PROUD TO BE

Evaluation Report

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1 Summary

Lightbear Lane's project "Proud to Be" was funded with the support of the Creative Arc programme, an initiative funded by the University of Exeter, Exeter City Council and the UK government through the Shared Prosperity Fund. We set out to create a community-led film about pride of place and tackle the difficulty of changing perceptions from the inside and the outside. The film was well-received and tells a powerful story of local pride, and the need to look after local assets like community centres, green spaces and gamechangers.

2 What the Project Set Out to Achieve

We wanted to take up the challenge of shifting perceptions of place, and this has resulted in the project "Proud to Be", working in Mincinglake and Whipton. Drawing on an Asset-Based Community Development model, which focusses and builds upon the strengths of a community and is an essential building block to creating pride of place, we planned a co-created film produced with local artists and organisations that highlights the many and varied ways in which Mincinglake and Whipton are thriving neighbourhoods. The aim was to work with a group of neighbours of different ages and backgrounds to create a positive and powerful story of this ward. We planned to interview inspiring gamechangers, hear from residents who have overcome challenges and brought about positive change, and to showcase valued community and nature locations for physical and mental wellbeing.

2.1 Background and context

Lightbear Lane is an arts and heritage organisation based in Exeter with the aim to bring arts and culture to heritage, nature and community spaces. We recognise the significance of culture and interaction with nature in place-making and nurturing a sense of pride of place.

We have been working creatively in various communities in Exeter for a number of years now. There are many thriving communities with a clear sense of identity and a strong network of support from community figures and organisations. A host of creative activities is happening addressing topics such as climate change, fair access to food, fair access to education and work, as well as access to the arts. In other areas, the sense of a community is either lacking or to be found only amongst small groups of residents. With our organisation, we set out to make heritage and arts more accessible, which in many cases translates into place-shaping, working with communities to develop pride of place.

Over the last year, Sarah has had the privilege to work in the Exeter ward of Mincinglake and Whipton to listen to the residents and understand the community's needs as well as what inspires them and how they would like things to develop. She has been struck by the strength of the community there, and the stories of people and place, and also the occasionally negative perceptions of people both inside and outside the ward that detract from these positives. "Proud to Be" was conceived to tackle this challenge and to help shift these perceptions.

2.2 Project aims and outcomes

The project aim was to creatively engage with the concept of pride of place, what this means for individuals, and what makes people proud of where they live.

We set out to co-create a community-led film and a community map visualising what makes individuals proud to live in their neighbourhood. To achieve this, we ran creative workshops to map the community, engaged people in understanding filmmaking, produced a new community song and created a project book and display of people's contributions.

For project planning and logic model, please refer to our documents in the appendix.

2.3 Project resources and management

This project was made possible by a commission through Creative Arc, the University of Exeter and Exeter City Council, with funding from the UK Prosperity Fund.

2.3.1 Funding and timescales

The project budget was 20K through the UK Prosperity Fund, which allowed us to pay fair fees and rates to everyone involved, hire the buildings we needed for our activities and give donations to those organisations who made a significant contribution to the project.

To deliver this project successfully, we had to already be imbedded in the community and start work immediately. The project funding allowed for three months until presentation of the final film.

2.3.2 Project Team

The lead team consisted of Dr Judith Morgane as project manager and evaluation lead, Dr Sarah Spencer as community and creative lead; we worked closely with our film maker Ben Tallamy and sound engineer Nick Hall from Music in Devon. The project was supported by independent evaluation consultant Mel Humphrey. Important collaboration for the project also came from Charlie Coldfield as workshop facilitator, the local poet Sumea, The Dilly Boys for music and community song, and Jim Causley, who presented our new song at the film launch event.

2.3.3 Management

Considering the small team working on this project, it was complex to manage and keep everything on track. This was due to the community-led nature of the project: depending on our findings, the project needed to flexibly adapt and change as we went along. It also required an unusual amount of flexibility in everyone's work schedule and regular team meetings, check-ins, and re-evaluation of our plans as the project progressed.

3 Evaluation Design

We have conducted a self-evaluation of this project, with two days' support from an independent evaluation consultant specialist for the cultural sector. This support helped us to build a logic model to focus our enquiry and feedback design.

Participants had a variety of ways of getting involved and leaving us feedback, telling us what they think or feel and to contribute to shaping the project. We designed feedback sheets for the different workshops, collected comments and engagement online, as well as giving people the opportunity to talk to us in person, and engage in three of the feedback activities during the film launch event.

People had the opportunity to design postcards to express their views, write on post-it notes, and contribute to the community map, as well as give interviews for the film.

We have 80 postcards, 83 post-it notes, 52 community mapping participants, 9 skill session participants, 15 students in the school workshop, and over 342 engagements with people in total.

Sarah Spencer, the community and creative lead of the project, evaluated the views, wishes, hopes and other comments from people involved in making the film happen and geared her creative activities accordingly, making sure there were no social or language barriers; she met people in their preferred surroundings, and provided visual, oral and written options to contribute to the project. Her findings directly shaped the people and places featured in the film and on the community map.

There are limitations to this evaluation in terms of numbers and timeline; within the scope of a three-month project, even if evaluated carefully, there are limited options and opportunities to show long-term effects.

4 Review of Community Mapping Workshops

The community engagement sessions were a key way in which the community could lead the project. They were essential for building relationships and trust in the community and investment in the project.

4.1 What was delivered

The plan was to deliver community mapping workshops as a way of gathering what people value about where they live and informing the content and narrative of the film. Sarah devised multiple ways people could engage with questions such as 'what do you like about where you live?' to facilitate maximum engagement. These included 'mapping' – inviting local people to physically mark places, people, spaces and things that were important to them on the map, writing post-it notes providing more detailed comments, drawing postcards of what makes the proud to live in the area, and simply having a conversation with Sarah, who noted down their comments. These conversations directly informed both the film and the final community map. Sarah also left engagement boards in 6 community spaces so that people could add contributions throughout the week.

4.2 What went well and why

The number of people who wanted to engage and share their views and stories about where they live was impressive. Having multiple engagement methods facilitated a rich range of results. Framing the questions to look at the positives eliminated the usual tendency to complain and focus on the negatives, and Sarah found, through the conversations, that after initial hesitance, people where very keen to share what they like about their neighbourhood and enjoyed engaging in multiple ways. Sarah built essential trust through these conversations, as well as investment in the project and identifying interview candidates. A picture of a neighbourhood rich in assets, amenities and community spirit emerged, and the personal stories shared, often about memory or personal connection, were deeply moving, some of which directly feature in the film.

4.3 What went less well and why

Some people contributed but did not want to give contact details as a participant, which was a shame – perhaps with more time greater trust could have been built here. The reach of the sessions was somewhat limited by the daytime nature of the groups (during working hours). It would have given a more rounded picture if we had been able to gather more views of a younger demographic (16-35). Steps taken to address this were partially successful; the engagement boards left at community venues to gather additional post-it note comments out of work hours were only successful when a community leader presented the board to the group and explained the activity (directed).

4.4 The difference we made

What struck Sarah most was the evident perception shift that occurred during the community engagement conversations – simply by framing the questions in a positive way, people were encouraged to think positively about their local area as a step towards pride of place. People who began by complaining then had lots of positives to share, one after the other, and a few concluded that they "don't want to live anywhere else." Another impact from this came from the participants reading what other people had shared, which helped build a greater positive picture and made them feel good about living there.

The key learning from the project, and its potential legacy and impact, emerged from evaluating these conversations. See the flow diagram in the appendices.

5 Review of Postcard Competition

The postcard design competition was essential to engaging local children and their families in the project and gathering the views of young people about the area.

5.1 What was delivered

We delivered a successful postcard design competition to find out what children like best about their local neighbourhood, which engaged the two local primary schools – Whipton Barton and Willowbrook - their families and their teachers. Sarah designed the entry postcards for both adults and children, and created purple postboxes for the children to post their entries, one in each school, another at the Beacon Centre and another which came with Sarah on her community visits. We incorporated the prizegiving for the competition into the film launch evening.

5.2 What went well and why

There was a very high uptake from the schools and from adults during Sarah's engagement sessions; a total of over 80 postcards were entered, and we had 7 winners – all of which attended and brought their families to the launch night. The schools were very keen to get involved, and it helped form relationships with the schools and their teachers – the headteacher and the teacher in charge of community engagement (Kirstin Williams) at Whipton Barton both attended the launch to see their pupils receive their prizes. Asking the Co-op, Exeter City of Literature and the Council (the local swimming pool) to donate prizes helped raise awareness of the project in the wider city and consolidated ties. The creative display of the postcards at the launch was also well received, with the children very pleased to see their entries on display.

5.3 What went less well and why

Willowbrook was far less engaged than the other school, despite early enthusiasm. The reason for this is not clear. Also, the postbox left to collect entries at the Beacon Centre was

damaged, which was disappointing. It seems that it worked better as a guided activity, not just for people to pick up and do independently.

5.4 The difference we made

Engaging the schools was of great value to the project; it is important to engage young people with where they live and to instil pride of place from an early age. I think the main impact was getting the winners, families and schoolteachers from Whipton to come to the launch at the Beacon Centre, where they probably had never been before, and to meet other people in the community. It was great for them to be rewarded for participating in the community project, and clearly meant a lot to the children, their families and to our lovely adult winner.

6 Review of Skills Sessions

We delivered one school workshop and three skill sessions in this three-month project.

6.1 What was delivered

The school workshop was delivered by Ben Tallamy and Charlie Coldfield to 15 Y9 students at St James School, Exeter. The students learnt how to structure a film and the technicalities around storytelling through film.

6.2 What went well and why

The workshop was a hands-on experience of the medium of film which is very prevalent in the students' lives. The school provided the equipment to try out and the workshop also touched upon options of making films on students' phones. Having the teacher and two facilitators for 15 students made it possible to engage with the individuals and meet their needs as required.

6.3 What went less well and why

Communication with the school proved difficult and unreliable. The teacher had not prepared the agreed set-up, so some of what the facilitators had planned could not be delivered.

6.4 The difference we made

The students have gained new hands-on experience about filmmaking, delivered by professionals. They felt inspired by the facilitators, and the fact that both of them were local made them more relatable. The teacher was amazed at the groups' engagement and happy to provide feedback to say he had "never seen [his] students so engaged and absorbed before".

7 Review of Film Launch Event

The film launch event was initially conceived as a small screening to funders, project team and key contributors to the film. During our evaluation sessions, we decided that growing the event and inviting more people, with a live performance of our community song and the chance to gather feedback and insights, would be worthwhile attempting.

7.1 What was delivered

We delivered a film launch community event to 57 people at the Beacon Community Centre. We provided nibbles and drinks to create a celebratory atmosphere, set up our display including the new community map, project book and photos collected. We also celebrated the winners of the postcard competition: everyone attended and brought their families, and they appreciated our postbox postcard display of everyone's submissions. Exeter City Council and Exeter UNESCO City of Literature provided prizes for the winners. The film screening went smoothly with functional equipment and practical support from the community. Jim Causley joined us to perform the new community song and got everyone to join in with the chorus.

7.2 What went well and why

The event was a huge success due to meticulous planning and sufficient funds. We were able to hire a properly equipped hall for the screening, with comfortable chairs for everyone to sit down, temperature control, display board and a kitchen for catering. The funds budgeted for allowed us to provide refreshments and drinks for everyone, and we have planned for the team to spend enough time on set-up and planning of feedback activities and display.

Having two event managers present (Sarah and Judith), and two artists with outstanding people and engagement skills (Ben and Jim) made a huge difference to having a smooth event. Another amazing contribution were the feedback activities delivered by our evaluator, Mel, which left the rest of us free to chat with people and make everyone welcome.

We had a better-than-expected turn-out and mix of people: families and children, neighbours, participants, stakeholders, community builders, schoolteachers and academics all joined us to enjoy the event, and we even had members of the community help us tidy everything away afterwards – a real statement of feeling that this project is their project. As a participant commented, "there was a lot of love in the room."

Jim Causley's performance added to everyone's enjoyment and particularly the younger people in the audience pointed out later how much they enjoyed the music.

The feedback activities (see appendices) had a great uptake and gave us valuable insight into what people appreciated about the film, and what it has inspired them to do.

7.3 What went less well and why

This event could not have gone better. The only thing we noted is that none of the local councillors invited came to the event.

7.4 The difference we made

The feedback gathered at the event shows clearly that people made new connections, are more aware of their communities and local offerings, want to join in more, want to make a difference, use their newly gained skills to make their own projects (films) and inspire others, and, importantly, feel proud of where they live. We have since heard from others who are interested in learning about our project and seeing the film. One of the children wrote on the clootie tree that they want to "go outside more", "play less computer games", and "pick up

rubbish". Adults want to "get more involved with the community" and "make our own film", amongst many other comments. Please refer to the appendices for more detailed comments and data.

8 Summary of Successful Outcomes

In an incredibly short time, we managed to produce a community-led film about pride of place, which inspires people to support their communities more and celebrate the place they live. A creative and expressive community map visualises people's perceptions about their neighbourhood, and our new community song will continue to inspire people and bring them together.

With 342 people engaged to date, we have managed to reach many more than we had hoped to. The buy-in to the project was much higher than for most other things happening in the community: one of the community builders commented that "we try to do this regularly, and nobody ever turns up. You've done amazingly well."

8.1 Outcomes for Participants

In total, over 342 people have participated in this project through workshops, skills sessions, community mapping, feedback activities, the postcard competition and the film launch event. From the evidence collected and observations made, we have demonstrated that creatively engaging with the concept of pride of place can change people's perceptions of where they live and why they value it.

Participants have learnt about new places and activities in their neighbourhood, have gained new skills and made new connections.
Most notably, they expressed that they feel they have been given a voice and they have agency in informing the way they live their everyday lives.

8.2 Outcomes for the community

As a result of the project, the community are more aware of things happening in their local area – we "helped join the dots"- new connections have been formed. People are proud of living there and want to participate more in the community because of participating in the project and seeing the film. The community has a film, a map and a song that they can continue to use to celebrate their local area and to bring the community together.

Kate Galliford, Manager at the Beacon Community Centre:

It was an honour and privilege to be part of the Community Lightbear Lane film project. The professionalism of the film producers was fantastic; you were made to feel comfortable at the

interview, and they shared passion on the importance of community; the film captured this very well.
The film was delicately put together, it was thought-provoking and demonstrated in many ways the impact a strong community has on wellbeing and individual lives – I think the fact it highlighted this was crucial. The film's focus was on a deprived part of the city; it highlighted positive aspects to an area which has often felt overlooked and not invested in. It brought community and passion together, creating something inspiring.
The big reveal evening was greatly hosted by the film creators – lovely layout with very creative touches and some valuable time left at the end to discuss with others and process the film. Well done and a big thank you for allowing our Centre be part of it!

8.3 Practitioner/ Organisational Development

One of the many considerations when planning this project was how we can make our organisation more resilient and sustainable, and extend opportunities to local creatives to do the same.

8.3.1 Outcomes for Lightbear Lane

The project has helped us strengthen our networks with the community, funding bodies and local artists. We have improved our evaluation skills and skills in creating logic models. Our film will be an important addition to our company portfolio, allowing us to showcase our strengths and talents more widely. It has provided a wealth of valuable intellectual property; we will also have "how to" guides accessible for everyone on our website to help others work on place-making and show the quality of our work to future partners.

Our project webpage is an important aspect of building our portfolio and online identity. We have also added some important assets to our company "toolbox", such as a small, easy-to-use camera and microphone, a Vimeo subscription, and Microsoft 365 for online storage. These assets all contribute to making the company more sustainable, resilient, and ultimately a stronger competitor.

8.3.2 Artist/Practitioner Outcomes

All our partners had the chance to try something new as a group of trusted partners who help and support each other. Nick Hall was keen to use Midi's new venue in the city centre of Exeter and show it to the team. He enjoyed working on the community wassail song and particularly profited from the evaluation meeting with Mel Humphrey.

Ben Tallamy was keen to try his hand at making a documentary and enjoyed the challenge of approaching a film from the point of view of the community. The film is a valuable addition to his excellent portfolio and working with new partners in a formal setting has strengthen his networks.

Besides the recording of a new song, The Dilly Boys are now more integrated in their local community and the go-to band for the wassail.

Charlie Coldfield had the chance to build new connections with the schools to run workshops and built on his many years' experience as a coach and trainer.

Jim Causley enjoyed playing our new song for the community, who were largely unaware of his work. His family lived in the area and he felt a real connection to the stories told in the film. He has expressed an interest to working with us in future on similar projects.

Sarah Spencer, as a visual artist, has had a unique chance to create a community map informed and inspired by people's comments and stories. The process of design and planning was a complex and rewarding experience and beside adding a new asset to her portfolio as an artist, it has also deepened her experience and skills in visualising abstract concepts.

9 Main Strengths and Challenges

The project was complex and ambitious, with a small team and incredibly tight timeframe to deliver against a list of deliverables all relevant to the success of the project.

9.1 Strengths and success factors

The greatest strength of the project was the team of people working on it and their pre-existing networks in the community in Mincinglake and Whipton and with local creatives. Collaboration and the mix of skills and talents was excellent and the success of the project proves how efficient and effective the carefully selected team was.

Sarah had already been working as community builder (30 hours a week for nine months) in the area and had established connections with the people in the community and support from key community leaders. Without this work already in place, the project would not have been possible in the timeframe given.

From a project management perspective, working with a trusted and responsive funding partner made all the difference; the importance of regular meetings and support was immensely helpful and much appreciated.

Clear and timely communication across the team, regular team meetings, and clear targets and deadlines helped move the project forward to meet the tight deadline. Frank and honest conversations helped everyone fulfil their tasks to the highest level. Working with an independent evaluation consultant was a great support to the project team for "temperature checks" throughout the project, working on a logic model, setting evaluation targets and turning the film launch into an opportunity for insightful feedback and data gathering.

A key factor in the success of this project was Ben and Sarah's amazing interpersonal skills. They both have a special talent for meeting people where they are, finding ways of making them comfortable and quickly building the trust required for people to open up to them. This is not the norm with filmmakers in general, who tend to work to strict schedules and are often not experienced with community work. The level of people skills required for our project was unusual, and it is undoubtedly an outstanding achievement to be accepted as part of the community in so short a time. As one of the team said: "You can't pretend to be warm and caring, people know when you are genuinely interested and compassionate."

Ben has outdone himself with creating a narrative in a film that comes directly from what people have said to us. There are no superimposed concepts or assumptions, and what started as a collection of people's thoughts and feeling about their neighbourhood has come together as a coherent and moving story of community spirit and a sense of pride of place. It is nuanced, artistic and yet entirely true to its community-led nature.

Both Judith and Sarah are experienced event managers, which made a big difference in making the film launch event such a big success. The detailed planning ensured that things went smoothly with contingency plans in place for various eventualities.

The project was particularly strong in that there were many ways of engaging with it and, for the team, many ways of "listening". Many forms of media and multiple ways of engaging with concept of pride of place were offered to a wide group of people at different times of day (we considered work and school hours in our outreach). Online options included the project page blog, feedback and contact form, social media and video platform. In-person engagement offered written feedback and conversations, visual community mapping, photography, skills sessions, postcard competition and wellbeing walk.

The film launch event gave everyone the opportunity to speak to the team, look at everyone's contributions and follow the project's development in the project book. The opportunities to leave feedback throughout the project and especially during the launch event (feedback trees, inspiration clouties, questionnaire) were many and effective.

Last but not least, the community song gives the film a vital, upbeat element with immediate and easy buy-in from the viewers. Audiences commented on the song, enjoyed the chance to sing along at the live performance and are looking forward to singing the song at the next wassail. With this, we have created a lasting legacy with and for the community to be sung and bring people together in years to come.

9.2 Main issues, challenges, and learning

The main challenge of the project was the tight timeline. It took everyone to their limits to deliver everything at such high quality in such a short time. Our recommendation for this kind of project is six months, and nine months if no previous community work has happened.

The University of Exeter's payment system caused considerable cash-flow issues: the first payment was expected on signing of contract but did not happen until almost two months later. This put Lightbear Lane in the difficult position of not being able to pay our freelance partners. Without the pre-existing trust among the team, the company would definitely have suffered reputational damage. We know that this issue has now been addressed and would like to express our thanks to Belinda Dillon who supported us in every way to make the payments come through. The learning we have taken away from this is to agree that work cannot start until the first payment is fulfilled.

To plan the project and make sure to hit all funding targets, it would have been helpful to be more aware of the specific questions and data sets we have to report against. Due to the "open call" nature of the application process, we did not invest as much time as we usually would in researching this. A clearer reporting framework and deadlines set out at the start of the project might have helped with this. Our learning is to plan this into the project timeline during conception of the project.

Another challenge we encountered is inherent to any community project of this kind. Usually, a film has a pre-production period during which decisions about narrative arc, storyline and other essential decisions are made and the production timeline is worked out. Our community-led project was necessarily backwards and what usually happens during pre-production happened once we had gathered all our material. The result was that the post-production period we had planned for was not sufficient for the amount of creative and technical work required. In the end, the team had work 14-hour days to meet the deadline. The dedication of everyone involved to pull this off was exceptional.

The main learning from the above is that making community films is not like making other documentaries. We recommend longer run-in times for all aspects, and at least one month for post-production. Ideally, the film launch date is set only once the film is finished and signed off. This way the team's wellbeing is not negatively impacted, rest days can be planned in, and the overall quality of the film is even better.

10 The Project's Legacy

With our film "Proud to Be", we have created a lasting document of what it means to people to be proud of where they live. For the community, there is a clear sense of pride in and ownership of the project and we will eventually make the film available online to all. The venues and centres we visited and worked with have seen an increase in engagement and there where many comments from people about being more aware of what is happening in their neighbourhood, which venues there are and which offers of activities are available to them.

Friends of Mincinglake Valley Park Orchard have contacted us and commissioned a short video with the song and lyrics to share with their community and prepare to sing it at next year's wassail.

The community map has been scanned and we are in conversation with various community groups about how it can be reproduced and shared.

The long-term effect of the project is obviously not something that can be assessed in this report, but we are planning to continue this work with our community partners to get a better understanding of the long-term impact.

We continue to update our webpage and blog with news about the project and further screenings. In addition, we are creating a guide for people to learn about community-led projects like ours and share best practice. We set out to create a “blueprint” of the project and this will take the form of success guides online as resource pages for anyone to access.

The next steps for us with this project are to present it at future screenings to share what we have created with other communities and change-makers. Funding for this has partly been found already. We also hope to show the film at Exeter Phoenix to a much wider audience.

We are looking for funding to produce a short “making-of” of “Proud to Be” to complement our success guides and also give people the chance to look behind the scenes of how we work. This would also be useful to the creative team in writing future applications.

Ideally, we will be able to grow the project, learn more and create more with the community, and possibly expand to other parts of the city. For this, we are planning funding bids with our partners.

11 Conclusion

Lightbear Lane has produced a community-led film as part of a project to increase pride of place in the Exeter ward of Mincinglake and Whipton.

Stepping away from the immediate impressions gathered, we can clearly define three main strands of what people value most: green spaces, local amenities and places to meet, and connection with other people. Talking about these, drawing them, and telling personal stories has helped increase the positive image of the community, the area and available support. The multi-media approach has given a wide variety of people the chance to participate, learn and express themselves. The creative engagement with the rather abstract topic of pride of place has made the concept tangible, accessible and ultimately sharable not just within the community to change perceptions but also beyond the perceived borders of the ward and different economic backgrounds.

These changes would not have come about without “Proud to Be” and the creative community work that made the film and community map possible. To achieve such an excellent outcome and have such impact, the Levelling Up funding from the UK Prosperity Fund awarded through Creative Arc, a partnership between the University of Exeter and Exeter City Council, was absolutely necessary and made sure that all partners, creatives and participants had the best possible experience for the highest impact in social change.

12 Appendix

Proud to Be – Launch Event Feedback

Feedback tree comments

1. Lovely film showing the warm hearts of Mincinglake in Whipton
2. Joyful
3. Proud, inspired, comforting, enlightened, humbled
4. Excellent film, so positive! Glad to be moving here soon!
5. So lovely to meet everyone and see what is going on in the community
6. My heart is full of pride for our community
7. It was beautifully made, well done guys
8. It [the film] helped to join the dots
9. Thankful to see and celebrate such good people and community life
10. Proud to call Beacon Heath my home
11. I liked seeing my school
12. Makes me want to live there as seems so friendly
13. Very proud
14. The film was super inspiring; I love the community spirit that shone through - I look forward to seeing this for other communities.
15. I like it because of the music and because I could recognise lots of the places
16. Good because I like the catchy music
17. Amazing to see so many great things happening and learn about new things to do
18. Happy, I like the music (child comment)
19. Good and happy I like the flats and can see it from my window (child comment)
20. It's showcased our vibrant community and what we do, thank you!
21. The film skills workshops have been very great and inspiring.

Clootie tree comments

1. Want to use film in our group. Inspired to try!
2. Join a walking group
3. Save our community by picking up rubbish with gloves 😊
4. Keep going. Keep supporting others.
5. Help people more and pick up rubbish more.
6. Take more walks and play less video games inside.
7. We need a community newsletter.
8. We want to start getting more involved in the community.
9. Inspired to revisit an abandoned film project "Farsight 2.0 (Down to Earth)" about green issues.
10. Sarah and Judith must do more films!

Key themes from launch event feedback

57 people attended the film launch event

Interactive feedback stations were embedded into the launch event to capture people's perceptions of both the film and the project after the film screening. In total there were 31 pieces of written feedback received, along with additional verbal feedback to the team on the night. Overall, this provides a good sample to demonstrate that the project has delivered strongly on positive outcomes.

We know that as a direct result of our project and the screening, participants had the opportunity to experience a sense of pride for their neighbourhood. Overall, the feedback paints a picture of a community film project that effectively captures the essence of the neighbourhood, fostering pride, inspiration, and a sense of togetherness among its residents.

Attendees were asked: How did the film make you feel about our neighbourhood? Did it help you appreciate it more, or feel a sense-of-pride?
21 written responses were received - see image:



Outcome themes

Community Pride and Identity: Many comments express pride in their community and a sense of belonging, such as "My heart is full of pride for our community" and "Proud to call Beacon Heath my home."

Positive Representation and Inspiration: The film is described as "joyful," "positive," and "inspiring," showcasing the warmth and spirit of the community. Comments like "Lovely film showing the warm hearts of Mincinglake in Whipton" and "The film was super inspiring, I love the community spirit that shone through" highlight this.

Connection and Recognition: Several attendees appreciated seeing familiar places and faces in the film, indicating a sense of connection and recognition. For example, "I liked seeing my school" and "Because I could recognise lots of the places."

Celebrating Community Spirit: The film is praised for its depiction of a friendly and welcoming community atmosphere. Comments like "Makes me want to live there as seems so friendly" and "Amazing to see so many great things happening" reflect this sentiment.

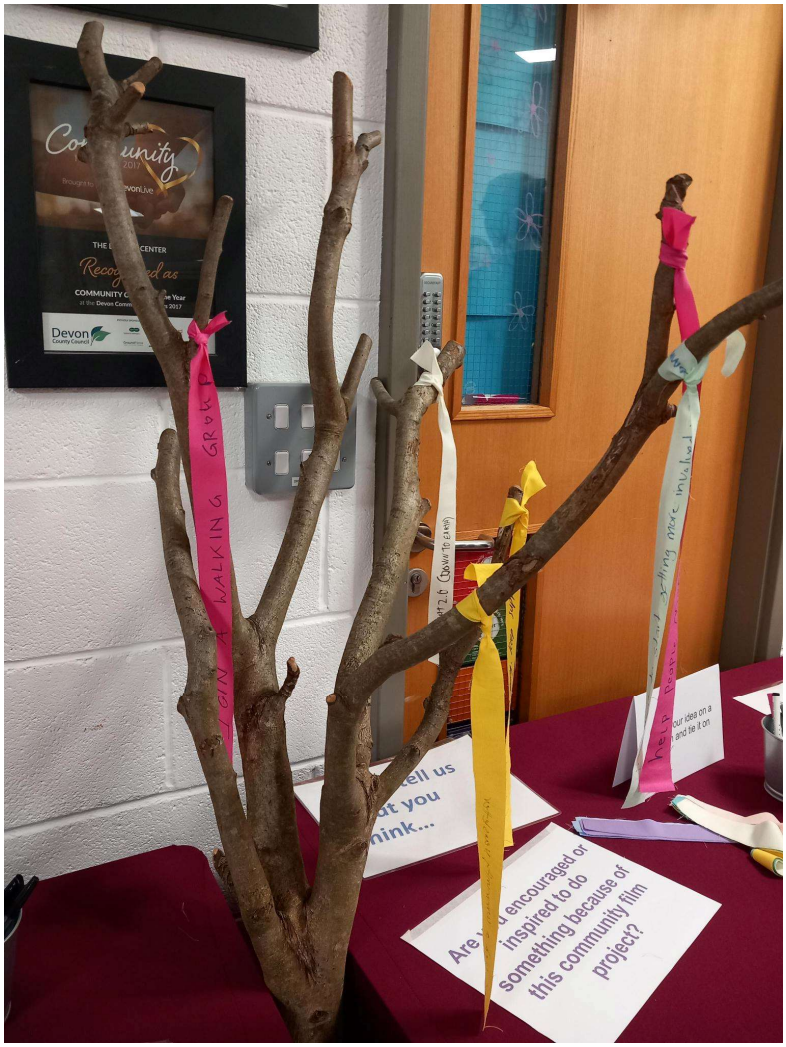
Gratitude and Thankfulness: attendees also expressed gratitude for the opportunity to celebrate their community and the positive aspects of their lives. Comments such as "Thankful to see and celebrate such good people and community life" and "It's showcased our vibrant community and what we do, thank you!" convey this appreciation.

Intergenerational Engagement: Comments from children also highlight their enjoyment and engagement with the film, particularly noting elements like music and recognizable places. This suggests that the film resonates with multiple age groups within the community.

Empowerment and Learning: Some attendees mention feeling empowered or enlightened by the film, indicating that it has provided new insights or ideas. Comments like "It helped to join the dots" and "The film skills workshops have been very great and inspiring" reflect this theme.

Cloutie Tree

Attendees were also asked: Are you encouraged or inspired to do something because of this community film project? 10 written responses were received.



Empowerment and Inspiration: “Want to use film in our group. Inspired to try!” “We need a community newsletter.” “We want to start getting more involved in the community.” “Inspired to revisit an abandoned film project “Farsight 2.0 (Down to Earth)” about green issues.”

Community Pride and Identity:
“Save our community by picking up rubbish with gloves 😊”
“Keep going. Keep supporting others.”
“Help people more and pick up rubbish more.”

Celebrating Community Spirit
“We need a community newsletter.”
“We want to start getting more involved in the community.”
“Sarah and Judith must do more films!”

Intergenerational Engagement:
Children want to take care of their community by picking up rubbish. Suggestions of going outside more often and enjoying walks.
“Help people more and pick up rubbish more.”

“Take more walks and play less video games inside.”
“Save our community by picking up rubbish with gloves 😊”

Comments online or via email about the film launch event

“Thank you so much for Friday night – it was amazing to see and feel the love in the room – well done!”

“MANY CONGRATULATIONS AGAIN for such a wonderful event on Saturday. You've all created something wonderful, and meaningful - and really moving.”

“An excellent evening, thank you Sarah Spencer. A film and community to be proud of.”

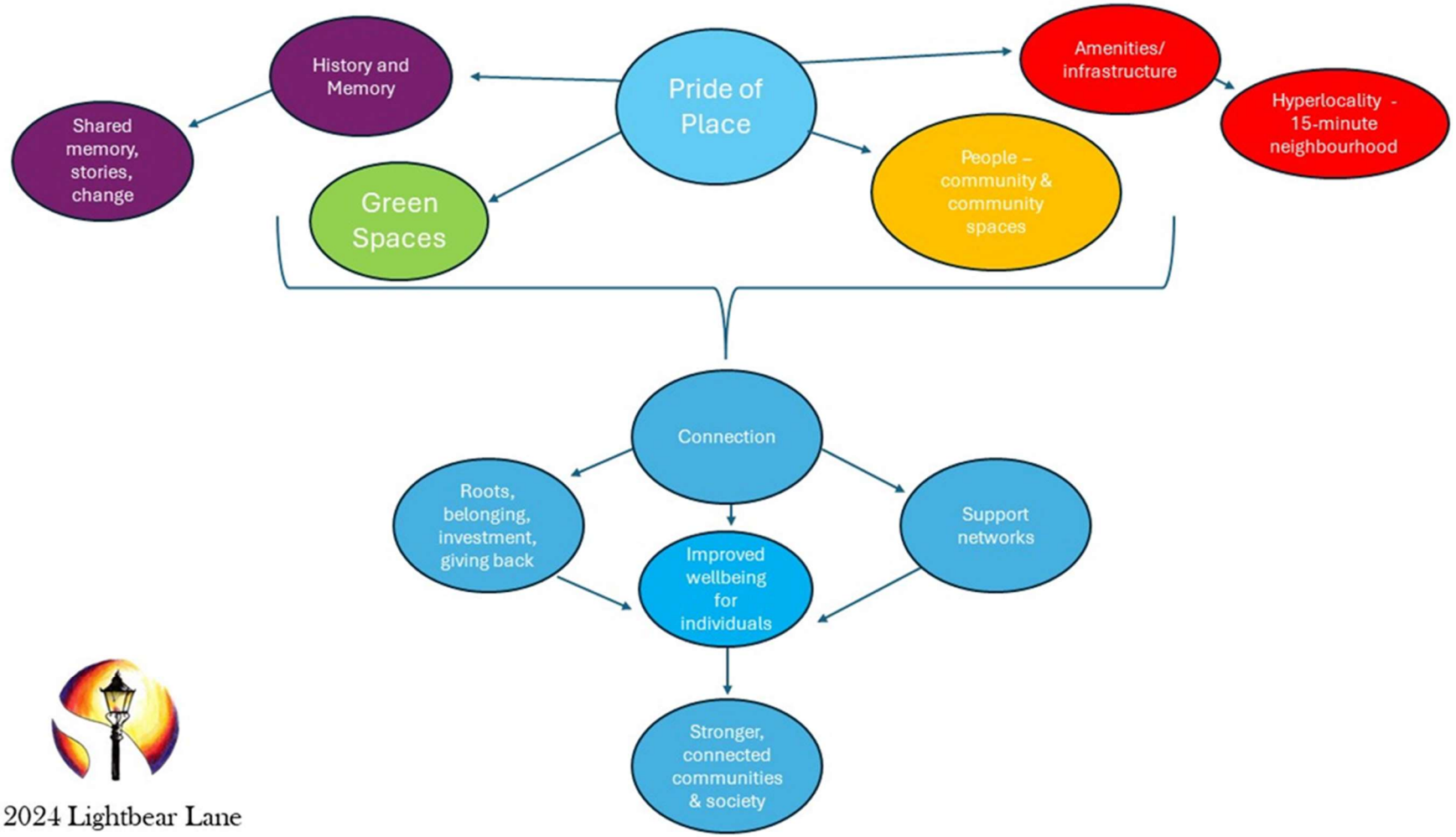
“Really enjoyed it, thank you!”

“The film was great – thank you for all your hard work!”

Online views and stats:

177 views of trailer on Vimeo
176 engagements on twitter (10 posts)
1 new webpage with 10 blog posts and sign-up form

Diagram showing the key themes and learning that emerged from the project and its impact



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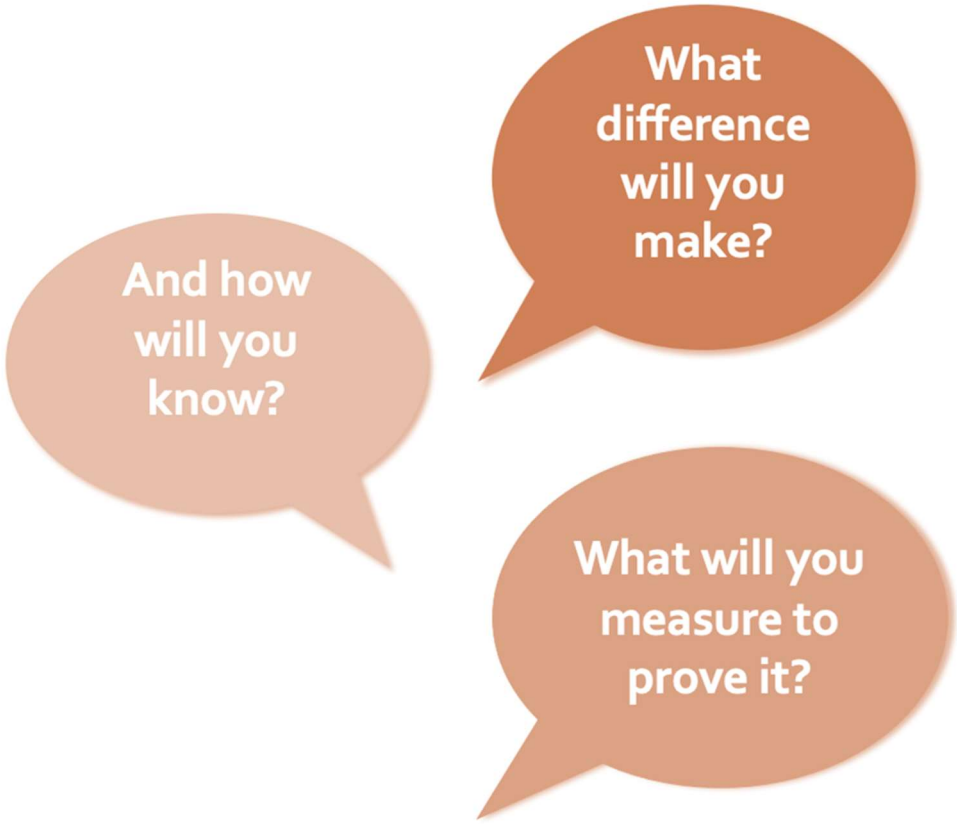
‘Proud to be’ – Evaluation Planning

A co-created community film about pride of place!

Mel Humphrey – 5 March
www.melhumphrey.com
Melhumphrey@me.com

Client: Lightbear Lane





• Step 1- Impact Map

Simple IMPACT MAP for 'Proud to Be'

Problem to solve or ambition - Occasional negative perceptions of people both inside and outside the Mincinglake and Whipton ward that detract from the positives. It is this challenge of shifting perceptions that we wish to address (taken from application)

Inputs	Activities	Outputs	Outcomes	• Impacts
£ Creative Arc funding Staff and equipment: Judith & Sarah – Community development/ Project management Ben Tallamy - Film Nicholas Hall – Music	Community Mapping via workshops. Film production through 7 interviews Recording of original sound piece with 3 people – including skill session sound engineering (2 people) Film skill sessions – event for 3 people x 3 (9) and St James School film workshop Postproduction online workshop (5 people) Photos and postcards collected / People writing on 300 postcards (including primary schools) Online presence over duration of project/ Associated website/blog and Facebook accounts will be updated periodically	**As Participation and new Film** Approx. 100 local people contribute what they value about the Mincinglake & Whipton Neighbourhood (via mapping workshop or postcard or post-it board) New networks and connections are established through the project 32 People will participate in dialogue about what is good about the neighbourhood. 40 people will become aware or connect to new people and groups in the ward via the final event. *We are planning post-launch screenings in three other venues.* 1x film celebrating the neighbourhood with original sound 2 people gain skills in sound engineering 12 people gain skills in film production or post production techniques 1 class (15 young people) gain skills in film production techniques	**For participants:** People's perceptions of the neighbourhood are more positive than before the project. Some will have had the chance to 'positively reframe' their ideas through increased awareness, understanding or dialogue about: • the richness of their neighbourhood • the opportunities to participate • the level of cultural diversity • how positive other people feel about the neighbourhood (or some other community asset or area of value). Some people will feel encouraged and inspired do something as a result of the project. **For workshop trainees:** By acquiring new skills, new creative interests will be formed in film and sound production, and some people will be empowered to take this interest further. **For community:** Collectively, the community will have an opportunity to celebrate the identity of their ward and feel a collective increased sense of pride in where they live.	**Big picture change** this project is contributing to ***(Happens after project close).*** Collectively, people's increased awareness of the positive and sense of pride in their ward will lead to continued interest, dialogue and involvement in looking after their ward and community. This will contribute to advocacy and social change endeavours shaping a stronger and more connected creative and resilient place to live and thrive. The skills workshops will help boost personal growth and the creative capacity of the ward.

	Celebration Film Screening/ thank you launch party, including mini exhibition, display of photos and postcards etc	30 existing participants invited and take part in the 1x film screening at Beacon Heath and engage with displays, reflecting on collective positive and diverse views about what is good about the neighbourhood. Participants will enjoy the event and have chance to reflect. Artists and Lightbear Lane will have paid work and opportunity to develop respective creative, community and engagement practice, develop a blueprint for this work and gain new relevant connections.	New local connections and partnerships (some creative) will have been formed, particularly across pockets of the ward who don't currently mix. **For Artists**: New experience in documentary-making, strengthening of artistic ties, networking, sustainability for their business, **For Lightbear Lane:** will be a more resilient organisation, having refined its community development approaches and embedded more into Exeter culture. ***This is the theory we want to test through evaluation – the link between what you do and the positive change it makes.***	The film and 'project blueprint' will be shared more widely across Exeter, encouraging more place shaping projects of this creative cultural nature, and further contributing to positive views about Mincinglake and Whipton from the wider Exeter area.
Assumptions	*The events being delivered will be high quality and meet people's needs and interests. People will be available to attend the film screening.* *Over 100 people will participate in the project, and this will be inclusive participation across the ward, reaching into the community.* *People will be curious about community views*			
External Factors	*No significant negative activity coincides with this project within the ward.*			

• Key Research Questions

- **To what extent have we achieved what we intended?**
  - What have been the immediate outcome/what was the change we created and for whom? What caused the changes?
  - Where have we contributed most strongly to place-shaping?
  - Have there been any unexpected outcomes?

- **How effective were our processes/ activities ?**
    - What went well and less well and what can we learn from this that can inform future practice?
    - What are the key ingredients and success factors that underpinned this project? (Focussing on the co-creation element)
    - What are the strongest legacy areas of this project?
- **Have we delivered value for money? What was the return on the investment?**

• Step 2 – 'Ways of knowing'

Ways of knowing exercise/ thinking

Inputs How do you know?	Activities How do you know?	Outputs How do you know?	Outcomes How do you know?	Impacts How do you know?
Project records Time, Money	Project records	Project records • Attendance Registers • Social Media engagement.	People tell us that their perceptions have changed • Feedback • Observations • End of project reflections	(this is not in project reporting scope but this is where lasting change occurs)

Thinking through the above in a granular logical way then helps to develop the below…

• Step 3 – Evidence plan

• - to demonstrate the intended change (impact map outputs and outcomes)

• Indicator (what changes)	• Evidence Source (how we measure/observe the change)
Participation • No. of people who contribute to community mapping • No. of postcards completed • No. of invited participants that come back to attend launch. • No. of community organisations consulted or involved over project • No. and nature of online engagements	• Project engagement records - including attendance count at final event. • Web and social media analytics - to monitor the depth and reach of your digital engagement with community • Observations of participation from team • Reflections on participation in final review • Photos
Inclusion • % of local catchment population attending, based on estimate of total numbers involved overall. • How closely sample of participants represent the ward profile	• Project engagement records - Demographic monitoring forms. • Analysis of age, gender, ethnicity, disability of community participants, in relation ward statistics
Skills development • No. of people completing skills training • Ratings of progress from feedback form	• Observations of skills from team • Skills feedback form • Reflections in final review • Photos of workshops and technical outputs

Satisfaction with project /senses or pride in place/ awareness of richness, diversity and opportunity in local area/ increased connections • % of final event attendees satisfied with the film (rating scale/ film reaction score to be devised) • % of final event attendees reporting a strong positive emotional response to project/film in relation to pride of place • No. of known legacy ideas that are generated as a result of the project (by project team or participants) • No. and nature of community assets identified through film and mapping • Level of positivity from Community leaders about the project.	• Analysis of community maps and film and postcards • Photos of events • Feedback at final event (TBC – needs to cover pride of place, awareness and knowledge of opportunities or what makes the area a good place to live, new connections) • Feedback from community leaders – seek key quotes re project. • Observations of participant reaction from team • Reflections in final review
Nature of development for Lightbear Lane and Artists	• Reflections in final review