

**CREATIVE
& CONNEX**
IMPACT
REPORT
2020-2021



INDEX OF CONTENTS



1 Welcome

2 Meet The Team

3 Community Engagement

4 & 5 Our Highlights

6 Digital Marketing and Engagement

7 Let's Connex: Our WECA Investment

8 & 9 Our Projects & Goals for 2022

10 Our Impacts

11 Acknowledgements



INTRODUCTION

We are pleased to present our 2020-21 Creative Connex Impact Report. Over the last eighteen months we have delivered several inspirational projects.

We have grown our community consultancy in challenging social times by creatively turning ideas into action, expanding our dynamic team.

We have delivered over 40 projects and initiatives since our relaunch and name change in October 2020. These achievements demonstrate what we can do to support underserved communities and individuals with our partners and supporters.

UWE Bristol Windrush Generations Project • Black Seeds Network • WECA Creative Investment Grant • Our Newsletter and Information Sharing • Bristol City Council Green Environmentalists Films • Paper Nations Writing Project Bath Spa University • Diversity Trust Associate and Consultancy on Race and Equalities issues • SARI, Stand Against Racism and Inclusion Consultant on Race and Equalities issues • Off The Record Diversity, Inclusion and Race Awareness Training • Plan To Action film-making project for new diverse filmmakers • Black and Green Report for Ujima Radio and Bristol Green Capital Partnership • University of Bristol – Everyday Integration Project and Cabot Institute • Local Schools and Community Projects • Film Bath Festival and Support • Bristol Ideas 'Opening Up The Magic Box' Essay on 100 years of films • Fulbright International Programme with University of Bristol and Building Bridges • The Legacy Commission • The Architect Centre • Bristol Museums • The Elected Mayor of Bristol's Office • Lord Mayor of Bristol's Office • Come The Revolution • Bristol Old Vic • Arnolfini • Watershed Bristol • South Gloucestershire Race Equality Network • Windrush Caribbean Carnival Festival • Local Learning Audio Project • One Bristol Curriculum • UWE Bristol community engagement and student initiatives • South Gloucestershire Council • Keep The Beat • Vocalise • Malcolm X Elders • Creative Power Town • lowernine.org • Care International • Gaining Private Donor Investments • Student and Community Mentoring • Business Coaching and Improved Business Development • Bristol 24/7 • Lynn Barlow

The Sustainable Place, Central London.



MEET THE TEAM



Millie Wood-
Downie



Roger Griffith MBE



Benjamin James



Gnisha Bevan



Anna Mundy-Ostergaard



Chloe Smith

COMMUNITY ENGAGEMENT

OUR CORE VALUES



OUR PARTNERSHIPS

ARNOLFINI

**WEST OF
ENGLAND**
Combined Authority



THE REBEL
WITH A CAUSE



BLACK SEEDS NETWORK



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



University of
BRISTOL



**paper
nations**



The
Diversity Trust
Influencing Social Change



**UWE
Bristol** | University
of the
West of
England



OUR PURPOSE

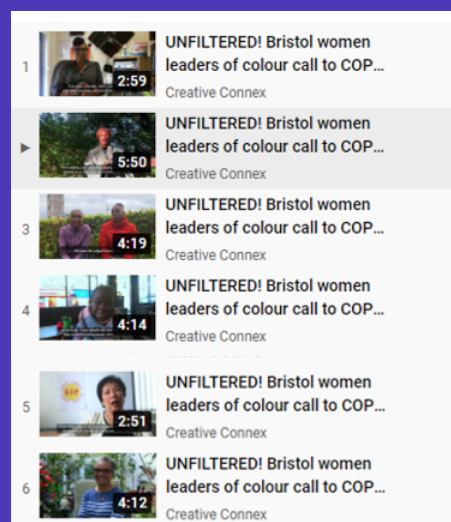
Our goal is to support those organisations in the incredible work they do. Whether this is through creating resources, connecting with the relevant resources or partnering with other organisations, we want to ensure that we can provide a platform for growth.



OUR HIGHLIGHTS

1 Women Leaders of Colour speak to COP26 as Black Seeds Network

As world leaders gathered for COP26 Gnisha was commissioned by Care International and Action Aid to work with the team producing several films featuring Black and Asian Women Leaders to tell their message in their own words on the impact of environmentalism in the community through our #Unfiltered film project. The films are now available on our YouTube channel. https://www.youtube.com/channel/UCCh_jKgkF5jEzwTsulSkw0A/videos?view=0



2 UWE Bristol Windrush Generations Project

Our project with UWE Bristol continues to highlight the contribution of the Windrush generation. We worked with students, community members and leaders to create a series of student films, online lectures, poetry from local artists and a range of resources. On Windrush Day 22nd June we held a day celebratory lunch for our Caribbean elders at the UWE Bristol Bower Ashton campus. The Lord of Mayor of Bristol, Councillor Cleo Lake and poet and activist Lawrence Hoo also attended and entertained them. <https://www.uwe.ac.uk/business/community-engagement/windrush-generations> The team - all UWE alumni - also work to champion student and community engagement initiatives.



3 Visit of Caribbean Elders to Sir Frank Bowling Exhibition @ Arnolfini



In September 2021, we took over thirty Caribbean elders to view the exhibition by renowned Caribbean artist, Sir Frank Bowling. We worked with local community-based arts organisation No Bindings and local artist Christelle Pellecuer in partnership with the Arnolfini and UWE Bristol. Community members from Malcolm X Elders Forum, Golden Agers and Evergreen groups supported by Dhek Bhal toured the galleries with curators. The elders enjoyed their day during lunch many said it was the first time they had visited the Arnolfini despite living in Bristol for several years. <https://creativeconnex.org/2021/12/28/caribbean-elders-visit-the-land-of-many-waters-exhibition/>

OUR HIGHLIGHTS



4 Public Speaking & Training and Development

Roger is regularly invited to speak at corporate conferences, senior leadership meetings and for local communities. He is also a trainer and associate consultant on race equality and diversity, equity & inclusion issues for Diversity Trust and SARI.



5 Paper Nations

Paper Nations is a creative writing incubator supported by Bath Spa University and Arts Council England led by Professor Bambo Soyinka. Their vision is an inclusive literary ecology where industry, education, and arts support diverse writers. We assisted in their aim to map the writing landscape. Roger chaired their governance group and contributed to several online literary events whilst Millie identified and mapped out several diverse writing groups in the South-West for future working. <http://papernations.org/>



6 Local Learning Project work with Cabot and St. Barnabas Schools

We supported the work of Ruth Myers and her Local Learning project in schools and local communities. We produced a podcast featuring interviews by school-children on gentrification in St Pauls which included the former studios of Ujima Radio now converted to flats and where sculptor Jo Lathwood had an installation on the walls of the building. Roger contributed an essay to Bristol Ideas 'Opening up the Magic Box' celebrating Bristol's film-making past. Anna and Roger visited Cabot school where Roger was interviewed by the school-children and shared his love of cinema.



7 South Gloucester Race Equality Network - SGREN

We continue to support SGREN in promoting race equality in South Gloucestershire and helped them deliver an end of year celebration event for the community featuring performances from Urban Word Collective. We also assisted them to secure funding, create content for their social media and help with events for 2022.

DIGITAL MARKETING

& ENGAGEMENT

Newsletter Engagement

1672

Subscribers

33

Newsletters since January
2020

350

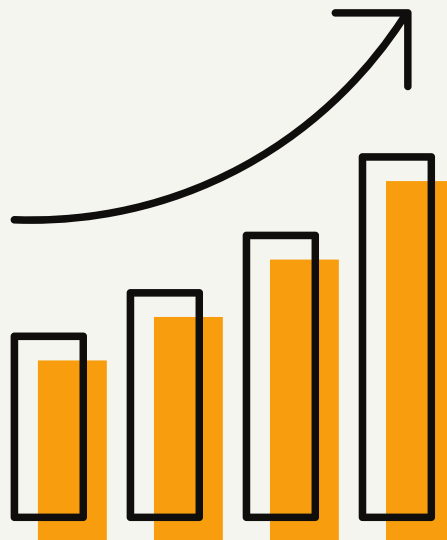
Readers per newsletter on
average

As a result of increased funding, Creative Connex have expanded the team. Social Media Manager, Chloe Smith, has been working to grow Creative Connex's social media presence on Facebook and Instagram. Since Chloe joined the team, we have seen an enormous leap in online interaction from all over the world. Expanding our online presence will help to broadcast the work we do in partnership with incredible organisations, as well as alerting others to our service.

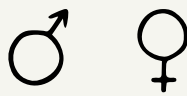
facebook

110.2% increase in Facebook reach
from September 2021- January 2022

Our Facebook page has reached
international levels with our posts
reaching Australia, the US and India.



Facebook
Audience:



41.3% 58.7%

INSTAGRAM

+13.6%

Follower growth between
Oct 2021 - Jan 2022

+822%

Increase in accounts
engaged between Oct 21 -
Jan 22

+1,611%

Increase in accounts
reached between Oct 21-
Jan 22

WEBSITE INTERACTIONS

Website Visits in 2021



Countries Reached:

- UK
- United States
- Canada
- Netherlands
- Italy
- Finland
- India
- Ireland
- France
- Spain
- Germany
- Austria
- Uganda
- Romania
- China
- Pakistan
- Singapore
- Indonesia
- Sweden
- Czech Republic
- Australia
- Ukraine
- Russia
- Gambia
- Mexico
- Turkey
- United Arab Emirates
- Trinidad & Tobago
- Hong Kong
- Belgium
- Argentina

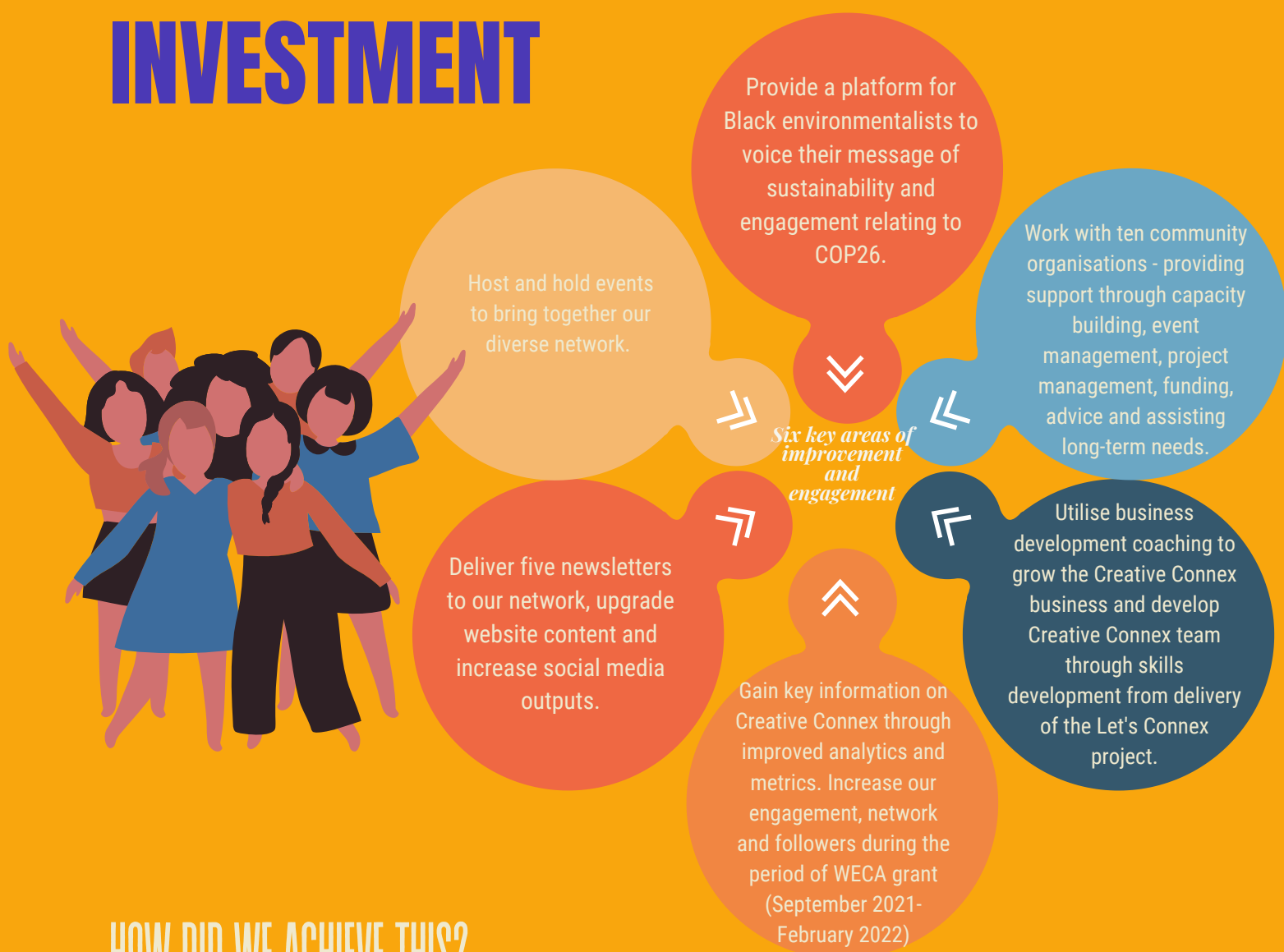
LET'S CONNEX

OUR



INVESTMENT

Following receipt of the WECA Creative Investment Grant, we delivered our Lets Connex project. We over-achieved on our stated aims by supporting ten community organisations delivering on our ambitions to be a leading community-consultancy and digital agency. We provided funding advice, event & project management and social media promotions via our digital agency. The organisations we supported included Keep the Beat (organ donation project), Creative Powertown, SGREN and Vocalise.



HOW DID WE ACHIEVE THIS?

- Improving communications to our growing audience providing 7 newsletters with updates of news, jobs and events, for diverse communities edited by Millie Wood-Downie
- Produced six videos of Black environmentalists on COP26 led by Gnisha Bevan
- Updated and improved our website, digital content and producing short films led by Benjamin James
- Improved internally how we manage our projects led by Anna Mundy-Ostergaard
- Held and hosted several events including a workshop Freelance for Beginners by Millie and launch of our Impact Report led by Anna
- Updated and improved social media content and output led by Chloe Smith
- Increased staff hours at living wage standards and employment of new members to join our team. We also engaged diverse freelancers in line with WECA guidelines



OUR PROJECTS AND GOALS FOR 2022

1

Windrush Citizenship and Compensation Initiative & Storify UWE Bristol Generations Project

We will continue our work to commemorate the Windrush Generation by showcasing the poetry, films and guest lectures from our project with UWE Bristol from students and community leaders. We will also collaborate with My Future My Choice to seek to gain citizenship and compensation for those that have suffered from the Windrush Scandal and their heritage project with local schools.

2

Black Seeds Network

We will continue our work to engage environmentalists of colour in our Black Seeds Network through projects, events, meet-ups and regular updates in partnership.



3

Black Writing Matters! Paper Nations, Bath Spa University, regional universities and communities

We'll be working to support this project which aims to become the number one network of support, advice, events, information and resources for Black writers/writers of colour in the South-West.

4

Seek Further Investment for Let's Connex Phase 2 to support community organisations

We will seek further investment to enable our team to provide bespoke consultancy services. These include event and project management, funding advice and producing digital content including short-film making and social media for grass-roots community organisations.

OUR PROJECTS AND GOALS

FOR 2022

5

Roger Griffith's American Odyssey in Black & White: A Retrospective 2007-2022

Roger's literary project features development of Roger's stage play, *Dreams Of My Fathers*, new writing performed for digital media and other literary projects. Roger will celebrate his work with audiences using themes of identity, race, history and social justice.

6

Legacy Projects - CEED Positive Action. Ujima Radio. Tom Morris, City Conversations

We have sifted through our archives and discovered great projects from the past! These include Roger's work as a positive action trainee and celebrating our work with Tom Morris of Bristol Old Vic before he leaves his Artistic Director role, which includes the City Conversations with Ujima Radio and Bristol Post.

7

High Sheriff of Bristol Alex Raikes Event

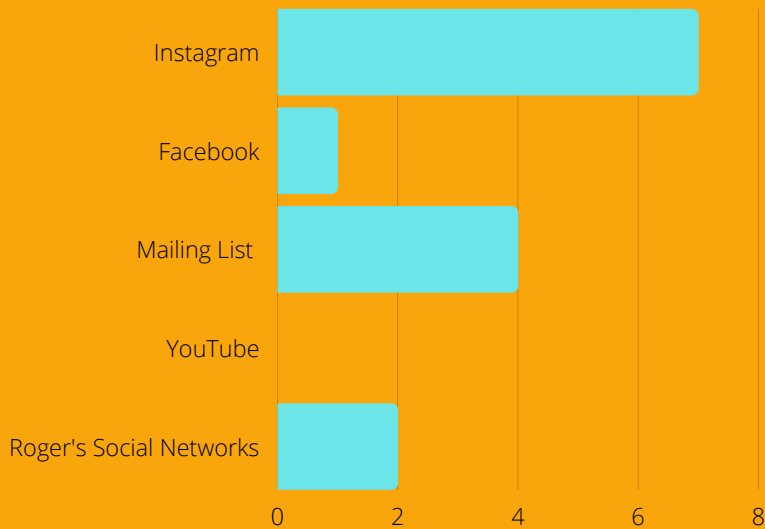
We congratulate our long-term friend and partner Alex Raikes. Director of SARI as she becomes the High Sheriff of Bristol in April. Our team will provide pro-bona support to champion her work within the community including her event to following her own journey through justice at the Wills Memorial Building on 23rd November.



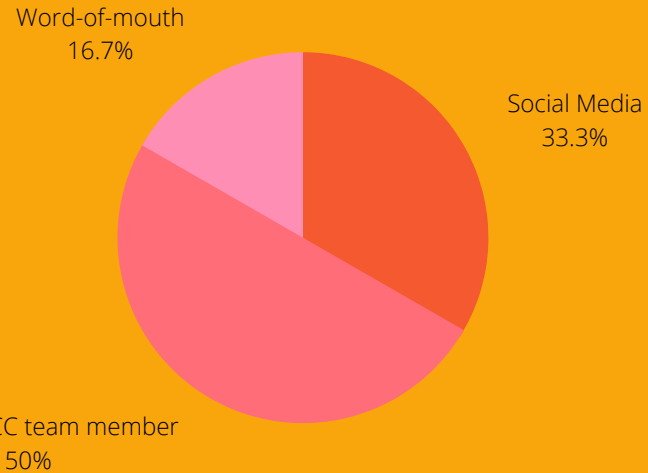
LET'S CONNEX OUR IMPACTS

As a part of our reflection process at Creative Connex, learning about our impacts is vital. We have asked our network to complete a small survey so we can see how our work impacts those that work with us.

How do you keep engaged with Creative Connex?



How did you find out about Creative Connex?



SOME COMMENTS FROM OUR NETWORK:

'All your projects and partnerships/ collaborations are really inspiring, I enjoy hearing/reading about them. A small team with a massive impact!'

'Great to hear about impact and all the amazing projects and opportunities provided for UWE students and beyond.'

'Creative Connex is a brilliant organisation! I really enjoy engaging with them over social media and sharing what they are getting up to with my followers. I can't wait to see what they get up to next!'

'Creative Connex is extremely inspirational and impactful! I find there are so many innovations the team are leading and am impressed with the way the team is always growing and leading.'

'It has helped The Rebel With A Cause CIC connect our #ujimakepthebeat project with other networks'



WE THANK YOU

FOR YOUR CONTINUED SUPPORT IN OUR PROJECTS



Creative Connex

www.creativeconnex.org

infocreativeconnex@gmail.com



@CreativeConnex



Creative Connex



Making connections
through partnership is
our mission and
ensuring diversity,
inclusion and equity
are at the heart of
everything we do. We
thank all the
organisations,
businesses,
universities, public
institutions and
individuals we have
worked with and for.

