



CHILDREN'S CAPITAL OF CULTURE.

**Health & Wellbeing Board
25th September 2024**



Embassy for
REIMAGINING
Rotherham

Creating the
world's first
Children's Capital
of Culture

Health & Wellbeing Strategy

Aim 4: All Rotherham people live in healthy, safe, and resilient communities

We know that:

- Young people consulted in the run up to Rotherham's 2025 Children's Capital of Culture identify mental health as a key issue for young people in Rotherham*
- On the Index of Multiple Deprivation 2019 (IMD 2019) Rotherham ranks as the 35th most deprived upper tier local authority in England out of a total of 151 authorities.*
- 26.6% of reception age children were overweight or obese in 2019/20, compared to 23.0% nationally and 37.9% of Year 6 children were overweight or obese in 2019/20, compared to 35.2% nationally*
- 95% of Rotherham's BME community's young people feel left out



Case for Creative Health

“The idea of creating the Children’s Capital of Culture – the first ever such initiative in the UK – should not be underestimated. This initiative...will be part of creating Rotherham’s future self. Nowhere else in the UK is doing this, with this ambition or at this scale.”

Maggie Atkinson, Former England Commissioner for Children

- People who take part in the arts are **38% more likely to report good health.**
- Young people who regularly access **parks, green spaces** and engage with **nature** enjoy **better mental health.**
- **Students who are physically active** tend to have better grades, school attendance, cognitive performance (e.g. memory), and classroom behaviours (e.g. on-task behaviour)
- Children are smarter, better able to get along with others, healthier and happier when they have **regular opportunities for free and unstructured play in the out-of-doors**



What is it?

- Children's Capital of Culture is a title bestowed upon Rotherham by its children and young people
- In 2025 there will be a year-long festival of imagination, creativity and community, devised, developed and delivered in partnership with children and young people from Rotherham aged 0-to-25
- Our festival year will have...
 - At least five major public cultural events, including an opening ceremony and a closing ceremony
 - Activities taking place across all 25 wards, including targeted work to make sure all CYP have the opportunity to take part
 - A schools' engagement programme
 - Traineeships for young people
 - A commitment to keeping 75% of these activities going beyond 2025 – leaving a legacy for our borough



What difference will it make?

- Children and young people feel proud to call Rotherham their home
- Children and young people feel confident that they can establish a career in Rotherham
- **Children and young people feel that their mental and physical health is improving**

Rotherham residents:

- Feel a stronger sense of community cohesion and connection with their local community
- Feel that Rotherham's reputation is improving regionally and nationally





Community Engagement & Coproduction



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Engagement Programme

Definitions:

- **Audience** – people who have attended events, exhibitions and activities but not necessarily actively participated
- **Active Participants** – Children and young people and their families who took part in an activity either at an event or as part of targeted delivery
- **Regular Participants** – Children and young people who have a sustained and repeat engagement with the programme
- **School Participants** – Children and young people who took part in school activities contributing to the development of Children's Capital of Culture



Engagement Programme as at June 24

Type of Engagement	Numbers since 1 st January 2023
Audience	157,698
Active Participants	28,590
Regular Participants	922
School Participants	4,264
Total	191,474

Currently the programme is being developed with 5,186 children and young people across the borough



Engagement: Impact

“We value and appreciate the work of Children’s Capital of Culture it has provided new and exciting opportunities for the young people that we work with. Many of our young people come from deprived backgrounds and the work of Children’s Capital of Culture has enhanced their experiences and raised their aspirations.”

**Helen Littlewood, Chief Executive
Clifton Learning Partnership**

“Our kids have little access to arts and culture, especially in terms of participation, so this was brilliant for them. For our organisation, working with Children’s Capital of Culture strengthens our identity as a family hub.”

**Kathryn Reaney, Youth Worker
Jade, Dinnington**

“We believe that young people have such an important role to play in helping shape, programme, produce, perform, make, create and evaluate cultural activities. Rotherham is leading the way in creating the Children’s Capital of Culture, and Emergency Exit Arts are delighted to be partners in it!”

**Daniel Bernstein, CEO
Emergency Exit Arts**





Creative Learning



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In School Learning: Universal Offer

- **Flagship universal programme:** Children & Young People in 30 schools will work in partnership with artists and cultural organisations to create fifteen short films inspired by Francis Alÿs: Children's Games. Includes CPD for teachers and artists and results in a Children and Young Peoples' Film Festival curated by school children
- **SEND-led Rotherham Creative Curriculum** taking the imagination and curiosity with which SEND children approach their surroundings to build a storytelling curriculum for both SEND and mainstream schools
- **Partner Programmes** such as the Rotherham Opera, in partnership with Royal Opera House & Rotherham Music; Festival of Stories with Grimm & Go; School Games Celebration Event with School Games team and Sport & Leisure services; and WoW Rotherham with RMBC Events & Flux Rotherham



In School Learning: Enhanced Offer

- Range of enhanced programmes that schools can choose to opt into if they have need, capacity or a specific area of interest. Example projects include:
- **ReWrite:** a youth journalism project, two young people from each secondary school taking part in a collaborative work experience project to produce a podcast, magazine, and news broadcast
- **ReAnimate:** pupils will work with teachers and artists to produce a collectively-authored, record-breaking animation about places and spaces across the borough.
- **ReDesign:** pupils will work with their teachers and professional artists to redesign an area of their school, co-commissioning new murals and sculptures and redesigning playgrounds, dining halls and libraries.



Family Learning

- The influences on the child are as critical to engagement and participation as the desire within children and young people themselves
- The family learning programme will centre its focus on 0–5-year-olds and their wider parents, carers, siblings, grandparents, early years settings, support services and peer groups.
- Seeking to address current issues in Early Years including speech and language delay, poor health & wellbeing, lack of access to play-based learning
- Targeted intervention in Care Homes where families can become fragmented led by Rotherham Museums, Arts & Heritage
- Spring/Summer 2025 & Autumn/Winter 2025 open access family learning programme





Creative Programme



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You're Not From New York
City, You're From Rov'rum

Immortalised in the lyrics of the Arctic Monkeys as a put down, “you’re not from New York City, you’re from Rov’rum” stands as a challenge to our young people to reclaim the narrative of their town. What could our children and young people do if they felt the same sense of pride when they hear Rotherham as New Yorkers when they hear NYC?



Who We Are, Where We
Come From

Did your school trip even happen if you didn't sing this on the bus? But this innocent (and mildly irritating) song raises important questions that our children and young people are confronted with every day. Questions about heritage, identity and ethnicity in a borough with a changing population. Questions about our own individuality, gender and culture. Questions about the communities we are part of, finding our tribe and feeling like we belong



Plug In & Play

A riot of creativity, movement and experimentation, Plug In & Play will find adventure and discovery in every corner of the borough. From the familiarity of play parks and street games to new imagined worlds brought to life through coding, gaming & making to blend physical & digital worlds. Movement, dance, sport and everyday physical activity will be central with elite national championships and events sitting alongside a celebration of the grass-roots sports clubs providing year-round access to the small but beautiful daily acts of play that can be found in homes & gardens across the borough.



World Beneath Our Feet

A juxtaposed celebration of our green and pleasant land and the discomfort and urgency children and young people feel about the destruction of it. This theme will explore the healing and restorative power of nature whilst posing questions and solutions for how to take better care of ourselves and the environment around us.

Creative Health

Programme in development:

- Spring/Summer 2025 & Autumn/Winter 2025 open access family learning programme
- Supported by Mental Health impact study
- Co-design a Creative Health & Wellbeing Framework, ensuring it is best suited to Rotherham's young people and their lived experience and rooted in the green spaces they cherish the most.
- Open commissioning rooted in Green Spaces and Natural environments
- Targeted focus on loneliness, isolation and friendships as highlighted by young people as the key concern for them



Events: R&D

Over the past three years the team and partners have been trialling events and building demand and confidence in participation.

The following events have been in development and will be scaled up in Festival Year 2025:

- **Signals Music Festival**
Led by Rotherham Music
- **WoW Rotherham**
Led by RMBC Events & Flux Rotherham
- **UPLIFT Urban Sports Festival**
Led by RMBC Events
- **Festival of Stories**
Led by Grimm & Co



New Events

Events that we know are in development for 2025 include:

- **Plug In & Play** – gaming festival with links to physical activity and active travel
- **Youth Drama Festival** – working with established youth drama groups across Rotherham to celebrate natural environments
- **Basant Kite Festival** – celebrating traditions in South Asian communities
- Potential **Rotherham Walking Festival** revival of previous event
- **In school sports and physical activity programme**





Skills Talent & Inclusive Growth



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Young Producers

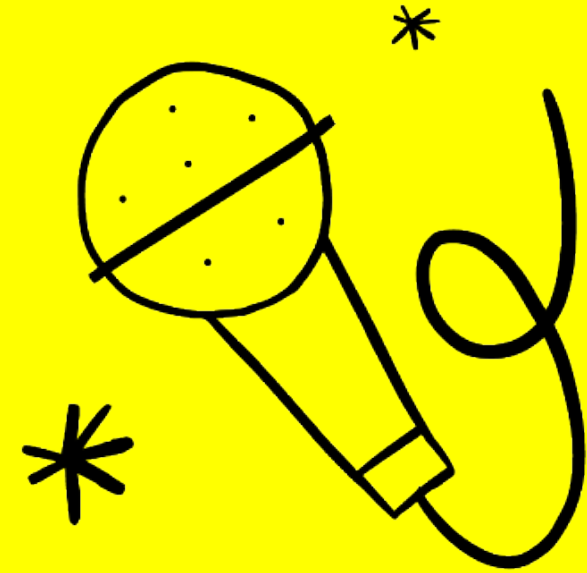
- Open to 16-25 year olds who live, work or study in Rotherham
- Paid traineeships over 6 months or 12 months @ Living Wage 3 days per week
- Hosted by a range of cultural partners including Grimm & Co, Gullivers, RMBC services

Calendar Year	Target	Number delivered to date
2022	30	57
2023	40	38
2024	40	15
2025	40	N/A
Total	150	110



“It’s extremely rewarding knowing that we’re actually bringing things like this to Rotherham. I’ve grown up here and I’ve never really known anything like this. If you want arty or cool you go to Sheffield or Leeds. It’s not something you’d associate with Rotherham”

Young Producer, 19



“It’s like no other job process I’d ever been through”

Young Producer, 23

“This title might not be what you expect of Rotherham but we’re going to change that!”

Young Producer, 17

Young Artist Development Programmes

- Open to 13-25 year olds who live in Rotherham
- £2,500 grants across a range of artforms
- Paid performance opportunities
- Mentored by established industry professionals and CCoC ambassadors

Calendar Year	Target	Number delivered to date
2022	5	14*
2023	5	69**
2024	10	110**
2025	20	N/A
Total	40	193

*Includes Young Critics

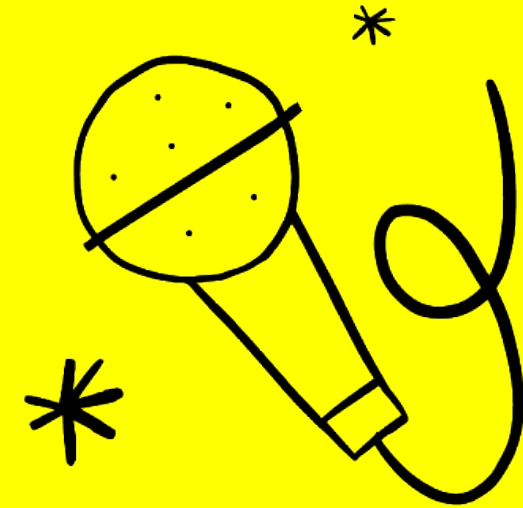
**Includes young musicians via Signals Festival



“My journey as a Young Presenter has been transformative, providing me with invaluable presenting opportunities at events like the Rotherham Show, Yorkshire Day, and other CCoC events, allowing me to gain confidence and hone my craft while showcasing my talents.”

A year ago, I had the desire to be a presenter however I thought it was an unrealistic career to get into, due to the lack of early career opportunities. Being a Young Artist with CCoC has given me the platform, belief and skills to pursue a career in presenting.”

Grace, Young Artist, Speaker, Host & Performer



“My degree in Film was cut short by the Covid-19 Pandemic... Children’s Capital of Culture provide me with a valuable space to practice my skills and gain new ones that I did not learn through academia”

Michael, Young Artist, Filmmaker

Arts Award

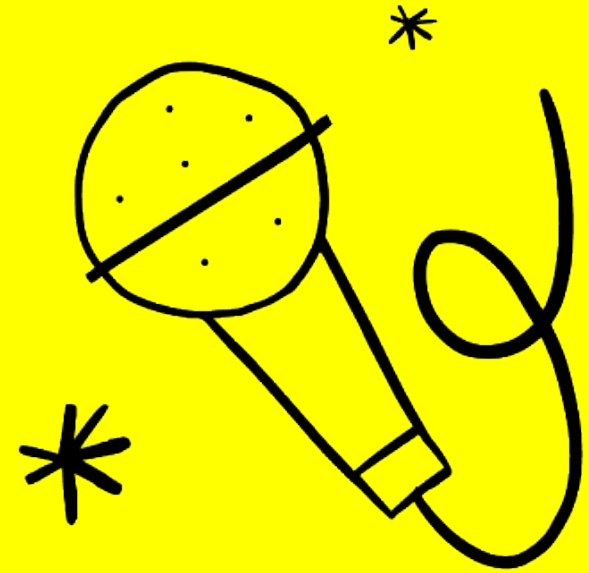
- Nationally accredited qualification equivalent at Level 1 NVQ
- Four levels of engagement: Discover, Bronze, Silver, Gold
- Run as school holiday intensive residencies

Calendar Year	Target	Number delivered to date
2022	50	61
2023	100	70
2024	100	104 in planning
2025	100	N/A
Total	350	235



“E is a young carer for her 10-year-old autistic sister. Daily life is very stressful and due to her sister’s autism, we rarely get to spend time out of the house, so E regularly misses out on activities. The Arts Award programme allowed her that invaluable time to herself, so it was far more important than 'just an arts programme’”

Arts Award Participant



“The positive impact that this event has had on our lives is amazing. It brought K back into going out instead of staying in her room all the time. Friends were made that they have grown close to, and they meet up with on a regular basis. The certificates have taken pride of place in their rooms. Thank you so much. I cannot praise you enough.”

Arts Award Participant’s Parent/Carer



Partnerships & Opportunities



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What can CCoC do for you?

- EDI target groups include Care Experienced young people and SEND young people which can support targeted interventions
- Bespoke and tailored programme delivery: e.g. the Arts Award programme is tailored for small group delivery so could be delivered in hospital settings for long-term patients
- Co-design a packaged offer and single point of contact to support social prescribing of Creative Health, Physical Activity and Nature Engagement, in extraordinary settings: eg: Wentworth Woodhouse; Grimm and Co; Thrybergh Country Park, Clifton Park Museum, etc
- Support the management of long term health conditions in young people e.g. childhood obesity through targeted activities and campaigns focused on getting young people active
- Provide quantitative and qualitative consultation and impact assessments specifically focused on mental health and wellbeing in children and young people



How can you help?

- Evidence and data to support fundraising and impact studies
- Access to specific target groups for piloting and testing creative interventions
- Advocacy within your sector – tell people about us! Help us to access your networks, build profile and set best practice benchmarks for creative health & wellbeing
- Communication and messages with your service users and staff teams
- Providing access to facilities e.g. spaces to host workshops, classes and exhibitions/performances
- Help to extended social prescribing to include good creative health practice.
- Business sponsorship opportunities
- Funding for projects/access to joint funding opportunities.





Get in touch:

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