



Creativity Works

inspiring and empowering people through creativity to explore, develop and grow

Creativity Works is an Arts Council National Portfolio Organisation, about to enter the second year of a three year funding agreement. The award was made to Creativity Works in reflection of our strong match with ACE goals and priorities, strong, well-articulated management systems and good financial management. The assessment pointed to the organisation having a highly experienced and skilled Board of Trustees in place, who are supported by a small but effective core team and that planning, documents articulate how the company's mission will be achieved. The organisation's Business Plan supports the development of an innovative Creative Cultural Programme which delivers social, health and learning outcomes as well as an Enterprise Programme which aims to increase and diversify sources of funding.

ACE commented that Creativity Works have an established reputation for the quality of our work and a clear proposal for a programme of artists professional development, which builds upon our previous work in this area, including exploring with artists and communities the question of excellence in artistic process and production. ACE also note that we are proposing to develop a programme of work with children and young people, working in partnership with young people and children's services to develop and deliver high-quality arts

During our first year of delivery as an NPO Creativity Works has focused on rebuilding our organisational capacity, recruiting and inducting a Communications and Administration post and we have kick started our earned income generation strategy with the employment of an Enterprise Manager.

In its 30 years of operation Creativity Works, a Registered Charity and Company Limited by Guarantee has also benefited from a variety of sources of funding from commissions and grants from the Local Authority and Town Councils to awards from Trusts and Foundations. We are currently in the process of delivering projects in relation to 3 year B&NES Arts Development funding, 3 year Adult Social Care and Housing funding and a Community Learning Innovations Fund award.

Strategic Leadership

Ongoing delivery of the 3 year Business Plan which is linked to Arts Council NPO status is a clear requirement for the new Director. A period of capacity building needs to be followed by a

consolidation of the organisations current delivery, and linked to generating increased funding for project delivery. The Director will also need to lead on the development of a Sustainability [organisational, economic] Plan.

Financial Management, Enterprise and diversification of income generation

Creativity Works' Business Plan has supported the setting up of an enterprise initiative which will bring additional earned income into the organisation and support the development of sponsorship and major donor development. A major piece of work for the immediate future is to support the Enterprise Manager in realising the Enterprise Strategy and achieving a high level of additional earned income to support the organisations development. Fundraising is also a key task and skill.

Partnerships and Consortia

We have worked in close partnership with a number of different organisations and provided links and connections for our participants to new opportunities, training and community activities. Partnership working remains a key element in the continuing development of Creativity Works in particular in the need to address public service commissioning. A new Director will benefit from an understanding and experience of processes of commissioning and developing partnerships and consortia.

Creative Programme

Creativity Works has been delivering a number of key projects in recent years which provide wellbeing and health outcomes in public services in B&NES and Bristol. Additionally the projects that we have delivered have supported community development, learning and progression and development outcomes for participants. We have reviewed and revised our Monitoring and Evaluation Policy and Procedures and are working on the consistent and effective collation and analysis of evidence to illustrate how we can help statutory services to deliver health, community and learning outcomes. A key task for the immediate future is to ensure that the early piloting of this new policy provides for a long-term and consistent methodology and effective evidence to support communications and advocacy.

Artistic Excellence and Quality

A process of identifying the needs and requirements of artists working in socially engaged settings has resulted in the setting up of the Co|Create Programme which aims to provide increased work opportunities, training, professional development, resources and support mechanisms for socially engaged artists as well as support Creativity Works sustainability through increased earned income. Promoting quality and excellence in this area of the arts is a requirement of Arts Council Funding and a future Director will need to steer the organisations creative programme to enhance socially engaged arts and raise the profile and critical reception of the work.

Organisational Management

As Creativity Works is a small charity the Director is required to oversee and manage many key organisational functions including, financial management, fundraising, governance management, human resource management, strategic development, P.R. and communications. The Director will need knowledge and experience in these areas, the ability to manage their time and priorities effectively and delegate to appropriate members of the staff team. Creativity Works has a strong Board of Trustees to support the organisation's work.

Advocacy and Communications

A rebranding of the organisation in 2010, to better signify the aims of the organisation has been followed up in 2012/13 with a new website and significant work to ensure that the messages given out are relevant and effective. Future development in this area requires the development and rolling out of a PR and Advocacy strategy to raise awareness of the organisations strengths and widen areas and resources for delivery.

Creativity Works' Staff Team

The Director is responsible for the management of the staff team, ensuring effective internal communications, line management and staff development opportunities.

Director - Full time – 3 year contract

Programme Manager: Wellbeing - Part time, 4 days a week – contract to end March 2014 [potential for ongoing funding being pursued]. Manages the Mental Health Creative Support Service for B&NES Adult Social Care and Housing Commission[3dpw] and provides strategic development overview for the Wellbeing area of work [1dpw]

Enterprise Manager - Part Time 4 days a week – contract linked to NPO funding, to end March 2015. Post dedicated to setting up new earned income streams, profits from which will be invested in Creativity Works on going development costs.

Communications and Administration Coordinator - Part time 3 days a Week - contract linked to NPO funding, to end March 2015. Manages internal and external communications, updates the website and social media, and provides general administration support.

Finance Officer - Part time 8 hours a week – contract to end March 2015. Primarily book keeping, using Sage.

Project Manager: Networks – Part time 15 hours per week – contract to end July 2013. A one year project funded by the Community Learning Innovations Fund, working with women in the Criminal Justice System in Bristol.

Development Worker: Networks – Part time 15 hours per week - contract to end July 2013

Development Worker: The Co|Create Programme - Part time 16 hours a week – contract to end March 2014. Manages Creativity Works programme of work opportunities, support, training and resources for artists.