



SUMMER ARTS POP-UP



**Impact Report
Summer 2025**

CONTENTS

03	Overview	18	Feedback and Findings
04	Child Friendly Creative City	22	Childrens' Feedback
05	Snapshot of other CFCC projects	25	Parents' Feedback
06	Cultural Rucksack - at a glance	27	Reflections on our impact
07	ChalleNGe Vision and Mission	28	Home - Schools exhibition poster
		30	Facilitators' Feedback
		30	Attendance data
	Summer Arts Pop Up		
08	Aims of the Pop Up	33	Recommendations
09	Key Features	33	Things to remember for next time
10	How it all came about	34	Creative Practitioners
12	Engagement figures	36	Additional information
			Contact
	Marketing activities		
13	Activities and reflections		
	Evaluation Methodology		
16	How we gathered feedback		
	Padlet link		



Overview



Summer Arts Pop Up

This report captures the story and impact of the Summer Arts Pop up in the Victoria Centre, Nottingham in Summer 2025. It offers a documentary record and key insights for partners, artists and funders to celebrate what was achieved and reflect on what we might do differently in the future. At its heart are the voices of children, young people and parents - guiding our recommendations for the future.

ChalleNGe, Nottingham's Cultural Education Partnership, is driving a bold 3 yr programme to put arts and creativity at the centre of young lives in Nottingham. Bringing together a consortium of arts, education and cross-sector community partners under the banner of 'Child Friendly Creative City', our partners are bringing this vision to life, amplifying young voices and championing the rights of children and young people to express their creativity through a wide array of partnership projects across the city.

Heartfelt thanks to everyone who made the Summer Arts Pop up such as welcoming space for all ages. We are immensely proud of the way we came together to deliver this work, with Young Creatives Nottingham, the Victoria Centre, arts organisations and a host of makers, creators, designers and writers - thank you all!

Cathy Mahmood, ChalleNGe Manager





Child Friendly Creative City

Nottingham is working with Unicef UK towards international recognition as a Child Friendly City, ensuring children have a meaningful say in local decisions, services and spaces. To support this ambition, ChalleNGe secured £655,000 from Arts Council England and Nottingham Trent University, for a 3 yr programme to transform access to arts and culture for children and young people - strengthening collaboration across the partnership to deliver:

LOUD & CLEAR – participatory and youth-voice projects including local arts festivals, family arts explorers, collaborative summer programmes, including first-time creative experiences.

CULTURAL RUCKSACK – city-wide schools programme to embed arts and cultural opportunities across primary, secondary, Alternative Provision and homeschool settings, developing a ‘cultural guarantee’ for school-aged children.

CREATIVE TASKFORCE – training and networking for artists and teachers, including support for the ‘art of belonging pledge’ for refugee children and families, developing projects to reflect and celebrate local heritage, languages and diversity.

NATURE CONNECTIONS – arts, nature and wellbeing projects, building on local forest school networks, University environmental research, while linking with other Child Friendly Cities around the world.

CHILDREN’S FUND – a new collective fundraising scheme for children and young people to access arts and culture, using university research to track progress and better understand what children and young people need.

Snapshot of other projects supported by CFCC in 2025:

Primary Parliament

This termly gathering brings groups of primary-aged children to the Council House each term, to explore issues that are important to them and share ideas for solutions and action they can take to make their schools and communities a better place.

RSE Day

Our annual Nottingham project for RSE day, celebrating healthy relationships, focused on healthy communication. Artist Millie Yarwood led a creative CPD session for teachers across the city, and children from Forest Fields school unveiled a new mural in the Arboretum based on children’s words and ideas. We began working with Nottingham Music Hub on a creating a song for 2026, with the theme; ‘It starts with me’.

Local Arts Festivals

As part of our participatory programme, Loud and Clear, ChalleNGe supports 4 local arts festivals to plan and produce annual arts opportunities with local residents and artists in neighbourhood venues. We are proud supporters of Bulwell Arts Festival, Bilborough Arts Festival, the new Clifton Arts Festival and Primary in Lenton/Radford with their summer families programme.





Cultural Rucksack - schools engagement

The Cultural Rucksack embeds creativity within and beyond the curriculum, enabling schools to engage with the vibrant cultural offers in Nottingham to ensure children grow up feeling connected to, and valued by, their city.

Test and Pilot Fund - supporting school visits to Nottingham's galleries, museums and theatres to create a cultural guarantee for pupils of all ages.

Events and Continuing Professional Development - Creative sessions / Networks

Communities of Practice - Teaching for Creativity Network, Nature Connections, SEND/Galleries Group, Yay! Reading Group, Schools of Belonging Consortium

ChalleNGe Website - Directory / Resources / Videos / Case studies

Bi-monthly Enews - Upcoming exhibitions, performances and workshops



ChalleNGe Vision

Nottingham's diverse population of children and young people are imaginative, innovative and creative; informing and inspiring cross-sector partnerships that champion creativity in schools and communities.

ChalleNGe Mission

To facilitate and enable collaborations and connections to ensure all children and young people in Nottingham engage with relevant, inspiring and accessible arts and cultural experiences.

Youth Voice and evaluation

We aim to embed strong youth voice into our cultural landscape, so that children and young people are empowered to shape priorities and lead change. As Child Friendly Nottingham champions, we promote a child-rights based approach to participation.

Our evaluation framework is formative and seeks to embrace common themes within our partners' broad range of projects, resources and ambitions. We seek meaningful ways to evaluate and create open, collaborative spaces for reflection, sharing and learning. The Summer Arts Pop Up opportunity came about through a collaboration with Young Creatives Nottingham and the Victoria Centre, who offered to host the YCA exhibition. This was a perfect chance to combine efforts and resources to strengthen our links with emerging creatives.



Aims of the Summer Arts Pop Up

- To engage more children, young people and families with free imaginative creative activities during the summer holidays.
- To create a child-friendly space, gathering and responding to children and young peoples' views on spaces for creativity in Nottingham that could inform our 3 year programme.
- To work collaboratively with a range of ChalleNge arts partners to address barriers to access and inclusion to arts and culture in the city.
- To provide paid opportunities for emerging creative practitioners to lead sessions and gain experience and confidence, in partnership with Young Creatives Nottingham and Connecting Notts (our Youth Board).
- To exhibit and showcase young creative talent across Nottingham, curating the Young Creative Awards Exhibition in a prominent city centre location.
- Within the design of the space and workshop programme - to celebrate creativity, cultural diversity, languages, nature, art and togetherness.



Features of the Pop-Up

- Regular activities including a Lego corner, cardboard construction area, mini-painting easels, 'My Space, My City, My World' collaborative wall and accessible creative materials for all ages.
- A changing programme of workshops, led by artists and local cultural organisations, including drawing, stop motion animation, VR dance, modelling, and career focused "Young Creative Futures" workshops led by Young Creative Awards alumni.
- Exhibition space: Young Creative Awards 2025 exhibition and HOME; an installation by the Nottingham Schools Trust. Areas to display artwork made at the Pop Up.
- A reading den - quiet sensory space (as suggested by children from Forest Fields School).
- Space for teenagers to create and use materials in their own way.
- Opportunities to listen to children and young people's experiences of the city, and share information about children's rights, supported by resources from Child Friendly Nottingham.



How did it come all about?

Working with Young Creatives Nottingham

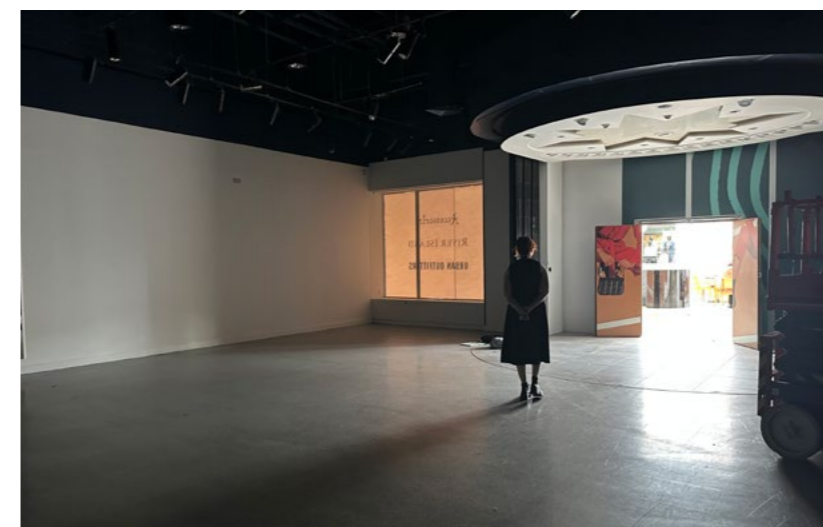
It all started thanks to an invitation to join Alice Veldtman, Young Creatives Nottingham Coordinator, and Donna Goodwin from the Victoria Centre, in viewing some empty retail units in the Victoria Centre. Alice was keen to secure a venue for the Young Creative Awards exhibition and two potential spaces were identified as options. As part of the Child Friendly Creative City programme, ChalleNGe was able to commit to running family workshops alongside the exhibition; and liaise with the Victoria Centre to secure the space.

Commissioning Sarah Manton as lead artist

Donna Goodwin and the marketing team at the Victoria Centre asked us to submit our early ideas, a mood board and floorplan. ChalleNGe commissioned Sarah Manton as the lead artist to co-curate and design the space. It was confirmed that an empty retail unit located in the Upper Mall, next to the Entertainer, was available to us and so we got to work, talking to partners and artists to gather ideas about a programme of activities, and working out the space requirements for our featured elements.

Planning meetings

Fortnightly meetings included support from Caroline Rowland, from Nonsuch, who brought her experience of running Takeover in Mansfield (in the Four Seasons Shopping Centre) and we submitted visuals and a floor plan to Donna for approval.



Consulting children on what they'd like to see

During May and June, we worked on ideas for the 2 large spaces, consulted with children from Forest Fields Primary School on what they would want to see included, and developed the method statement and risk assessment necessary to register ChalleNGe/NTU as a contractor on the C-Tracker System at the Victoria Centre. This was a requirement before getting access to the space on 22nd July, 2 weeks before opening to the public on 6 August 2025.

Co-creating with partners, artists & facilitators

We were developing our staff, artists and volunteer handbook (Appendix 1); and liaising with partners and artists to develop a changing programme of activities. We aimed to provide opportunities for early career creatives to facilitate and gain experience, as well as provide opportunities for ChalleNGe arts partners (museums, galleries, theatres and arts organisations in the city) to come on board and support the transformation of the space and delivery of an imaginative and engaging programme focused on free family activities and support for young creatives.

Transforming the space

We brought our vision to life, with lots of help from artists, young creatives and partners who volunteered their time, painting boards, building cupboards, and organising materials and installing the exhibition.



Children told us they wanted to see lego and painting; games and a quiet area too.



We created two versatile creative spaces:

In Room 1:

A welcoming entrance, the YCA exhibition showcasing work by young people aged 11-25; a cardboard construction area, easels for early years painting, 3 workshop areas for changing daily activities; a resources area for cyp to choose materials to create with and the Home exhibition created by 16 primary schools.

In Room 2:

A sensory reading den for quieter times, a lego area with shelves for displaying creations, a chalkboard wall, a collaborative My Space, My City, My World wall; Child Friendly Nottingham rights alcove and Nonsuch activity, Voice Box.

We had a Duty Manager and 3 paid facilitators for each day - open from 11am - 3pm; with additional volunteers and partners running a changing programme of activities over the 4 weeks of August. Young Creatives Nottingham programmed a series of Young Creatives Futures sessions each Wed from 4-6pm - four inspiring talks from former YCA winners.

We welcomed 934 families. 1214 Adults, 1448 children = 2662 people

Additionally, 24 young people attended the Young Creatives Futures sessions (Weds, 4-6pm) And on Tues 26th August, Nottingham Playhouse performed the Magical Major Oak production in the morning and afternoon; to 61 parents and children.



Marketing activities - what worked well

Design and print

Our young designer, Arianna Marrin-Cleal from Stencil, designed our Summer Arts Pop up logo, large vinyls for the boarded windows outside and internal vinyls to liven up the space. The large Pop up logo was placed on the wall opposite the doorway to support site-lines and provide a warm welcome. Fast Graphics printed and installed the vinyls and boards for the alcoves in Room 2. Positive words and quotes on the walls emphasised the positive creative community atmosphere we were trying to create. Postcards were printed as flyers.



Press & PR

A press release was circulated, including a photo call for the opening day, supported by It's In Nottingham, bringing the Robin Hood mascot, with Cllr Cheryl Barnard and Nigel Wheatley, Centre Director from the Victoria Centre attending.

Existing networks

ChalleNGe advertised the Summer Arts Pop up to their regular Parent and Carers enewsletter subscribers, and the Victoria Centre included it within their emails and website. We asked arts and community partners to raise awareness across their networks, inviting them to also make use of the 'creative connections' noticeboard within the Pop up to promote activities at their own venues.

Word of mouth and encouraging passers by to come inside

Having someone just outside the space, within the mall, to encourage people to come in was an important part of each day - with many families returning for more on another day if time was tight.

Photography, Videography and Blogging capture commissioned via Young Creative Award Alumni, creating paid work experience opportunities (practitioners listed on Page 34)



Invite family and friends...

We invite you to join us creating and making at the Summer Arts Pop-Up!

Date:

Time:

From:

Find us at The Victoria Centre, next to The Entertainer (Upper Mall)



What we can do!

- Build Create
- Play Lego making
- Cardboard construction
- Painting Printing
- Draw Games and more!



Our postcard, given out to children to return and invite a friend again on another day.

Social media - Instagram

Collaborative social media posts on Instagram were created by Sarah Manton updating the artist workshops for the day and posting on socials; along with a physical blackboard sign at our welcome desk. The designs used the ChalleNGe brand colours and squiggle shapes that reflected a fun and engaging look and feel to overlay on our photos.



Welcome desk

As people ventured inside, we welcomed them with an invitation to explore the activities and spend time together as a family to get creative. On entry, we asked everyone to write their name on a sticker to wear, and noted the no. of adults and no. of children in each group. We also asked for their postcode.

As a free space, with lego, cardboard construction, painting, a reading den as well as artist-led workshop activities, families could choose where they began and spend as much or as little time as they liked. Some spent hours with us, others 20 mins with a promise to their children to return!

The name stickers helped with feelings of safety and the welcome ensured a shared understanding of the purpose of the space.



How we gathered feedback

Reflection Meetings

15-30 minute de-brief at the end of each day for artists and facilitators to share reflections, experiences and ideas. Helped us adapt the space, resources and create team spirit.

Padlet - [link here](#)

QR Posters in the space - for everyone to add images and comments, and provided us with a quick and easy visual diary.

Summer Arts Pop up - feedback forms

These were available in the space for children to complete or adults via a QR code.

Comments Scrapbook

Before leaving, we encouraged people to write in a colourful scrapbook, in which we also added photos and some of the handwritten feedback forms.

Creative families feedback forms

During the last two weeks, we also made available an additional feedback form for families we recognised as regular returners - so we could ask them additional questions about what else they'd want from our 3 year programme and to ensure they'd had the opportunity to subscribe to our Parents and Carers newsletter.

Connecting Notts and Young Creative Awards celebration and evaluation session

In September, we organised a pizza evening as a thank you for the wonderful facilitators and young creatives involved in the programme; sharing personal insights.

Evaluation meeting, Cathy Mahmood, Sarah Manton and Terry Skene

Post-Pop up evaluation session to reflect on what worked and what we would do differently next time.





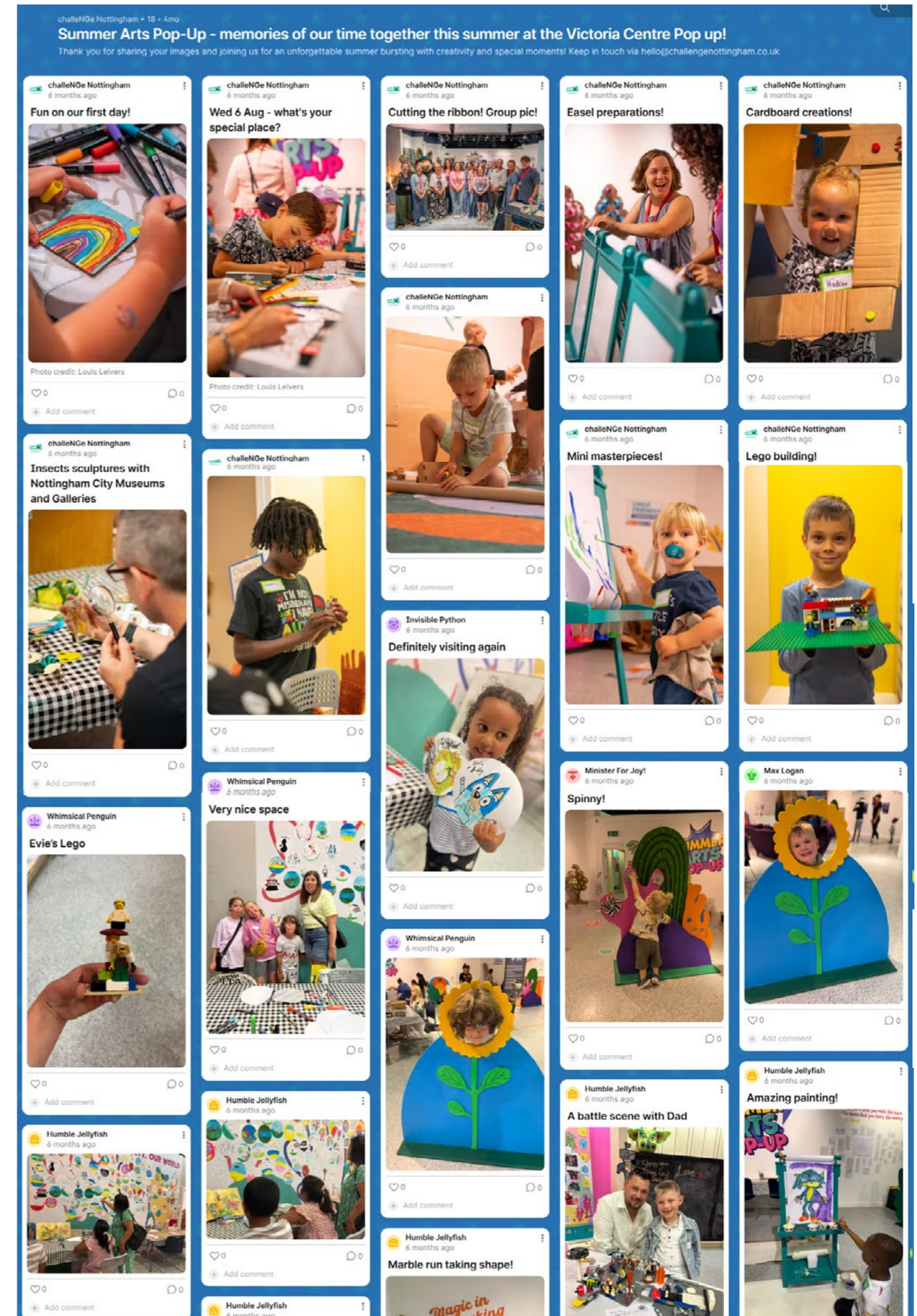

Add your photos to our digital scrapbook!



If you are happy to share photos (of your own children!) please sign our photo consent form and upload your photos to our online Padlet.

It's a fun and easy way for us to gather photos and comments about this space and keep a digital scrapbook of our experiences here!

Thank you!



A screenshot from our Padlet

Surveys - paper and QR codes

Age	What you're favourite thing to do here?	What would you add or change to make this space even better for other children, young people or families?
3	Painting	It's fantastic
3	We really enjoyed the bracelet making	I will change absolutely nothing the place and the staff are amazing
3	Drawing	More drawing
3	Printing	Nothing
3	Painting	More painting
4	Colour	
4	I loved the painting! Mummy read the lion king! Can't believe how long we stayed.	
4	All	Toys & DIY toys - how to make doll or soft toys
5	Build with lego	It was perfect as it was.
5	Paint stencils	I wouldn't!
5	Making the flowers	Nothing at all. I think it is a great idea and the people were all very friendly.
5	Make flowers	Nothing it's amazing!
5	Making badges	Snacks
5	Cardboard art and the best playground	It's perect. Definitely recommend.
5	Painting	No
5	Designing paper people	
6	Badge making	More things to do
7	Lego	Lego Art
9	Make the insects and meet Robin the rabbit	
10	Lego and drawing	It needs more space. It's popular, more room = more people.
10	Art and Lego	Games

Age	What you're favourite thing to do here?	What would you add or change to make this space even better for other children, young people or families?
10	Making badges	Have more of them all over town!
10	Painting	DIY toys and origamy crafts
10	Everything	No
11	Painting	iPad to look up picture
11	Draw	
11	Animation/ drawing	Nothing, all great
11	The bookmarks and big wall	I think you should add a snack bar. I'd recommend because it's something to do if your bored.
12	Cardboard making area	More resources in the cardboard section like string and skewers.
13	Special place wooden art	
13	Making bracelets	I don't really mind because I loved it already
14	The patch designing of your favourite place.	Open longer, advertise the experience and extend out of Nottingham.
15	Colouring	Add more things for older kids



Summer Arts Pop Up Feedback

My name: _____ Today's date: _____

How old are you? _____

Please choose 3 words to describe your experience today: _____

How many stars would you give the Summer Arts Pop Up space and activities?

☆☆☆☆☆

What was your favourite thing to do here today?

Would you recommend this place to a friend? Do you think you'll come back?

What would you add or change to make this space even better for other children, young people and families?

Space to draw!



Children's comments

I loved my lego, Nolan

I love colouring because it was fun. My favourite place is Wollaton Hall, Amani

You can't watch TV too much because it will affect your eyes, this is better to go somewhere or play outside, or play on your room or out to somewhere. Better than TV! Age 5.

i like to do gymnastics and writing 'cause their my favourite things to do. My favourite place in Nottingham is my house.

I like this better than the beach.

That was the most fun ever!

I had fun playing with my shaker.

I've enjoyed it, it's been good. I've read a book, done a circle, a rainbow and a painting and a hand print.

Thank you for a lovely time, love Lily aged 4

Thank you we had a great time, from Alice

Loved it all! Molly, aged 5

This is amazing. Imani, aged 6

I loved the lego area.

I was here 4 times and we got a certificate and I made a sparkley bracelet.

We had a great time drawing and learning about things, from Jola

Thank you. We had a lovely time, Sofeen and Musa

I really like the crafting!

This was so fun. I got to do loads of things! from Celeste.

Enjoyed and had lots of fun activities. Recommended.

We had the best time making the salt dough and playing with the lego. Amanda and Charles

We had so much fun! I lovit from Amelia

We had the best time. Thank you from Sofia

Amazing, lots of fun

Thank you for letting me play with the lego

I liked the cardboard boxes

I had lots of fun, thank you!

Staff are really good at crafts, I could of spent hours in here. Eva z

Thank you for letting me come

Thank you from Sophie and Holly We loved making friendship bracelets!

I like this place!

I loved the butifly dancing

The crafts were very fun and entertaining.

I want to come back.

It was a lovely experience that you can enjoy. Staff are lovely, Grayson, age 8.

Quotes taken from the Comments Book

Parent comments

That was real fun. I am grateful for the joy you've made for us. Katy

Gentle, relaxing, accessible

Enjoyment, Instant, Take home

Lovely intuitive moments where young people explored potential of process

Loved carnival crowns. 'brought back childhood memories making the paper flowers made her feel warm and fuzzy'.

Lots to do. Lots of fun. We loved making badges and will be back!

My older daughter is 7, younger is 3. My eldest still wants to do everything my youngest does and is still so engaged in play and creativity. So I'm so glad this is here so she has the opportunity to do and try out everything, even if it's for younger children, because that's what she still enjoys. She's in year 2 now and everything she does is so academic now, she never gets the opportunity to just play. She comes straight home to get her dolls out. More creative play needs to be available, just like this Pop-up.

Such a lovely idea for all the children in Nottingham. We have had an amazing time and we will be back next week. The staff have gone above and beyond and really encouraged my little girl to be creative. Thank you!

Thank you for providing such brilliant activities for children during their holiday.

We had a great time, really liked the paint sticks and the initiative of a wall with children's ideas of a good city. Hope this can be replicated along the year.



What a super event. We love having activities close by and feel lucky to live in such a creative city. Thank you!

Really appreciate the work that you do. Keep doing this initiative. My nephew really enjoyed here.

Excellent ideas and very helpful staffs. Appreciate your work, Thank you for making us feel free and enjoyable.

Such a special, creative space. You are all wonderful (Molly's mum)

This is a fantastic idea! love an art teacher #moreopportunities

This was such a good event today! Lots of amazing and creative activities to do! I know my 7 year old daughter had a blast. Thank you!

Great experience for kids - should do more often.



Great place. Lovely staff. Excellent place for kids of all ages to come and enjoy themselves. Maxine and Noah

Brilliant few hours spent here. Staff were really lovely and engaging. All the activities were brilliant. Lots of variety to explore and be curious. I came with my 8 and 12 year old and they both loved it! Quality time together off screens. Perfect.

This is a lovely place to bring your children with plenty of activities. It was a lovely experience. Joy and Archie

A great creative session for our children to explore. Very interactive, our two children 2 and 5 especially enjoyed the cardboard crafts. We would recommend and come again! Thank you

Thank you Sarah, Cathy and the lovely team. Seph (7) and Zayn (5). Long may it continue.

“A fantastic safe place for children of all ages to access! As an early years practitioner and parent it was lovely to find so much available. I loved being able to talk about the rights of a child with my children. All children need educating about the rights of a child. They are our future and need protecting.”

Quotes taken from the Comments Book

Parents feedback continued...

It was amazing! Such engaging staff and brilliant creative ideas.

Thank you! We had a lovely time making our beach scene sticker.
From Ava and Mummy

Great space for kids. We had a lovely time :) Thank you

Great space for my autistic 18 year old daughter to relax and have fun. Thank you. Tracey and Kacey

Thank you for the amazing inclusive experience.

Amazing show. We all really enjoyed it.

A great idea for the benefit of the children. Enjoyable experience. Thanks

Really interesting and inspiring and engaging. Many thanks



Thank you we enjoyed it so much, I wish we could be here tomorrow too!

Olivia likes this place, the crown and soft playground, drawing and painting picture, she loves the house.

Really good idea. More of this and thanks

A great idea for the benefit of the children. Enjoyable experience. Thanks



Reflections on our Impact

For individual and partner organisations

The experience of creating and running the Summer Arts Pop Up, for ChalleNGe staff, our Youth Board (Connecting Notts), Young Creatives Nottingham and the partners who helped develop the ideas and run activities was immensely positive. Coming together to make our shared vision a reality was rewarding for all involved. Seeing what could be achieved with the support of arts organisations, creative practitioners, young creatives and volunteers felt inspiring and provided an opportunity to deepen networks and connections across the ChalleNGe partnership.

For young creatives

Individual young creatives had opportunities to devise and run workshops for families for the first time, gaining valuable experience for their early creative careers and professional development. The informal mentorship and encouragement received from the wider team, boosted their confidence and facilitation skills.

More established young creatives and YCA alumni also delivered weekly Creative Futures sessions, when the Pop up was closed to families (Wed evenings). These opportunities were delivered thanks to a Young Creatives Nottingham Arts Council project grant; sharing skills and experience in Puppet Making, Writing, Photography and Dance. They brought together members of Connecting Notts and were also promoted through the Young Creatives Nottingham mailing lists - leading to a newly established 'Young Creatives Network' for Nottingham.

Visitors expressed their surprise and delight at the quality and standard of the work on display in the Young Creatives Exhibition,

For children and parents

The Pop up was driven by a set of values that sought to listen and respond to children's experience and adapt the space and activities accordingly. As Child Friendly City Champions, we seek to amplify youth voices in co-created projects. Through this summer programme, children could make their own creative choices, and the encouragement for parents to create alongside and with their children felt special and unique for many.

The mixture of some fixed activities (lego/ cardboard construction/the reading den) and changing daily artist-led activities encouraged parents to come back and try something new the next time they visited. There was a higher proportion of returning families than we had originally anticipated, with some families coming on multiple occasions and really valuing the space during the long summer holidays.

'Such a lovely idea for all the children in Nottingham. We had an amazing time and we will be back next week. The staff have gone above and beyond and really encouraged my little girl to be creative.'



In the final two weeks, we realised that this idea of a family arts club, with so many returning families, meant we could develop a deeper connection to families and ask for more in-depth feedback about their engagement with arts and cultural opportunities in the city that could feed into ChalleNGe's wider work.

When asked what they'd like to see more of for children and young people, one parent wrote:

“Creative animation. My son has clearly benefitted from Trevor Woolery's tuition/guidance and input re practical tasks, animation/film making and an appropriate career pathway.

I'd like to see a regular drop in centre, that promotes arts, crafts, media/animation that would benefit my son, that enables and empowers his creativity. We've been to 3 sessions – project ending next week. I'd like my son to be able to continue with his interest and consider the project a valuable resource. I hope we could be informed of further project developments.”



Parents and grandparents got involved and saw their children do certain activities for the first time. At our de-briefs at the end of each day, we would share anecdotes about the kinds of encouragement parents sometimes needed to relax and get creative themselves. One of the joys within the space, was when children who didn't know each other would show each other around and help others with materials or describe an activity.

People valued the unhurried time and space, the sense of choice and child-led play.



Home.

BA Illustration's Course Leader Ellie Wild from Nottingham Trent University has collaborated with Arts Education Coordinator Martha Toogood from Nottingham Schools Trust (NST) to celebrate creativity in our city primary schools. This exhibition seeks to fuel creative partnerships across the city and inspire young people to engage with creative expression. The theme of the exhibition concentrates on the idea of home and what this means to each pupil. 960 children are represented in the show from 16 primary schools across Nottingham city. Each child has produced a small birdhouse, where they have experimented with printmaking techniques to express what home means to them.

With thanks to the teachers and pupils from NST Schools:
Crabtree Primary, Dovecote Primary, Fernwood Primary, Forest Fields Primary, Gladehill Primary, Greenfields Primary, Haydn Primary, Heathfield Primary and Nursery, Hempshill Primary, Mellers Primary, Mellbury Primary, Rise Park Primary, Robin Hood primary, Seely Primary, SouthWold Primary and Early years Centre, Walterhalls Primary + Early Years

NTU BA Illustration students:
Amelia Chardon, AJ Barke, Maddy Horrigan, Wing Yi Ban, Beth Wainwright

NST Arts Education Coordinator: Martha Toogood
Course Leader BA Illustration: Ellie Wild
ChalleNGe: Cathy Mahmood + Sarah Manton
Emily Humphries (NST)
Stephanie Weston-Smith (NTU)

nst Nottingham Schools Trust
challeNGe Nottingham's Cultural Education Partnership
NTU Nottingham School of Art & Design

The Home exhibition was displayed in the Pop up space!

Facilitators feedback

“It was an enriching and enabling experience that has affirmed my belief in the power of arts education.

Not only was a space provided for children’s entertainment and wellbeing during the school break, but also a space for children to play, learn, experiment and create. These spaces are becoming ever more important as we see the diminishment of the arts in schools curriculum. The opportunity for children to explore and normalise ‘imperfection’ is crucial to their development, and working with the children over the summer and seeing the direct positive impact it has had for both the children and parents was a rewarding, warming one.

As an individual the Pop Up has been a further opportunity to interact with members of the community in Nottingham and a joyful experience that has connected me with many arts organisations too, it is always a pleasure to be part of such an important initiative.

I believe the Pop Up has been a HUGE success, with many families querying whether it will be returning next summer.. which I hope it does (in whatever capacity that is!).“

Kate Lawrence
Artist facilitator and Connecting Notts member



“This place is pure joy... There are activities that suit all needs, all abilities, and ages depending on how you choose to engage with the space. It changes around and never gets boring, becoming a new space every day. Children have the freedom to be creative, to mix up Lego pieces, to paint, to chop up cardboard and make something, to improvise, to try things out, to work together.

It has been very inspiring to watch kids learn in this way and to see and hear their thoughts come out in creations.”
Heather Hodgkinson, Artist Facilitator

Why was it valuable, what impact did it have?

“Expanded skills, people skills, time management skills. It was a great opportunity”.
Ethan Marle, YCN filmmaker

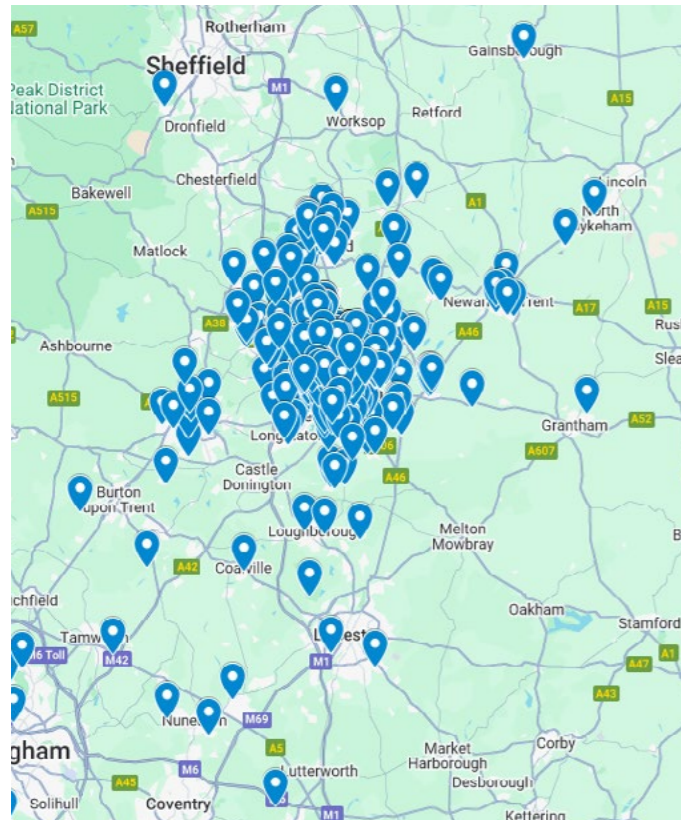
“It was a great opportunity for me to be inspired, network and be creative! It opened my eyes to the opportunities in Notts.”
Esther McKenzie, YCN Writer

“Amazing network opportunities, making artist connections, seeing an artistic vision come to life, seeing local people of all ages interact with the workshops.”
Katherine Monk-Watts, YCN Writer/facilitator

It widened the (City of Lit) Board’s reach and we recruited 3 new people to the Board. We also did some lovely artwork with young children which we wouldn’t have done otherwise.
Annie Cross, City of Literature Youth Board

“In order to fully support and engage the kids it pushed me to be creative and playful in a way I hadn’t been for ages!
Fred Baker, Youth Board, Nottingham Playhouse & Connecting Notts member

Findings from Attendance data



Postcode maps

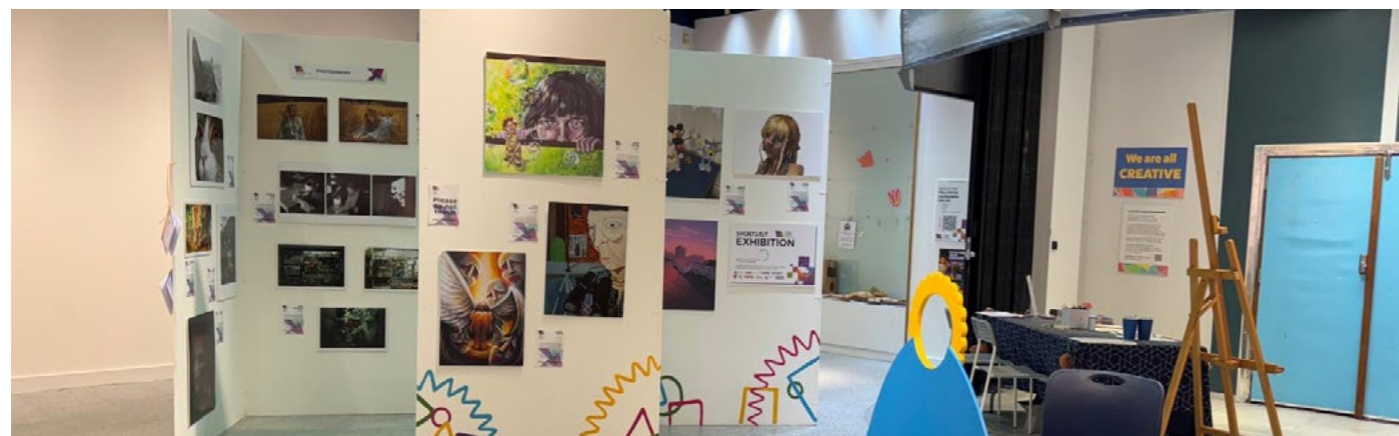
We mapped the postcodes provided by visitors and participants (at the Welcome desk in our attendance book) onto googlemaps to see the spread of attendance locally.

The map shows a good spread across the city, including visits from further afield coming to Nottingham for the day and joining in.

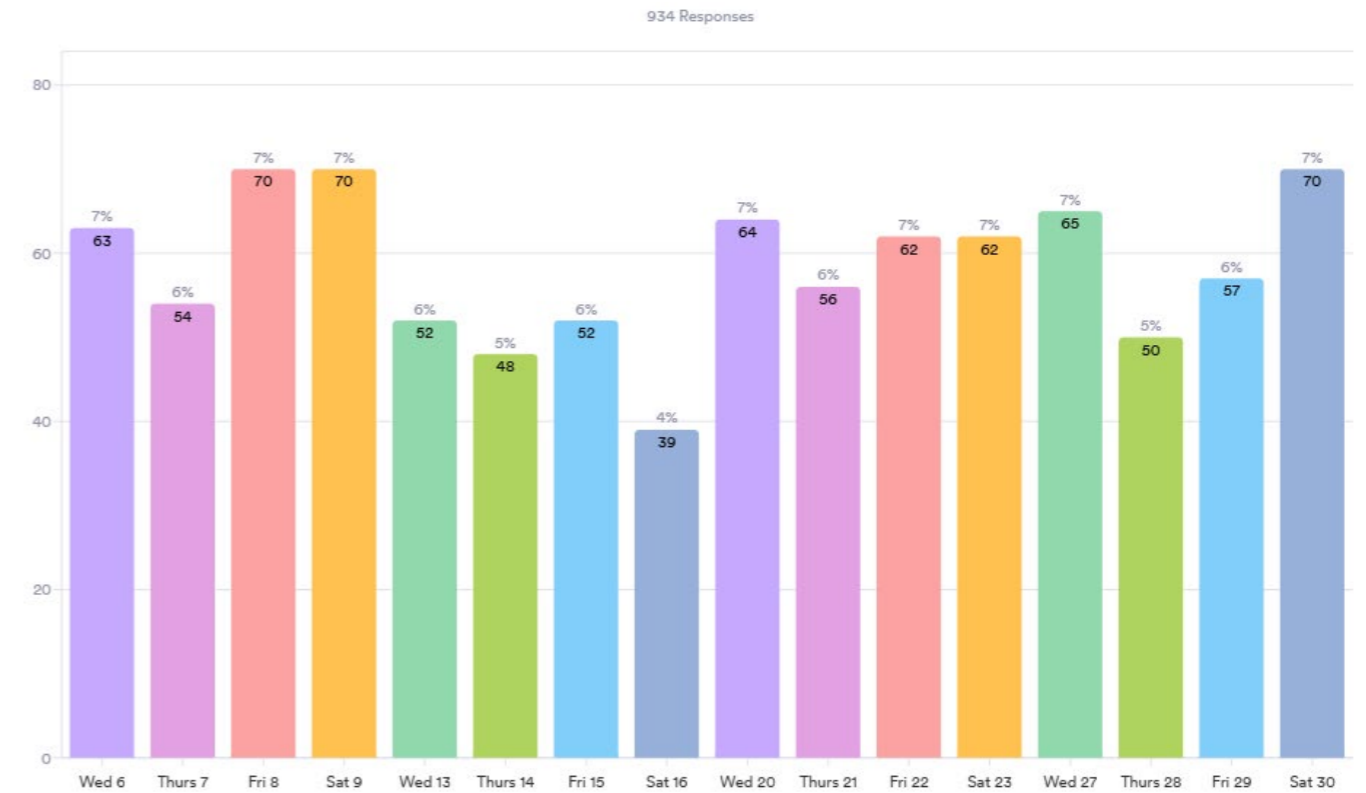


The location of the Pop Up, within the Victoria Centre, upper Mall, was ideal to engage families who may not usually seek out arts activities within gallery settings.

We were able to give them the It's in Nottingham Robin Hood trail maps, signposting them to other venues in the city and encourage repeat visits to the Pop up during the Summer holidays.



Attendance over the 4 weeks of August



Number of families attending per day.

Our regular Pop up opening times were: Wednesday to Saturday, from 11am - 3pm (4 hours, 4 days a week, for 4 weeks). In total, there were 934 families/groups that signed in via the attendance book over this period. The first week was the busiest week, with 257 families joining us.

- Week 1: 257 families
- Week 2: 191 families
- Week 3: 244 families
- Week 4: 242 families.

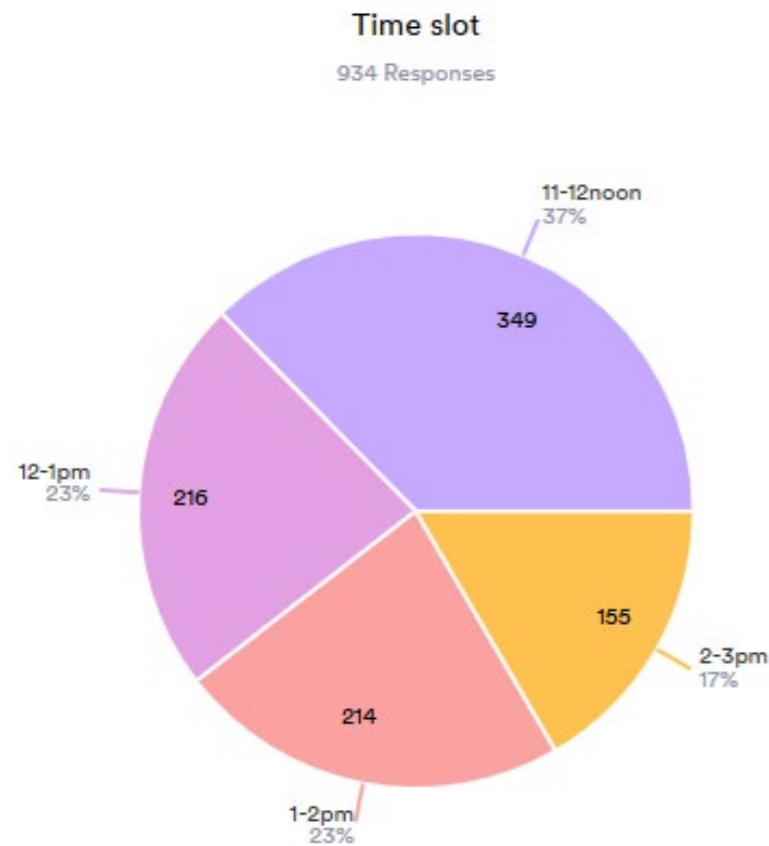
**1214 Adults, 1448 children
= 2662 people**



We opened for an extra day on Tues 26th August for two performances of the Magical Major Oak with **Nottingham Playhouse** - which was a fabulous opportunity to invite the public and our Family Art Explorers (involved in another ChalleNGe summer project with weekly visits to different art venues - Nottingham Playhouse, Nottingham Contemporary, National Justice Museum, Theatre Royal and Concert Hall and Lakeside Arts) - to experience live theatre for under 7s.

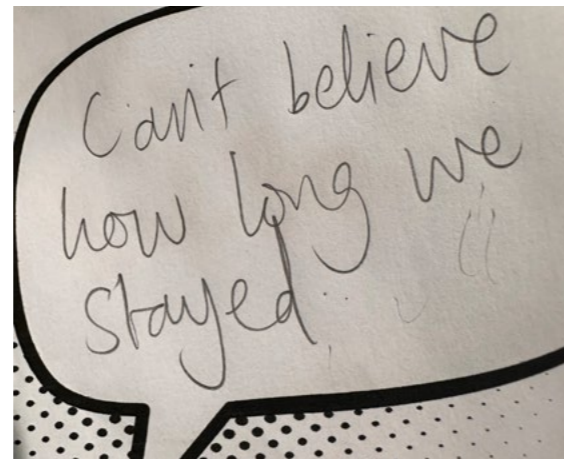
61 people attended these 2 performances.

Busiest timeslots...



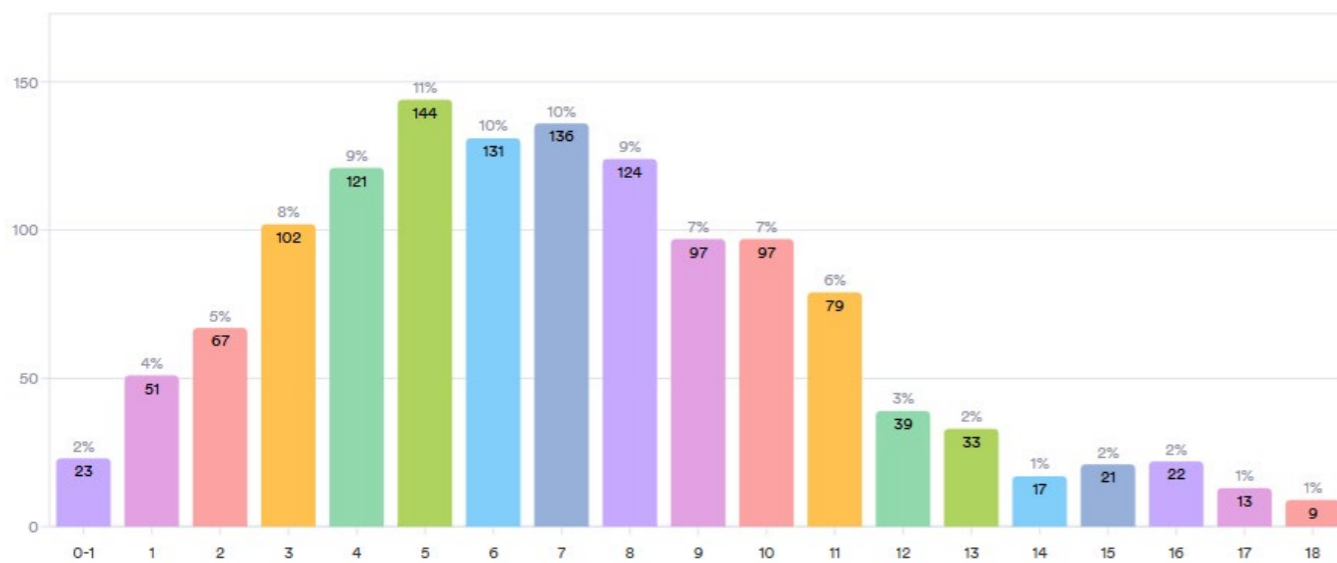
We had a steady flow of participants and visitors between 11am - 3pm; with a morning arrival being popular for many.

Although there were a few occasions where the space felt very busy, the range of activities and sense of space allowed us to keep Rooms 1 and 2 safe and welcoming - and we did not have to turn any families away.



Ages of children attending

Ages of children
1326 Responses - 155 Empty



This graph shows the spread of ages of participants from 0-18 yr for the regular opening hours, 11am-3pm. It shows that we were most successful in reaching 4-10 year olds.



Factors to remember for next year regarding what worked and what children and families have said they want to see!

Recommendations for future

- **Lead artist role (Sarah Manton)** was integral to the overall success of the Pop Up - re: look and feel of the space, planning and programming of workshops and induction of facilitators.
- **Keep a strong connection between ChalleNGe, Connecting Notts and Young Creatives Nottingham** - inviting Young Creatives as workshop leaders to share their practice with families and each other - building confidence and supportive networks for those involved.
- **ChalleNGe partners involvement is important** - sharing resources, offering workshops and collaborating to enhance the offer and bring variety to the programme, plus signposting to regular activity.
- **More induction for facilitators** and workshop leaders prior to opening - sharing approaches and skill sharing. Connected to Creative Taskforce training.
- **De-brief at the end of each day** was invaluable to share tips on engagement and learn from each others experience.
- **Develop a more sophisticated booking-in system**, that logs families so that we can better track return visitors, and enhance children's sense of belonging to the space. Potential to develop a **'Creative Families Card'**; while remaining Drop-In.
- **Create a Parents pack** - with ChalleNGe arts partner information from galleries, museums, theatres etc that could strengthen signposting after a Pop-up experience and link to the Family Arts Explorers programme. Align with other city initiatives and summer programmes.
- **Storage space** was excellent and much needed!
- **Footfall and participation** - Having a volunteer or facilitator outside the space to encourage visitors inside made a big difference.
- **Keep it free and drop in** - relaxed, friendly, creative space open to all ages. Consideration of quiet space, teens area, early years materials, collaborative walls, displaying work over the weeks, the welcome, safety and fun!

Creative Practitioners



There were 25 paid practitioners via ChalleNGe:

Lead Artist & Duty Managers

Sarah Manton & Terry Skene
Cathy Mahmood

Artists and Facilitators:

Amelia Chardon
Catherine Gittens
Fred Baker
Heather Hodgkinson
Heidi Shewell-Cooper
Kate Lawrence
Katie Rayson
Lianna Basdeo
Lucy Davies
Nicola Curzon
Rachel Mabbott
Sara Mahmood
Toby Birks
Zoe Ambrose

Additional Artists

Sue Mallender, Louise and Ray from Nottingham City Museums & Galleries
Elaine Winter
Jane Stockley
Trevor Woolery, Create Animate
Craig, Dizzy Ink
Sophie Thorpe, Tom Dale Dance
Clare Taylor, Bus and Bird

Partner Organisations

Caroline Rowlands, **Nonsuch**; Catriona Kelly and Megan Shore, **Ignite!**
Becky Cullen, **WRAP, NTU**; Youth Board **UNESCO City of Literature**,
Nottingham City Museums & Galleries; **National Literacy Trust**;
Nottingham Playhouse; **Rick Hall, Nottingham Games**; **Young Creatives Nottingham**

There were 13 paid practitioners via Young Creatives Nottingham:

YCN workshop leaders:

Nikki Charlesworth
Jamal Sterret
Andrew Tucker Leavis
Luke Brennan
Katherine Monk Watts
Tin Yu Chow
Isobelle Farrar
Amandine Lucas

YCN Videographer: Ethan Marle

YCN Photographers:

Louis Levers
Sofia Bell

YCN Writers:

Georgia Hamblett
Esther MacKenzie

Volunteers:

Amy Wilson
Dana Ilinca
Hana Ragaii
Jane Leigh



“The Summer Arts Pop Up was one of the best organised and friendly spaces which left me feeling - why aren't all events run like this?!”

So fabulous to see families working and playfully being creative together in a nurturing and calm space. Thank you everyone who made this possible, it's a joy!” **Elaine Winter, Artist**

“It's important that families have free access to arts and culture in a safe, creative and supported environment. Impact - extremely positive and inspiring!”
Cationa Kelly, Ignite!



Other documents available to support similar project planning:

- Handbook for Artists, Facilitators and Volunteers
- Risk Assessment
- Floor plan
- Method Statement
- Reflective summary sheet (team meetings)
- Children's Feedback form
- Creative Families / Parent feedback form

Contact:

Cathy Mahmood
ChalleNGe Manager
07808 165209
cathy@challengenottingham.co.uk

www.challengenottingham.co.uk

Thank you to everyone who took part!

This project was funded by Arts Council England, as part of ChalleNGe's 3 yr programme, Child Friendly Creative City, and a Young Creatives Nottingham project grant. Many thanks to Victoria Centre for providing space in-kind.

ChalleNGe, Nottingham's Cultural Education Partnership, is hosted and supported by Nottingham Trent University.

