

WOW - Women of the World, Bradford Spirit of 2012



**SOUTHBANK
CENTRE**



CONTENTS

Executive Summary.....	3
1. Context	5
1.1 Description of the Project.....	5
1.2 Project Outcomes.....	5
1.3 Focus of the Case Study.....	6
1.4 Broader Context.....	6
2. Mechanism	8
2.1 Delivery Structure.....	8
3. Methodology	10
3.1 Data Collection.....	10
3.2 Limitations.....	10
4. Findings	12
4.1 Empowering Young People.....	12
4.2 Wellbeing.....	15
4.3 Social Connectedness.....	16
4.4 Engaging Volunteers.....	17
4.5 Connecting Generations.....	19
4.6 Inspiring Events and Building Partnerships.....	20
4.7 Project Processes and Challenges.....	21
5. Conclusion	23
6. Recommendations	25
 Annex 1: WOW Spirit Themes and Outcomes	 27
Annex 2: List of Interviewees	29
Annex 3: Speakers' Corner Events and Partnerships	30
Annex 4: Bradford and District Women's Forum - WOW Bradford Micro-Pots	33

EXECUTIVE SUMMARY

Context

WOW (Women of the World) Spirit celebrates women and girls and brings people together to discuss the obstacles stopping them from achieving their potential. This case study explores the impact of the two-day WOW Spirit festival in November 2016 for programmers, WOWsers (youth volunteers), adult volunteers and participants. The WOW Spirit festivals are based on the established Women of the World model that was initiated by the Southbank Centre in London in 2010 and now runs around the world. WOW Spirit was set up to take the festival to communities that would not normally get the opportunity to host an internationally recognised event. Respondents interviewed for the case study identified the need for the WOW Spirit Festival in Bradford to help to bring an often segregated population together and help to counteract negative stereotypes about the city following the riots in 1995 and 2001.

Methodology

This case study has been developed on the basis of interviews conducted with 18 respondents involved in the festival across July 2017. Results from the external evaluation of the WOW Spirit Bradford festival in 2016 are also included, and a mapping exercise was conducted with WOW Spirit Bradford programmers to explore the outcomes that occurred as a result of the festival in 2016.

Findings

Overall there was strong evidence to suggest that the WOW Spirit had a sustained impact in Bradford beyond the two days of the festival in 2016, although more quantitative data would be needed to look into this further. WOW Spirit has enjoyed considerable success in Bradford *empowering young people* and improving *wellbeing* through *Speakers' Corner*, an initiative driven by WOWsers and volunteers that runs a comprehensive set of activities and effectively has turned WOW Spirit into a year-round series of events. It was also clear that new *social networks and connections* have been created between women and girls in Bradford in the months following the festival including *between generations*, particularly through mentoring initiatives such as *Auntie Frank* that came out of the festival. *Volunteers* identified specific skills and knowledge they had gained as a result of the festival and a range of events and partnerships have emerged out of *Speakers' Corner* and networking from the festival itself. There was less evidence to suggest that WOW Spirit addressed perception towards disability in a structured way, although this has been identified as a priority for the future. There were also some challenges identified by interviewees, including a need to engage with more working-class women and concerns about the scope and workload of the festival in 2016. It was clear from interviews with the WOW Spirit team that they are aware of these challenges, and included in this case study are the steps they have taken in response.



Recommendations

There is a risk that the full potential of WOW Spirit Bradford is not being reported back to Spirit, and this could start to be addressed through relatively minor additions to the post-festival survey in 2017. There may also be potential for looking for existing best practice around engaging with white, working-class women, and for Spirit and the Southbank Centre to explore how *Speakers' Corner* can be further supported. Finally, there could also be an opportunity for Spirit and the Southbank centre to dig deeper and explore the conditions, or 'ingredients', that led to activities and outcomes continuing beyond the WOW Spirit festival in Bradford to see if this can be replicated.

1. CONTEXT

Spirit of 2012 ('Spirit') is a charitable Trust established in 2013 to build on the positive impact of the London 2012 Olympic and Paralympic Games. Endowed with £47 million from the Big Lottery Fund, Spirit aims to use national and local events across the UK as catalysts to inspire social change. Spirit encourages participation in sport, art and cultural activities and builds on the positive impact of the London 2012 Paralympic Games to challenge negative perceptions of disability and to promote social action, with a particular focus on motivating young people.

This case study is part of Spirit's external evaluation. It aims to identify the main outcomes and impacts achieved by Spirit-funded projects between the years of 2014 and 2017 and, where possible, determine a grantee's individual contribution towards those results.

1.1 Description of the Project

2018 is the centenary of female suffrage in the UK. With Spirit, the Southbank Centre is celebrating this milestone by working with local people in five towns and cities (Bradford, Perth, Exeter, Norwich and Cardiff) to extend the reach of the WOW (Women of the World) festivals run by the Southbank Centre, staging nine locally owned and developed WOW Spirit festivals between 2016 and 2018 (one in 2016, three in 2017 and five in 2018). WOW Spirit celebrates women and girls and brings people together to discuss the obstacles stopping them from achieving their potential. WOW festivals aim to enable women, men, girls and boys, including some of the most marginalised voices in society, to get actively involved in their local communities as programmers, volunteers, WOWers (youth volunteers) and festival attendees to facilitate mutual understanding and help make a happier, fairer society. WOW Spirit festivals target places where a lack of cultural infrastructure, limited access to resources and restricted opportunities for female leaders are barriers to community cohesion. By enabling local people to establish WOW festivals, the project aims to develop capacity so there is the knowledge and confidence within the community to sustain WOW into the future.

1.2 Project Outcomes

As shown in the table in Annex 1, WOW Spirit has selected 6 outcomes (highlighted in blue) against which to report back to Spirit with quantitative data across 4 themes: *wellbeing*, *social connectedness*, *engaging volunteers* and *inspiring events*. In the course of developing this case study, evidence has emerged that WOW Spirit in Bradford is addressing a number of other areas (highlighted in a lighter blue), that would also include the additional themes of *empowering young people* and *connecting generations*. In addition, this case study also includes findings relating to the themes of *building partnerships* and *social cohesion*. Evidence of how these additional themes and outcomes are addressed are explored further in the findings section. It was harder within this case study to pick up evidence that issues around disability were being addressed with specific programming and activities, although 'absence of evidence is not evidence of absence'

and this does not necessarily mean that the festival did not lead to outcomes for the disabled participants that attended. For example, the one disabled participant interviewed for this case study did find that the WOW Spirit festival was a welcome and inclusive environment. There are plans from the Southbank Centre to focus more on this area in 2017.

1.3 Focus of the Case Study

This is the first case study developed by inFocus in relation to WOW Spirit and focuses mainly on the summative evaluation question **what outcomes have occurred as a result of the WOW Spirit Bradford festival in 2016?** There is less of a focus on the shorter-term outcomes from the festival itself, which are extensively covered in the external evaluation commissioned by the Southbank Centre.¹ Also, as this case study goes on to explore in the methodology section below, there is a particular focus on attribution² and the secondary evaluation question of **to what extent are these outcomes a result of the festival?** Would they have occurred if the festival had not taken place? Lastly, this case study briefly explores the evaluation question of **how do WOW Spirit festivals differ across different locations?** and whether, at these early stages of WOW Spirit in Perth and Exeter, there are differences in the way the festivals are planned and run.

1.4 Broader Context

About Bradford

Bradford in West Yorkshire is one of the UK's great industrial cities. An estimated 534,300 live in Bradford district and the population is dominated by younger age groups with more than one-quarter (30.2%) of the District's population aged less than 20 and nearly seven in ten people aged less than 50.³ The population of Bradford is ethnically diverse. The industrial growth of Bradford in the 19th century attracted labour from all over Europe and the British empire so that Bradford has become famed as a cultural melting pot with people of Irish, German, Italian, Eastern European, Caribbean and Asian descent.⁴ The largest proportion of the district's population (63.9%) identifies themselves as White British. The district has the largest proportion of people of Pakistani ethnic origin (20.3%) in England.⁵ Though industrial growth has been in decline since the second world war, the divide between rich and poor is still evident, with affluent suburbs and market towns within Bradford's metropolitan district ringing inner city communities suffering some of the country's highest levels of deprivation. The decline of traditional industries and, in recent years, the impact of the recession, have caused both economic problems and social unrest, which manifested itself most dramatically in the riots of 1995 and 2001.⁶

1. Annabel Jackson Associates Ltd (2017). *WOW Spirit, Evaluation of Bradford Festival*

2. "Attribution refers to both isolating and estimating accurately the particular contribution of an intervention and ensuring that causality runs from the intervention to the outcome", <http://siteresources.worldbank.org/EXT/OED/Resources/chap4.pdf>

3. <https://www.bradford.gov.uk/open-data/our-datasets/population/>

4. <http://www.yorkshire-england.co.uk/Bradford.html>

5. <https://www.bradford.gov.uk/open-data/our-datasets/population/>

6. <http://www.speakerscornertrust.org/speakers-corner/projects/uk-projects/bradford/>

Why Bradford?

Interviewees for this case study gave a number of reasons for why it was important for the WOW Spirit festival to come to Bradford. For several it was an opportunity for integration and bringing people together:

“ people live in their own enclaves – white (British), Polish, Pakistani, and there is not much integration. This doesn’t mean there is hatred between communities but that people are living separate lives in separate rooms. For example, in schools children can all be from the same background and not mix with children from other backgrounds. ”

Two of the WOWsers identified that there were not many initiatives that connected people in Bradford and that **“nobody talks about anything and nothing really happens”**. Respondents also stated that Bradford often **“gets forgotten and while there are pockets of growth in the city, it still needs help and investment”**. Others highlighted the importance to them of a high-profile festival and brand coming to Bradford:

“ I’m really excited that Bradford got chosen, the city often gets overlooked and it’s great to see an international brand come to Bradford while still having a real Bradford identity to it (the festival). ”

One participant felt that,

“ we (Bradford) get bad press, with negative stereotypes attached, but there are fantastic people here and a lot of history (Labour was founded here). Working class people can be invisible and with high profile festivals we can be given a voice. ”

It was also identified by another respondent that the 3-year commitment of Spirit and the Southbank Centre was important to Bradford, as they felt that with the often negative perception of Bradford (especially since the riots in 2001), visits from elected officials were just to ‘get a notch on their CV’ and there was not then a longer-term commitment to supporting Bradford. Participants also identified that there were no other similar initiatives taking place within Bradford and that while there were links to Bradford Literature Festival⁷ they felt that WOW Spirit engaged communities that wouldn’t normally attend a festival. Finally, one participant identified that the WOW Spirit festival set a high standard with the quality of events available and it showed that Bradford should aspire to good things and ‘set the bar high’, rather than taking an ‘it will do’ attitude. For them, the festival is what the city needs and deserves.

⁷ <https://www.bradfordlitfest.co.uk/>

2. MECHANISM

2.1 Delivery Structure

The Southbank Centre are responsible for the delivery of the festival and overall coordination sits with the WOW Spirit Project Manager based at the Southbank Centre in London with regular travel to all festival locations. The Southbank Centre was awarded an initial development grant of £9600 in January 2015, of which £6,844 was spent, and from October 2015 received a main grant of £669,103 from Spirit to run the festivals across 5 cities. In 2016, Bradford City Council supported the festival by providing sponsorship of £5,000, with an additional £4,373 generated from ticket sales, and in 2017 the Southbank Centre received an additional £44,004 grant payment for extra delivery resources to meet the scale and demand of the festival. This included a commitment from Southbank Centre to identify additional income opportunities for each WOW city and focus each year on improving sustainability efforts by raising £5,000 sponsorship and £4,500 income via ticket sales per city each year for the remaining 8 festivals.

A WOW Spirit Festival has five key components:

- **WOW Think-ins:** 5 diverse community festival planning meetings throughout the local area, each with 30-40 attendees. Ideas from Think-ins go directly into the WOW festival. WOW Think-ins also take place in schools.
- **WOWser Programme (12 weeks):** WOWsers are young people aged 15 - 18 who advise on and develop a project for WOW in the build-up to the festival. In 2016 the Bradford WOWsers developed the campaign #iamperfectasme, for girls to consider who they are and how they can celebrate their uniqueness. The campaign was also adopted by the WOW London Festival for a WOW Schools Day, with the WOWsers from Bradford attending the event.
- **Volunteer Programme (12 weeks):** 10 volunteers (aged 18+) receive training and work across all aspects of festival planning and delivery. While not a requirement as part of the WOW structure, the volunteers in Bradford also initiated and ran a campaign. In 2016 this was 'Aunty Frank', a listening ear service for young women who may need support and someone to talk to (currently continuing to run as part of the *Speakers' Corner* project (see section 4 below).
- **Schools Day:** One Schools Day, including themed activity, speed mentoring, talks, workshops and performances delivered on Friday before festival weekend.



- WOW Spirit Festival:** Each festival lasts for two days including an evening performance on Saturday. Each day there are 10-15 talks, debates and workshops, two or three sessions of 'WOW Bites', one or two speed mentoring sessions for 30 mentees per day, a WOW marketplace with 10 charities and 20 local small businesses, 15 performances and exhibitions and 'Under 10s Feminist Corner'. In 2016 the WOW Spirit Bradford festival aimed to attract 850 people in total (150 for school's day, 400 for the Saturday events and 300 for the Sunday events). It actually attracted 1,671 participants (127 students for the schools' day, 743 (including contributors) for Saturday day pass events, 450 for the 'Malala' event on Saturday evening and 351 for Sunday day pass events).



3. METHODOLOGY

3.1 Data Collection

The WOW Spirit festival that took place in Bradford in 2016 is the main focus for data collection for this case study. The next Bradford festival is not taking place until November 2017, and so the inFocus evaluator used the two WOW Spirit Think-ins taking place between 29th June and 1st July in Bradford as an opportunity to speak to participants, volunteers, WOWsers and programmers. This included attending the Think-in taking place on Saturday 1st July and a visit to the *Speakers' Corner* project that was started by the WOWsers and volunteers (see section 4 below). The visit was followed-up by a number of telephone interviews conducted by the inFocus evaluator, including with the programmers of the Perth and Exeter festivals. Overall, 18 interviews were conducted with volunteers, WOWsers, participants, programmers, the WOW Spirit Project Manager and Spirit Grant and Learning Manager managing the WOW Spirit grant. The inFocus evaluator also reviewed the data that was submitted to Spirit by the WOW Spirit Project Manager and the external evaluation of the Bradford WOW festival in 2016. Finally, the inFocus evaluator guided the WOW Spirit Bradford programmer through a mapping exercise to explore the outcomes that had occurred as a result of the festival in 2016 (see section 4 below). A list of interviewees can be found in Annex 2.

3.2 Limitations

Every data collection method has advantages and disadvantages. The use of *interviews to develop case studies* can produce rich and in-depth qualitative findings and identify areas to explore further. However, with the more limited amount of data available than, for example, a baseline and end-line questionnaire, it can be harder to draw definite cause and effects and to generalise and draw overall conclusions from a relatively small number of respondents.⁸ There are also challenges with the *measurement of the impact of festivals*. Capturing insight about audiences at any public event can be a challenge⁹ and care needs to be taken to ensure that longer-term outcomes can be traced back to participants that have attended festivals. Lastly, with this case study there is also likely to be an element of **self-selection bias**¹⁰ to the individuals that were interviewed for the case study. As the WOW Bradford festival took place several months before the interviews were conducted, those available for, and willing to take part in, an interview are more likely to be those that will still be involved in some way in 2017. These individuals may therefore be more favourably disposed towards WOW Spirit. However, it should be noted that WOW Spirit

8. <https://app.shoreline.edu/dchris/psych209/Documents/Case%20Studies.pdf>

9. http://culturehive.co.uk/wp-content/uploads/2013/06/BL_Researching-audiences-at-outdoor-events-and-festivals.pdf

10. "Self-selection bias is the problem that very often results when survey respondents are allowed to decide entirely for themselves whether or not they want to participate in a survey. To the extent that respondents' propensity for participating in the study is correlated with the substantive topic the researchers are trying to study, there will be self-selection bias in the resulting data. In most instances, self-selection will lead to biased data, as the respondents who choose to participate will not well represent the entire target population." <http://methods.sagepub.com/reference/encyclopedia-of-survey-research-methods/n526.xml>



programmers were open to contacting any potential interviewees requested by the inFocus evaluator that were involved in 2016 and (as can be seen below) those interviewed were all open to giving constructively critical feedback. It should also be noted that the feedback from a sample of 100 participants collected through WOW Bradford's external evaluation of the 2016 festival was overwhelmingly positive, for example 86% enjoyed taking part in the festival a lot, and 14% a little bit while 86% definitely found the festival memorable and 14% probably found it memorable.¹¹ Therefore, the opportunity to engage with participants that had a less positive experience at the festival was likely to have been limited.

11. Annabel Jackson Associates Ltd (2017). *WOW Spirit, Evaluation of Bradford Festival*

4. FINDINGS

In this section we explore the findings that have emerged from the data collection and review for this case study. A focus of the data collection has been using the results from interviews and mapping exercise with the WOW Spirit Bradford programmers¹² to start to identify opportunities, partnerships and events that have occurred since the WOW Spirit festival in Bradford in 2016. This resulted in the diagram below, which is explored further in this section and Annex 2. It is important to note that the diagram is not showing all of the connections that came out of the festival, particularly where networking took place between individuals and led to further contact without the involvement of the WOW Spirit programmers (and there is evidence of this happening – see the ‘Build a Girl’ project below). With some relatively minor changes to the data collected in the questionnaires used with festival participants, there is the possibility of exploring these additional connections and adding them into the diagram (see recommendations below) in 2017.

4.1 Empowering Young People

In this case study, we have started with the outcome area of *empowering young people* rather than *wellbeing*, as it is important to introduce the *Speakers’ Corner* initiative, the focus and vehicle for a number of the outcomes described in this section. *Speakers’ Corner* is an initiative started by WOWsers and volunteers in Bradford as a way of continuing their relationship beyond the WOW festival in 2016. As one WOWser described,

“ none of us wanted to say goodbye, we had so many ideas from the WOW festival but no time left (once the festival had finished) so we decided to move them forward ourselves. ”

A volunteer also stated that,¹³

“ we didn’t want everything that happened during the festival to just fizzle out. We wanted that enthusiasm and excitement to continue. There are lot of people who really want to make Bradford a better place, and we need something like this to engage people from all sorts of backgrounds. That is where Speakers’ Corner grew from, as a project that can carry this enthusiasm on. ”

12. During the exercise we followed four key criteria so that an opportunity/event/connection 1. had to be a result of connection made/meeting someone at the festival, 2. From gaining confidence from WOW that enabled them to run an activity or event or make a change 3. anything outside of the festival organised or facilitated by WOW or Southbank and 4. a participant identifying that it was WOW that inspired them to do it.

13. http://www.thetelegraphandargus.co.uk/news/15042119.Speakers__Corner_created_in_city_centre_unit/?ref=arc



- The potential of young people to be agents for change has been unlocked and demonstrated
- Young people feel involved and have a voice in their community
- Role models inspire others to do more and better

No WOWsers or volunteers interviewed felt that *Speakers' Corner* would have occurred without the WOW Spirit festival, making particular reference to the fact that many WOWsers and volunteers did not meet until joining the WOWser/volunteer programme.

Speakers' Corner is a programme of events and activities open to young people in Bradford and based in a former loans store in the centre of the city. The initiative functions under the Commonwealth Theatre board and is guided and supported by the WOW Spirit Bradford programmers from both 2016 and 2017 and the WOW Spirit Project Manager. It is clear, however, from interviews and observations that the initiative is owned and run by the WOWsers and the adult volunteers, and it is their 'voice' that is coming through, with participatory planning sessions driving the types of events and activities. One of the WOWsers described *Speakers' Corner* as an **"incubator for projects and a gathering process for ideas"** and for one of the WOW Spirit programmers in Bradford, it is a, **"space for girls where they can do what they want to do, such as revision sessions, there is no element of 'no' when working out what to put on"**. This extended to decisions about what to call *Speakers' Corner*¹⁴ and how to decorate the space. The events and activities that have been run by *Speakers' Corner* are covered in more detail in Annex 2 and throughout this section. At the festival itself, participants identified the WOWsers programme as a key strength: **"the WOWsers programme was great for young people and seemed to generate a real sense of community and leadership amongst the group"**.¹⁵ It also emerged from the interviews for this case study that the WOWsers, and also one of the volunteers, had met and been inspired by women they had met through WOW, such as the founder of Karma Nirvana, Jasvinder Sanghera.¹⁶ It was also noticeable that respondents identified both volunteers and programmers for WOW Spirit as role-models or inspirations, which we explore further in section 4.6. One WOWser identified, when referring to the adult volunteers, that they had, **"met so many amazing people [through WOW Spirit] that have given me motivation and inspiration to move"** (take action).



14. *Speakers' Corner* is named after the area in many cities where open-air public speaking, debate and discussion are allowed – the location of *Speakers' Corner* in Bradford is thought to be near the location of the *Speakers' Corner*.

15. Annabel Jackson Associates Ltd (2017). *WOW Spirit, Evaluation of Bradford Festival*

16. https://en.wikipedia.org/wiki/Jasvinder_Sanghera



4.2 Wellbeing

As described earlier in the case study, a baseline using the wellbeing questions requested by Spirit is not available for the WOWsers and the sample size is small (5 participants). However, there were indicators from the festival in 2016 that suggest there was at least a short-term increase in wellbeing stemming from participation in the event, with 79% of a sample of 100 festival attendees happy and 82% inspired. The external evaluator identified that: **“The most common feelings from WOW Spirit were inspired, happy, energised, connected to other people and proud. This is surely an ideal mix for activism, compared to many campaigns which create resistance, fear or a feeling of defeatism”**. Other quotes from participants included: **“honestly, I’m on the brink of tears. I’m energized and exhausted”**, and, **“such an amazing and empowering day.”**¹⁷

- People’s personal wellbeing increases through participation

There is also a strong focus in *Speakers’ Corner* on events that promote wellbeing, such as ‘Stress-free Saturdays’ and on participants having fun. This is encouraged and supported by WOW Spirit Bradford Programmers and partners. For example, one of the first *Speakers’ Corner* events, funded by a £250 grant from the Bradford and District Women’s Forum, was a Glow in the Dark party that continued the #iamperfectasme campaign to promote positive body image among women.¹⁸

All 14 interviewees involved in WOW also identified positive changes in their lives as a result of being involved with WOW Spirit Bradford. One of the WOWsers interviewed for this case study stated that **“WOW helped me to self-heal, I feel I am a better, stronger person that has learnt how to deal with experiences”**. Several interviewees also highlighted the importance of WOW in providing a space to enable participants to reflect on how they live their lives; one participant remarked:

“ when people have an illness or are just trying to survive they don’t always get this opportunity to reflect. WOW facilitate by talking about challenging subjects in a relaxed way – what is normal? Do I like it? Can I change it? ”

17. Annabel Jackson Associates Ltd (2017). WOW Spirit, Evaluation of Bradford Festival

18. http://www.thetelegraphandargus.co.uk/news/15100552._Glow_in_the_dark__party_welcomes_young_people_to_new_social_space/#gallery0

She went on to give an example: *“because families are bigger and live in one unit a lot of caring going on, but people don’t see themselves as carers, it is good to make them realise they are being robbed of their childhood (taking part in WOW) gives ‘food for thought’ and awakens thinking. It is important to give women and girls another point of view – is it okay if my brother gets a bicycle but I get a lollipop?”*

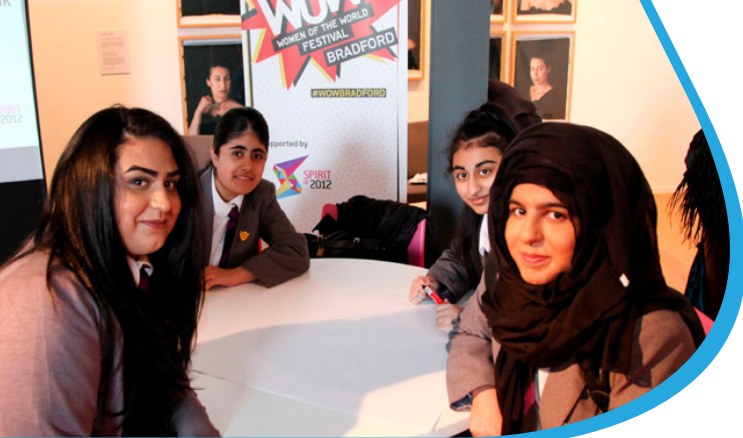
4.3 Social Connectedness

The external evaluation of the WOW Spirit Bradford festival in 2016 identified that 57% of a small sample (21 visitors, local presenters and facilitators) responded that they kept in contact with people they met after the festival. This was supported by the qualitative information that was collected through this case study with the majority of the WOWsers, adult volunteers and programmers interviewed identifying that the WOW festival helped them to widen their social networks. In Bradford one of the programmers

- People continue to take part leading to: feeling more engaged in their local community and have a true sense of pride in the contribution they make to it
- People enjoy their engagement in the community and have fun
- People feel empowered and confident to take part in more activities
- People’s self-confidence and self-esteem increases

mentioned that *“before WOW there were pockets of women, now we have a support network”*. This can be seen in part through the use of the various social networks for Speakers’ Corner as the main vehicle for WOWsers, volunteers and participants to stay in touch (**WhatsApp** – 257 members, **Facebook** – 501 followers, **Twitter** – 1,532 followers) that were very much (almost constantly) in use by WOWsers and programmers during the visit to Bradford from the inFocus evaluator. A participant also identified that, *“through WOW I met different people and a broad range of people. I got excited about feminism again, particularly seeing young women get engaged and work through issues themselves”*, and another that, *“I have so many contacts in my community that I’m still in touch with a year on”*. It was interesting too that programmers working on WOW Spirit (across Bradford, Perth and Exeter), all identified that they had increased their connections within their local communities, particularly in relation to connecting with communities and grassroots groups that they did not know of before. One Bradford Programmer stated that, *“we would have passed them on the street and not be aware of the amazing work they are doing.”*

All of the WOWsers identified that they had grown in self-confidence and were more socially outgoing since taking part in the festival, with all remarking that they had been nervous to start with as for most they did not know each other, or only one or two other WOWsers: *“I was reserved on the first day, it was the first time getting out of the school bubble”*. Volunteers and programmes in Bradford also identified that they had seen an increase in confidence from the WOWsers identifying that, *“girls (WOWsers) clearly had the talent but not the confidence”*, when they first started as WOWsers and also that they had seen an increase in their own confidence. For example the intern working on WOW Bradford in 2016 reflected that she, *“gained a lot of confidence meeting strangers all the time and it gave me a new-found love for Bradford and a stronger connection with the city.”*



4.4 Engaging Volunteers

It was outside of the scope of the individuals interviewed for the case study, or through data available from WOW Spirit Bradford evaluation, to identify whether the festival had encouraged people in Bradford to volunteer that were not volunteering previously. However, several respondents identified that they were increasing their level of volunteering. For example, WOWsers identified that while they volunteered previously through their schools, and being part of *Speakers' Corner* had significantly increased the amount of

volunteering they took part in. WOWsers, volunteers and the intern interviewed for the case study also identified that they had learnt project management, art programming and communication (e.g. public speaking) skills. Respondents highlighted a range of personal development opportunities provided through *Speakers' Corner* or directly from the Southbank Centre/WOW Spirit. For example, one of the participants from *Speakers' Corner* chaired a debate alongside the leader of Bradford Council on International Women's Day, stating that, **"if you had told me last year that I would be leading a debate on International Women's Day I wouldn't have believed you"**.¹⁹ Other members of *Speakers' Corner* spoke at this event and also on the stage at Bradford's Great Get Together in memory of the MP Jo Cox. The *Women in Leadership Training* was identified by one participant in WOW Spirit and local activist as one of the highlights of their engagement with WOW Spirit. The 2-day leadership training was arranged by the Southbank Centre and conducted just prior to the WOW Spirit Festival in 2016 with 10 local women. This year, it is taking place on the 14th and 15th September to give more time for those attending to potentially get more involved in the festival as volunteers or performers. Another example is the attendance from two of the WOWsers from 2016 in the *WHY? - What's Happening For The Young?* Summit, a festival that celebrates young people's ability to make change through the arts.

- More people volunteer and engage in their community
- Volunteers have enhanced life and employability skills
- Volunteers enjoy their engagement in the community and have fun
- Volunteers develop skills and/or gain qualifications through training opportunities

19. Annabel Jackson Associates Ltd (2017). WOW Spirit, Evaluation of Bradford Festival

A View from a WOW Performer

Leanna performed a piece called 'I Smile' at the West Yorkshire Playhouse as part of a community event. Eve Manning (the WOW Bradford Coordinator in 2016) was in the audience at the time and really liked the piece, so invited her to perform 'I Smile' at WOW Bradford in 2016. Leanna described the performance as follows; ***"I Smile' is a piece that basically talks about all the reasons why I smile but also it kind of sticks two fingers up at society and builds a discussion, as it says society's judgements no longer affect me, I am more than you think I am. It is about getting people to understand that I am a person and that people in a wheelchair are people and I really like the fact that people were kind of hit by their own judgement of people with disabilities. The piece does challenge people and make people think, which is what art is supposed to do. We have got a really negative narrative about disability and anything that can dent that, and to be part of that, is amazing. It really frustrates me how people judge people with disabilities and not see them as what I call them as 'heroes' or 'sheeros' because they are awesome as it's very difficult to have the strength to get out of bed and do anything, even just to go "you know I can't do it so I won't" but then persevere and get through it"***.

Since the performance, Leanna was then invited to perform 'I Smile' at WOW London (twice in one day) in March 2017 and has been invited back to perform a new piece at WOW Bradford in November, which will cover relationships and disability. She is also applying for funding to make the piece bigger and develop it further into a film. Leanna has also attended a 6-week play-write course in April and May 2017 and, once this was finished, she was contacted by the West Yorkshire Playhouse to take part in a project called 'Fuse' for one year (starting in September 2017), which 'fuses' together directors, actors and playwrights. Through the scheme, Leanna will be supported to write a full-length play, part of which will then be turned into a finished script by a director and performed by actors at the Playhouse.

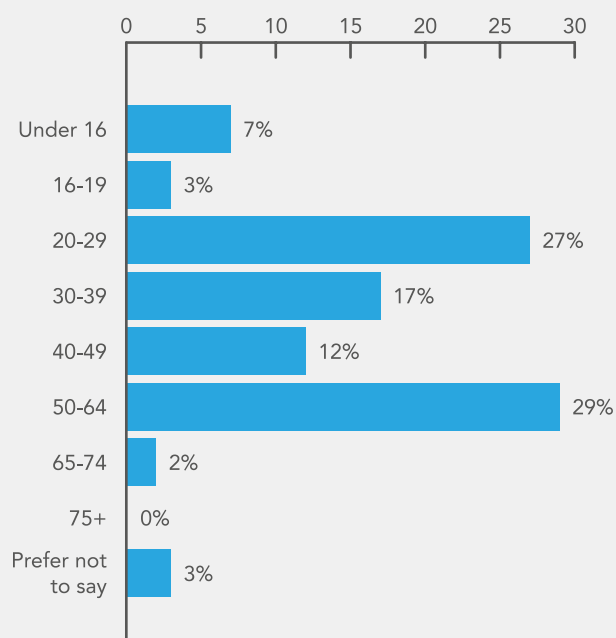
Leanna credited WOW Bradford for supporting her passion for writing, and feels she has found a platform and the confidence to keep pursuing writing; ***"For me it looks like I have a career coming out of this now, so my involvement with WOW has been amazing. I think just the way the whole team was so supportive over everybody and wanting to help them find their voice was the most important thing. For me, it was just having the confidence to get my work out there and be a part of things, I have been quite isolated because of my illness so the biggest thing was the support."***

4.5 Connecting Generations

Evidence emerged that WOW Spirit is also connecting generations of women. Data collected from the 100 questionnaires as part of the 2016 external evaluation showed that the age range was varied.²⁰ The connection between generations could be most widely seen through observation of the Think-in in Bradford and through the relationship between WOWsers, the adult volunteers and programmers, which was identified through the interviews. Although the observation came from one Think-in and there should be some caution in applying conclusions more generally, it was interesting to observe the ease with which the individuals in the room interacted, despite there being a range of age and backgrounds. The mutual respect for the ideas generated by participants, both older and younger people, was evident in interactions before, during and after the Think-in, particularly the way that adult volunteers, participants and programmes responded to and supported the burst of ideas and enthusiasm from WOWsers. One WOWser identified that, ***“we feel that our voices being heard and we are treated like adults”***. It would be interesting to dig deeper and explore if this rapport has built up since the first year of the festival or if it is because

- People from different generations are motivated to take part in more community activities together
- People of different generations recognise that they are part of the same community and feel more connected to each other
- Each generation's contribution to their community is valued and understood

Please tell us your age (N=98)



of the way the Think-ins are facilitated (or both). In interviews, both WOWsers and volunteers identified how much they valued getting to know each other and, for the WOWsers, their appreciation of the support from the adult volunteers and programmers and the, ***“support network that helps us to broaden our life goals and meet other individuals with experience”***. This support is also provided through the monthly Aunty Frank mentoring sessions that have continued since the WOW Spirit festival in 2016. This respect seemed to be also reflected by adult volunteers, programmes and participants: ***“Bradford has a very young population and it's great to see young women so active, taking ownership and getting engaged. Seeing young people active gives some hope and optimism”***.

There are also indicators that more parents of the WOWsers are getting involved in WOW Spirit Bradford, for example, attending the Young Women's Rally at WOW London.

20. Annabel Jackson Associates Ltd (2017). WOW Spirit, Evaluation of Bradford Festival

4.6 Inspiring Events and Building Partnerships

This section combines the two outcome areas of *inspiring events* and *building partnerships*. A range of partnerships have emerged through Speakers' Corner and a list of the partnerships identified through interviews and directly with the WOW Spirit Bradford programmers can be found in Annex 3. One of the partnerships that came out of the festival and has continued with *Speakers' Corner* is with BCB, a local community radio station. Several of the WOWers have taken part in live radio interviews, round table discussions and other radio events with BCB and are currently engaged in a joint project with Mary Dobson, the director of BCB, to produce, edit and host their own radio programme which will be aired live bi-weekly. The *Build a Girl* project was founded by Fiona Broadfoot, a survivor of Child Sexual Exploitation. The project provides a safe and therapeutic environment to look at ways in which girls and women can develop a sense of self-worth through exploring how girls and women cope when trying to meet society's expectations of them, particularly those around body image and sexual 'norms', empowering girls and young women to make safe and informed choices and healthy relationships.²¹ Fiona had not been involved in advocacy in the public arena in Bradford for some time, working instead as an advocate in the UK and internationally. The WOW Spirit Bradford festival encouraged her to get back involved in her community in Bradford, and she has since embarked on a new project with an artist that she met at WOW, as well as forged links with Kersten England, the Chief Executive at Bradford City Council. Fiona also highlighted that WOW had helped to promote the *Build a Girl* project, and this was echoed by the WOW Spirit programmer in Perth, who identified that existing community groups saw the WOW festival as a 'bit of a megaphone' to promote their work. The *Bradford and District Women's Forum* provided 10 £250 grants (WOW Bradford Micropots) to individuals and organisations that had ideas they wanted to take forward as a result of attending the WOW Festival. This included the grant for the *Speakers' Corner* 'Glow in the Dark' party mentioned above. You can find a list of the organisations funded by the Women's Forum in Annex 4.

- People are inspired and empowered to get (more) involved in their communities
- Inclusive national & regional events enable groups to connect and have fun. Events also effectively engage local and national media
- Increased collaboration between organisations leads to greater cohesion and alignment, resulting in them doing better and more

The WOW Spirit Bradford programmers also identified a range of partnerships that have continued since the WOW Spirit Bradford festival in 2016 and in the build-up to the 2017 festival, either through *Speakers' Corner* or directly from the festivals. These connections are shown in the network map at the start of the findings section and include ongoing events such as TenX9 where, on the last Friday of every month and hosted by a WOW Spirit volunteer from 2016, 9 people have up to 10 minutes each to tell a real story from their lives around a particular theme. Other ongoing relationships include Bradford City Council, where WOW Spirit has worked with the council on various events including International Women's Day, People Can Do events and The Great Get Together.

21. <https://www.gofundme.com/build-a-girl-summer-school>

Although the WOW Spirit Project Manager identified that they wanted and expected the WOW Spirit festival in Bradford to act as a catalyst and agent for change, the results that have been identified in this case study that occurred since the festival took place have exceeded expectations, and Bradford has set the bar high for the other WOW Spirit festivals.

4.7 Project Processes and Challenges

Increasing Diversity

While, in general, interview respondents for this case study identified that there was a good mix of participants attending the WOW Spirit festival in Bradford²², the most pressing challenge identified by the majority of respondents was engaging more white working class women in WOW Spirit Bradford. There was an acknowledgement of how difficult this engagement can be as a festival might not be seen to be relevant to this group and in the current economic climate of austerity attending a festival might not be a priority. Likewise, the cost of the festival (both entry and travel to the festival) was identified as a barrier and several respondents suggested that subsidising travel costs should be built into the festival budget. Both of the WOW Spirit Bradford programmers, and the WOW Spirit Project Manager, identified this area as a key priority, and are taking steps to increase engagement with white, working class communities. This has included visiting schools, communities and action groups in communities such as Ravenscliffe and identifying underlying issues that are affecting the communities that could be covered by speakers and events at the WOW Spirit Festival in Bradford.

One participant, the WOW Spirit Bradford programmers and two WOWsers also identified the importance of attracting more male participants to the WOW Spirit Bradford festival and this also emerged as a topic from the Think-in attended by the inFocus evaluator. It was particularly important to the WOWsers, who felt that ***“we need more men, especially young men, to get involved with the cause, especially with encouraging open conversations about mental health and wellbeing and body image”***. However, one of the participants interviewed felt it was important not to lose the ‘safe-space’ for women to express themselves freely at the festivals. One interviewee also identified that more could be done to identify individuals from LGBTQ backgrounds and another felt that there could be more done to engage with refugees and asylum seekers, particularly around supporting with transport/travel costs.

Workload and Capacity

One of the main challenges emerging from the external evaluation of the Bradford Spirit festival in 2016 was that the scope of the programmer role was too great for one person to do and, generally, the volume of work was too great for the team running the festival in Bradford, which also, in some cases, lacked the specific skills needed, leading to additional work needing to be picked up by Southbank Centre staff.²³ This issue also emerged

22. 45% White or White British, 12% Mixed, 28% Asian or Asian British, 9% Black or Black British, 2% Other, 3% Prefer not to say. From sample of 100 participants. Annabel Jackson Associates Ltd (2017). *WOW Spirit, Evaluation of Bradford Festival*

23. See page 28 – Annabel Jackson Associates Ltd (2017). *WOW Spirit, Evaluation of Bradford Festival*

from several of the case study interviewees for this case study and formed the basis of discussions earlier in 2016 between the Southbank Centre and Spirit, where an additional budget was agreed to put in place a Production Manager in the two months proceeding each festival, a Marketing and Audience Development Officer on site at each festival location and the appointment of a Project Co-coordinator at the Southbank Centre for the remainder of the project to alleviate the pressure on the Spirit Project Manager as the sole point of contact. The WOW Spirit programmers interviewed for this case study all mentioned the high workload in the build-up to the festivals. For the Bradford programmers, this was partly a reference to coming on board later than intended and, for Perth and Exeter, there was a reference to this being the first time that the event was run in both locations. Both Perth and Exeter programmers identified the benefits of meeting up in London as a way to share challenges and solutions.

Monitoring and Evaluation

The M&E information submitted by Southbank Centre to Spirit comes from the 2016 questionnaires designed by the external evaluator to WOW Spirit, Annabel Jackson Associates Ltd (2017). These were collected on paper by WOW Spirit volunteers from a sample of 100 participants in the festival, with a follow-up questionnaire going out to only 21 visitors, presenters and facilitators due to low capacity in the team (also leading to the questionnaire not going out until 2 months after the festival). The small sample was also partly because ticketing for the event ran through Southbank Centre and the 'opt in' data protection process meant that only 100 people could be contacted (from which 21 responded). However, it was still possible to produce a detailed first year report that covered both the initial reactions to the festival and challenges to be addressed with the WOW Spirit festival. The Southbank Centre and the external evaluator expect these challenges with M&E to be resolved in 2017 and for there to be significantly higher response rates. WOW Spirit Bradford have also had challenges reporting back to Spirit with the wellbeing questions used by all Spirit grantees as the 5 WOWsers interviewed were contacted after the festival (so there was not an effective baseline) and WOW have agreed with Spirit to collect a larger sample size going forward in 2017 and 2018. As highlighted in this case study WOW Spirit may also want to consider collecting information in relation to the additional outcomes highlighted in section 1.2 such as *connecting generations*.

The Differences with Perth and Exeter WOWs

Finally, the WOW Spirit programmer in Perth identified that there were similar themes emerging to WOW Spirit in Bradford, for example, with Perth not being seen as a cultural centre (as opposed to Edinburgh and Glasgow) and people showing a genuine pride/delight in the event coming to Perth and a sense of ownership that arises quickly from the room during Think-ins. However, she identified that it can be more challenging to engage with rural communities that are more spaced out and, as with Bradford, there was a question regarding whether transport costs for participants to attend the festival would ideally be covered in the budget. In Exeter, the programmer highlighted that there were challenges with engaging speakers for the first year of the festival, particularly if the speakers were from outside of Exeter.



6. CONCLUSION

Importance to Bradford: Participants interviewed for this case study identified that there was a clear need and desire for the WOW Spirit festival in Bradford. For several, it was an opportunity for integration and bringing people together in what they felt could be a segregated city. Others highlighted the importance to them of a high-profile festival and brand coming to Bradford, particularly with the negative press the city can receive (especially since the riots in 2001). Participants also identified that, while there are many smaller local grassroots initiatives and activists in Bradford working with women and girls, there were no other similar initiatives to WOW Spirit taking place within the city that can connect these initiatives and activists and reach a wider audience. They also identified that while there were links to Bradford Literature Festival²⁴, they felt that WOW Spirit engaged communities that wouldn't normally attend a festival.

A range of outcomes: Overall, there was strong evidence to suggest that the WOW Spirit had a more sustained impact in Bradford beyond the two days of the festival in 2016, although more quantitative data would be needed to look into this further, as there were challenges in 2016 with sample sizes and collecting the wellbeing baseline. WOW Spirit has enjoyed considerable success in Bradford with *empowering young people* and improving *wellbeing* through *Speakers' Corner*, an initiative driven by WOWsers and volunteers that runs a comprehensive set of activities throughout the year. It was also clear that new *social networks and connections* have been created between women in Bradford in the months following the festival including *between generations*, particularly through mentoring initiatives such as *Auntie Frank* that came out of the festival. *Volunteers* identified specific skills and knowledge they had gained as a result of the festival and a range of events and partnerships have emerged out of *Speakers' Corner* and networking from the festival itself. There was less evidence to suggest that WOW Spirit addressed the perception towards disability in a structured way, although this has been identified as a priority for the future.

24. <https://www.bradfordlitfest.co.uk/>

Attribution to WOW Spirit: It was important for this case study to dig deeper and try to identify to what extent the longer-term outcomes identified in this case study, particularly those from the *Speakers' Corner* could be attributed back to the WOW Spirit festival in Bradford in 2016. All those interviewed that were involved in *Speakers' Corner* advised that they didn't feel that the *Speakers' Corner* would have taken place without the festival, as much from the practical standpoint that many of the WOWsers and adult volunteers that have run the festival had not met before and the festival provided the catalyst to continue to run the events and campaigns. It is also clear from many of the respondents interviewed for this case study that they made connections with other girls and women that would otherwise have been unlikely to occur, given the lack of a similar event with the same focus in Bradford.

Challenges: There were a number of challenges identified from interviewees, including a need to engage with more working-class women and concerns about the scope and workload of the festival in 2016. It was clear from interviews with the WOW Spirit team that they were aware of these challenges and the steps they have taken in response are included in this case study and in our recommendations.

7. RECOMMENDATIONS

Highlighting the full potential of WOW Spirit Bradford: There is clear evidence that WOW Spirit Bradford is having an impact in more areas than is reporting back to Spirit, and this is particularly the case with *empowering young people*, considering the range and depth of outcomes emerging from *Speakers' Corner*. This might be because of a lack of capacity with M&E, but there is a risk that the full social impact generated by WOW Spirit may not be fully reflected. WOW Spirit are looking to address the challenges with the post-festival online survey to reach more people, and as 90% of 100 respondents from the external evaluation of the festival in 2016 stated they would come to another WOW festival, additional questions could be included to explore the connections/events/volunteering taking place since they attended in 2016. As described above, steps are already being taken to address the challenges with the wellbeing baseline and to collect data from WOWsers and volunteers at the start of their engagement.

Engaging working-class women: A range of suggestions emerged from respondents regarding engaging with more working-class women with the festival in Bradford, from running smaller local events in estates in Bradford through to covering transport costs and engaging with more speakers and partners for WOW festivals that would be of interest to this audience. In addition to this, perhaps there are connections that Spirit could make to other organisations that are working with the similar audiences to identify best practice on how best to engage.

Supporting Speakers' Corner: *Speakers' Corner* is clearly a key legacy stemming from the WOW Spirit Bradford festival in 2016. It may be worthwhile for Spirit and the Southbank Centre to jointly look at how the initiative could be supported further to ensure that it is sustainable, for example, with support from local fundraising to build on funds raised to date, and for the Southbank Centre to explore how similar initiatives could be encouraged to emerge in other WOW cities. It could also be worthwhile for the initiative, and for the Southbank Centre and Spirit, to develop a case study specifically on *Speakers' Corner*.

Discussing disability: In the original application to Spirit, the Southbank Centre anticipated that the event would improve perception towards disability and impairment, and this was not identified as a key outcome from interviewees for this case study. It could be worthwhile for the Southbank Centre to discuss with Spirit the extent to which changing the perception towards disability will be a key focus for programming within the WOW Spirit Bradford festival in 2017 or if areas such as *connecting generations* and *empowering youth* have become a higher priority.

Keeping an eye on the workload: Given that the increases in capacity for the three festivals in 2017 are recent changes to the overall strategy for WOW Spirit, and that the Exeter and Perth events are running for the first time and the Bradford programmers started later than intended, it may be advisable that the Southbank Centre regularly checks in with programmers to see if these changes are having the desired effect on reducing the workload in the build up to the events.

Identifying the conditions for the ‘Spark’: In the early days of inFocus working with the Spirit of 2012 team to develop the Spirit of 2012 theory of change there was a discussion around Spirit looking to create the ‘spark’ from a short-term event that could fuel ongoing connections and events in communities. All the evidence gathered through this case study indicates that WOW Spirit in Bradford is generating connections and ‘spin-off’ events in the 9 months since the festival and it would be interesting to explore the ‘ingredients’ around why this is happening. For example, is it a combination of:

1. The **ownership** generated through the Think-ins and *Speakers’ Corner*?
2. The festival taking place in an **area where the population is not used to having the attention of a national festival** or cultural events taking place in their communities?
3. The inclusion of a **structured volunteer programme** for WOWsers and adult volunteers that builds relationships over 10-12 weeks?
4. The focus of these volunteer programmes on developing **campaigns** (e.g. Aunty Frank and #iamperfectasme) that encourage participants to keep going after the festival?
5. A **very well-connected and dynamic programmer** that can tap into existing networks in the first year?
6. The content of the festivals themselves?

ANNEX 1

WOW Spirit Themes and Outcomes

Outcomes currently reported against are shown in blue, additional outcomes identified by this case study that WOW Spirit could report against are shown in a lighter blue.

Currently Included	Theme	Outcome (bank)
Yes	Wellbeing	People's personal wellbeing increases through participation
No	Wellbeing	People's personal wellbeing increases through participation (Children)
No	Disability	Positive change in the perception of disabled people in communities (by both disabled and non-disabled people)
No	Disability	Disabled people feel more integrated in society
No	Disability	Increased awareness in communities of the issues affecting disabled people
No	Disability	Role models inspire others to do more and better
No	Disability	Disabled people have more positive attitudes toward participation
No	Empowering young people	The potential of young people to be agents for change has been unlocked and demonstrated
No	Empowering young people	Young people feel involved and have a voice in their community
Yes	Social Connectedness	People continue to take part leading to: feeling more engaged in their local community and have a true sense of pride in the contribution they make to it
No	Social Connectedness	People enjoy their engagement in the community and have fun
No	Social Connectedness	People feel empowered and confident to take part in more activities
Yes	Social Connectedness	People's self-confidence and self-esteem increases
No	Social Connectedness	People have trust in each other
No	Social Connectedness	Role models inspire others to do more and better
Yes	Engaging volunteers	More people volunteer and engage in their community
No	Engaging volunteers	Volunteers have enhanced life and employability skills
No	Engaging volunteers	Volunteers enjoy their engagement in the community and have fun

Currently Included	Theme	Outcome (bank)
No	Engaging volunteers	Volunteers develop skills and/or gain qualifications through training opportunities
No	Connecting Generations	People from different generations are motivated to take part in more community activities together
No	Connecting Generations	People of different generations recognise that they are part of the same community and feel more connected to each other
No	Connecting Generations	Each generation's contribution to their community is valued and understood
Yes	Inspiring Events	People are inspired and empowered to get (more) involved in their communities
Yes	Inspiring Events	Inclusive national & regional Events enable groups to connect and have fun. Events also effectively engage local and national media
No	Inspiring Events	Events show that getting involved in the community (as a volunteer or 'connector') can be fun, engaging and rewarding

ANNEX 2

List of Interviewees

Name	Role and Organisation	Data Collection Method
Claire	WOW Spirit Project Manager	Interview
Louise	WOW Perth Programmer	Interview
Saliha	WOW Bradford Programmer	Interview
Laura	WOW Bradford Programmer	Interview
Debbie	WOW Exeter Programmer	Interview
Ikraa	WOWser	Interview
Iram	WOWser	Group Interview
Mehmooner	WOWser	Group Interview
Jasra	WOWser	Interview
Rachel	Participant	Group Interview
Leanna	Participant	Group Interview
Launa	Volunteer	Group Interview
Liz	Participant/Partner	Interview
Goda	Participant	Interview
Aina	Intern, WOW 2016, Social Media Programmer 2017	Interview
Mary	Participant/Partner	Interview
Fiona	Participant/Partner	Interview
Helen	Grant and Learning Manager, Spirit of 2012	Interview

ANNEX 3

Speakers' Corner Events and Partnerships

Regular Events

Name of Event	Description
Stress Free Saturday- Yoga & Tea-She	First Saturday of the month. Free 1 hour Yoga Session led by a Yoga Instructor (volunteer from WOW 2016). Yoga followed by tea and snacks with time to chill and chat.
Activism	Monthly evening event. Both International and Local Activism. Came directly from a session at WOW. The aim of the session was to lead to action and so the Kunan Poshpora Campaign came to be. Also heard from local activist fighting the Housing Benefit cuts and a solidarity campaigner who has travelled the Balkan Route.
Aunty Frank	Monthly event. Girls under the age of 18 being mentored by inspiring powerful women, having experienced different routes in life and to success. First 30 mins- write a topic you want to discuss on a post it and picked out of a bowl. Anyone can contribute. This followed by each Mentor giving brief description of their experiences- journey to where they are. Mentees then choose a Mentor and chat for 15 mins on anything they want and then switch mentors after 15 mins.
Thursday planning sessions	Weekly sessions. All Speakers' Corner members invited to plan, evaluate and contribute to next events, past events, fundings apps.
TenX9	Last Friday of every month- Hosted by a volunteer from 2016 (Furaha Mussanzi) Theme of a story given and people come either with a story to share or to listen. 9 stories, 10 minutes each.

Partnerships

Name of Partner	Description
Chapel Street Studios	Speakers' Corner works along with Chapel Street Studios in designing and creating the quarterly programme flyer and poster to promote each season of events. We have also worked together to build our social profiles creating Twitter banners and social media tools.
Bradford City Council	Speakers' Corner have worked with BMCDC on various events including International Womens Day, People Can Do events and The Great Get Together.
NHS England	#SelfCareEverywhere is an NHS England initiative piloted in Bradford this July. Speakers' Corner was involved in the project from the outset and developed many of ideas utilised during the event in the initial workshop.

The Brick Box	Speakers' Corner girls contribute to the Wild Woods parties- re-created the Holi Party from WOW 2016 as an event at one of the parties attended by 40 people!
Wur Bradford	Wur Bradford is an artistic activism organisation in Bradford which lead on the Take Back Control event held in Bradford in May, which was part of a nationwide programme of events intended to encourage people to be active within their own realms of activism and create support for those unsure of just how to "Take Back Control".
BCB Radio	BCB is local community radio station. Many of the Speakers' Corner member have taken part in live radio interviews, round table discussions and other radio events with BCB. Our youth volunteers are currently receiving from Mary Dawson, BCB Director, in order for them to produce, edit and host their own radio programme which will be aired live bi-weekly.

Campaigning and Activism

Name of Partner	Description
International Womens Day	City Hall 'Being Bold For Change'. Talking at the Council Chambers. 1 member of Speakers' Corner chaired the debate alongside Susan Hinchcliffe leader of Bradford Council. 5 other Speakers' Corner young girls spoke of their own experiences of challenging the cultural and social norms of being young women.
Kunan Poshpora	Came from the Kashmir Campaign and Congo Campaign Activism event at both WOW and Speakers' Corner. Both conflicts used rape as a weapon of war. Sasha Bhatt (Kashmir Campaign) spoke of how 90 women and girls as young as 10 were raped in Indian occupied Kashmir on 23rd Feb 1991 by the Indian Soldiers in one night. The Speakers' Corner girls and attendees of the event decided to take action- creating a campaign to bring attention to the fact that the government hadn't accepted responsibility or accepted that the atrocities had taken place. Speakers' Corner girls and women and attendees from the event met on the 23rd Feb 2017 to mark the event in City Park, with banners, speaking to locals, press- all followed by a slot on BCB radio show to speak on the campaign
Housing Benefit cuts 18-21 years old	Organised by local Councillor Richard Dunbar to highlight how the housing benefit cuts to 18-21 year olds and the dramatic effect that has had on Bradford, which currently has the biggest under 25's population in the UK and by 2020 in Europe. Ken Loach sent a letter of support to Richard which was read out at the rally which took place in outside Bradford Town Hall and was attended by over 500 people, including Susan Hinchcliffe, Leader of Bradford Council and Naz Shah MP. Speakers' Corner playing an integral part in planning, organising and coordinating the rally on the day.

International Refugee Week	As part of International Refugee Week, we worked together with Artwork to in developing the programme of events delivered over the week across the city. We held an activism event to raise awareness of the plight of refugees and how the attitudes of society as changed towards refugees over the last 15 years.
Jo Cox Great together	A stall at Bradford's Great Get Together in memory of Jo Cox. Speakers' Corner girls also had 4 slots on the Stage (one 10 minute slot per hour) to speak on what unites us!
NHS- #selfcareeverywhere	Speakers' Corner girls led on the NHS campaign- creating the hashtag and designing and leading on two workshops throughout the day that was attended by 200 young boys and girls. The event was aimed at raising awareness of self care and mental health issues in under 25's.
#iamperfectasme	Ongoing since WOW Bradford. Created as a campaign for the festival the Speakers' Corner girls have continued and now have a regular weekly show on Iqra TV (Sky channel) discussing sisterhood and issues that affect young Muslim women (3 months initially) and I am Perfect As me. Used £250 funding from Women's forum to host a Glow In The Dark I am perfect as me party.
Young Women's Rally at WOW London	WOWsers took part in a Young Women's Rally at WOW London, an event designed to unite young women from all walks of life, featuring calls to action from a range of inspiring speakers and performers. Some of the WOWsers chose to bring their parents along to this event.

ANNEX 4

Bradford and District Women's Forum - WOW Bradford Micro-Pots



Bradford & District Women's Forum

WOW Bradford Micro-Pots

If you've been inspired by something you've seen or heard at WOW Bradford and have an idea you'd like to try out then apply for one of our WOW Bradford Micro-Pots.

Bradford & District Women's Forum are making available small grants of up to £250 per group to fund you to try out your great idea. As long as your idea is about women having a voice and making a difference and your group is based in the Bradford District then you can apply.

You don't have to be a fully constituted organisation or registered charity, you can be a group of friends or like-minded women. You'll need to send us some details of your idea – email

bfdwomensforum@gmail.com for more details of how to apply or visit our website

<http://www.bradforddistrictwomensforum.org.uk> after 6th November.

The process is very simple and the deadline for applications is 12noon on Friday 18th November.

Grantees:

- **Brave Young Souls:** marketing and expansion to new groups
- **E5:** Conversation Cafe work in Keighley between BME and white working class areas
- **AWARE:** New group for young girls diagnosed with autism and mums
- **Aunty Frank:** run more sessions for girls
- **I am Perfect as Me:** party and activities for girls
- **Wowzers:** create podcasts with and for women from BME backgrounds
- **Shut Down Yarlswood:** take women without recourse to public funds on demo at Yarlswood. Covering costs of transport and food.
- **WUR:** anti-harrasment work