



## Creative History Project Evaluation Report



## Overview

In response to the Newham Heritage Month 2021 theme “Shops, Docks and Factories”, Rosetta Arts delivered a programme focused on the history of factories in Cody Docks from the 17th and 18th century. As part of the festival, which ran from Saturday 1 May to 31 May, Rosetta Arts delivered live participatory events and online activities for the diverse communities of Newham aged 14+. Three were online due to COVID restrictions, and one was face to face but outside:

- **Writing About Cody Dock: Online Creative Workshop with artist Sylvia Morgado – Thursday 6 May 5-6 pm (Online)**

A creative writing workshop exploring the history and heritage of the factories that once resided at Cody Dock.

- **Illustrating Cody Dock: Online Workshop with artist Ada Jusic – Thursday 13 May 5-6 pm (Online)**

Originally an online illustration workshop with Ada Jusic but moved to being a permanent video, it explored the history and heritage of the factories that once resided at Cody Dock. Participants can design a poster that contrasts the historical and contemporary lives of people who lived and worked in and around Cody Docks.

- **Listening at Cody Dock: Sound Workshop with artist Larissa de Filippo – Thursday 20 May 5-6 pm (Online)**

This online workshop created for young participants aged 14+, will explore the history and heritage of the factories that once resided at Cody Dock.

With visual artist Larissa De Filippo, the workshop used sound as a point of inspiration to explore the heritage and history of Cody Docks. This project celebrates women of the 19th Century who worked at the Gas Light and Coke Company in Bromley-by-Bow.

- **Photography at Cody Dock: Workshop with artist Sylvie Belbouab – Thursday 27 May 5-6 pm at Cody Dock**

Photographer Sylvie Belbouab led this in-person workshop guiding people following the river Lea to discover the seven gasholders in Twelvetrees Crescent and the Gaslight and Coke company memorial garden.

The Creative History Project allowed artists to research photos from archives at Cody Docks and Newham Archives and the workshops used the photographs and objects to tell the story and experience of the factory workers.

As well as providing heritage training for artists and heritage experiences for local residents, the project was also aimed at giving a group of young people ‘The Young Creative Newham Board’ opportunities to learn about the photographic heritage of Cody Docks together, and the young people also contributed to the workshops for the public.

To prepare them, the young people benefited from two Masterclasses on **Producing Heritage Workshops**, delivered on 28 April and 5 May by Nadia Nadif.

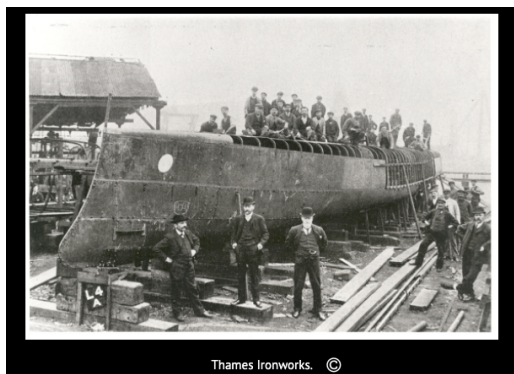
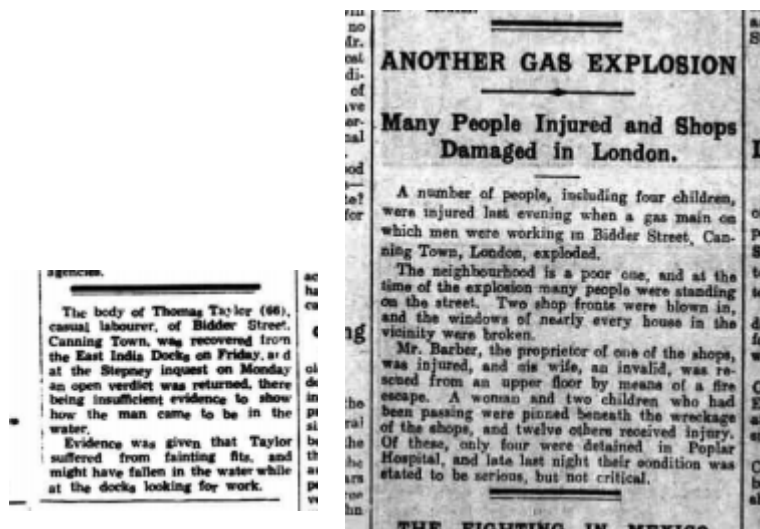
All the general public workshops were publicised both by Rosetta Arts and Newham Heritage Month.

## Outputs

Outputs	Number
4 Workshops which resulted in various materials created by the artists and participants:	
Poems	6
Sound/ podcast/ sound stories	1
Workshop recordings	3
Video workshop	1
Poster/ illustration	1
Photos from research	6
Research documents	4
Online exhibition	1

## Heritage objects

Photos chosen by the artists for the NHM workshops as a result of their archival research with the young people were as follows:





## Workshop participants

<i>Event / activity</i>	<i>Date</i>	<i>Number of participants</i>
WRITING ABOUT CODY DOCK	Thursday 6 May 5-6 pm	7
ILLUSTRATING CODY DOCKS	Online video: <a href="https://www.newhamheritagemonth.org/events/illustrating-cody-docks-online-workshop-for-youth-people/">https://www.newhamheritagemonth.org/events/illustrating-cody-docks-online-workshop-for-youth-people/</a>	Ongoing - digital figures are with Newham Heritage Month
LISTENING AT CODY DOCK	Thursday 20 May 5-6 pm	3
PHOTOGRAPHY AT CODY DOCK	Thursday 27 May 5-6 pm	15
<b>Total number</b>		25

## Outcomes

**Our project outcomes were achieved as follows:**

1. A wider range of people will be involved with heritage

Our surveys showed that people came from a wide range of ethnic backgrounds indicating greater diversity than is generally found in people that are engaged in heritage:

### Age

8% - under 16  
15% - 16 to 17  
38% - 18 to 24  
8% - 35 to 44  
8% - 55 to 64  
15% - Prefer not to say

### Ethnicity

23% - Asian/Asian British - Any other Asian background  
15% - Black/Black British - Nigerian  
8% - Mixed - White and Black Caribbean  
8% - Mixed - Other Mixed/ multiple ethnic background  
31% - White - English/Welsh/Scottish/Northern Irish/British  
8% - I prefer not to say

### Sexual orientation

23% - Bi  
38% - Heterosexual  
31% - Prefer not to say

Religion or beliefs

15% - Atheist  
 31% - Christian  
 23% - Muslim/ Islam  
 15% - No religion  
 8% - Prefer not to say

This was also the case for the artists and the young people who worked with the artists to research and deliver the workshops:

Age

28.6% - under 16  
 14% - 30 to 34  
 28.6% - 35-39  
 14% - 40-44

Ethnicity

14% - Asian / Paskitani  
 14% - Other  
 14% - White British  
 14% - Other white background  
 14% - White and Black African  
 29% - Other mixed background

**2. Heritage will be identified and better explained**

The four workshops delivered by artists used different art forms to explore the heritage of the area, providing an unusual and innovative way of engaging with history and heritage objects in a community setting.

*"I never knew about Cody Dock before, and I met wonderful kind people!"* Workshop participant

The fact that artists and young people also had access to local archives that they hadn't used before, such as Newham Photos, Cody Dock local archive and Newham Archives was significant. The access to the local archives supported the artist to contextualise their work and better communicate with participants. The artists were then able to write a better narrative that would communicate the local heritage to the participants in a clear way. The artists were able to focus on the stories of local factory workers and their experience to the public in an inspiring way.

There were two permanent digital outputs that have been produced - a video and an online exhibition - which provide a way of explaining heritage in innovative ways and making them widely available. While we don't have statistics on the video as its hosted on NHM website, the online exhibition has received 362 views in the one month period since it was posted.

**3. People will have developed skills**

One of the strands of the project was to enable the young local people with access to professional development, where they would gain skills on how to produce work within the theme of heritage. We provided the young people with two masterclasses, where they explored the theme of heritage and they also pitched ideas of possible projects. They looked at the potential projects from a producing aspect, where they research the boroughs demographics, and potential audience groups and budget. The

participants enjoyed having to work on a project and thinking about how to cater for their borough through creative projects. They also engaged well with the subject and were very enthusiastic.

*"I enjoyed how we needed to think outside of the box"* Young person's feedback

*"The groups were lovely [...] they seemed enthusiastic and they genuinely learned a lot"* Masterclass facilitator

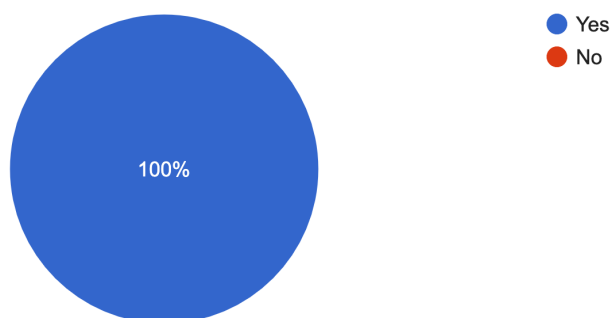
Below are some of the comments from participants, when asked what they learnt:

- Taking photos in a way I wouldn't usually, learning new ways and gaining ideas.
- I enjoyed writing poetry based on the images on the slides in a non-structured format.
- I was able to interact and hear different views

100% of the artists, facilitators and young people involved in the project said 'yes' that they gained useful skills from the sessions:

Do you feel like you have gained useful skills from delivering the sessions or taking part in the project

7 responses



When asked what skills they gained this is what they answered:

- Working with a group from a non-performance perspective as I usually work with actors
- Heritage Knowledge / mentoring experience
- communication skills/creative thinking skills
- Framing & presenting photos
- New research resources; where to do specific research about Newham.
- Problem solving

The artists and young people involved have gained confidence in the skills they obtained, which reflected in 86% of them saying they would be interested in being involved in future workshops.

#### **4. People will have learnt about heritage, leading to change in ideas and actions**

Participant survey results showed how people agreed with statements about how they had learned about heritage and how that would impact inspired them or encouraged them to take action

- 46% I learned something new about local history and heritage (strongly agree)
- 38% I learned something new about local history and heritage (agree)
- 46% I thought about Newham's heritage in a new or different way (strongly agree)
- 46% I feel inspired to find out more about local history and people (strongly agree)
- 38% I feel inspired to find out more about local history and people (agree)

- 46% I feel more connected to my local community (strongly agree)
- 54% I would recommend this to my friends and family (strongly agree)

## 5. The funded organisation will be more resilient

To best support the artists and the staff, we took part in vital training opportunities offered by the Newham Heritage Month team that helps enable the organisation to be more resilient. These included:

- Accessibility Training
- Evaluation Training
- Website Training
- Archives access training (through Layers of London)



*Two young participants photographing the Cody Dock at the photography workshop*

## Evaluation Approach

We collected two sets of evaluation data using surveys, one from a participants/general public perspective, and another from the local young people and artists involved in the production of the project.

The survey that was sent to young people and artists had a 63.6% response rate which is a strong amount of engagement. However it should be noted that this is still a small sample size as this only amounts to 7 people surveyed.

The survey that was sent out to the general public participants returned 13 results which was just over half of those that participated, which we see a satisfactory number of responses to draw our conclusions from.

## Conclusion

This project achieved its key goals of engaging young people and the general public from diverse backgrounds and who live in the local area with the history of factories in Cody Docks from the 17th and 18th century, as part of Newham Heritage Month 2021. All of the planned activities went ahead: artist research, 4 workshops, and masterclasses for the Young Creative Newham Board. All of the outcomes were met and feedback on the activities was positive, indicating both high satisfaction with the project delivery and an increased appreciation and knowledge for the heritage of the area. Challenges included the fact that there was a delay to the marketing of one of the workshops which meant that there was not enough time for sign ups. It was suggested instead by the Newham Heritage Month lead that this workshop on illustrating the area should go ahead as a video, which in the end became an alternative asset that can benefit people beyond the project's life. The project was more time consuming to coordinate for Rosetta staff than anticipated as it involved many stages and a wide range of stakeholders, and as a very small charity that meant more staff time than planned went on the project. However, this was still within the remit of the grant but is a consideration for future projects with board stakeholders and multiple outputs and outcomes among different groups. One of the positive additional outcomes of the project was the online exhibition, which continues to tell the story of one of the workshops and the heritage of the Cody Docks.

## Key links

### Rosetta Arts workshop marketing

- <https://rosettaarts.org/explore-your-creativity-and-our-boroughs-rich-history-this-newham-heritage-month/>

### Rosetta Arts workshop eventbrites

- <https://www.eventbrite.co.uk/e/photography-at-cody-docks-workshop-with-sylvie-belbo-uab-tickets-150765751421>
- <https://www.eventbrite.co.uk/e/listening-at-cody-dock-sound-workshop-tickets-150764196771>
- <https://www.eventbrite.co.uk/e/illustrating-cody-docks-online-poster-making-workshop-tickets-150759488689>
- <https://www.eventbrite.co.uk/e/writing-about-cody-dock-online-creative-workshop-for-young-people-tickets-150739476833>

### Permanent online exhibition

<https://rosettaarts.org/exhibition/rosetta-arts-at-newham-heritage-month/>

### Video on illustrating Cody Dock

<https://www.newhamheritagemonth.org/events/illustrating-cody-docks-online-workshop-for-young-people/>