



MAKE
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Project need

- Young people aren't well equipped to understand how Creative Arts jobs can be accessed
- Decline in students taking Creative Arts subjects at schools over the past decade
- Threat of Creative Arts subjects being cut in state schools as priority is given to core subjects and “academic” disciplines.
- University Centre Colchester – Musical Theatre and Acting courses
 - Musical Theatre HE course recently cut due to small class intakes
 - Mercury Theatre supporting students to perform at the theatre

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Make Happen's Creative Arts Project

Spring 2023



MERCURY

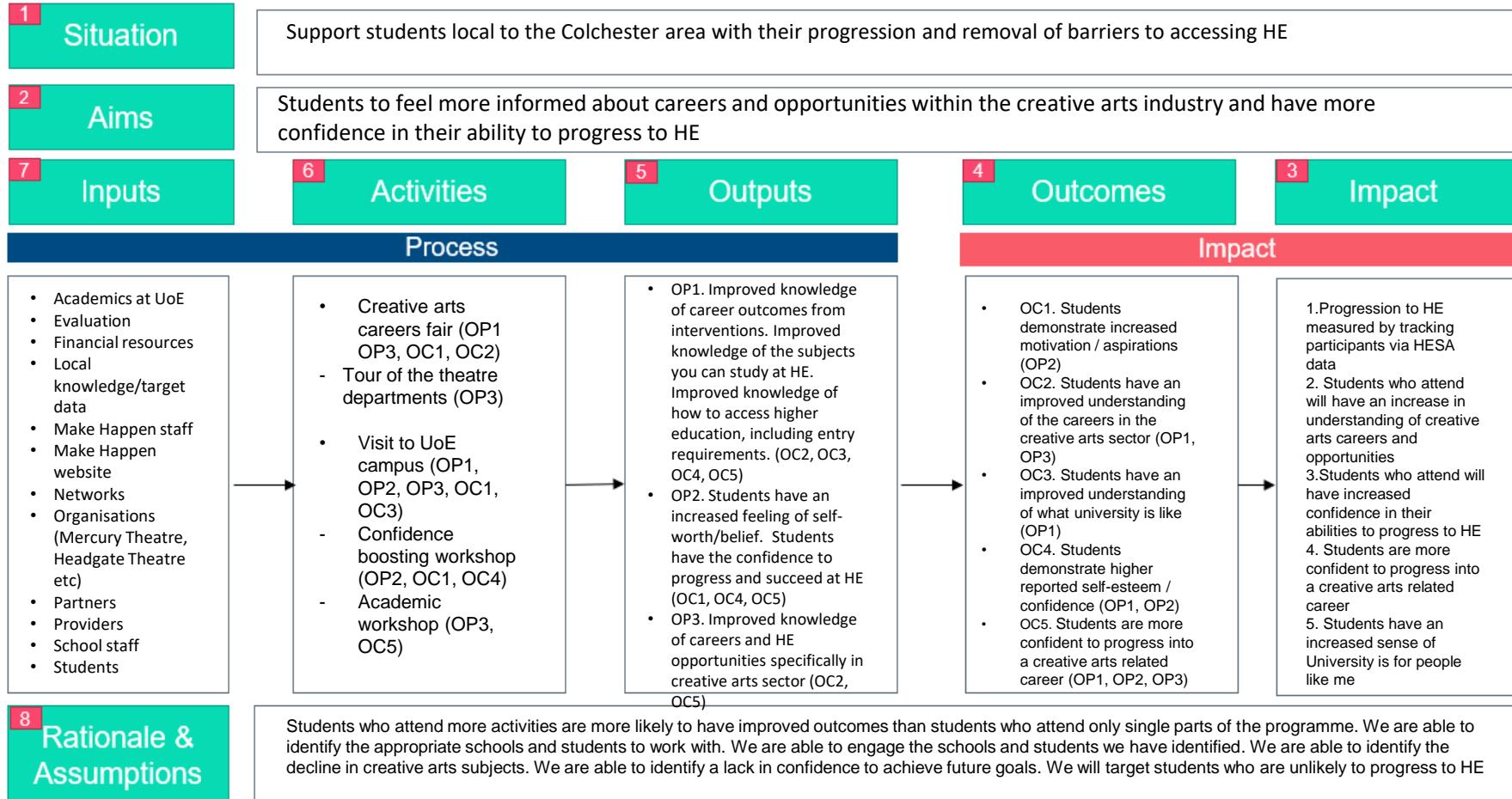
LAKESIDE
THEATRE



University of Essex

ofs Uni Connect
Programme

Theory of Change – Creative Arts project



Intended project outcomes & impact measures

- 1. Increase motivation/aspirations
- 2. Improved understanding of careers in the Creative Arts sector
- 3. Improved understanding of what university is like
- 4. Increase self-esteem/confidence
- 5. Increase confidence to progress to a Creative Arts related career

- **Compare responses through a bespoke pre and post event survey (short term)**
 - Confidence and self belief to achieve
 - Knowledge of HE and employment options in the Creative Arts
 - Attitude to HE
- **Track participants via HESA data (long term)**

Project Outline

- Developed by 6 staff members and 1 student intern
- 50 x Year 10 students from 4 local partner schools
- Students from Uni Connect postcodes were prioritised
- 2 x one day events created using insight from industry and NERUPI
- **Creative HE Discovery Day** – University of Essex, Colchester Campus Visit (Lakeside Theatre)
 - Wednesday 22 February
- **Creative Careers Fair** – hosted by Mercury Theatre
 - Monday 20 March

Project Video

- https://youtu.be/A_tkhhv2028

Creative HE Discovery Day – UoE/Lakeside Theatre

- Discover Creative Arts subjects at HE
- Interactive workshops led by professional theatre companies
- University campus tour
- Failure and resilience workshop
- Panel discussion with professionals/graduates in the industry and a current university student



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LAKESIDE
THEATRE

Creative HE Discovery Day – UoE/Lakeside Theatre



Mercury Theatre – Creative Careers Fair

- Discover Creative Arts Careers and work environments
- 45 mins tour of Mercury Theatre building
 - Met staff in costume, lighting, stage management, set design, marketing, Front of House, production
- 45 mins at Fair
 - Mercury staff
 - FEI's , HEI's and employers

MERCURY

Mercury Theatre – Creative Opportunities Fair – Exhibitor list

HEI

- University of Essex
- East 15 Acting School
- Anglia Ruskin University
- South Essex College
- University College Colchester
- Escape Studios

FEI

- Colchester Institute
- Evolution Foundation College
- Sixth Form College Colchester

Employers

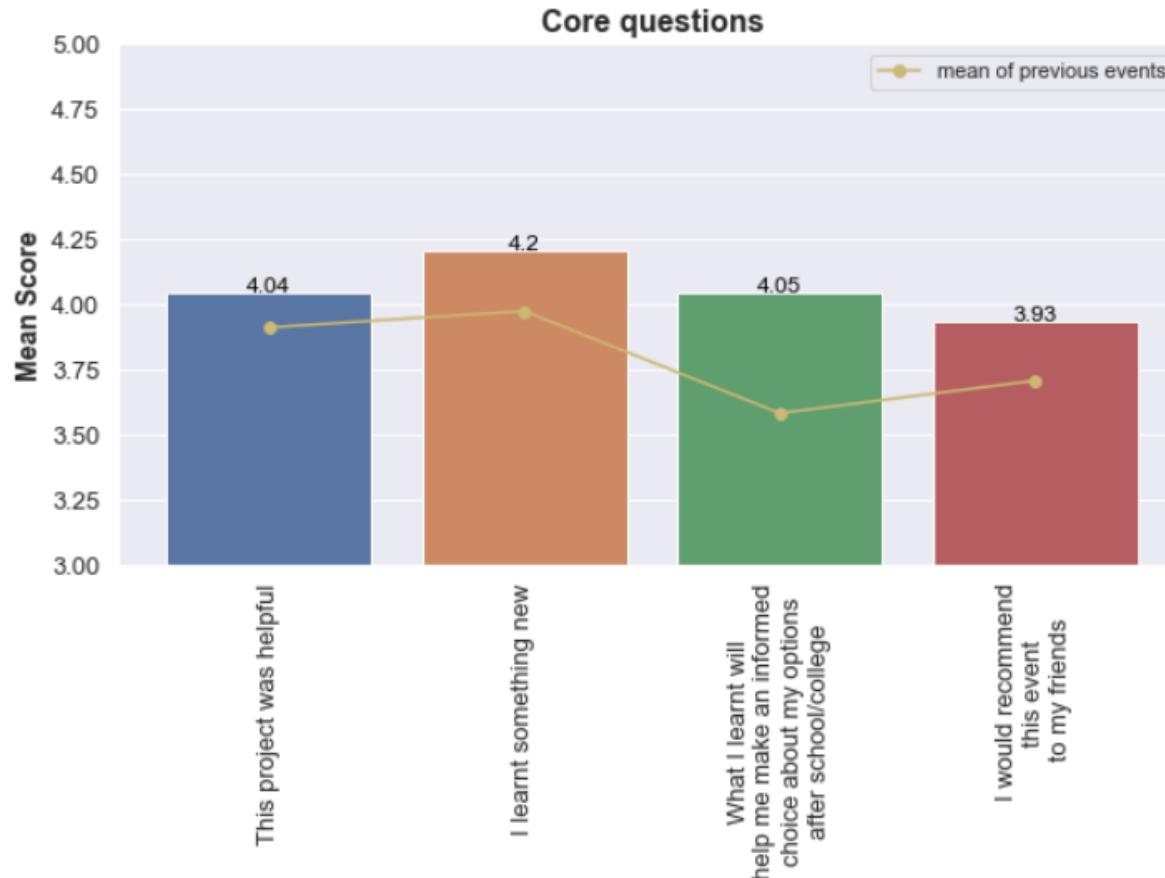
- Mercury Theatre
- New Vision Marketing
- Mad, Who? Theatre Company (UoE Alumni)
- Aion Theatre Company (UoE Alumni)

Mercury Theatre – Creative Careers Fair



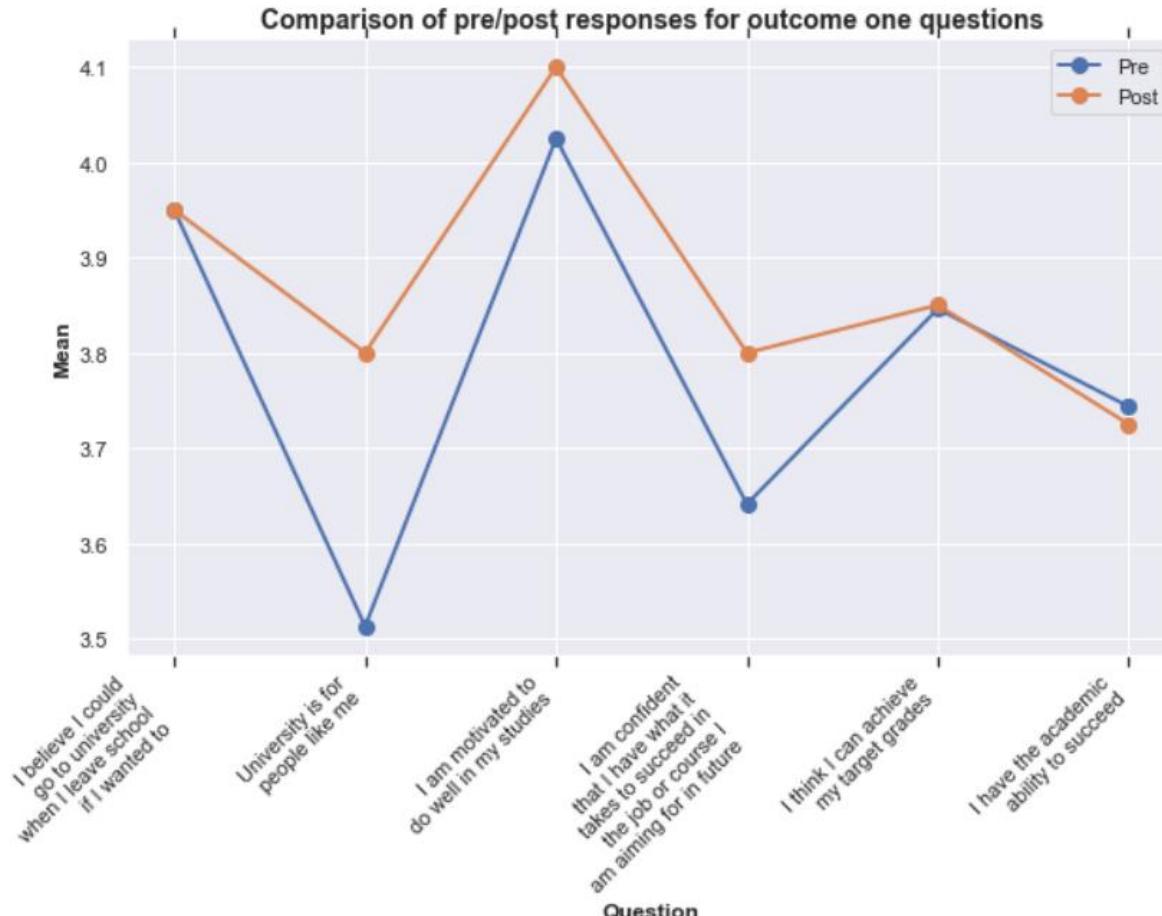
Project results

- Findings were very positive and pupils clearly enjoyed



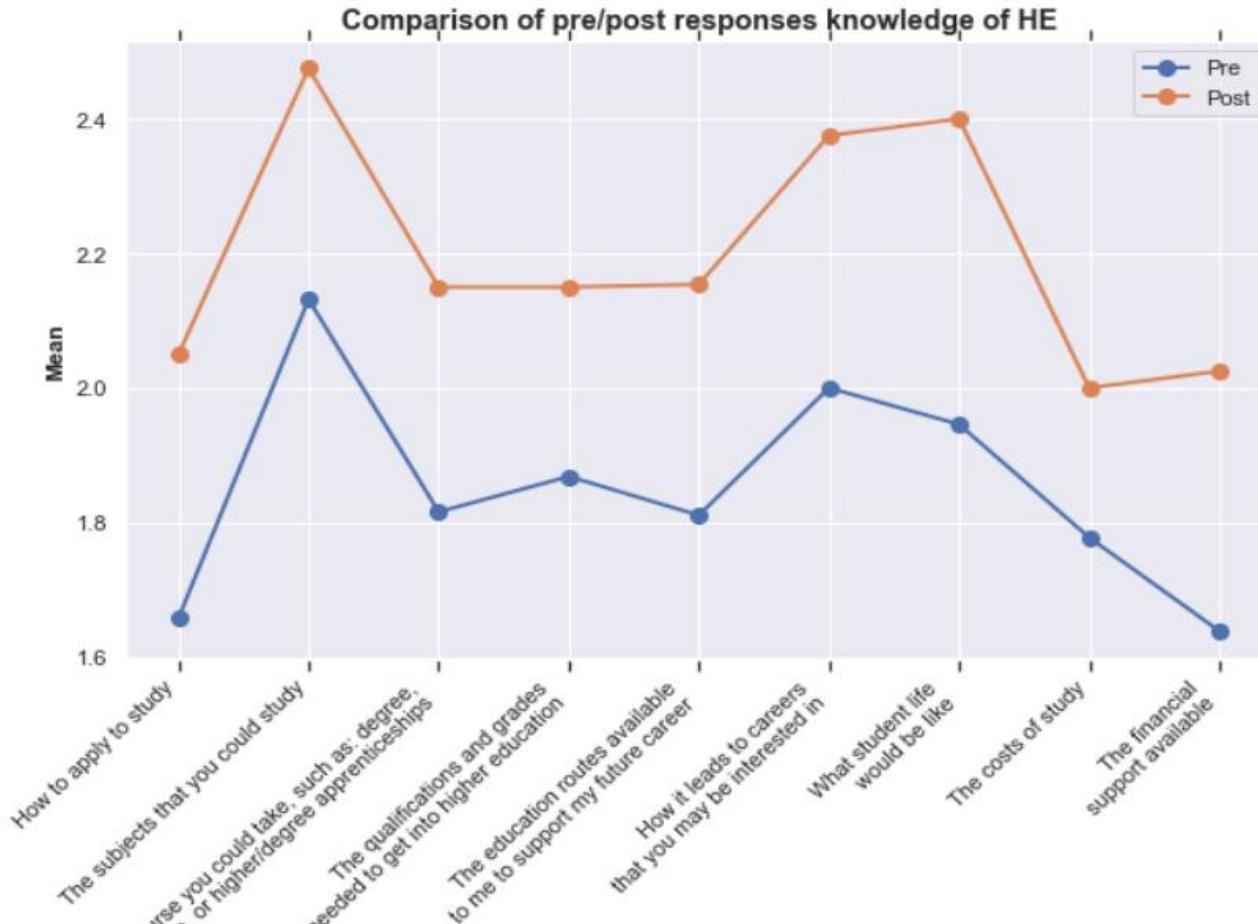
Project results

- Significant improvements in self-esteem and confidence amongst participants



Project results

- Students developed a better understanding of Higher Education and creative arts careers



Project reflections

- The importance of partnership working
 - The theatres and employers added a lot to the project
- Project had more of an inspiration focus rather a look at practical steps
 - Overcoming the cost and risk for those from low incomes
 - Highlight the support which can be accessed (theatre mentorship)
- Outreach programmes can help better equip schools to provide IAG support for the Creative Arts
 - These can be subjects which are neglected
 - Schools aren't always best situated to support options in these areas
- Specific bespoke support is needed for outreach in creative areas
 - Small cohorts
 - Practical focus



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