement with young adults to grow organically.
-  **21 Ward programming** – Continue to invite active partnerships from Parish and Ward Councillors to deliver activity within wards that they choose for their communities. Giving over the agency to choose and make decisions in the hands of councillors builds new advocates for the work of Right Up Our Street, makes them active partners with defined roles and accountability in the success of work delivered.
-  **Understanding culture** - Continue to identify new communities and community leaders to build relationships with annually that are often excluded or underrepresented, as a way of sharing Right Up Our Street's practice. Learning about culture from their perspective would help to challenge any biases within the team and broaden the curation of programming.
-  **Project debriefs** – Continue to build on the team's positive experience of holding a debrief at the end of a project with key people and partners. Right Up Our Street could add value (for itself and participants) by making them part of a project cycle. It would give Right Up Our Street another opportunity to gather feedback while showing those they work with how valued they are. This will reinforce relationships as well as evidence the impact it has. Inviting more peers and partners into the process could help to mitigate the perceptions of those that see Right Up Our Street as competition.
-  **Community space** – Using its learning so far, explore how to manage and make the best use of the community space provided by Right Up Our Street so it is accessible to artists, partners and the community while maintaining the high quality of Right Up Our Street's programme

APPENDIX

1. EVALUATION METHODOLOGY - INC. TABLE OF DATA
2. STORY OF CHANGE
3. PROJECT TIMELINE



1. EVALUATION METHODOLOGY

The evaluation approach was co-developed with Ceade and Right Up Our Street. It focuses on four research questions, three of which were developed for the Arts Council England Creative People and Places (CPP) programme:

1. Are more people from places of least engagement experiencing and inspired by the arts? (CPP)
2. To what extent was the aspiration for excellence of art and excellence of process of engaging communities achieved? (CPP)
3. What approaches were successful, and what lessons were learned? (CPP)
4. How does the Right Up Our Street approach to co-creating with communities impact residents sense of pride to create hyper-local positive change in their area?

INFORMATION SOURCE	COLLECTED FROM	NUMBER OF RESPONSES
Event monitoring data	RUOS events by the RUOS team	232 events
Audience demographics	Monitoring at RUOS events	3,116 sample size
Indices of multiple deprivation postcode analysis	Postcodes from RUOS events	5,897 valid postcodes
The Audience Agency postcode analysis	Postcodes from RUOS events	5,846 valid postcodes
ACE quarterly reports	Provided by RUOS	n/a
Social media monitoring	Provided by RUOS	1 annual report
Impact & Insight surveys	Mystery Birds (participants)	53 responses
	71 st Hunafa Scouts (participants)	22 responses
	Bawtry Arts Festival (participants)	42 responses
	DN Light Festival (audience)	7,006 responses (ticket bookings) & 262 responses (survey)
Team quarterly reflection sessions and Story of Change reviews	Quarterly team reflection sessions and facilitated reflection to draw out learning	2 sessions
Key stakeholder reflection session	Community Advisors	5
Interviews	Artists and Project Partners	4
Artist survey	Survey of artists who work with RUOS	27 responses
Participant survey	Participants of RUOS events	53 responses
Key stakeholder surveys	Key stakeholder surveys with respondents including Consortium members, Community Advisors, partners and Ward members	26 responses

2. STORY OF CHANGE

HOW?

The context, our principles, the resources

Enabling Doncaster's diverse communities to programme work for people like them.

Bringing unexpected, adventurous & fresh thinking to the Borough to create meaningful & joyful experiences through excellent art.

Being the best that we can be, making the most of our partnerships and assets & connecting the sector with community voice

Generosity, collaboration, honesty & trust

With over £1m of funding and the expertise and resources of the team, partners and volunteers.

WHAT?

The delivery

Outdoor arts offer with free events

Four key strands:

- Borough wide events
- DN Festival programme
- Partnership & priority community projects
- Digital platforms commissions

Town centre hub

Advisory and steering groups

Creative career pathways and opportunities

Fundraising
Marketing
Evaluation

WHO?

The people who matter

Priority communities & volunteers

Local people

Advisory & steering groups

RUOS (inc DCLT & freelancers)

Artists

Parish council & community groups

Multi agency partners

Funders & sponsors

Press & peers

WHY?

The difference we make

People feel inspired & more culturally confident

Interconnected communities, who understand each other

Decision making distributed to communities who feel valued & worthy of high quality art

RUOS are trusted and known by communities to represent them in the cultural fabric & are leaders in high quality community driven cultural programming

Artists value & engage with local creative career opportunities, develop their socially engaged practice & enhance their reputation

New people are reached and trust, respect & reputation built

Understand & value the arts, see their place in it, and celebrate & champion their partnership with RUOS

Community art is valued, investment is increased and more creative opportunities created

More sector peers become culturally democratic

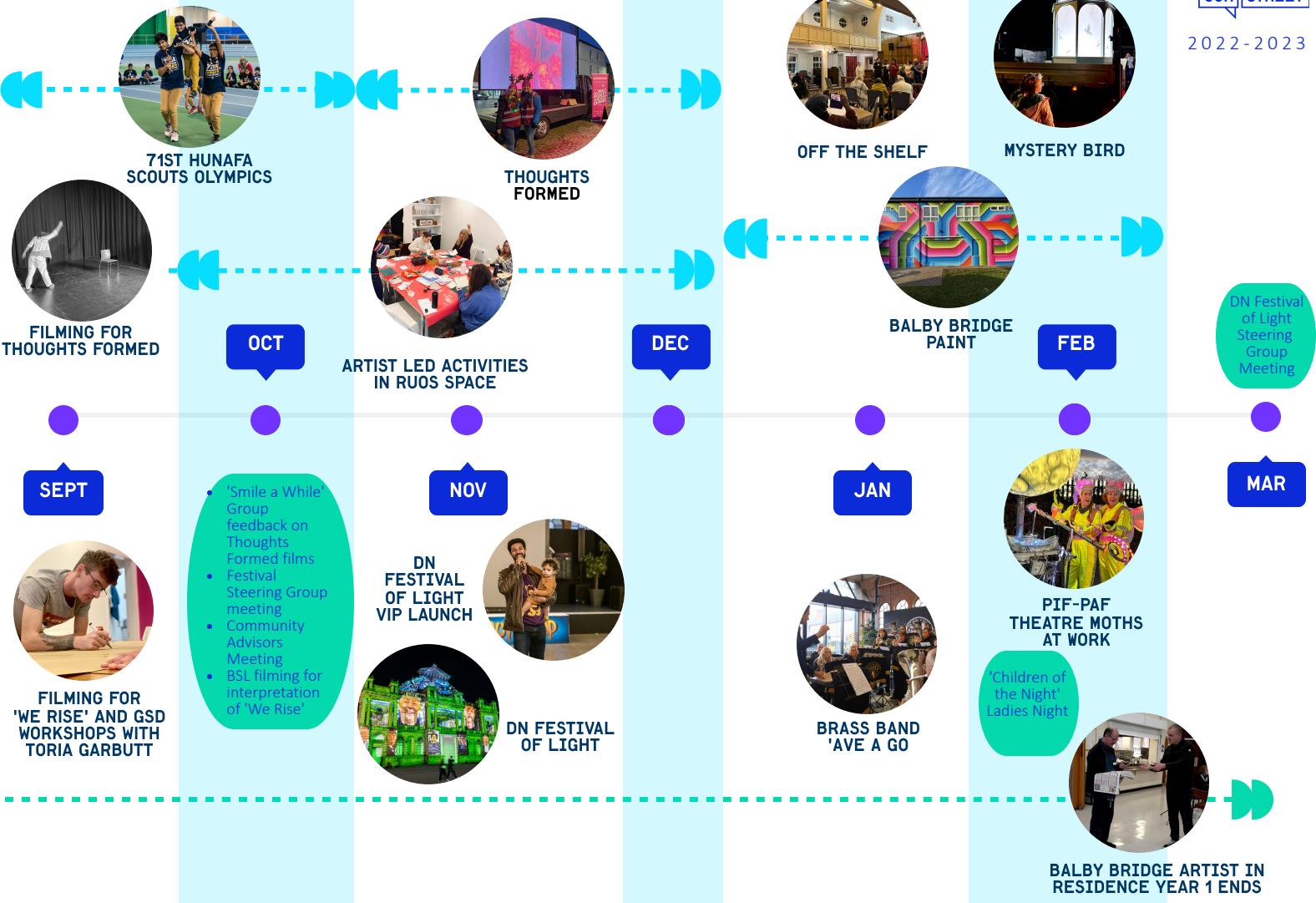
The long term vision

RUOS nurtures Doncaster to become a cultural hub with a vibrant and locally relevant cultural offer which is valued by local communities; with a more diverse cultural ecology that is representative of its population

PROJECT TIMELINE



PROJECT TIMELINE CONT.





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