

Creative Playground

Evaluation Report 2024-25



Murals Launch Event Photo: Rosie Powell

<u>Introduction</u>	<u>3</u>
<u>Review of 2024-25</u>	<u>4</u>
<u>2024-25 in detail</u>	<u>12</u>
<u>Our audience in 2024/25</u>	<u>23</u>
<u>Audience attitudes and perspectives in 2024/25</u>	<u>31</u>
<u>What Impact & Insight surveys tell us</u>	<u>41</u>
<u>Business plan targets</u>	<u>44</u>
<u>Our progress over 3 years</u>	<u>45</u>
<u>Implications and recommendations</u>	<u>48</u>
<u>Appendix 1:</u> <u>BP Smart Targets 2024-25</u>	<u>51</u>

Introduction

What is Creative Playground?

“Creative Playground is an essential organisation right now in Crawley. It is a game changer.”
Community Connector

Creative Playground is an Arts Council England (ACE) Creative People & Places (CPP) project in Crawley, West Sussex. CPPs focus on parts of the country where involvement in creativity and culture is significantly below the national average. The CPP approach empowers residents to decide what kind of creative activity they want to experience where they live.

Creative Playground began in 2022 and - as of March 2025 - has completed its third year.

Who makes up Creative Playground?

Creative Playground is driven by lots of different people, including:

- **Playmakers** - volunteers who help decide what the programme is.
- **Community Connectors** - local people who are paid on a part-time basis to help connect us with local communities.
- **Core Consortium** - a group of organisations that form the governing body for the project. Manor Royal Business District is the lead organisation and accountable body for the project. Other consortium members are Crawley Community Action, Freeshop Bewbush, and The Hawth Theatre.

Creative Crawley is the charity that manages the programme on a day to day basis, with a team of paid staff and freelance specialists.

Report Structure

The report is divided into three parts:

1. **Review of 2024-25** - what was the impact of our work in this financial year?
2. **Three year narrative** - overview of how far we have come since 2023
3. **Implications and recommendations**

Data Sources

The data in this report is primarily drawn from the following sources:

- A Creative Playground-specific survey that respondents are asked to fill in after taking part in an event (online or in-person). **264 responses.**
- A similar survey shared by Creative Playground and another of Creative Crawley's projects, The Creative Village. **90 responses.**
- Data from four surveys using the Impact & Insight platform mandated by Arts Council England. This includes responses from participants and Creative Playground staff, which are analysed separately. **73 responses.**

Where possible, data from the above three sources has been aggregated.

- Logs of attendance and participation compiled after every activity.
- Data from Eventbrite for pre-booked events.
- Reflections from the Creative Playground team at four quarterly reflection sessions.
- Case studies and other verbal or written feedback from participants.

Review of 2024-25



Gateway to the World by Alec Saunders Photo: Rosie Powell

"Your wonderful projects and events really enhance people's quality of life in the less fortunate areas of Crawley. Thank you."
Playmaker

Arts Council England key research questions

Our review of 2024-25 starts by summary responses to the three key research questions that ACE sets for all CPPs. Following this summary we explore the data in more detail.

1. Are more people from places of least engagement experiencing and inspired by arts and culture?

"To see the different backgrounds of different people that are around and the volume of people and the number of activities. It's a positive thing."
Around The Lake audience member

Diverse audiences

Our data shows that we are successfully reaching a diverse audience reflective of Crawley's population, with 25% of survey respondents identifying as being from a Global Majority ethnic group, compared to 26.6% of Crawley's population. Additionally, 11% of respondents identified as disabled, and 22% as neurodiverse.

First-time engagers

Our programme has also attracted a significant number of infrequent arts engagers, with 41.8% of survey respondents reporting that they engage with arts and culture once a year or less. 31.2% of respondents indicated that their Creative Playground experience was their first ever arts and cultural experience.

Inspiring participants

On average, participants across the programme strongly agreed that they would like to see or take part in something similar again, giving a rating of 4.64 out of 5 on this scale. After taking part in Creative Playground events, participants reported stronger belief in statements such as "I am proud to be from Crawley," "Everyone is welcome here," "All things are possible in this town," and "Creativity is part of daily life here." This suggests that our programme is not only engaging people from places of least engagement but also inspiring a sense of pride and belonging in their community. In turn this reinforces that we are living the values of our theory of change (especially "Pride of Place") and achieving its outcomes, such as helping residents think that "Crawley is the place to be".

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



Super Normal Extra Natural Photo: Ian Greenland

"We saw performances that you'd only ever get to really see at the theatre and when I was growing up in Crawley there was nothing like this. I think it's really important to make it accessible to people, and to make it easily digestible as well."

Around the Lake attendee

A dynamic programme

Our 2024/25 programme included grassroots, co-curated activity such as the Fashion Show for Crawley alongside collaborations with nationally-recognised artists and companies including Luke Jerram, The Place, Requardt and Rosenberg, Trigger, Leap Then Look, Andy Smith, Eloise Gillow, Bright Black, Victoria Melody, Without Walls, Brighton Festival and Theatre Centre.

Audience response

Our data shows that participants have responded positively to our programme, giving an average rating of 4.79 out of 5 for their overall experience.

"It was a wonderfully entertaining and engaging show that really caught my imagination and made me laugh."

Audience Member, Super Normal Extra Natural

Respondents ranked our programme greater than 4 out of 5 across a set of seven critical perspectives (e.g. "It was well thought through and put together", "It is important that it is happening here"). This positive response was also seen in evaluations conducted using the Impact & Insight platform.

Nurturing

A number of first-time arts engagers highlighted the support they received from the Creative Playground team as a key factor in having a positive experience, sometimes namechecking "Becky and her team" in comments. At Crawley Pride, one participant said they were "scared to take part initially. So glad I did." Another commented "Thank you for being inclusive, supportive and inspirational."

3. Which approaches were successful and what were the lessons learned?



Fashion Show Playmakers Photo: Creative Playground

"It gives me a lot of joy having a small part in the work you and your team are doing to enhance the quality of life for us, the people of Crawley through Art, and to be part of the Playmakers group."

Fashion Show playmaker

Calling cards

A successful approach has been our use of public art to leverage long-term community impact and recognition. The Crawley Murals have acted as conversation starters and have helped to raise the profile of our programme and engage a large audience. Our data shows that the murals have been viewed over a million times, demonstrating their significant impact and reach.

"The murals created by the Creative Playground project have enabled a different way of looking at public space in Crawley. Some of the areas where the murals exist have changed those spaces and made them safer for the public to be in."

Chief Inspector Steve Turner, Sussex Police

South Asian artists

Crawley has a large South Asian population and the programme has reflected this by featuring South Asian artists such as Sonia Sabri Company, Inspirate and Trigger. Many respondents, especially those who attended Around The Lake, referred to how they appreciated seeing artists who represented themselves and their communities.

"I've really enjoyed the Tea Break dancing - anything that shows a different culture and how multicultural not only Crawley but also the UK is - and just appreciating different cultures."

Around the Lake audience member



The Peacock and The Princess by Sonia Sabri Company Photo: Ian Greenland



Teabreak by Trigger Photo: Ian Greenland

Long-term connections between socially-engaged artists and specific Crawley communities

We have carefully connected high quality artists with local people in places where they are, removing barriers to participation and creating bespoke and impactful collaborations. For example, Eric McLennan working on Making the Visible Invisible in Broadfield and Crawley Centre Libraries and groups including care home residents and Beavers; Cee Boulaqui working with members of the Chagossian Community in Broadfield; Beth Williams and Sophie Merriner (local professional fashion designers) working with the Playmakers group to create the Fashion Show, and Leap The Look working with Dimensions (adults with learning disabilities).

“The quality’s been excellent. From not knowing what the artists were gonna turn up with, to see what they have - stuff that’s prepared but unexpected.....it’s been talked about for days”

Support Worker, Dimensions (Workshops with Leap Then Look)

“We would be really interested in working with Creative crawley again, the ways in which they have facilitated workshops and supported the exhibition have been really successful and enjoyable. We felt engagement, particularly from the Dimensions community group was incredibly high, and that the skills and enthusiasm brought to the sessions by Staff and freelancers brought new insights into our practice.”

Leap Then Look

Playmakers steering the decision-making process

"We chose the designers, we chose the workshop people, that was a wonderful process, very fairly discussed, fairly voted on. I was also lucky enough to be on the interview panel for the workshop designers and very much part of that decision making, my score counted as much as anybody else's. Thank you."

Fashion Show playmaker

Working with specific groups of Playmakers on Beacons events (e.g. the Murals and Fashion Show for Crawley) has effectively facilitated both community decision making and skills development for local people. The Playmakers met monthly to plan the delivery of events along with attending relevant Come With Us trips and other gatherings (bi-annual Programming Parties and Playmaker Feasts). This meant that residents were involved in all aspects of key Beacon events, from shortlisting and interviewing artists; to choosing locations/format for the work; to practically supporting events and helping to market and evaluate their impact. Playmakers and Community Connectors received training through the Bridges programme and 20 have worked as paid members of the Welcome Team/Dressers/Project Assistants this year demonstrating how agency and expertise is being passed on through the programme.

Placemaking



Mural participant with artist Alec Saunders. Photo: Creative Playground

"You have managed to capture something about Crawley in each one, something about the community here. Crawley is unique and it is brilliant to celebrate that."

Mural Launch attendee

Our evaluation in 2024/25 has demonstrated progress on how people feel about Crawley, including pride of place and the role of creativity in changing life here. Responses show a greater focus on the idea of 'community', and respondents give higher ratings across four place-making metrics after taking part in one of our events.

Lessons learned

An area of uncertainty is how closely our audience reflects the socioeconomic diversity of Crawley. Our programme is focused on the less affluent areas of West Crawley (see Location of activities), with more activity taking place in the West of Crawley than the East or town centre, and we have been particularly successful in engaging schools in the West (e.g. Broadfield Academy, where 47% of students receive Pupil Premium compared with a national average of around 25%).

However, we are finding that more survey responses and Eventbrite bookings come from residents in the East of Crawley and we need to understand whether this is an accurate representation of our audience, or caused by other issues such as reluctance to give personal information amongst low-income communities.

Our data shows that our programme has been more successful in helping people see and feel things differently than in helping them do things differently. This suggests that we need to focus on encouraging behaviour change and providing support for participants to embed creativity into their day-to-day lives.

The Boost programme has provided specific challenges. This initiative offers small cash commissions and in kind support to local creatives to develop their own ideas. The number of applications has been lower than expected and it has stretched team capacity to offer appropriate support. Therefore we will be reviewing the Boost programme in 2025/26.

2024-25 In detail



Book of Crawley Photo: Ian Greenland



Crossing at Around The Lake Festival Photo: Ian Greenland

Our programme in 2024/25

We have three strands of programming that operate on different scales and with different objectives.

These are:

- **Beacon** - big commissions and events that connect with existing Crawley moments, national events and/or that reach 500 - 10000+ audiences and participants.
- **Foundation** - participatory activities that involve listening to and learning from each other through creative acts. They include creative activity that supports local people to make decisions on the direction of the future programme. We also support small commissions for local people to try something new.
- **Bridge** - activities that invest in the existing and latent talent, and creative potential of Crawley's citizens of all ages, through formal and informal training, skills, sharing and development, mentoring, and trips to inspirational cultural events outside Crawley.

Headline figures

In total we produced or supported **141** events that were attended (as audiences or participants) by **13,210** people.

Numbers by strand

Strand	No. of events	Audiences and participants
Beacon (excluding Mural views)	81	10,088
Foundation	33	2,514
Bridge	27	608

Crawley Murals

In addition, we co-curated a series of five Crawley Murals - large street art pieces that are visible to residents and visitors year-round. We have estimated the reach of the murals separately using an ACE-approved measurement approach. This involves counting an average footfall passing each mural every hour, then assuming 30% of this total looks at or engages with the mural during 10 hours each day.

Mural	Estimated number of engagements
Bewbush Tunnels	42,377
Broadfield Community Centre	226,592
County Mall Underpass	539,185
Crawley Hospital	99,948
Kingsgate Car Park	155,566
Total	1,063,668

It is important to note that this figure is the total number of ‘engagements’ (views) of the murals, rather than suggesting the murals have been viewed by more than one million different people. For example, someone commuting on the same route would likely view the same mural multiple times.

Combining the main programme and the Murals, our raw figure for total engagements in 2024/25 is **1,076,878**.

Events by quarter

Quarter	No. of events	Audiences and participants
Q1 April - June 24	35	3,288
Q2 July - Sept 24	28	5,717
Q3 Oct - Dec 24	26	640
Q4 Jan - Mar 25	52	3,575
Total	141	13,210

Note that the Boost programme (part of the Bridge strand) crossed Q3 & Q4 and audience numbers have been split between these two quarters.

A shift to Beacon

Excluding the Murals, a higher percentage of audiences/ participants are in the Beacon strand in 24/25 (72%) compared to 23/24 (47%). This reflects the culmination of a three-year planning cycle, where community needs are discussed and programmes developed in the Bridge and Foundation strands before being realised in larger-scale Beacon events. Our survey data reflects this with a high proportion (89%) of respondents being Beacon attendees.

Age focus

Some of our activities are targeted at specific priority age groups:

Age group	No. of events	Audiences and participants (for these age-specific events)
0-16 years old	23	3,546
16-25 years old	3	100
60+ years old	3	33

Note that this data shouldn't be seen as reflecting the number of audiences and participants from each age group across the programme as a whole. 76% of the programme is targeted at mixed aged groups and we see a variety of ages reflected in our survey data (see Our Audience section).

Our Programme



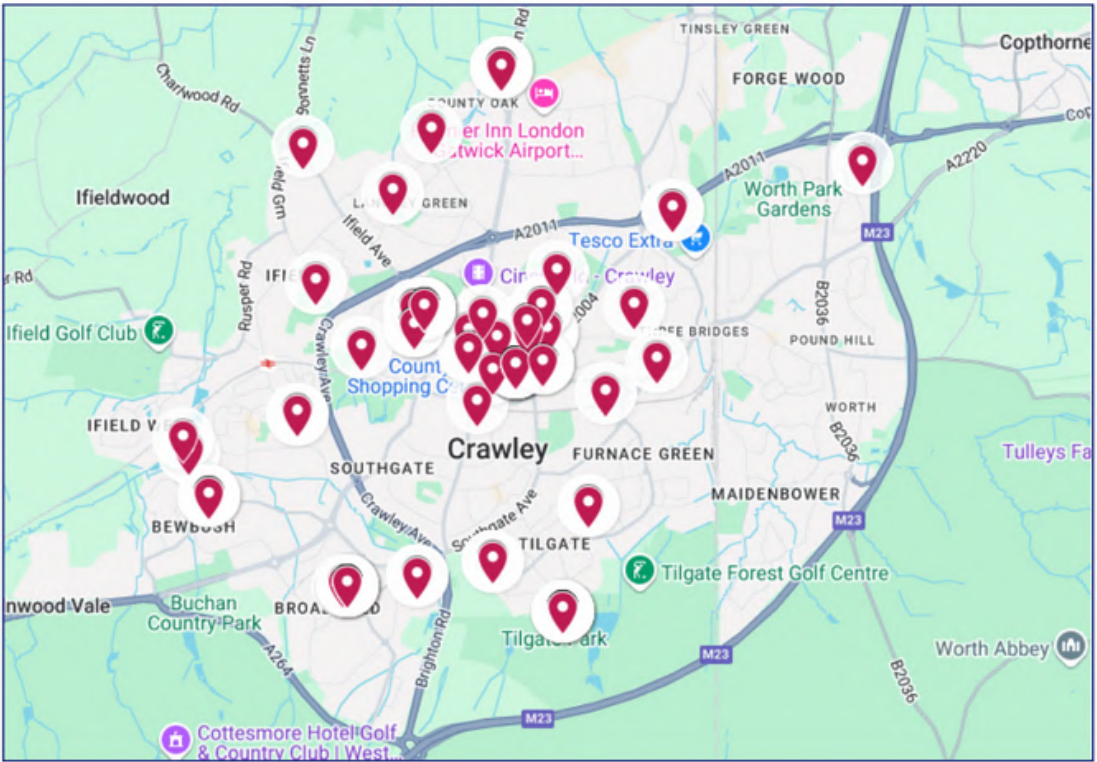


Play, Interact, Explore by Leap Then Look. Photos: Ian Greenland

Location of activities

Our interactive map shows the location of our activity in 2024/25:

https://www.google.com/maps/d/edit?mid=1iRDo_Whmzz_YauJAwfYEnpBJjTYzw8Y&usp=sharing

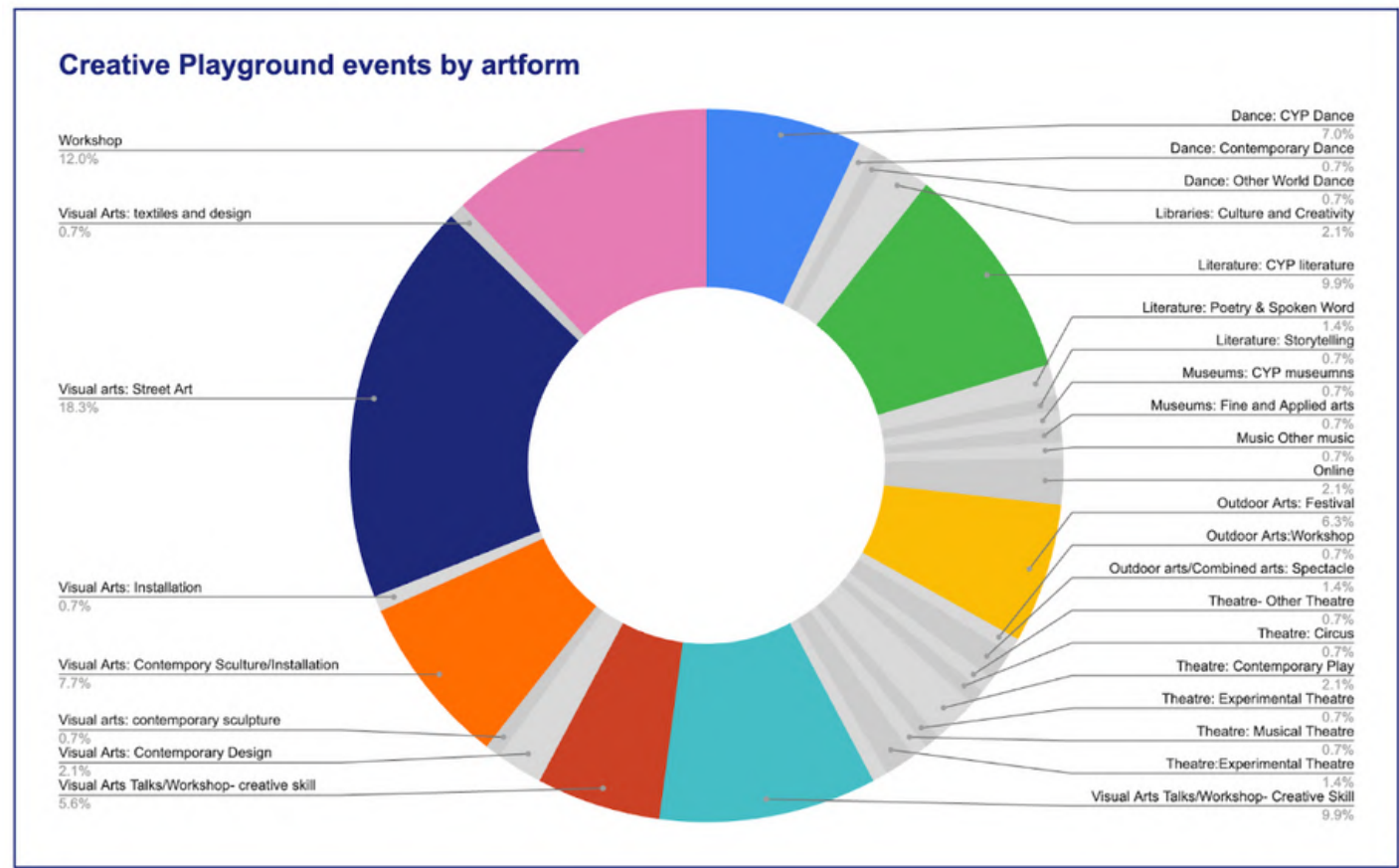


Our activities took place across Crawley’s neighbourhoods and in the town centre.

55 activities took place in the West of Crawley, at locations including Crawley Hospital, Broadfield Community Centre and Theatre Centre, demonstrating the focus of our activities in less affluent neighbourhoods there.

47 events took place in Crawley town centre e.g. at Crawley Library and County Mall Shopping Centre. Another 25 took place in the East of Crawley e.g. The Hawth and the multiple activities that made up the Around The Lake Festival in Tilgate Park.

Artforms



Our public programme in 2024/25 was very varied, with work across ten broad categories and 29 subcategories, ensuring there was something for everyone.

This year there was a particular focus on visual arts, literature, outdoor arts and dance. The visual arts focus reflects a number of key projects, notably the Murals (each counted as one ‘event’ for the purposes of this chart), Fashion Show and Leap Then Look. As the programme evolves during the next planning cycle consideration could be given to the less well represented art forms in 2024/25, such as music.

The Beacon strand



Fashion Show for Crawley Photos: Simran Kaur

Key events in the Beacons strand in 24/25 included:

- **Crawley Murals** - Five large public art installations in prominent locations around Crawley, with accompanying events including public painting sessions, launch events and 'meet the artist' opportunities. Created with the involvement of a group of Playmakers to shape the project. 5 murals viewed 1,063,668 times.

The Murals say 'things go on here'. This is not just a brick wall – this is a community space you can be proud of.'

Mural Tour attendee

- **Around The Lake** - Outdoor arts festival in Tilgate Park, featuring contributions from visiting companies/artists including Trigger, Mimbire, Victoria Melody, Woodzy and Alleyne Dance. Crossings - an immersive artwork by Luke Jerram - was the centrepiece of the Festival. 12 events/activities for 2,964 people.

"Wonderful location and such an innovative idea to base the festival around a gorgeous lake. Bonded was incredible and it was amazing to see the audience build as people would happen upon it and stop to see something special."

Around The Lake audience member

- **Book of Crawley** - A guidebook to the town created by local school children from five primary schools, through in person and online workshops with a public launch. 12 events/ activities and book distribution for 1,604 people.

"I LOVED the book and thought the presentation was 'spot on'. It was great that the children were central to the presentation. I could see their confidence growing"

Local Councillor

- **Fashion Show for Crawley** - An alternative fashion show curated by two local designers and led by a group of Playmakers. An accompanying programme of community workshops/exhibitions also took place. 9 events for 184 people.

"Talking to everyone and seeing what you are making happen in Crawley brought me so much joy and excitement. It feels really important that, while funding for arts subjects and arts opportunities is so challenged, places like this exist."

Fashion Show Dresser

- **Playground Touring** - Contemporary dance and puppetry touring to six Crawley Primary Schools, featuring shows by Vanhulle Dance Theatre, Sonia Sabri Company and Ancient Giants by Inspirate. 12 events for 2,109 people.

"My class were captivated, it was so fun. Thank you so much. The performer's skill and stamina was an inspiration."

Year 1 Teacher, Broadfield Academy

- **Play Interact Explore by Leap Then Look** - A fun, interactive exhibition for people of all ages to play, set up in County Mall Shopping Centre. 12 events/ activities for 912 people.

"The interactive exhibition was amazing- I'm a big sensory seeker so getting to touch and play with the art was amazing."

Play Interact Explorer participant

- **Making The Invisible Visible** - An exhibition by Eric MacLennan, that uses everyday objects to reconnect us with friends, nature and our hometown. Set up in County Mall Shopping Centre from 28th March to 7th June 2025 experienced by 1,079 people.

"Making The Invisible Visible is amazing, it's truly so lovely to read and listen to all the stories. The one about the tool made me tear up."

Artist in Residence at Seymour Primary School

- **Super Normal Extra Natural** - An unusual performance/sound piece in County Mall Shopping Centre by Requardt and Rosenberg involving a community company. 5 events/ activities for 874 people.

"Absolutely brilliant!! So clever on many levels. I took away so much more than I expected to. Very well done!"

Super Natural Extra Normal Attendee

The Foundation strand

Key events in the Foundation strand in 24/25 included:

- **Saturday Sessions** - Monthly creative drop-in activities taking place at various locations across Crawley, with activities including zine-making, foraging, participatory theatre performances, projection mapping, astronomical tours of the night sky, hologram creation and VR theatre experiences . 11 activities for 625 people.

"You have the accidental audiences that have never seen something like this before. We want to do more performances in places like this." Alleyne Dance

- **Invite Us** - Encouraging local residents and community groups to invite us to visit their regular meetups and one off events to share information about Creative Playground and recruit Playmakers. We have been guest speakers at Youth Council meetings, BID focus groups, attended school career days and been part of Crawley Pride, Wordfest and other community activity days. 14 activities for 2,070 people.

The Bridge strand



Come With Us attendees with artist Hetain Patel Photo: Creative Playground

Key activities in the Bridge strand in 24/25 included:

- **Come With Us** - We invited Crawley residents to join our team on trips to see professional creative events and activities in Crawley and nearby cities. Taking part has been free and includes all travel and subsistence costs. Following the events we discussed them together to develop a critical discourse about arts and culture and to see how they might impact on the Creative Playground programme. Events we have been to included:
 - **Japan:** Myths to Manga at the Young V&A (London).
 - **Unravel at the Barbican** (London).
 - **1927's Please Right Back at The Old Market** (Brighton). 8 events for 163 people.

"Thank you so much for organising the event. I really enjoyed it. The show was great - so innovative and clever. And the workshop was fun. I felt a bit apprehensive about going to a show with a group of people I don't know but you guys turned out to be a welcoming and super friendly bunch."

Come With Us attendee

- **Drive** - Our training programme for Playmakers, other local people and the Creative Playground team. It has included formal and informal training, skills development, mentoring, and supporting youth ambassadors. 15 training sessions for 105 people.

"Through the support we are receiving from Creative Playground, we are learning fast the rigour and hard work needed to create inspiring cultural projects. We are becoming producers of work we'd never imagined possible and this knowledge is changing Broadfield for the better."

Broadfield Community Centre

- **Boost** - Our initiative of investment in local small scale, sustainable, creative ideas to encourage entrepreneurialism and independent thinking. 5 awards reaching 332 people.

"Thanks to the support, encouragement and expertise of Creative Playground. was 'given wings to fly' with my Friendly Dragon idea. It has been a very empowering experience and I am now armed with the confidence to 'showcase' the story whenever and wherever the opportunity arises."

Boost recipient 24/25

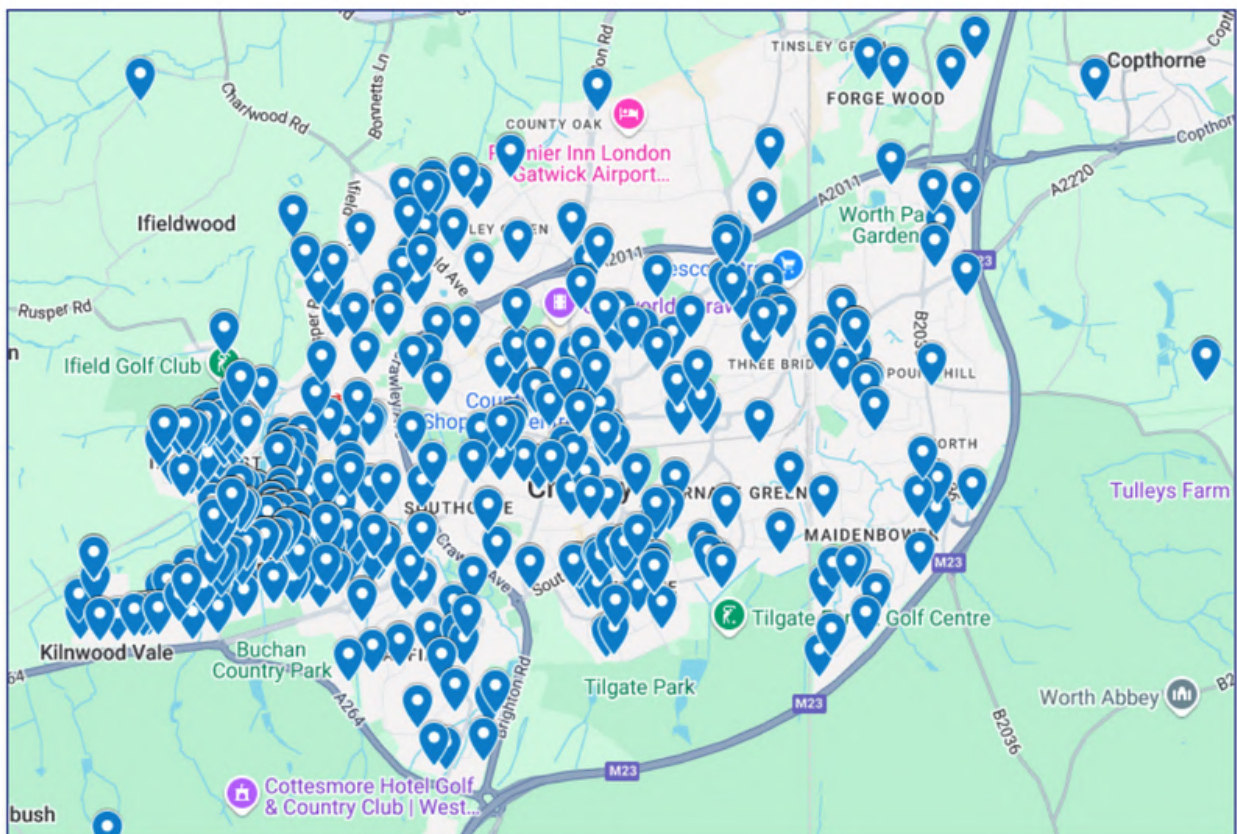
Our audience in 2024/25

Our sample size is 427. However, there are several limitations in the sample to consider when reviewing this data:

- We do not directly target under 16s when surveying and so this group is not reflected in the data.
- The nature of different events made gathering feedback easier at some and more difficult at others. Therefore, the sample includes a larger number of responses from Around The Lake (113), Play Interact Explore by Leap Then Look (87) and other pop-up activities at County Mall (90),
- In contrast, we have a smaller number of responses from the Foundation strand (35 responses, 8% of total) and Bridge (11 responses, 3%). In part this limited response from Foundation and Bridge reflects the greater emphasis on the Beacon strand in 2024/25. Because Foundation activities are often residents' first encounters with Creative Playground, often it is not appropriate to ask for formal feedback at these events.

Where our audience lives

We have created an interactive map of postcode data that shows where our audience lives.



The full map can be accessed here:
https://www.google.com/maps/d/edit?mid=1jdp_RfhM23VJKVihVCTmHIGMBht5Ifk&ll=51.11403374094468%2C-0.18180643224714688&z=13

The map demonstrates that we are successfully attracting audiences from across Crawley.

Postcode group	% of respondents
RH11 (west of Crawley)	58.40%
RH10 (east of Crawley)	25.10%
Other RH postcodes	10%
Brighton (BN) postcodes	2.40%
London postcodes	2.60%
Elsewhere	1.60%

83.5% of respondents are from Crawley itself. In 2024/25 a greater proportion of the audience came from outside Crawley (16.6%), compared to an estimated 2% in 2023/24. This suggests that the programme is helping position Crawley as a destination for arts and culture, driven by the larger-scale Beacon events. We have identified that all BN (Brighton) respondents attended either Around The Lake or the pop-up events in County Mall.

In 2024/25, we moved from targeting specific low engagement wards to a 'whole town' approach, albeit with more emphasis on the West of Crawley, which is generally less affluent. The data shows a higher proportion of postcodes from West of Crawley (58.4%) than East of Crawley (25.9%).

Our postcode data is drawn from a variety of sources including survey responses, Impact & Insight data, Eventbrite bookings and data provided by schools we visit. When the schools data is excluded the geographic focus shifts back towards the East of Crawley (43.5%) rather than the West of Crawley (31%). Further investigation is needed in 25/26 to determine if this is an accurate reflection or if residents from more affluent areas are over-represented in the data for another reason, for example because they are more likely to complete surveys.

Audience age profile

We have created an interactive map of postcode data that shows where our audience lives.

“It was reassuring that our community is opening up to new experiences for families, young people, young families, children, this next generation being given opportunities.”

Crossings participant, Around The Lake

Age of survey respondents

The age of survey respondents skews towards the 35-49 age group (40%) of respondents. From our priority age groups:

- Under 16 - 3% of respondents (note that number of under 16 participants is much higher at an estimated 27% - see table below).
- 16-25 - 8% of respondents
- 60+ - 18% of respondents

In the next cycle, we will review evaluation methodologies with a focus on gathering more feedback from younger age groups.

“We need more arts in this school we have so many pupil premium children who do not get opportunities like this and it was really wonderful”

Year 4 teacher, Langley Green Primary School after Ancient Giants

Age groups by audience target

Group	Target (% audience)	Actual
Under 16s	21%	Audience for events specifically targeted at under 16s was 3,536 (27% of engagements, excluding murals)
16 to 25 year olds	8%	8% (surveys respondents)
60+ years old	10%	18% (survey respondents)
Global Majority	20%	25% (survey respondents)
Disabled and neurodiverse people	10%	11% disabled, 22% neurodiverse (survey respondents)

Ethnicity



Fashion and Sewing Workshop Photo: Layla Guler

"I just want to say a massive thank you to Creative Crawley and this group as it is the first time ever I have worked with people from my own community and I have learned so much from you and absolutely loved it."

Fashion Show Workshop participant

25% of respondents identified as being from a Global Majority ethnic group, while 59.2% were White/ White British. 26.6% of Crawley's population identifies as Global Majority (Census 2021) and **therefore we conclude that our audience does effectively represent the diversity in Crawley.**

Disability

"We thoroughly enjoyed the show this afternoon. My son who is non-verbal also enjoyed the show and participated by copying actions In his own way. I definitely will be looking out for other shows to attend!"

Attendee, Saturday Sessions

11% of respondents identified as disabled, while 22% identified as neurodiverse (6% identified as both).
The Census 2021 figure suggests 14.9% of Crawley’s population is disabled and **therefore we conclude that our audience does effectively reflect disability in Crawley.**

“The town of Crawley its a melting pot at this point in time and I think it’s important to recognise that and to celebrate it.”
Around the Lake attendee

Sex, gender and sexuality

Survey respondents skewed heavily towards women:

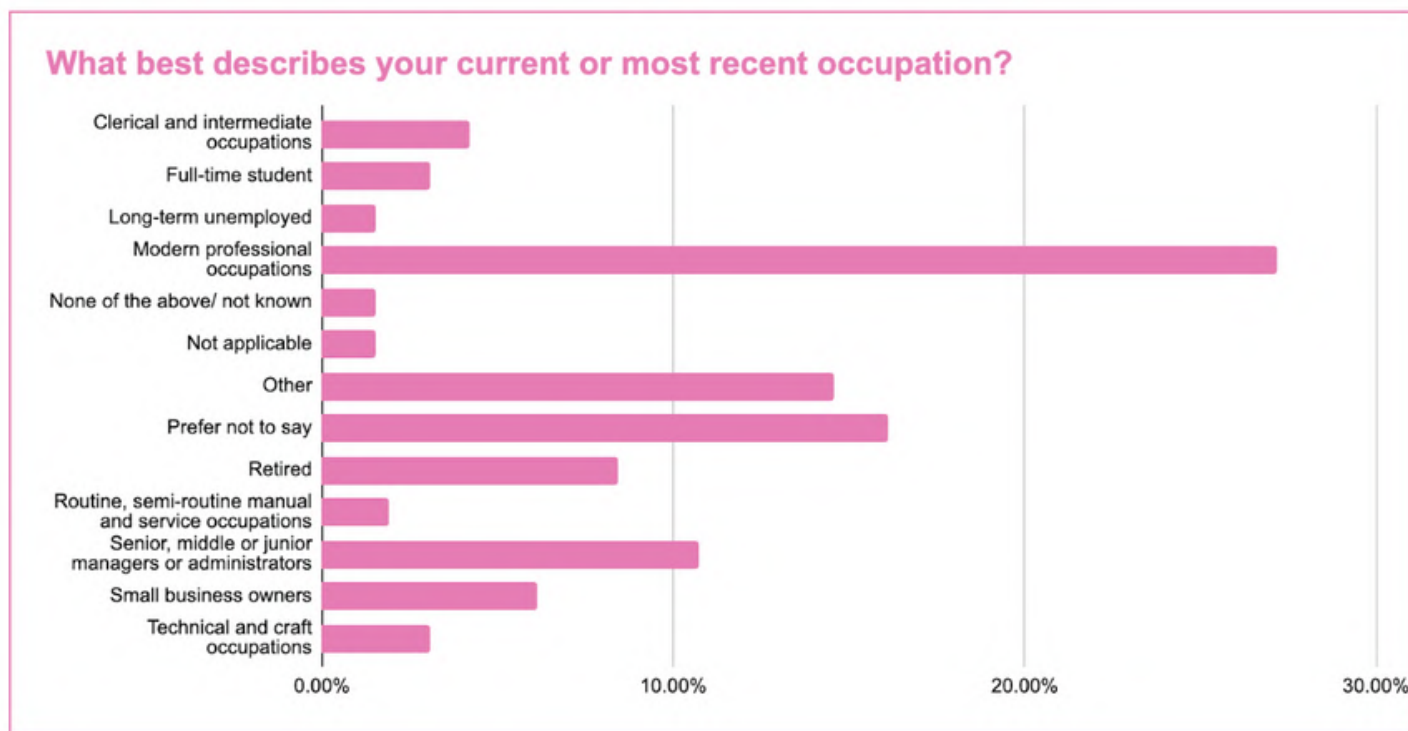
Sex	% of respondents
Female	62.30%
Male	25.30%
Non-binary or self-describer	1.30%
Prefer not to say	11%

Further research is needed to understand whether men are under-represented in the audience as a whole, or are less likely to answer surveys (or both).

Is your gender the same as the sex you were assigned at birth	% of respondents	How would you describe your sexual orientation?	% of respondents
Yes	83.60%	Bisexual	5.50%
No	4%	Gay	3.10%
Prefer not say	12.40%	Straight	65%
		None of the above/ prefer to self-describe	3.10%
		Prefer not to say	23.40%

For both the gender identity and sexual orientation questions, we see high percentages of Prefer Not To Say. Below we explore how this correlates with Infrequent Arts engagement.

Occupation



The largest occupation group in the sample is **Modern Professional Occupations** (27.2%). While the occupation categories used by ACE England are not the same as those used by the Census, by combining the Census categories 'Professional Occupations' and 'Managers, Directors and Senior Officials we can estimate the percentage in our audience is similar to that in the Crawley population' (25%).

However, a discrepancy does occur between:

- Routine, semi-routine manual and service occupations (ACE category) - 1.9% of Creative Playground survey sample.
- Sales & Customer Service Occupations; Process, Plant & Machinery Operatives; Elementary Occupations (Census Categories) - 32.4% of Crawley population.

Further investigation would be required to establish whether:

- Many people undertaking Routine, Semi-Routine Manual and Service Occupations have instead answered Other (14.6%) or Prefer Not To Say (16.1%).
- People with these occupations are part of our audience but not responding to our evaluation surveys.
- People with these occupations are under-represented in our audience as a whole.
- People from lower socioeconomic groups are more likely to attend Foundation strand events where the team feel it is sometimes less appropriate to ask diversity monitoring questions.

This is important to better understand whether our audience reflects the socioeconomic diversity of Crawley and the survey results do not tell the whole story.

We know that targeted work engaging people from neighbourhoods on the West of Crawley such as Broadfield, Bewbush, West Green and Langley Green is a key mechanism for ensuring we are working in locations high on the Index of Multiple Deprivation and reaching those people on lower incomes. For example, we have strong relationships with the Chagossian community in Broadfield, Freeshop Bewbush customers, Cary House residents in West Green and The Jumma group of Muslim women in Langley Green. Our schools activities are also very successful in reaching schools in low-income areas where the number of student receiving Pupil Premium is higher than the national average of 25% e.g. Broadfield Academy (47%) and Waterfield Primary (27%).

Frequency of arts attendance

“CP is one of the only proper gateways into the arts locally. It definitely has increased my appetite. I want to do more.”

Playmaker

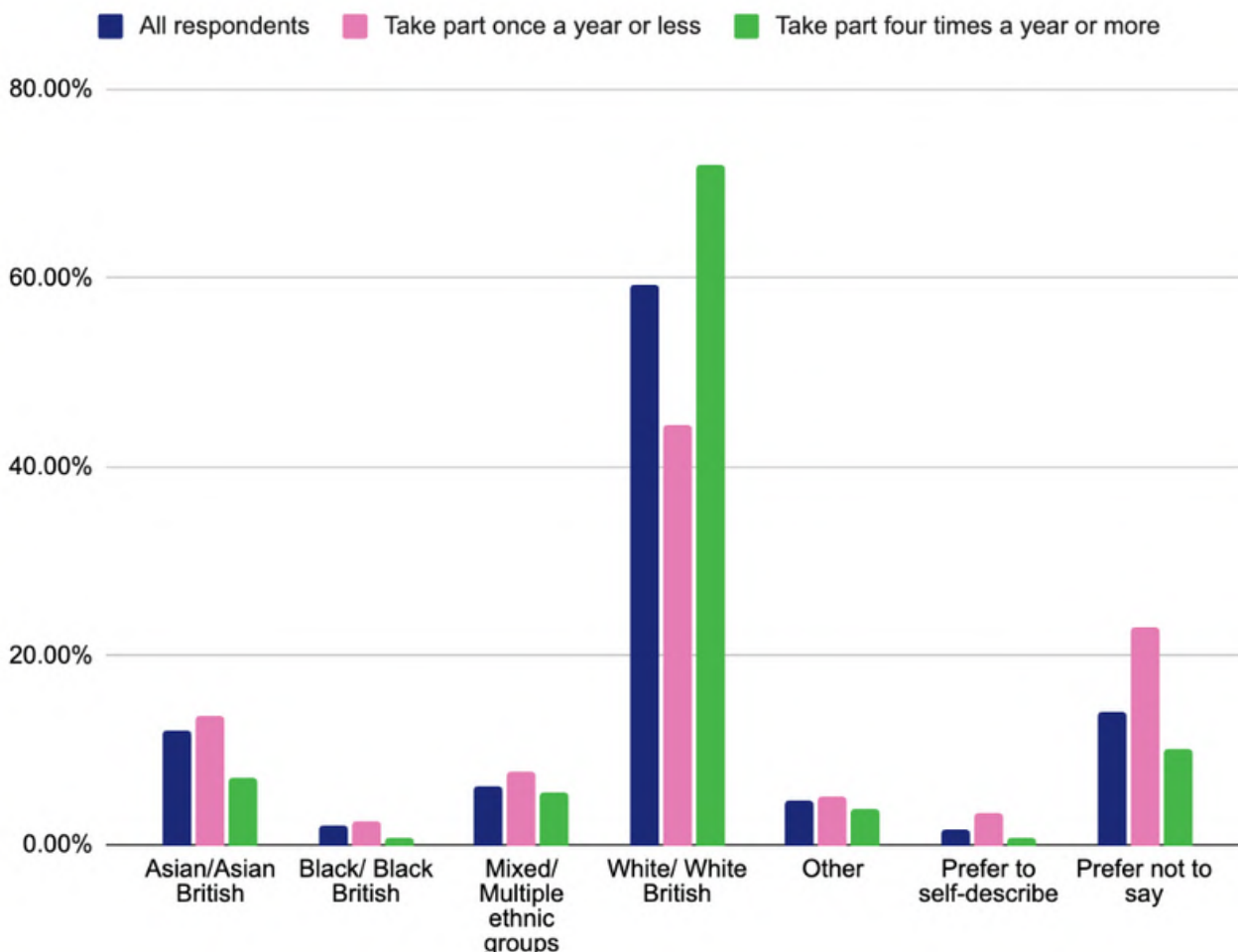
Our audience is characterised by two distinct patterns of arts and cultural engagement:

- **Infrequent engagers** (once a year or less) - 41.8%. For 31.2%, their Creative Playground experience was their first ever arts and cultural experience, reflecting the CPP mission of reaching the least engaged in arts and culture.
- **Frequent engagers** (4x a year or more) - 39.8%. 29% engage very frequently - 6x a year or more.

Below we explore if and how these two groups respond differently to the programme.

We have identified a specific correlation between **ethnicity** and **less frequent arts engagement** in our sample (note that this correlation either does not exist or is less clear for age and disability).

Ethnicity and frequency of engagement



71.9% of frequent engagers are White/ White British, compared to 17.2% from the Global Majority. In contrast, among infrequent engagers, 44.4% are White/ White British and 29.1% are from the Global Majority. **This indicates that our programme is being particularly effective at reaching infrequent engagers from the Global Majority.**

It is important to note that across the demographic and diversity questions we ask, a much higher proportion of infrequent engagers Prefer Not To Say rather than reveal personal information (e.g. Ethnicity: 23.1% of the selected sample prefer not to say, compared to 10.1% of the frequent sample). This may reflect different cultural norms around revealing personal information, or nervousness about giving this information to 'authorities' because of fears around losing benefits or immigration status. **It is important that this is fed into ongoing dialogue with Arts Council England around the appropriateness and accuracy of this diversity data,** and if in some circumstances asking these questions makes it harder to engage with low engagement communities.

Audience attitudes and perspectives in 2024/25

“Crawley is smiling and people are talking about it and more people are talking to each other. I think that’s really really important and I think Crawley looks happier.”

Fashion show playmaker

The data for this section comes from a combination of surveys and ACE's mandatory Impact & Insight assessments.

Our work was fun - but had deeper impact

We asked people to describe their experiences with us in three words:



We then analysed the first, second and third word separately. The results were overwhelmingly positive:

- First word - focuses heavily on **fun** and **excitement** as well as **creativity**, and **community**.
- Second word- emphasises the **educational** and **informative** aspects of the programme, as well as **calming** and **relaxing** experiences.
- Third word - highlights **community**, **positivity** and **engagement**.

Each list has its unique focus, but all convey a strong sense of fun, positivity about, and enjoyment of the programme. The analysis demonstrates other aspects that people find valuable about our work:

- The sense of community it creates.
- The way it educates and informs.
- How it helps people feel calm and relaxed.
- How it supports people to take part in creativity and feel creative.

We did explore if the words people used were different across different groups (e.g. frequent vs infrequent arts engagement) but there were no discernible trends.

See, think, feel and do

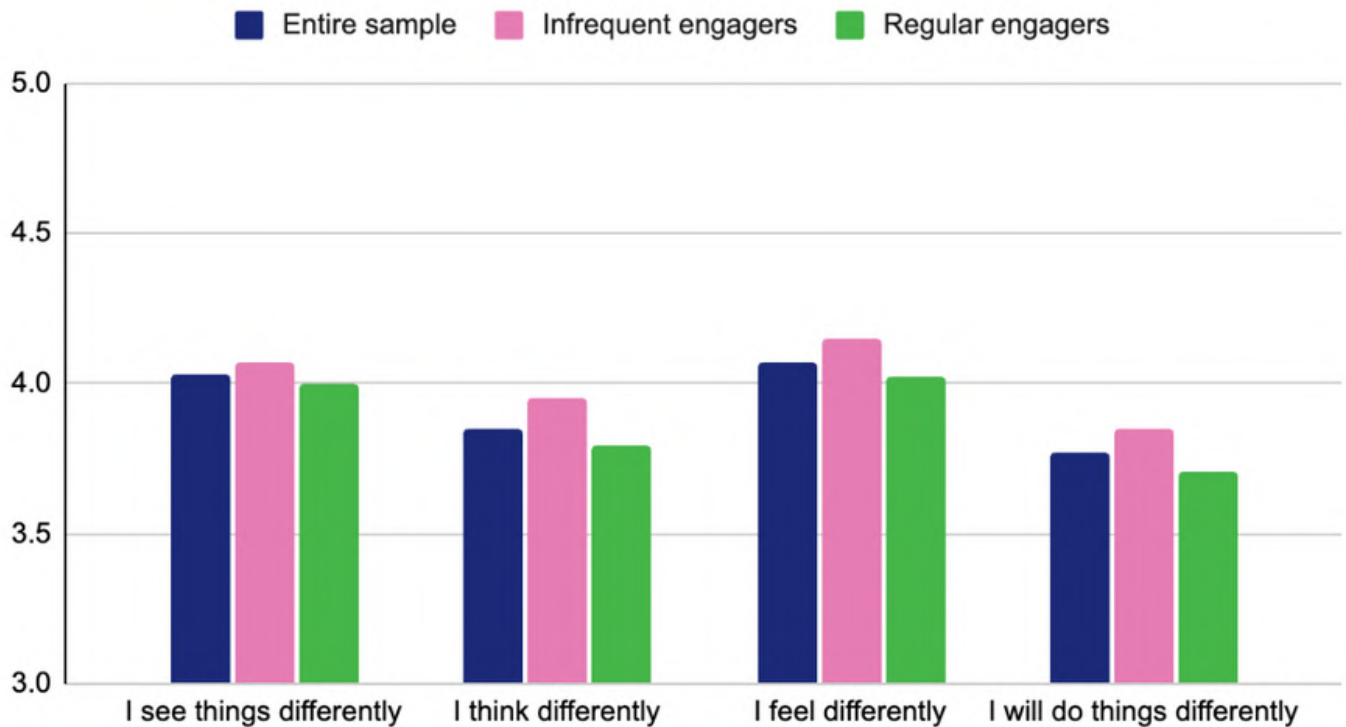
"This experience was so motivating as a local creative student in Crawley. It made me think more positively about the creative world around me."
Play Interact Explore attendee

In the following sections, respondents were asked to react to statements on a scale of 1 to 5 (strongly disagree to strongly agree).

For each question, the average response across all respondents and groups never dropped below 3 (neither agree nor disagree), and in the majority of cases was between 4 and 5. This shows that a diverse range of people enjoy our programme and value its impact on Crawley.

Therefore, in the graphs below we have changed the scale and 'zoomed in' between 3 and 5 on the vertical axis to demonstrate the nuance in some of the responses.

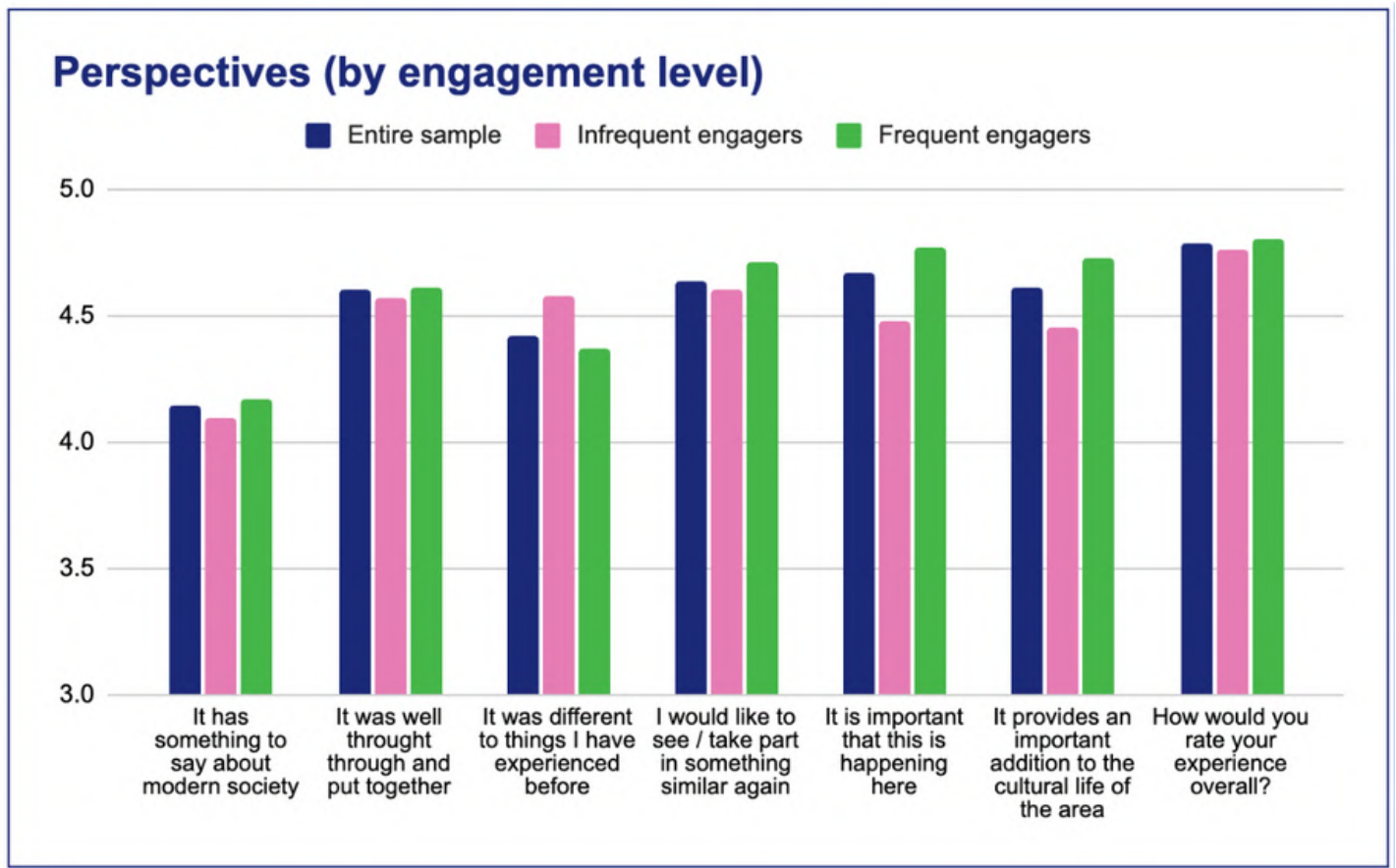
Because of what I saw or took part in... (engagement)



The categories above relate to our Theory of Change, which sets out how we want our programme to make people see things, think, feel and do things differently.

Although the differences are small, we see that our programme generally has more impact on how people feel (4.07) than what they do (3.77). The impact is greater on those people who had previously engaged less frequently with arts and culture.

A possible route for exploration in future is how we can affect behaviour change e.g. following up with audiences and participants with ideas and support for how they can embed creativity more into their day-to-day lives.



A further set of questions encouraged respondents to offer critical perspectives on what they had experienced.

Overall, respondents rated their experiences very highly at an average of 4.79/ 5.

While the average for each indicator was above 4, generally respondents ranked their experience lower for having something to say about modern society (4.14). However, it is not an essential requirement that a creative experience includes social commentary, and not all of the programme has that objective.

Unsurprisingly, infrequent engagers asserted that their experience was different to things they have experienced before (4.64). However, frequent engagers also rated their experience highly for this factor (4.37), suggesting our programme offers something new and different for those who take part in cultural activities regularly.

Compared to frequent engagers, infrequent engagers rated our programme slightly lower for its importance to Crawley (4.48 v 4.77). A useful piece of local advocacy could be to develop messaging around the value of culture to a place, specifically targeted at low income groups, with the intention that, long-term, it feeds through to businesses, local government officers and elected officials.

Our impact on placemaking in Crawley in 2024/25

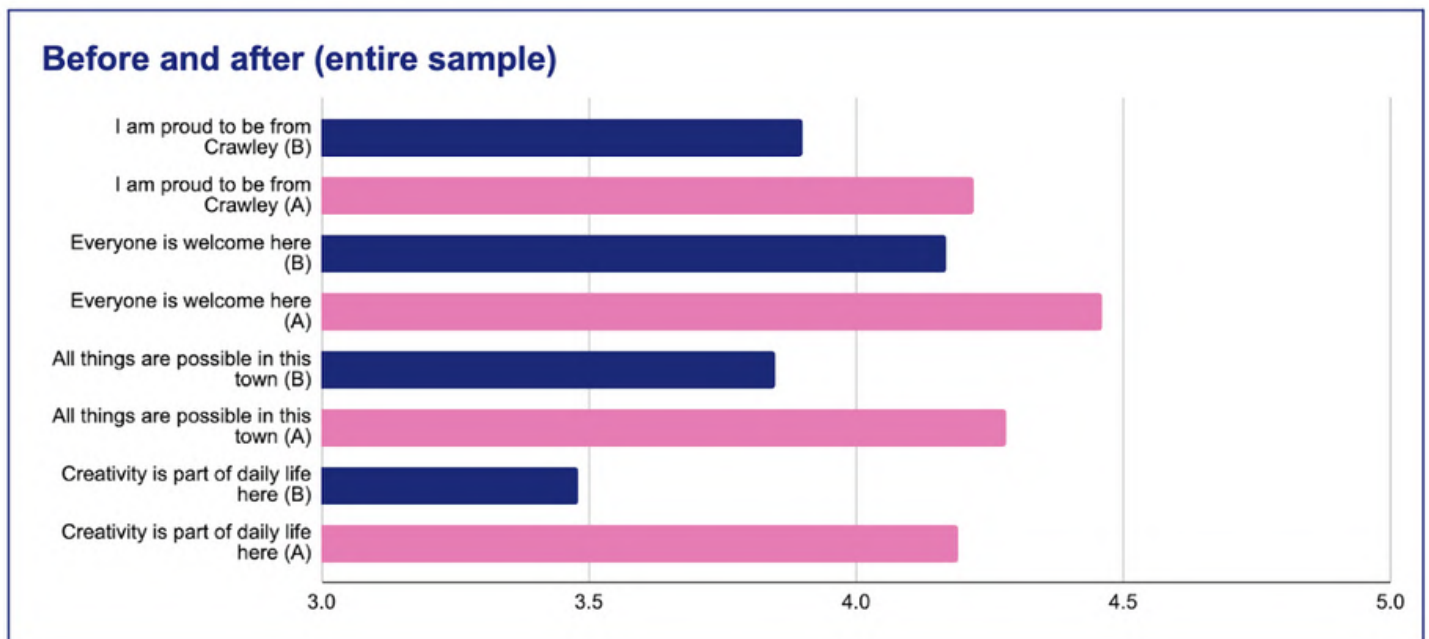
“I have had so many opportunities I couldn’t have dreamed of here. I have developed a lot more skills and am meeting new people which is making me more confident in what I do. I feel like I am being developed as a creative myself. Before Crawley was just a tired, boring town, but it now feels like the arts are blossoming.”

Breakthrough Placement and Playmaker

We sought perspectives from participants on four ‘placemaking’ questions:

- I am proud to be from Crawley
- Everyone is welcome here
- All things are possible in this town
- Creativity is part of everyday life here.

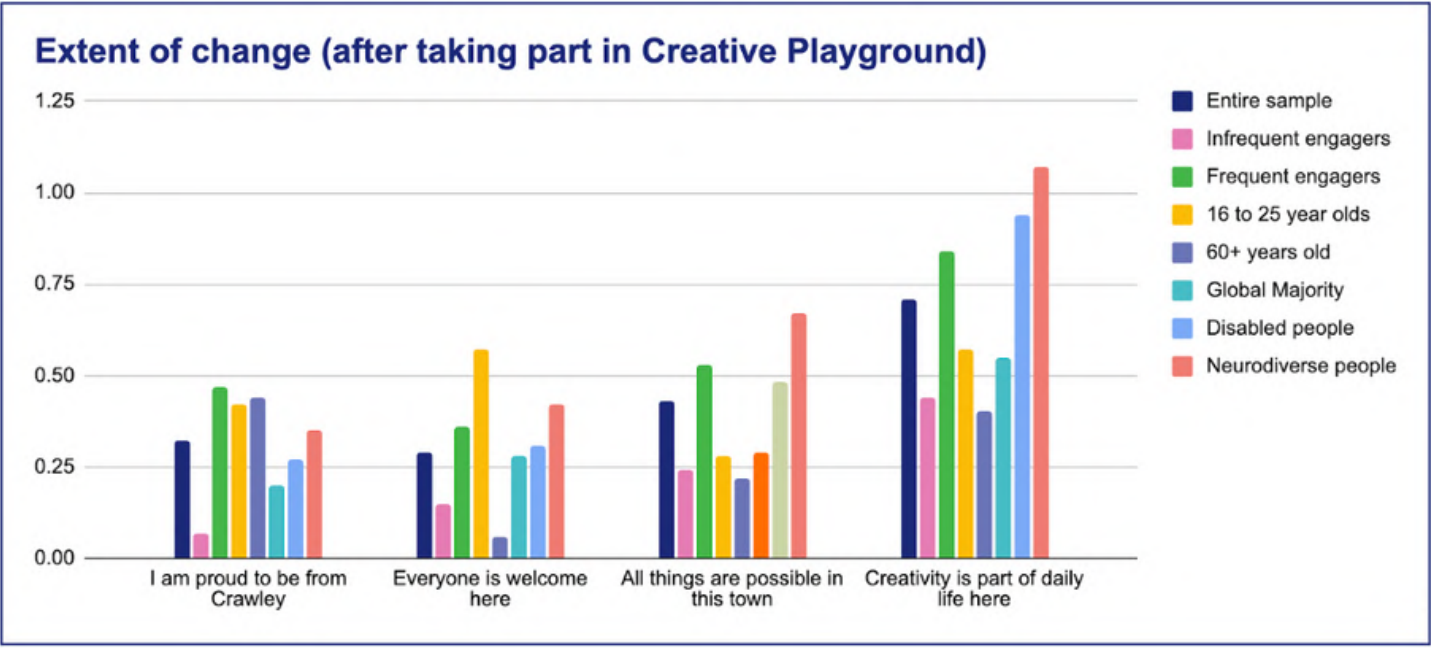
Respondents were asked to reflect on how they felt before and after so we could also explore the level of change in views.



Taking part in one of our events had a positive impact on all four metrics. Overall people see Crawley as a welcoming place (before: 4.17, after: 4.46).

However, the biggest impact was on **‘Creativity is a part of daily life here’** (before: 3.48; after 4.19), meaning that the majority view changed from ‘neither agree nor disagree’ to ‘agree’ following engagement with our programme.

The following chart shows the change in perspectives on the four placemaking metrics across a variety of groups in our sample:



We will explore some of the different impacts on different groups in the next section.

Spotlight on:

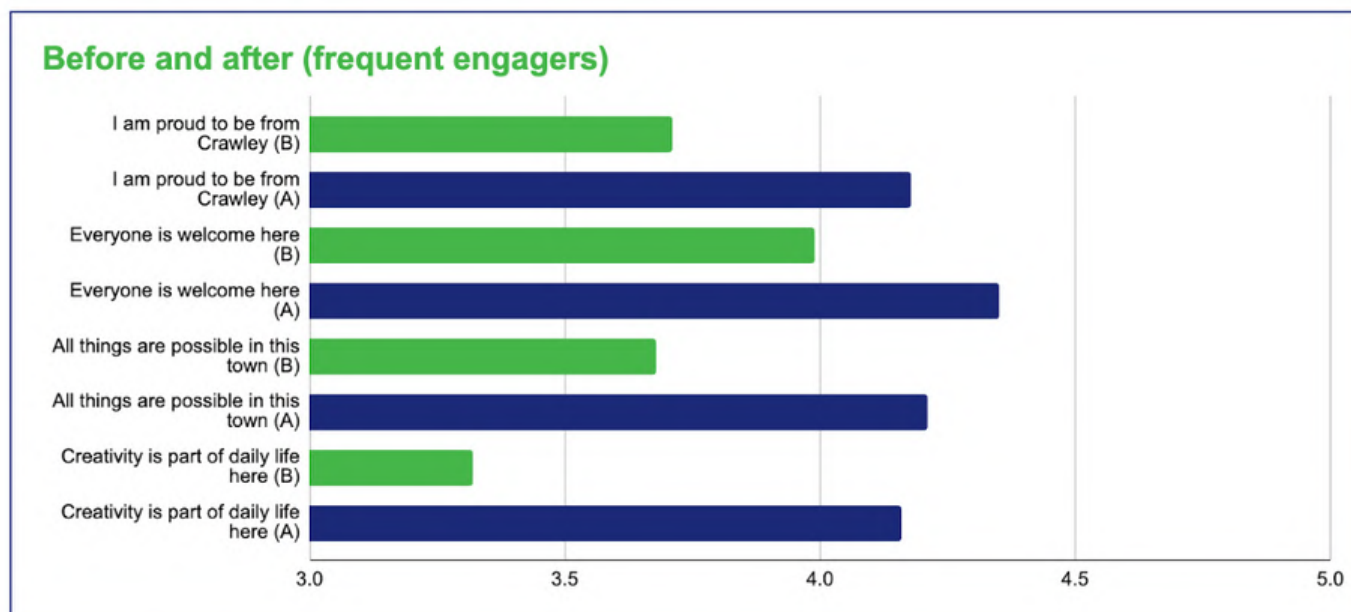
1 Frequent engagers

While CPP programmes predominantly focus on people who engage infrequently with arts and creativity, our surveys suggest that our programme is encouraging those who do engage frequently to reevaluate Crawley and view the town more positively.

Frequent engagers have less favourable views of Crawley than infrequent engagers, who generally are more proud of where they live:

<u>I am proud to be from Crawley</u>	Before	After
Frequent engagers	3.71	4.18
Infrequent engagers	4.26	4.33

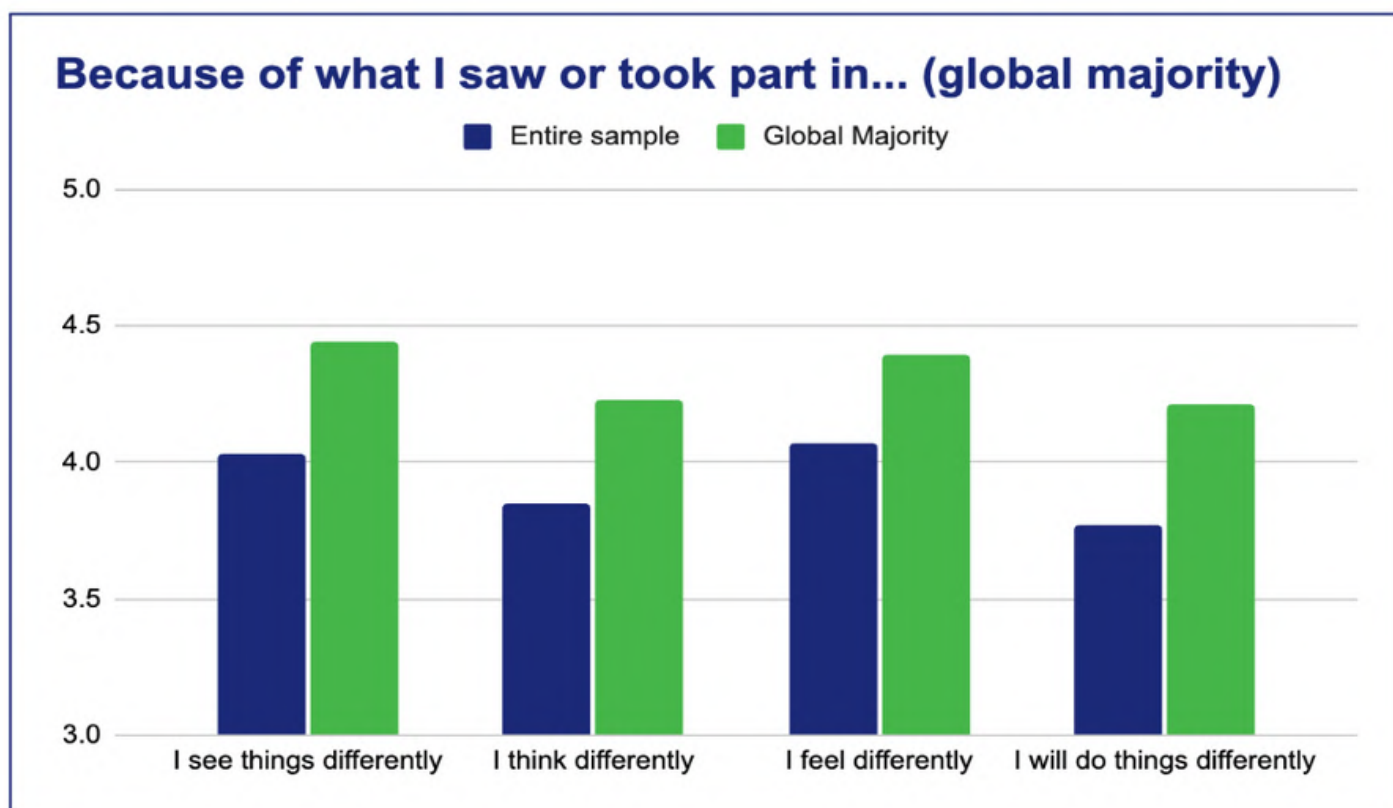
Among frequent engagers, we see notable changes in perspective across all four placemaking metrics, especially **‘Creativity is part of daily life here’** (increase of 0.84).



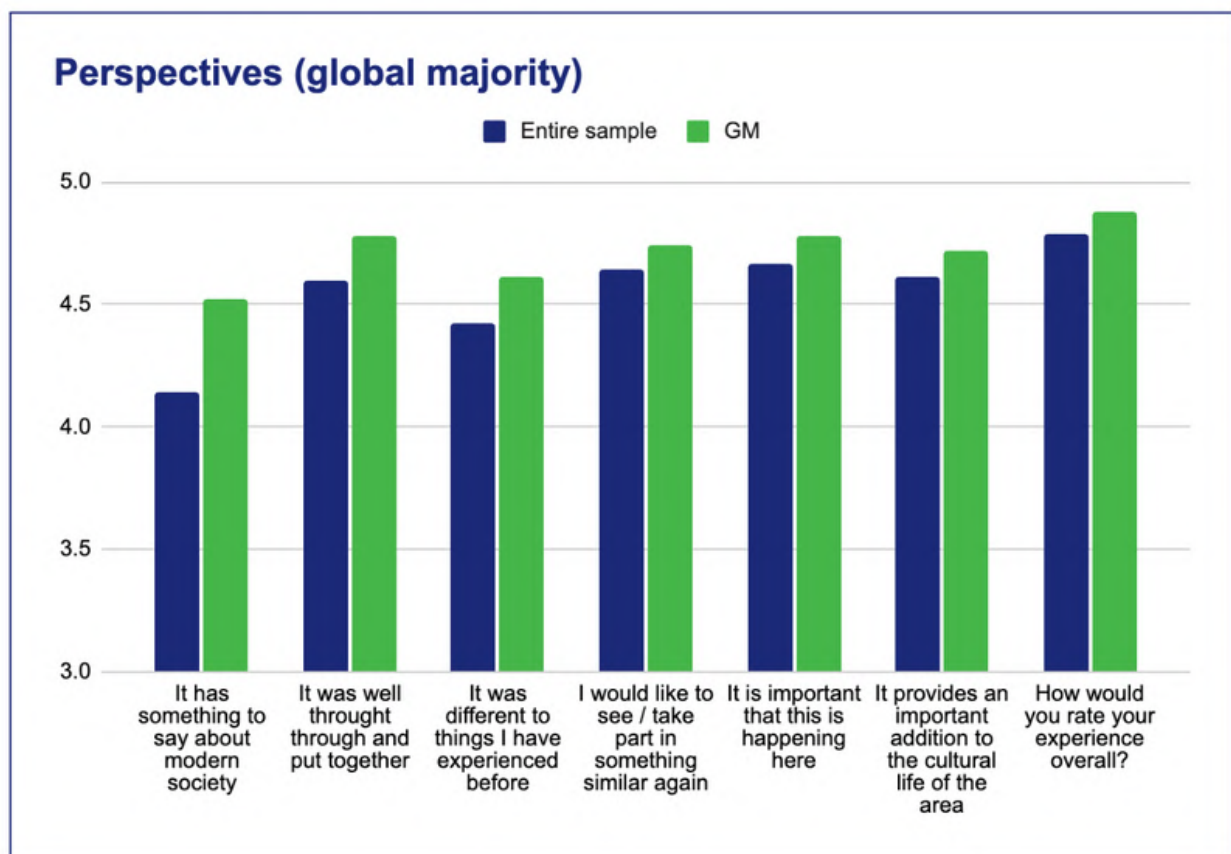
2 The global majority population

Our data shows our programme has a greater impact on people from the global majority, and that they hold more positive views about Crawley than the entire sample.

Global majority respondents say that our programme is more likely to make them see things, think, feel or do things differently:



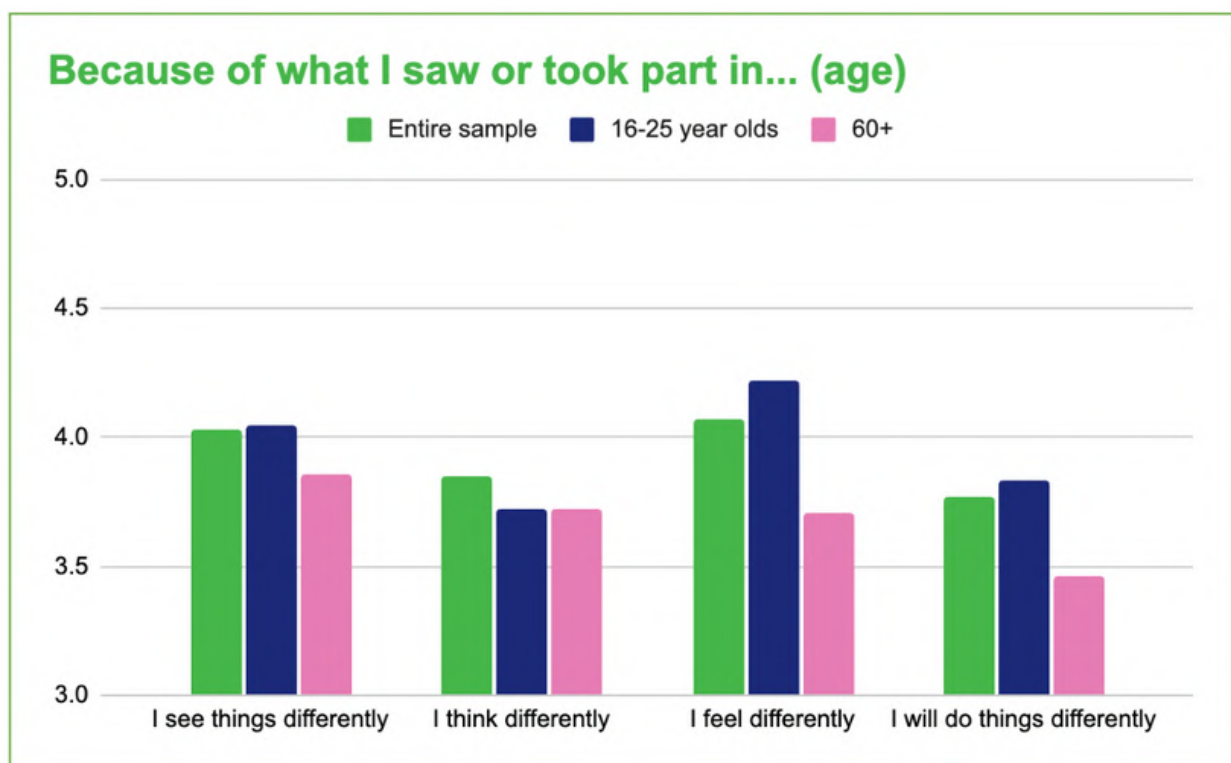
They also rate their experience more highly on the critical perspectives, particularly on the view that **'it has something to say about modern society'** (GM: 4.52, Entire sample: 4.14).



Before and after taking part, Global Majority respondents also felt most strongly that **‘all things are possible in this town’** (before: 4.28; after: 4.57).

3 Young people aged 16-25

The picture among 16 to 25 year olds is more complex.



They show a slightly more positive view than the entire sample for seeing, feeling and doing things differently, but are less likely to think differently after their Creative Playground experience.

Of all the groups we have analysed, our programme leads to the greatest change in feeling that **‘everyone is welcome here’** amongst 16 to 25 year olds (before: 4.07, after: 4.64).

4 Neurodiverse people

Our programme had a strong impact on how neurodiverse people view **‘Creativity is part of daily life here’**.

Creativity is part of daily life here	Before	After	Change
Neurodiverse people	3.07	4.14	1.07
Entire sample	3.48	4.19	0.71

This change is the greatest change we measured among the Placemaking metrics - suggesting that previously few creative opportunities were available to neurodiverse people, and that Creative Playground is helping change this.

Perspectives by event

The following section highlights particularly strong impacts of specific events in the 2024/25 programme.

1 Around The Lake

The outdoor festival was successful at influencing the following metrics:

- **I feel differently** (4.2)
 - **It is important that it is happening here** (4.79)
 - **It provides an important addition to the cultural life of the area** (4.74)
 - **I am proud to be from Crawley** (increase of 0.39)
- Changing the perspective that **‘Creativity is part of everyday life here’** (increase of 0.68)

2 Crossings

Crossing was a distinct part of Around The Lake and was rated separately by some respondents.

- **It was well thought through and put together** (4.83)
- **How would you rate your experience overall** (4.83)
- **All things are possible in this town (increase of 0.5)**

Interestingly, Crossings respondents were much more likely to be proud of being from Crawley and believing that everyone is welcome here even before taking part in the event.

3 Fashion Show

The Fashion Show consistently had the strongest impact on audiences/ participants of the four events we have analysed here, including:

- **I see things differently** (4.27)
- **It has something to say about modern society** (4.45)
- **I would like to see/ take part in something similar again** (4.8)
- **How would you rate your experience overall** (4.9)
- Changing the perspective that **'Creativity is part of everyday life here'** (increase of 0.74).

4 Saturday Sessions

Crossing was a distinct part of Around The Lake and was rated separately by some respondents.

- **It was well thought through and put together** (4.83)
- **How would you rate your experience overall** (4.83)
- **All things are possible in this town (increase of 0.5)**

Interestingly, Crossings respondents were much more likely to be proud of being from Crawley and believing that everyone is welcome here even before taking part in the event.

"Creativity is celebrating our uniqueness. We need to make sure creativity is normalised and is part of the everyday."

Saturday Sessions attendee

The Saturday Sessions series also had a very strong impact:

- **I see things differently** (4.22)
- **I feel differently** (4.21)
- **It was different to things I have experienced before** (4.75)
- **I would like to see/ take part in something similar again** (4.9)
- **How would you rate your experience overall** (4.95)

Participants also valued the direct, nurturing involvement of our team at these events. For example, at Crawley Pride, feedback included “Scared to talk part initially. So glad I did” and “Thank you for being inclusive, supportive and inspirational.”

While the sample sizes for the more intimate events such as Crossings and the Saturday Sessions are smaller, we hypothesise from the data that, broadly:

- The more intimate events have a greater impact on how people see, think, feel and do things.
- Larger events have a greater impact on how people view Crawley, particularly their pride in being from Crawley and the contribution that larger events make to the area.

This demonstrates the value in deliberately balancing larger and more intimate events throughout the programme, and ensuring that events happen on different scales each year.

What Impact & Insight surveys tell us

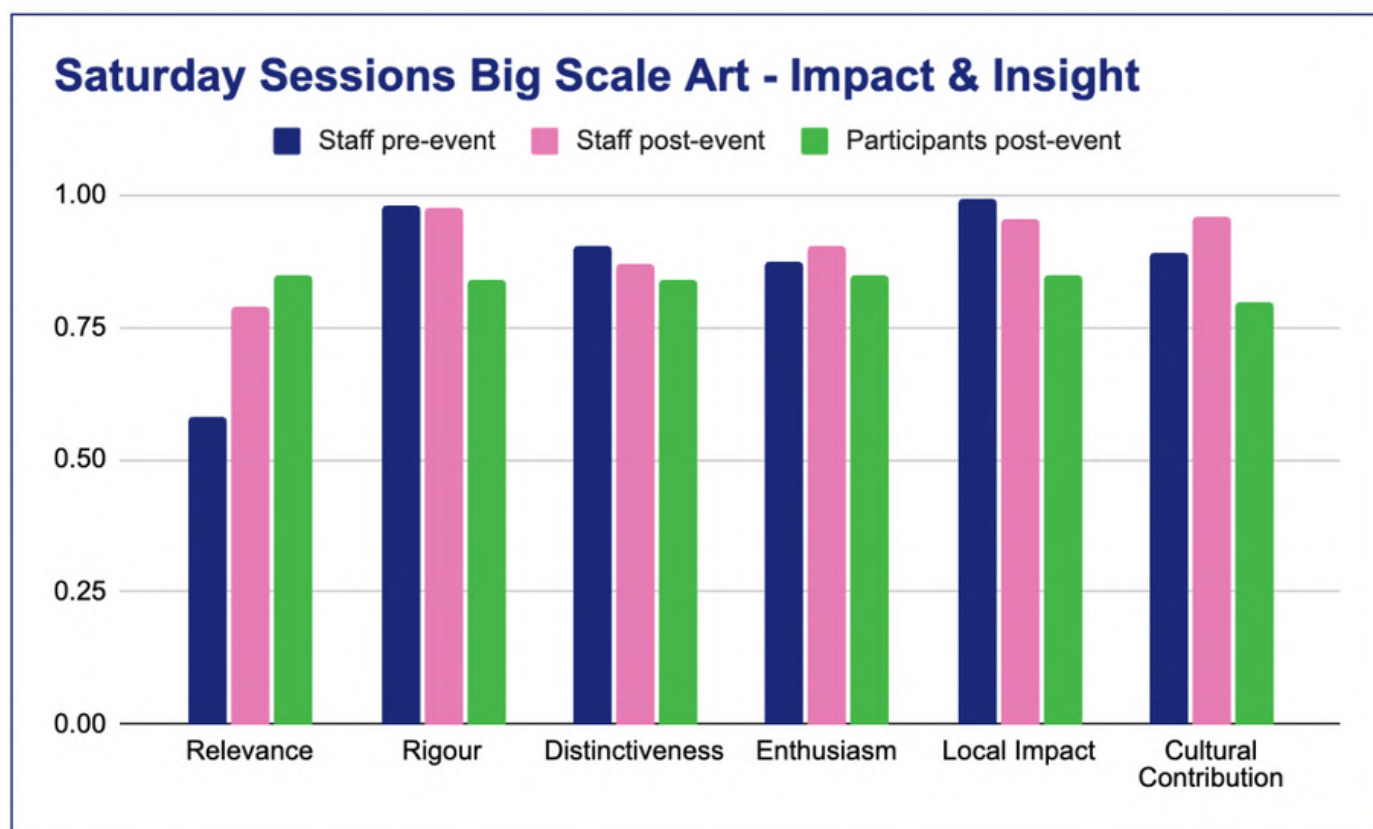
As well as collecting data for its Illuminate platform, ACE mandates that at least four evaluations per year are undertaken using its Impact & Insight platform. This allows respondents to rate statements about an event or activity using dimensions related to themes including rigour, relevance and local impact (we have been able to merge some of this data into our wider dataset analysed above).

Impact & Insight is distinctive from other methods we use because it encourages staff to reflect on activities before and after they take place, including how they expect audiences to respond. It also allows comparisons to be made between how the staff team perceive an event or activity and how participants perceive it.

In 2024-25, Impact & Insight assessments were undertaken for the following events:

- **Saturday Sessions - Big Scale Art**
- **Come With Us - Inventing The Runway**
- **Play Interact Explore by Leap Then Look**
- **Saturday Sessions - The Sticky Dance**
- **Playmakers Meeting in March 2025**

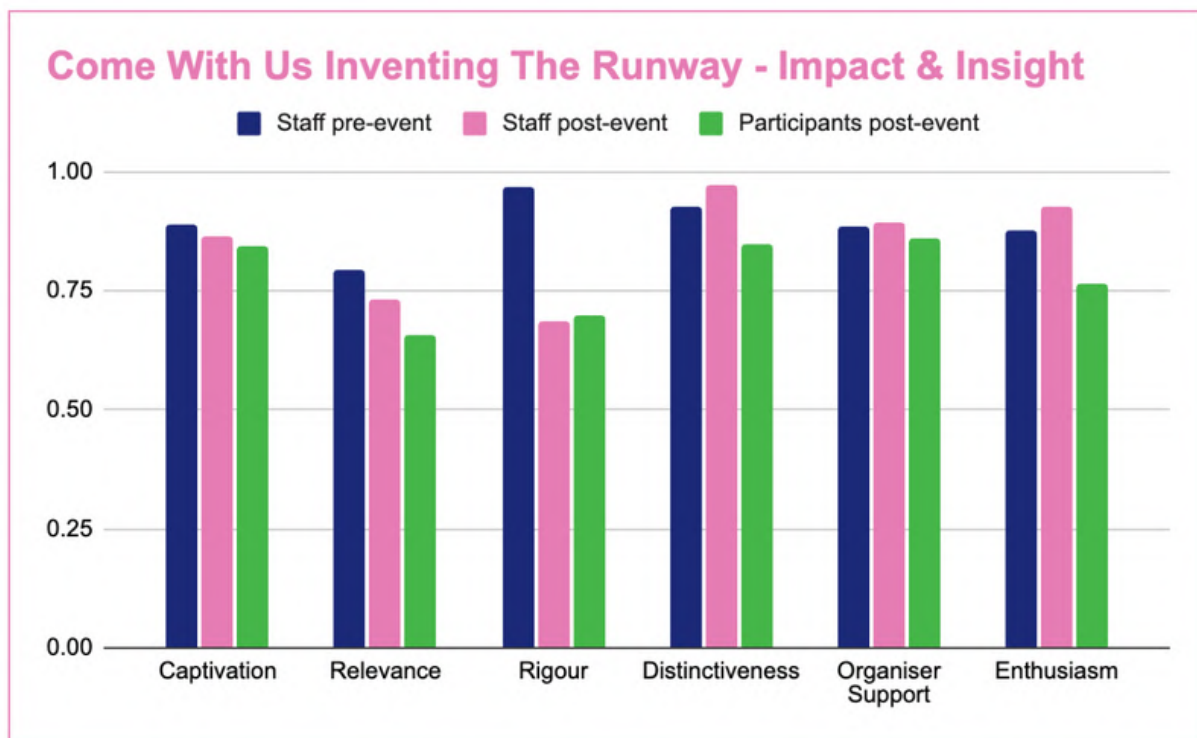
There were only two participant responses to both The Sticky Dance and Playmakers Meeting surveys and therefore they have been discounted from this analysis.



Note that 1 = Strongly Agree, 0 = Strongly Agree.

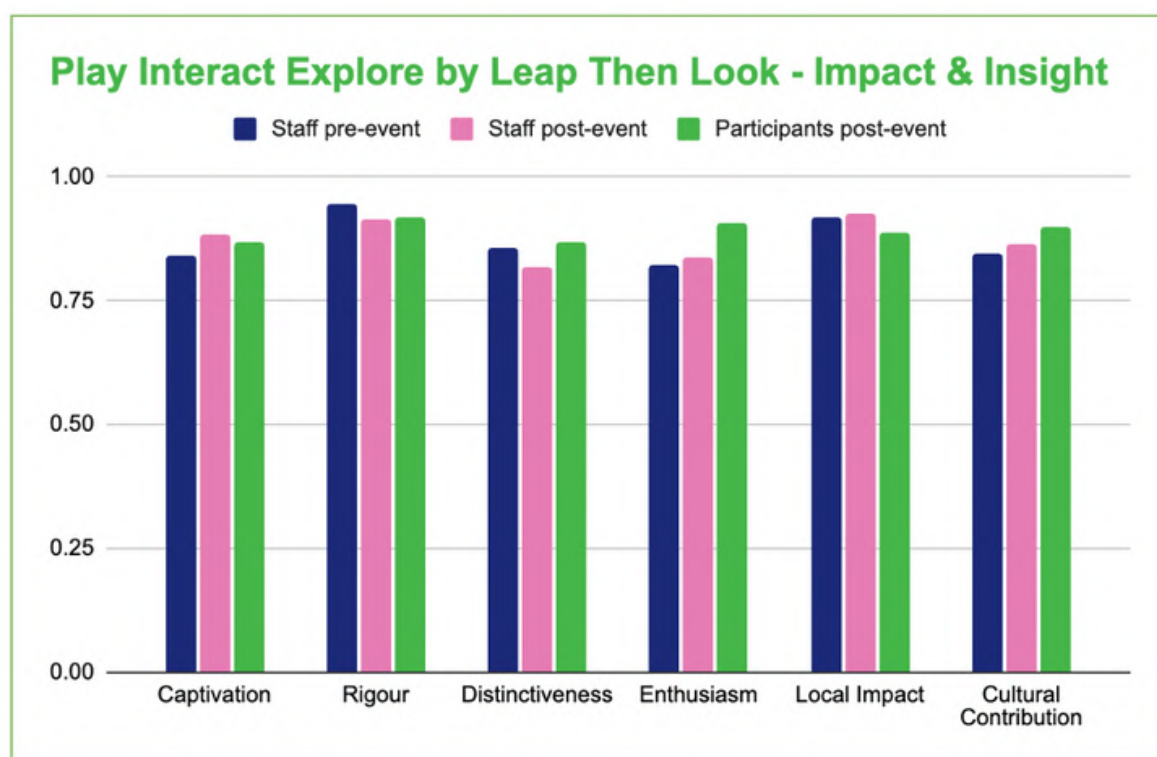
While participants responded very positively to Big Scale Art (all dimensions scored 0.8 or higher), on five of six dimensions our staff team estimated a slightly higher impact than participants actually reported. This is more pronounced for **Cultural Contribution (It provides an important addition to the cultural life of the area)**, **Local Impact (It's important it is happening here)** and **Rigour (It was well thought through and put together)**. Again this suggests there is a role for Creative Playground in communications around the benefits of culture and creativity among people who are not familiar with these arguments.

However, the Creative Playground team did not expect the Big Scale Art to be particularly **Relevant (I expect it will have something to say about modern society)**, but ranked it 0.21 higher on this dimension having witnessed the event. Participants gave it an even higher score (0.85).



The Come With Us trip to see Vogue: Inventing The Runway, an immersive exhibition about the history of fashion at Lightroom in London, saw the biggest differences between pre-event expectations and the reality in the minds of the staff team. In particular, there was a significant decline on the **Rigour (It was well thought through and put together)** with a decline in rating of 0.28 after the event. Participants agreed and gave it a similar score.

However, as Come With Us events are intended to provide Crawley residents with the critical skills to evaluate the kind of shows, events and exhibitions they would like to see in their town, these lower scores can be seen as evidence that critical thinking is indeed taking place.



With Play Interact Explore by Leap Then Look, it was notable how accurate the staff team was in predicting how participants would respond, with the largest difference between staff pre-event and participant post-event ratings being just 0.08.

This event took place later in 2024-25 than Big Scale Art and Inventing The Runway. It suggests that as time goes on, the staff time is becoming more in-tune with audience needs, responses and reactions.

Business plan targets

As part of the Business Plan for 2024-25, we set detailed SMART targets against six key aims. Please see Appendix 1 for SMART target tracker.

Specific targets were set for specific events and activities. Most activities had significantly higher engagement than we originally estimated:

Foundation

- **Invite Us** - Target 200; Actual 2,070
- **Saturday Sessions** - Target 300; Actual 625

Bridge

- **Come With Us** - Target 60; Actual 63
- **Drive** - Target 50; Actual 15 training session for 105 people
- **Boost** - Target 8; Actual 5. We offered less awards but over a longer time period with bespoke support in kind. We are reviewing this programme and making changes to increase impact in 25-26

Beacon

- **Crawley Murals** - Target 30,000 engagements; Actual 1,063,668
- **Book of Crawley** - Target 1,000; Actual 1,495. Includes both participants and books distributed
- **Playground Tour** - Target 800; Actual 1,679
- **Around The Lake** - Target 1,750; Actual 3,500
- ***Art Is Everywhere** Target 1,700; Actual 2,535

* Includes **Super Normal, Leap Then Look, Fashion Show for Crawley, Making the Invisible Visible**. NB there was an original target of 10k extra people in a large town wide installation that was not chosen to be part of the final programme.

Playmakers and Community Connectors

- **Playmakers** Target 100; Actual 122
- **Community Connectors** Target 16; Actual 9. We realised that it is more beneficial to work with less people over a longer period of time (each cohort for 6 months rather than 3 months to give time to get to know the programme and utilise people's specific skills)

Our progress over three years

"I am so excited to see what opportunities Creative Playground will create for our community and thank you for all you have achieved so far as an amazing team and organisation. We need to keep on creating, believing and representing all of these wonderful humans who want creative change to happen in our town and to reach out to those who have not yet engaged with what we do."

Community Connector

Creative Playground began in 2022/23. The first year focused on building the team, co-curating the theory of change and making local connections, before the public programme started fully in 2023/24. Therefore, meaningful statistical comparisons can only be made between 2023/24 and 2024/25.

Reviewing data, previous reports and internal reflections meetings, the following are key narratives around our programme over the three years.

1 Greater reach with a shift to larger-scale activities

Our overall reach increased from 31,185 in 2023/24 to 1,076,878 in 24/25, with the dramatic growth driven by the town-wide visibility of the Crawley Murals.

Discounting the Murals project (which began towards the end of 2023/24) our reach grew from 7,645 to 13,210. This reflects not just an increased number of events from 125 to 141, but also a shift in scale towards larger Beacon events such as Around The Lake, which constituted 72% of our audience in 2024/25 compared to 47% the previous year where we were testing approaches to Beacon activity. This itself is a result of deliberate programming on a three-year cycle, with Bridge and Foundation activities helping to bring the community together with enough lead time to co-curate larger events.

As the team has reflected, the Crawley Murals and Book Of Crawley have acted as highly effective conversation starters. Even if people don't know the name Creative Playground, they have seen the Murals or the Book and this is helping the team make connections in communities for future activities. The strategic use of these assets highlights the team's ability to leverage public art for long-term community impact and recognition.

2 Foundation grows while Bridge shrinks

In 2024/25, a smaller number of Foundation activities took place (33 vs 46 in 2023/24) but the reach increased from 1,735 to 2,514. This is mostly due to the Invite Us strand and having a presence at high footfall events such as careers' fairs and Saturday Sessions reaching higher numbers than the previous Free Fridays programme.

More Bridge activities took place in 2024/25 (27 vs 20 in 2023/24), but the reach of the programme fell from 1,897 to 608. The Drive programme has trained fewer people, but the sessions that people have been involved in have been training sessions resulting in deeper engagement, often leading to specific paid opportunities. Creative Playground team members have attended a number of day long courses to further their skills and stewards/ Welcome Team members have been trained to increase their skills in customer facing roles. Challenges in operating the Boost grants programme has led to a lower reach.

The team should reflect on whether these fluctuations are an inevitable result of the planning cycle, or if Foundation and especially Bridge need further attention even in years where the focus is on larger events.

3 Theory of Change - See, Feel, Think, Do

Our Theory of Change created with local people in 2023 sets out how we want to be a catalyst for people seeing, thinking, feeling and doing things differently. The scores given by survey respondents suggest that we have been more successful in 2024/25 at helping people see things differently, but less successful at helping them think differently.

	2023/24 (out of 5)	2024/25 (out of 5)
I See Things Differently	3.7	4.03
I Think Differently	4.38	3.85
I Feel Differently	4.14	4.07
I Will Do Things Differently	3.71	3.77

A caveat here is that the sample size in 2024/25 is much larger and that the Think Differently data for 2023/24 might be an outlier.

4 Demonstrating placemaking impact

Pride of Place is a key value in our Theory of Change. We want Crawley to be a vibrant place to live, grow and learn, and we want to put the town on the map as a place where exciting things happen.

In 2024/25 we have been able to demonstrate our placemaking impact more clearly by:

- The words people use to describe the programme - with an emphasis on community and education more pronounced in 2024/25.
- Participants reporting increase in pride of place after taking part in one of our activities across four metrics:
 - **I am proud to be from Crawley**
 - **Everyone is welcome here**
 - **All things are possible in this town**
 - **Creativity is part of daily life here**

The sharpest rise was in the number of people agreeing that 'Creativity is part of daily life here', and this was particularly felt by neurodiverse people.

- More people are visiting Crawley for our events, particularly for larger Beacon events such as Around The Lake. In 2024/25, 26.9% of survey respondents came from outside Crawley, compared to an estimated 2% in 2023/24.

5 Reflecting the town

Our data shows that we are generally meeting or exceeding targets for reflecting Crawley's age profile, ethnic diversity, disabled people and neurodiverse people. Regarding ethnic diversity, this is testament to both confident programming of cultural-specific activities and artists who represent different communities in Crawley, and to the grassroots work done by the team through activities such as Invite Us.

The one area of concern is socioeconomic diversity. This is seen in the limited representation of lower-skilled jobs in survey data, and a larger proportion of the survey respondents coming from the more affluent East of Crawley.

6 Confidence in producing

The team reflects that they are now more confident in producing a wider range of activities, including those at larger-scale such as Around The Lake. Specific developments include being responsive to communities through:

- **Adaptability and Flexibility:** The team has demonstrated increased confidence in adapting to last-minute changes and making proactive adjustments to improve accessibility, particularly for younger children or neurodiverse and learning-disabled people. This shows their ability to think on their feet and respond effectively to the needs of their participants.
- **Community Engagement and Leadership:** The team has shown growth in their ability to engage with and lead community members. For instance, they have successfully involved Playmakers in decision-making processes, such as the Art is Everywhere project, where Playmakers had a significant role in reshaping the project's direction. This indicates the team's confidence in facilitating community-led initiatives and trusting the input of local participants.

Implications and recommendations

This section details implications and recommendations that we (Flying Geese) as evaluators believe emerge from this report and the work we have done with you over the last year. They are not exhaustive and discussion with the team should take place before prioritising and taking them forward.

Planning and strategy

1. The three-year planning cycle has led to a greater proportion of Beacon events in 2024/25. However, respondents particularly valued the more intimate connections of Foundation activities (especially Saturday Sessions). It would be beneficial to discuss the value of a more balanced planning cycle as Creative Playground matures - even if that idea is ultimately rejected.
2. Streamlined business planning and target setting. We have noticed that business planning - and reporting against targets - is a complex process for Creative Playground, because of the need to respond to Business Plan KPIs, ACE key research questions and the Theory of Change (we believe the latter has been comparatively neglected in business planning and target setting). A more streamlined approach might involve:
 - a. Reconfiguring the six aims in the business plan to fit the three ACE key research questions.
 - b. Reducing the number of specific numerical targets in the business plan (e.g. for individual events), instead setting quantitative and qualitative targets for work in the different strands.
3. Separate targets for the murals - the huge difference between the reach of the Murals (99%) of engagements and the rest of the programme (1% of engagements) means combining the two into one figure is somewhat misleading. In future, separate targets should be set for the Murals and the rest of the programme to avoid any confusion.
4. Time should be carved out for separate strategic thinking around Playmakers, Community Connectors, Come With Us and Invite Us to review how these fit into the evolving programme. This should include review of how these relate to the rest of the programme, frequency, target audiences, and new ways to reach these audiences.

Activity

1. Behaviour change - Surveys show our programme helps people see, think and feel differently, but they are less likely to 'do' things differently after taking part in one of our events. The mental health benefits of sustained creative activity are well documented and time should be spent signposting other activities and providing resources to participants to help them continue their creative journey. This could happen at events, in post-event emails or even included at the end of evaluation surveys.
1. Messaging around the value of creativity - In our surveys, those who engage infrequently in the creative activity were less likely to believe in its value for Crawley as a town. While advocacy work about the benefits of creative activity generally focuses on decision-makers (especially Government, local authority and NHS), Creative Playground could have a role in grassroots advocacy to build a groundswell of support in Crawley for arts and culture. Again, this could happen via resources provided at events or in post-event emails.
1. Opportunities for neurodiverse people - neurodiverse people were least likely to feel that creativity is part of everyday life in Crawley, but their belief changed after taking part in one of our events. More events specifically targeted at - or made accessible to - neurodiverse people should form part of the future programme. Training should be offered to staff and freelancers who feel they need to develop skills for making activities accessible to neurodiverse and learning disabled people.

Evaluation processes

Thanks to the efforts of the team in prioritising surveys at key events, we had a much more robust dataset to work with in 2024/25 compared to 2023/24, and therefore have more confidence in the conclusions we have drawn.

However, there is always room for improvement and in 2025/26 we would like to work with you on:

1. Promoting survey response at a wider range of events, particularly in the Foundation and Bridge strands.
2. A greater focus on understanding the experience of Playmakers and Community Connectors.
3. Developing new tools for evaluating the experience of under 16s.
4. Collecting more reflections from project partners.

It will also be useful to investigate further:

1. The representation of people from lower socioeconomic backgrounds and the west of Crawley in our audience. Are they attending but less likely to respond to surveys, or is there a more fundamental issue with how we represent Crawley's socioeconomic diversity.
2. The representation of men in the audience - again is this because men are less likely to take part, or less likely to respond to a survey?

We have also found that people who engage with the arts once a year or less are much less willing to share personal information such as ethnicity, sexuality and most recent occupation. This is important not only because it has the potential to reduce the accuracy of our demographic data provided to ACE, but also because the process of asking these questions may make it harder for us to engage with some communities. This should be part of an ongoing dialogue with ACE.



Broadfield Arts Festival Photo: Ian Greenland

Appendix 1

Creative Playground Business Plan Smart Targets 2024-25

4.0 Measuring impact									
4.1 Creative Playground Smart Targets 2024-25									
Aim 1: More people are regularly engaging in the arts and culture in Crawley as audiences, participants, makers, producers and curators (NB by regularly - twice a year is the benchmark)									
Outcome	Output	Target no	Q1 progress	Q2	Q3	Q4	RAG rating	Notes/other info	
1. There are increased levels of creative activity across the town particularly in neighbourhoods in the West of Crawley	Creative Playground programme engages increased levels of people this year	Total audiences x 33,950 Total participants x 12,538 TOTAL 46,488 people In total in 2023/24, we delivered 125 events for 31,185 people	Audiences x 242,633 Participants x 409 TOTAL people 243,042 41 events	Audiences x 278,807 Participants x 1,149 TOTAL people 279,956 34 events	Audiences x 275,632 Participants x 333 TOTAL people 17 events	Audiences x 274,780 Participants x 1370 TOTAL People 276,150 45 Events	Achieved		
	Invite Us	200 people at 6 events	163 at 3 events	1214 at 5 events	30 at 1 event	127 people at 2 events	Achieved		
	Saturday Sessions	300 people at 8 events	102 at 2 events	350 at 4 events (part of Around The Lake) and at Pride	113 at 3 events	51 people at 3 events	Achieved		
	Invisible Link	60 sessions engaging 102 people	120 at 8 days of sessions	/	/	/	Achieved		
	Crossings audio piece	5 applications, 1 interview	1 app, 1 interview	/	/	/	Achieved		
	Sound UK participatory project (This is part of Saturday Sessions)	1 session engaging 15 people	1 session for 9 people	/	/	/	Achieved	Smaller group than anticipated. Sound map of Langley Green created and new artform tested with local people	
	Bees participatory project	1 session engaging 10 people	3 sessions with 5 people	/	/	/	Achieved	We worked with Community Connections (supporting displaced people) who chose a small group to collaborate with us	
	Leap Then Look workshops	3 sessions engaging 30 people per session	/	/	4 sessions engaging average 18 people per session (total 71)	6 sessions engaging 129 people in private views of the exhibition	Achieved		
	Playmaker Events	2 parties and 2 feast plus Art is Everywhere at least 100 people	28 attendees at Feast and Mural Playmakers reflection session	40 attendees at Art is Everywhere kick off meeting and Around The Lake party	40 attendees at Fashion Playmakers meetings/party and feast	58 attendees at Fashion show Playmaker meetings and Playmaker party	Achieved	Art is Everywhere playmakers group now 'Fashion' Playmakers	
	Come With Us	60 people at 8 events	3 sessions with total 24 people	1 session with 9 people	3 sessions involving total 22 people	1 session involving 8 people	Achieved	Smaller groups than anticipated average 8 per group	
Bridge	Boost	8 commissions		Call out prepared	5 Boost awards given to be delivered by the year end	1 Boost award fully delivered benefitting 164 people	In progress	We had less Boost applications than anticipated but spent Q3/Q4 supporting applicants to develop their ideas further -1 award was fully delivered and the remaining 4 will take place in Q1 25/26	
	Drive	5 formal training sessions for 10 people per session 4 work experience opportunities 1 apprentice appointed		1 steward training session for 18 people	Immersive Lab session engaged 37 people	1 Welcome team training session for 14 people, 1 local person leading a Come with Us event, 1 local person trained to assist the running of Leap then Look workshops and 1 local apprentice continuing contract. Total 17 local people engaged	In progress	Training to start in Sept	
	Murals	6 murals completed at least 30,000 engagement with at least 5% of engagements translating in to attendance at another event	5 murals completed	Engagement continues with 5 murals (estimated 275,522 people)	Engagement continues with 5 murals (estimated 275,522 people)	Engagement continues with 5 murals (estimated 272,768)	In progress	5/6 murals completed with estimated 239,921 people engaging (30% of average footfall and murals in highly populated areas in the town). Translation into future engagement will be tracked through surveys/online guide to be developed later in the year	
	Book of Crawley	1000 copies distributed	1,179	260	10	46	Achieved	High demand has led to a reprint of we will exceed this target	
	Ancient Giants schools residency	2 performances for 300 children	2 performances for 430 children with additional whole school assembly	/	/	/	Achieved		
	The Place Playground tour	10 performances at 5 schools for total 800 children	9 performances at 5 school for 1,679 children	/	/	/	Achieved		

	Beacon	Around The Lake Festival	Crossings 400 people Performances (Bonded, Mimbire, Teabreak) 250 audiences Participatory activity (Snooze Fabric, Woodzy, BEEs, Sound of Trees) 600 participants Other attendance (poetry, houses trail etc) 500 people		Crossings 542 people Performances (Bonded, Mimbire, Teabreak) 1119 audiences Participatory activity (Snooze Fabric, Woodzy, BEEs, Mughal Miniatures) 565 plus 350 Saturday Session participants Other attendance (poetry, houses trail etc) 500 people - total 3500+	/	/	Achieved	
		Art is Everywhere Festival	Leap The Look installation 600 people Eric McLennan Hands 10,000 people Super Natural Extra Normal 800 people Fashion Show 300 people		31 Art Is Everywhere Playmakers attend the first session	/	Leap then Look engaged 712 people over 10 days Making the Invisible Visible (Eric McLennan) engaged 866 in it's first two weeks. Super Normal Extra Natural engaged 874 people as audience over 5 performances and had 15 local community performers involved in each performance. The Fashion show engaged an audience of 83 people, with an additional 19 people involved as models and dressers.	In progress	
		Full year programme of activities	Evidence that at least 60% of engagement is from neighbourhoods on West side of Crawley	73,472 people from West Green/Langely Green/Bewbush/Broadfield engaged this quarter over 28 events (68% of activity took place on West side of Crawley this quarter)	99,423 people engaged in the murals in Bewbush, Broadfield and West Green and at events at the Hospital, Broadfield Community Centre and West Green this quarter. 27% of attendees at Around The Lake were from West of Crawley	Data being gathered for full analysis in Q4 at year end	Data being gathered for full analysis in Q4 at year end	In progress	There are very high levels of engagement at the town centre murals (168k) which are affecting the figures. At year end we will analyse in detail where activity has taken place and who has engaged
		Increased cultural activity is taking place in Crawley outside CP programme	Baseline information gathered from other cultural suppliers/partners and cultural activity is tracked across the year to see if levels are changing			Baseline informed by Cultural Quarter feasibility and Cultural Strategy consultation		In progress	Need to establish bench mark and plan into 2025-26 for monitoring this
2. There is a greater diversity of people seeing and taking part in the programme particularly from under-represented demographics.		Track progress against target age groups: under 16 year olds	21% of participants (in line with Crawley population figure of this age)	15 events this quarter (36%) were for this age group reaching 2,225 people	We did not run specific events for under 16s this quarter but 75% of Around The Lake attendees brought family members and from visual estimations at least 20% of those were under 16 year olds	We did not run specific events for under 16s this quarter but at least 15% of Saturday Sessions attendees were in this age demographic. More work with primary schools and groups of this age planned in Q4	Survey data suggests 22% of Q4 attendees were under 16 (this has been calculated using the 'With how many people of each group were you with?' question)	Achieved	
		16 - 25 year olds	8% of participants (Crawley population figure is 11%)	37 participants at Manor Green College	235 people at Hazelwick Careers Fayre and 7% of Around The Lake Survey responses	37 young people attended Bright Black Immersive workshop at Crawley College including EOSSL students. Saturday Sessions attracts at least 50% of attendees under 25 years old	6.25% of survey respondents in Q4 were age 16 to 25	In progress	Data is being analysed over the year to give a more accurate percentage but Q4 shows we are reaching young people through the programme
		Over 60s	10% of participants (Crawley population figure is 18.7%)	583 people of mixed ages including over 60s	18% of people attending Around The Lake were over 60. 90% of other activity was for mixed ages	Approx 20% of attendees at Playmakers events were over 60. Boost recipient awarded support in this round	10.7% of survey respondents in Q4 were over 60	Achieved	

	Programme engages black, asian and ethnically diverse members of Crawley population	20% of participants from global majority backgrounds (Crawley population benchmark 26.6%)	Need to increase surveys gathered to get accurate picture of progress	27.3% percent of Illuminate survey respondents were from Black, Asian and ethnically diverse population, suggesting the audience this year is reflective of Crawley's population.	At least 20% of Playmakers are from GM background. Need to gather more surveys in Q4 and full analysis will happen at year end.	21.4% of survey respondents were from Black, Asian and ethnically diverse populations	Achieved	
	Programme engage disabled/neurodivergent members of Crawley population	10% of participants (Crawley's disabled community represents 14.9% of population)	Need to increase surveys gathered to get accurate picture of progress	10.7% of Illuminate survey respondents identified as disabled while 19.8% identified as neurodivergent (4.9% identified as both disabled and neurodiverse. There was also a high proportion of people preferring not to give a response to these questions (14.9%/ 16.5%).	Learning disabled group Dimensions take part in Leap The Look workshops giving excellent feedback and others attend Playmakers events	CYP with SEN attended Leap Then Look and Dimension group came back to experience the final exhibition. We supported a disabled Boost recipient and young person with Downs Syndrome and 90 year old who is hard of hearing to participate as models in the fashion show. 12.5% of survey respondents identified as disabled (19.6% preferred not to say). 19.6% of survey respondents identified as neurodivergent (17.9% preferred not to say).	Achieved	
	Community Connector enable us to reach new networks/communities of underrepresented people in Crawley	4 Community Connectors (April - July) 3 Community Connectors (Oct - Dec) 3 Community Connectors (Jan - March) At least 10 new groups engaged with (100 people) through Invite Us strand	4 community connectors 2 new groups engaged - Tamil Learning Centre and Crawley Catholic Parish group	Call out in September	4 new community Connectors and one co-ordinator recruited with strong links to Ifield Gurdwara and Manor Green College	Due to the pace of the programme we continued to work with the same 4 CC's during this period. One was a vital member of our FOH team during events at the County Mall Space, and one created a fun and engaging animated characters and film to invite people into our pop up spaces	Achieved	With change in staff and programme we are now recruiting a new cohort of 4 community connectors and a co-ordinator from 7 Nov - 6 April 2025. We plan to have worked with 9 different people over the year
	Consortium members bring participants/target groups to event to widen diversity, particularly people from underrepresented groups	60 people	Sutherland Quarters residents through Caridon Housing (including people from low socio economic backgrounds, global majority)	Sutherland Quarters residents through Caridon Housing (including people from low socio economic backgrounds, global majority)	Bewbush Freeshop to join consortium from January	CCA staff participated a Playmakers on the Fashion Show.	Achieved	
3. People report that taking part in Creative Playground activities means they are more likely to engage in the arts again	Saturday Sessions engage new people and encourage repeat participation	20% new attenders and 10% repeat attenders to Saturday Sessions Feedback evidences that participants are more likely to engage in arts again	27% new attenders (31 out of 111 attendees) Evidence being gathered re appetite for more engagement	c35% of participants at ATL SS had not engaged with CP before wasn't possible to track for 100+ attendees at Pride	Over the three SS in this Q, about 52% of attendees were new to Creative Crawley	Over the three Saturday Sessions in this Q, about 57% were new to Creative Crawley.	Achieved	
	Invite Us reach new people and encourage repeat participation	Partner with at least 3 new organisations and encourage at least 10 people to sign up to mailing list at each event	Mailing list is building through Invite Us and attendance at Playmakers Feast is evidence of new people engaging	Partnership with the hospital further developed through mural workshop	Bewbush Stakeholders Fair developed partnerships with Freeshop and Crawley Borough Council, as well as meeting local residents from Bewbush.	Manor Royal Careers Day reached 100+ people and we recruited Welcome Team members, Wordfest Family Day reached over 50 new families and resulted in 30+ mailing list sign ups	Achieved	
	Come With Us engages new people and encourages attendance at other non CP cultural events	At least 25% of attendees report that they are more likely to see or engage in other cultural activity	Discussion notes from events is evidencing this to be the case in the majority of attendees	Discussion notes continue to evidence this	Discussion notes continue to evidence this	Vogue Inventing The Runway was particularly successful	Achieved	

	Evaluation evidences this across the programme	Feedback gathered through at least 5 case studies evidencing increased appetite for arts and culture		88.6% of Around The Lake participants said it had inspired them to participate in or see events more frequently than usual	Impact and Insight surveys for Saturday Sessions - Big Scale Art showed that respondents rated the event 85/100 on the Enthusiasm dimension "I would come to something like this again".	94% of Q4 survey respondents agreed or strongly agreed with the statement 'I would like to see/ take part in something similar again'. This is corroborated by similar data from the Impact & Insight dimension - events scored 84/100, 85/100 and 90/100 on the dimension "I would like to come to something like this again".	Achieved	
Aim 2: Residents are actively involved in decision-making regarding creative activities happening in their town								
Outcome	Output	Target no	Q1 progress	Q2 progress	Q3 progress	Q4 progress	RAG rating	Notes/other info
4. People shape and develop Creative Playground activity	Playmakers recruited and join the mailing list	100 people by end of the year	32 Playmakers	40 Playmakers 1145 subscribers 39 new mailing list joiners	35 playmakers	15 Fashion Show Playmakers	In progress	Mural, Feast and Fashion Show Playmakers
	Core set of Playmakers regularly participate	50 people at least 3 times a year or more	15 attended at least 2 events this quarter	11 attended both events this quarter	12 attended at least 2 events this quarter	12 attended at least 2 events this Q and 8 attended at least 3 events	In progress	
	Playmaker groups shape specific projects	15 people recruited for Arts is Everywhere Festival		33 Playmakers	10 regular playmakers for Fashion Show	15 Fashion Show Playmakers, with 10 attending regularly	In progress	
	Playmaker Feasts support decision making process quarterly	3 test feasts held where we discuss specific programme choices/marketing approaches etc (June, Oct, Jan 25)	1 feast on 27 June	No feast this quarter	1 feast on 20th Nov	no feast this Q	In progress	24 attendees- 6 new to CP
	Programming Parties support decision making process bi annually	24 October 24 and 6 March 25			Programming party on 24th Oct	Playmaker Party on 27th Feb, attended by 36 people	In progress	First event in Oct
	At least one Consortium member attends Feasts/Parties	See dates above		Consortium members did not attend	Consortium members did not attend	CCA staff members attended	In progress	
	Playmakers involved in BOOST selection process	October 24 deadline		Playmakers consulted on call out	Playmakers consulted on awards at Playmakers Party	/	In progress	
Aim 3: Local people learn new skills and are empowered to deliver their own creative activity / programmes								
Outcome	Output	Target no	Q1 progress	Q2 progress	Q3 progress	Q4 progress	RAG rating	Notes/other info
5. Formal and informal training activity supports existing and new talent	Learning opportunities through Drive for Playmakers such as mentoring/ shadowing/networking/decision making	50 people		4 Playmakers coming on research trips to inform programming, delivering Sat Sessions, applying for shadowing opportunities with artists	Big Scale Art projection mapping with Bright Black engage 50 people including 5 Crawley College students consulting on the use of immersive pods at College	3 Playmakers became dressers in the Fashion show and 4 Playmakers submitted ccreative textile artworks for the Community exhibition.	In progress	
	Playmakers/Community Connectors/Local organisations participate in formal training opportunitieis	20 people		1 Playmaker attending Julie's Bicycle Monthly Sessions for CPPs (learning about embedding sustainability into arts practice)	2 people Mawadda Edgbaddi and Ciara Lyons on placements with CC and receiving training across different areas of the programme. Crawley College ESOL students took part in Bright Black immersive workshop	Zara Everington took part in mentoring programme with Leap Then Look, 3 x Creative Health workshop and 5 x teachers CPD, 8 x Welcome Team training	Achieved	
	Paid work opportunities such as Community Connectors, Apprenticeship, Production Assitant, Stewarding	25 people (10 Community Connectors, 1 apprentice, 1 production assistant, 13 stewards at events such as Across The Lake)	17 this quarter - 4 community connectors and co-ordinator, production assistant and 12 stewards recruited	production assistant and 12 stewards Placement started 24 September	7 this quarter - 4 community connectors and co-ordinator, production assistant and Breakthrough placement	4 community connectors, 1 community connector team leader, 8 welcome team	Achieved	Mawadda Edbagi recruited through Artswork's Breakthrough Programme on 6 month placement

	Creative Playground team develop skills through Without Walls Creative Development Network and Placebased Peer Network	At least 8 training/masterclass sessions.	2 WW drop in/training sessions attended Norwich and Norfolk/Out There festival in Great Yarmouth	1 WW training session and 1 drop in where we presented on Audience Engagement grant progress	WW annual meeting where we presented on Around The Lake Festival to delegates	2 drop in sessions attended by the team	Achieved	
6. Community leaders and citizens of all ages/backgrounds are upskilled, enabling them to create, commission, plan and deliver creative programmes.	Co-Director's develop professionally through CPP Action Learning Sets	At least 4 sessions	2 sessions	2 sessions	2 sessions	2 sessions	Achieved	
	BOOST offers individuals cash support and in kind training in marketing, logistics, budgeting, evaluation	8 individuals receive support		Call out for new commissions	5 individuals receive support	1 BOOST delivered, 4 others in progress	In progress	We are reviewing BOOST programme as not as many applications were received as anticipated and timeline / resource needed to support applicants to deliver activity is challenging
	The programme develops critical thinking and understanding of process of making and presenting work in different artforms/scales	25 people report their attitude and knowledge of art has changed through vox pops, blogs, case studies and other evaluation methods	Ongoing gathering vox pops and data to evidence this	56% (58 survey respondents) agreed or strongly agreed that they think differently after taking part in a Creative Playground event, while 63% (64 respondents) said they will do things differently. 92% (69 survey respondents) evaluated that they thought the event they attended was well thought through and put together.	Ongoing gathering of data to evidence this	63% of surveys respondents agreed or strongly agreed with the statement 'Because of what I saw or took part in, I think differently'.	Achieved	
	CP team share knowledge/offer support in kind to local organisations to deliver creative events	At least 3 events reaching 500 people including 1) Broadfield Arts Festival 2025 support in kind matching successful ACE application	Ongoing support for BCC	Ongoing support for BCC	Artist recruitment for Festival 2025 commission including preparing and circulating the brief/shortlisting and attending interviews	Trainee Producer helping deliver BCC Arts Festival supported by team	Achieved	
	Consortium members report they are using learning from Creative Playground in their own organisations	4 out of 6 consortium members by Oct meeting 24					Not started	Need to review target for 25-26 as not being monitored
7. Local schools, colleges and YP focused organisations work with CP to deliver opportunities for creative expression, skills development, vocational training and pathways into the creative industries.	Focus on youth voice/skills development through collaborations with schools, Crawley College and Youth Council (Playmakers and participants)	Programme delivery in Primary Schools (Ancient Giants, Playground Tour) reaches over 1000 young people Crawley College students collaborating on Around The Lake Festival x 50 young people YP Playmakers group formed of at least 6 people Legacy of The Book of Crawley continuing to celebrate Year 5 children's perspectives	Book of Crawley, Ancient Giants and Playground Tour, Manor Green College engaging 2,146 under 16s	200+ students at Crawley College invited to participate in the programme at induction sessions 1010 students at Hazelwick School engaged at careers fayre	Drive session at Crawley College engages ESOL students and wider community with use of immersive pod spaces in collaboration with Bright Black	Workshops with 25 Beavers/Home Education groups on Making The Invisible Visible, young people involved as Welcome Team, models and dressers in Fashion Show	Achieved	
Aim 4: The Creative Playground strengthens the local arts infrastructure and cultural offer								
Outcome	Output	Target no	Q1 progress	Q2 progress	Q3 progress	Q4 progress	RAG rating	Notes/other info
8. Successful projects are co-delivered with Crawley Borough Council/BID/Cultural Quarter	BID town centre commission delivered in partnership with external arts organisation and CP (Beacon event)	Murals and Arts is Everywhere Festival event in March 2025 reaching at least 10,000 people	Kingsgate Mural reaches 31k people	Kingsgate Mural reaches 41k people	Kingsgate Mural reaches 41k people	Kingsgate Mural reaches 41k people and County Mall programme (Super Normal, Leap Then Look, Invisible Things, Fashion show) reaches 1,800	Achieved	
9. Creative Playground informs the wider Cultural Strategy for Crawley and West Sussex	Proactive membership of Cultural Quarter steering committee and Towns Fund Board and Cultural Strategy Group	Co-Director's attend and bring CP learning and intel to the wider strategic agenda	1 meeting attended and involvement in Cultural Quarter consultancy with Hemmingway	1 meeting attended and running Cultural Quarter festibility study community consultancy with Hemmingway	Cultural Quarter consultation sessions run by Creative Crawley and participation in Creative Strategy consultation and Steering Group	Cultural Quarter steering group continues to oversee project	Achieved	
	Other partnership working with local stakeholders (for example BID, CBC, County Mall)	3 partnership opportunities	CBC on Book of Crawley and Around The Lake, NHS Crawley Hospital on mural, West Sussex Library service with Invisible Link, Brighton Festival Ancient Giants	CBC on Around the Lake, NHS Crawley Hospital, Hazelwick School, Crawley LGBTQ on Pride, BCC	CBC on Cultural Q funded activity and County Mall pop up space planning	County Mall on AIE programme, Manor Royal BID on mural, CBC on pop up programme (Super Normal), Wordfest on Family Day	Achieved	
	Test Beacon/Foundations event case studies shared with CBC	At least 3 case studies	Homecoming case study in development	Around The Lake case study in development	4 new case studies developed - to be shared with partners by end of year	Homecoming shared, Around The Lake, and Fashion Show to be completed and shared in 25-26	In progress	

10. Connections and partnerships are strengthened between the artistic, voluntary, education and business community which amplify the project, scale activity, secure additional investment and pool the town's resources	Foundations activities delivered with Manor Royal workers, neighbourhood community centres, schools and colleges, grass roots artistic organisations to recruit Playmakers, promote the programme and encourage cross sector working.	Connect with 200 people through 8 organisations	Know Your Neighbour x 60 people CCA x 66 people 7 schools, Cherry Lane Pre School, Crawley and Broadfield Libraries, Broadfield Community Centre engaging over 2.3k people	Dimensions and Community Creations group involved in participatory activity for Around The Lake x 10, Three Bridges Forum Meeting, launch of Wordfest, Sutherland Quarters session, Hazelwick School engaging over 1.5k people	Saturday Sessions/Drive delivered with Crawley College, Appletree Centre, Crawley Library. Leap The Look workshops delivered at Broadfield Community Centre with Dimensions group. Broadfield Community Centre commission for Arts Festival 2025 supported (tangible additional investment of £30k for arts in Crawley from ACE NLPG)	Making the Invisible workshops with Knit and Natter, Beavers, Carey House, Homeschool group, Fashion Workshops with Chagossian and Afghan groups, 4 x schools and 2 groups (Dimensions/ Mothers Circle) invited to Leap Then Look private views, Wordfest Family Day delivered at the Library in total involving 333 people	Achieved	
	Fundraising strategy includes request for cash and inkind support from local T&F and local & regional businesses (e.g. securing IT equipment etc)	At least 20 local organisations offer support	£24k support in kind received. Local orgs include Crawley College, Metrobus, Brighton Festival, Crawley and Broadfield libraries and Wildwood restaurant	£12k support in kind received from Crawley College, CBC, Tilgate Water Sports, Crawley Pride	£7k support in kind received from Spotted Crawley, Appletree Centre, LIVR and other individuals	Total £62,512 support in kind received this year from range of partners including Brighton Festival, The Capitol in Horsham, WSCC, Broadfield Library	Achieved	
11. Learning from Creative Playground is embedded in future thinking by cultural and non-cultural organisations in Crawley	Consortium membership increases and positive impact of the programme is reported by members.	6 local organisations on the consortium and 80% report positive impact of the programme	5 members	5 members	5 members	5 members	Not started	Crawley LGBT+ and Caridon Housing left being replaced by CCA and Bewbush Freeshop this year. Further consortium development is planned for 25-26 with Today's Africa, Tamil Learning potentially joining to increase membership to 7 by July 2025
	Consortium members and partner organisations report using learning from the programme to inform their own organisation's thinking and share best practice	Example given by 3 consortium members by October 24 meeting		July board meeting, CCA reported mural visit was good team building, inspiring experience			In progress	As consortium changes we will track this in 25-26
	West Green space is established as a creative Hub for Crawley. Creative Playground works in partnership with Theatre Centre to develop the space and engage the local community in activities	300 people participate in events such as Saturday Sessions At least 2 test events take place	Mural launch event engaging 67 people	Art is Everywhere Playmakers event engaging 31 people	Playmaker meetings, Saturday Session engaging 67 people	2 Saturday Sessions engaging 28 people and one Playmaker meeting with 10 attendees.	Achieved	
Aim 5: The programme has a positive effect on community cohesion and wellbeing								
Outcome	Output	Target no	Q1 progress	Q2 progress	Q3 progress	Q4 progress	RAG rating	Notes/other info
12. Programme enables bridging between different neighborhoods and communities with a particular focus on West side of Crawley	Playmakers project specific groups are from different neighbourhoods/communities	Arts is Everywhere Festival Playmakers group has at least 5 different neighbourhoods represented 75% from West of Crawley		31 people attend the first session from across the town	Regular group of 9-15 people from across the town shaping the project	Regular group of 10-15 people with 60% from the West of Crawley	Achieved	
	Beacon events draw in audiences and participants from different neighbourhoods	Around The Lake Festival attracts total 1000 people at least 50% are from outside Tilgate Arts is Everywhere Festival attracts total of 1,100 people from at least 6 different neighbourhoods		3500 people come to Around The Lake with c 3,115 (89%) attending from outside Tilgate	/	1800 come to AIE festival - data on neighbourhoods is being analysed	Achieved	Deeper dive into reach of the programme across different neighbourhoods will be part of FG year end report
	Saturday Sessions trial different locations to attract town wide participation	8 sessions evidence that participants are from 6 different neighbourhoods on West of Crawley		tbc	tbc	51 participants from 3 events. 37% from neighbourhoods on West side of Crawley	In progress	Issues with Eventbrite collecting postcodes, being resolved and data analysed at year end
	Come With Us attracts participants from different neighbourhoods	60 participants are from at least 6 different neighbourhoods		34 participants from 4 events	22 participants from 3 events	8 participants from 1 event	In progress	Issues with Eventbrite collecting postcodes, being resolved and data analysed at year end
	Participants report feeling more connected with and having met new people from across Crawley	Target 25% of participants report feeling more connected with and having met new people from across Crawley	Gathering data - will analyse ahead of October meeting	Survey respondents were asked to rate the statement 'Everyone is welcome here' on a scale of 1 (low) to 5 (high). Before events the average rating was 4.2, after events this had increased to 4.49.	Playmakers Feasts evidencing this	Prior to taking part in Q4 activities, 70% of survey respondents agreed with the statement "Everyone is welcome here". After activities, this figure had increased to 89%, with a strong increase in people who were unsure to those who agreed.	Achieved	

13. People report improved wellbeing as a result of interacting with Creative Playground (measured through an increased sense of belonging and enjoyment)	Participants report improved wellbeing as a result of Creative Playground	Target 25% of participants report improved wellbeing as a result of Creative Playground	Gathering data - will analyse ahead of October meeting	75.2% of survey respondents agreed that they feel differently after taking part in Creative Playground events	Continuing to gather evidence. Case studies demonstrate improvements in wellbeing "Creative Playground has opened my eyes and my horizons are broadened. I don't feel quite so isolated" "I feel more confident in what I do. It develops you as an artist and creative as well"- Case Study quotes	70% of Q4 survey respondents agreed with the statement "Because of what I saw or took part in, I feel differently".	Achieved	
Aim 6: Crawley's reputation grows as a cultural destination where you can see and take part in a wide range of high quality creative events and activities								
Outcome	Output	Target no	Q1 progress	Q2 progress	Q3 progress	Q4 progress	RAG rating	Notes/other info
14. Case studies are created and shared with stakeholders that demonstrate risk taking and boundless, high quality creative activity taking place in the town.	Case studies of Foundations/Beacon shared with range of stakeholders including consortium/Crawley College/ACE/CBC	At least 3 case studies	Homecoming case study in progress Mural case study shared at ACE CPP gathering	Around The Lake case study to be created	Homecoming case study shared. 5 new case studies recorded to be ready by end of year	Detailed and illuminating case study content continues to be gathered - will we create these during reflection period in 25-26	In progress	
15. People report sense of Pride of Place and this messaging is shared externally (in the press/online)	Participants report increased pride of place after engaging with Creative Playground	At least 3 case studies and other qualitative evaluation methods gather evidence that at least 15% of participants/ audiences report this	Ongoing gathering of data	30+ vox pops gathered at Around The Lake evidence this to be the case	Ongoing gathering of data	60% of Fashion Show/ Super Normal Extra Natural participants evidence this in interviews. Playmakers have told us this too	Achieved	To be evidenced robustly in FG year end report
	External messaging (press/online) celebrates Crawley as an interesting cultural destination	At least 10 pieces of press/media reporting reaching at least 5000 people	BBC Radio Sussex x 2 (192k listeners) Sussex World x 2 Family Grapevine x 2 Crawley Live feature (47k households)	ROSA magazine x 1 - A weekend in Crawley ft. Family Grapevine x 1 (season) CCA x 1 (season) Sussex Express x 1 (season) Crawley Live feature (47K households - local talent) Gatwick Diamond Magazine (2.5K Crawley business distribution - Creative Village) More Radio x 1 (40K listeners - Around the Lake) Susy Radio x 1 (220K listeners) Argus x 1 (celebrating Tilgate)	BBC Radio Sussex x 1 interview The Stage x 1 feature (430k weekly readership) BBC Radio Surrey - 1 interview Sussex Express x 1 feature	Sussex Life, Culture Calling, Broadway World, Sussex Express x 4 features, Family Grapevine, BBC Radio Sussex x 2 features, Absolutely Sussex	Achieved	
	Established, high quality artists work on Creative Playground activity, growing profile of project and Crawley within wider artistic community	At least 30 artists collaborate with us	25 artists	24 artists	12 artists	34 artists	Achieved	
	CP team report increase in requests from professional organisations to work in Crawley	At least 50 requests (we received over 40 in 2023-24)	15	36	30	15	Achieved	See spreadsheet HERE
	CP team present at external events/conferences about what we are doing	At least 3 events reaching at least 200 people	Presentation at ACE CPP director gathering on Mural to at least 150 people	Presentation at Three Bridges Forum meeting by LB for 17 people	Without Walls TNP and drop in x 30 people	LB Producer Top UP x 20 people	Achieved	