



SPIRIT OF 2012
INVESTING IN HAPPINESS



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WOW Spirit

End of Grant Report



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Background



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To mark 2018's centenary of women winning the right to vote, Spirit of 2012 invested more than £2million in projects designed to empower young women and girls, including the expansion of the WOW (Women of the World) festivals to towns and cities across the UK.

**Foreword from
Debbie Lye
Spirit of 2012**

Spirit is committed to providing the inspiration, tools and the opportunities to equip girls and young women to be catalysts for change in their own communities, for the benefit of all. Our partnership with the Southbank Centre to plan and stage nine WOW festivals in five locations between 2017 and 2019 put local people front and centre: they drove the content and the character of their festivals, designing them to resonate with the issues and topics that mean most to them, and to create moments of empowerment, engagement and happiness for everyone who came along.

We are immensely proud of the success of the WOW Spirit festivals in Bradford, Exeter, Perth, Norwich and Cardiff. They were a channel for some of the most marginalised voices in society, and brought women and girls of every age, ethnicity and background together to share their skills and experience across their local communities – and to discover new ones. A particular success has been the Wowzers – the teams of young people in each host city who volunteered to help plan, support and animate the WOW movements locally.

Above all, the WOW Spirit festivals celebrated women and girls, bringing them together to laugh and listen and learn, to talk, to wonder, to explore and to share. For many it was the first opportunity openly to discuss the obstacles that stop them from achieving their potential. And for some that social activism will become a lifelong habit so that WOW Spirit leaves a lasting legacy for girls and women, and for the places where they live.



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**Foreword from
Jude Kelly
WOW Foundation**

Has there ever been a more exciting time of change for girls and women? There's so much to celebrate and so much to improve and it needs everyone to be involved. I founded WOW - Women of the World Festivals in 2010 because I felt we needed a place to get together, to talk and discuss in a spirited, frank and inclusive way all the barriers and possible solutions to achieving a gender equal world and also create an understanding of the intersections that further divide us.

We are excited to build on nearly a decade of WOW working as a conduit for change and so after 12 incredible years as Artistic Director of the Southbank Centre I have left to establish The WOW Foundation. This will exist as an independent charity working with national and international partners to build upon and further the work that WOW festivals have begun. The WOW Foundation exists to build, convene and sustain a global movement who believe a gender equal world is both desirable and possible, creating festivals and events all over the world as a catalyst for change.

WOW is now in over 15 countries across 5 continents. Two million women are a part of the WOW movement, which grows daily - you can see our global map of festivals on the opposite page in this programme.

It has been an honor to work so closely with The Spirit of 2012 and local teams to create and deliver 9 very focused and inspiring WOW festivals across Bradford, Exeter, Perth, Norwich and Cardiff over the last 3 years. We are so proud of the conversations, the actions and the connections we have made.



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At Southbank Centre- Festivals like **WOW – Women of the World** enable everyone to explore ideas and issues that affect them, provide a platform for artistic innovation for established and emerging artists and blend free and ticketed events with social activities to attract new audiences.

In 2016 we had partnered with organisations across the UK that had reached out to develop locally instigated WOW festivals. These had taken place in Derry, Cardiff and Cambridge.

Spirit of 2012 - funding, principals and vision allowed us to explore a systematic approach to a UK programme and challenge our methodology over a sustained period.







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Our Journey



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We employed **78** people to deliver the programme

We trained **107** Women in Cultural Leadership

We worked with **68** WOWsers across 3 years

We worked with **72** Volunteers across 3 years

Over **650** speakers/artists/facilitators took part in
WOW Spirit

**The people
that made
it happen**





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The people that we connected with

9066 people attended **festivals** and **Think Ins**

Over **270** people received 1-2-1 speed-mentoring sessions

Over **7000** social media posts have been created to communicate the **WOW Spirit** story

15,500 people follow the 5 **WOW Spirit** Festivals across Twitter, Instagram and Facebook





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The Festival Elements

We curated **328** panel discussions

We delivered **144** workshops

We presented **82** performances of which at least **35**
were included in the **free public space programmes**

We created over **50** free events or workshops

We enabled over **60** local artists, artisans and market
places holders to sell their products





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The networks

WOW Spirit was delivered across **10** regional venues

13 Think Ins were held in community centres, church halls, local libraries and supporting venues

We connected with over **13** regional and national charities who either featured, supported or presented in the Marketplace

We know of at least **5** networks and groups that were formed at WOW Spirit events



Local Teams:

Programmer/s

Facilitator

Marketing & Audience Team/Manager

Production Manager

Marketplace organiser

Venue Coordinator

Speakers, Agents, Activists,
Charities, Local Authorities, Venue
Programmers, Sponsors,
Additional Funders

Teachers, Young People, Community
Groups, Community Ambassadors

Assistants,
Volunteers,
Venue Teams,
Equipment Hire
Organisations,

Local & National
Press, Influencers,
Bloggers,
Advertising
Agencies,
Designers, Venue
Marketing Teams

Local, Regional & National, Artists,
Artisans & Charities

Venue Teams, Volunteers, Local
Stakeholders



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A quote from the WOW Bradford Programmer - recognising the commitment and ownership the local teams have for WOW Spirit in their areas

*"A continued local interest in creating community events and platforms, especially with/for young people. Evidence of new and progressive spaces being set up and sustained by people who are directly linked to or part of the WOW team. Inspirational talks & events have impacted upon the behaviours of young people, who have gone on to publicly discuss issues & successes of Bradford. WOW has created / revived an activist populous in Bradford that I hope will continue to flourish. **I do hope that WOW Bradford returns, it enlivens those who feel they have more to give, it educates those who can't be as active as they would like to and it has created a bonding opportunity for many local people. Please bring WOW to Bradford again.**"*



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Our Outcomes



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Communities Coming Together Outcomes

- All 5 areas have sparked additional formal and informal networks that continue to meet, **develop ideas and events and make a difference in their communities**
- **65 out of the 79** Endline questionnaires collected from the WOWsers and Volunteers describe **friendship** as a 'highlight' or a 'benefit' of being part of the programme
- From online surveys collected - an average of **23% of audience members say they have kept in contact with people they met at the festival**



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Communities Coming Together Outcomes

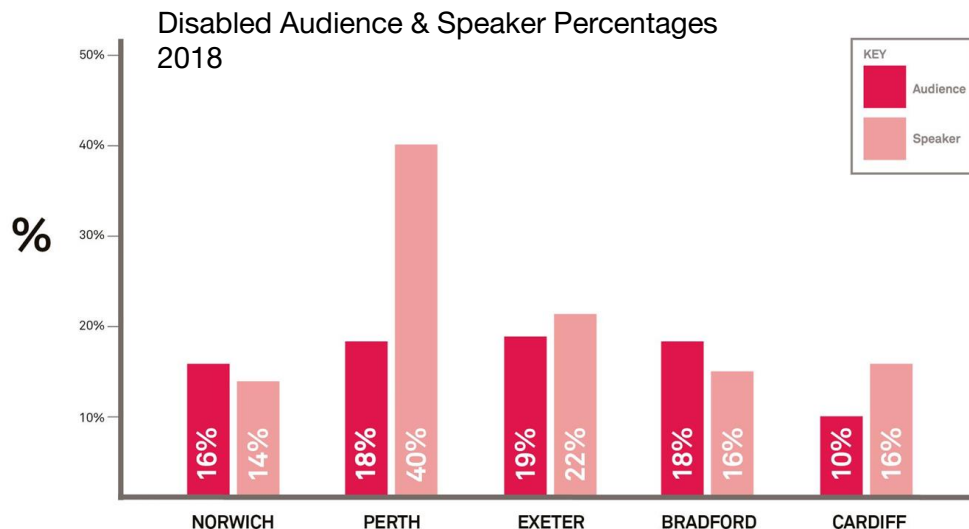
An Audience Member from WOW Perth

'I saw this event advertised in the local Library when I was feeling incredibly lonely and tired with a new born baby. This was back in June. I didn't even know things like this existed. I have met women of every age who I can call friends and I know I'm going to be part of this in the future'



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Participants Perceptions of Disability have improved Outcomes



We had an average of
16.2% disabled audience
attend

Comparing this to
Southbank Festivals
attendance average of **6%**
disabled audience and an
annual attendance average
across all programme of
7% disabled audience



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Participants Perceptions of Disability have improved Outcomes

WOW Spirit is reaching more disabled audiences and ultimately improving perceptions of disability by making an inclusive and accessible festival:
We believe is due to:

- Conscious programming - on average 21.6% of disabled speakers across the 5 2018 Festivals.
- A protected 'Access Budget' for Festivals and Think Ins - working with venues and programmers to add additional access where needed - for example BSL interpreters, larger print programmes, audio description
- Bespoke approaches:
 - WOW Norwich - informal recruitment of Katherine Deane as an 'Access Ambassador' for the Festival. Katherine is a disabled academic from the University of East Anglia who originally came to the attention of the programming team when she attended a Think In. Katherine introduced the marketing and outreach roles to additional 'ambassadors' from the wider disabled community in Norwich, advised on access at the festival and took part in media opportunities. In particular, Katherine accompanied Jude Kelly in an interview for BBC Look East.





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Participants Perceptions of Disability have improved **Outcomes**

The impact of this representation is effectively summarised by a WOW Exeter visitor

"My friend's child Alice was totally inspired by Sarah Percy, who is an Exeter based British wheelchair athlete, who she saw do a WOW Bites. Now her idea of an athlete includes people who are differently abled."

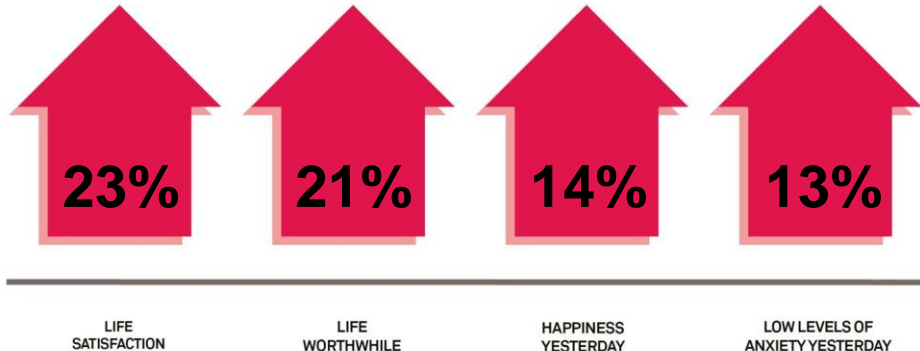




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Overall **more** WOWsers & Volunteers had higher levels of **Wellbeing at the end of the programme** based on ONS baseline & end line collection

Wellbeing Is Improved Outcomes



Areas to note, explore and discuss

63% of the surveyed WOWsers & Volunteers started with a high life satisfaction (Perth started higher!)

We are unable to compare this over the 3 year journey due to limited data capture



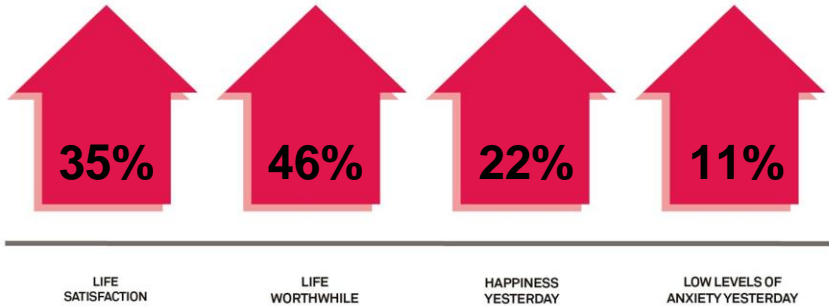
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Impact per group

WOWser

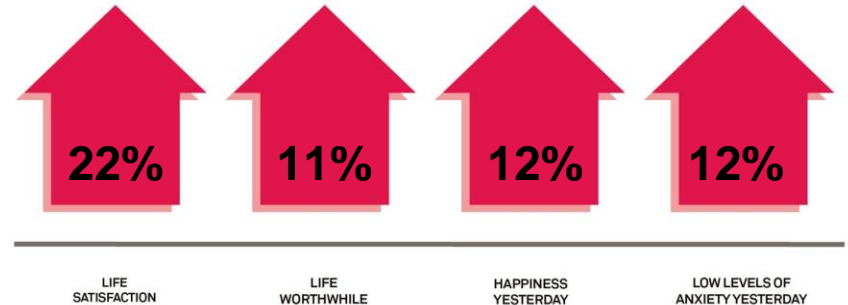


Areas to note, explore and discuss

- Recruitment of the different groups
- Training Programme Opportunities
- Did they start at the same point?

Wellbeing Is Improved Outcomes

Volunteers





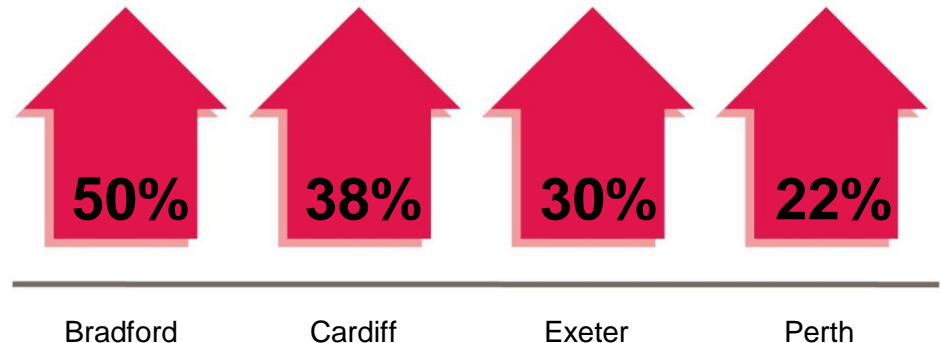
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Impact per area

Wellbeing Is Improved
Outcomes

Areas to note, explore and discuss

- Perth started at a higher starting position
- Bradford has had the longest journey
- Cardiff, Exeter and Bradford all had 50% positive life satisfaction at baseline



*Norwich is not included as we didn't have a large enough data capture



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Wellbeing Is Improved Outcomes

“...I’ve loved doing WOW and when I was telling my family about wow they were saying how I should go into this line of work because I just lit up when talking about it [...] I never really knew what I wanted to do for work. Just knew I like talking to people and helping people. And this festival kinda opened my eyes into this is something that I’d love to do”

WOWser from Cardiff



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Data collection: Festival Audiences

Wellbeing Is Improved Outcomes

Comparing data captured from Audience Surveys collected - it shows that in most cases a higher percentage than UK or Country average have low levels of Wellbeing

More of Perth's Audiences started at higher starting position.

	Life Satisfaction			Life Worthwhile			Happiness Yesterday			Anxiety Yesterday		
	WOW Spirit.... Average	UK Average	Country Average	Wow Spirit Average	UK Average	Country Average	Wow Spirit Average	UK Average	Country Average	Wow Spirit Average	UK Average	Country Average
	0-4			0-4			0-4			6-10B		
WOW Norwich	5%	4.44%	4.37%	6%	4.77%	3.63%	10%	7.98%	7.92%	33%	19.75%	19.73%
WOW Perth	0%	4.44%	4.83%	0%	4.77%	4.06%	4%	7.98%	8.49%	26%	19.75%	19.73%
WOW Exeter	5%	4.44%	4.37%	7%	4.77%	3.63%	10%	7.98%	7.92%	50%	19.75%	19.73%
WOW Bradford	7%	4.44%	4.37%	5%	4.77%	3.63%	6%	7.98%	7.92%	50%	19.75%	19.73%
WOW Cardiff	5%	4.44%	5.24%	5%	4.77%	4.19%	9%	7.98%	9.14%	32%	19.75%	21.39%

To note & discuss

- This was collected post festival

- We did not collect Baseline so we can't compare

- Have we created a safe place for people who have lower levels of wellbeing?

77%

Of surveyed audience said they felt their ideas mattered

1/3

Of surveyed audience had never been to the hosting venue

83%

Of surveyed audience said their thoughts & feelings about the future had changed positively as a result of being involved









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Our Legacy



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Legacy & Impact

- Empowered Network - how our events sparked networks and actions
- Locally rooted - nationally guided
- Anecdotal - the voices of the working classes are louder in our WOW Spirit Festivals and this has impacted on our London Programme

Ultimately informed the creation of WOW Foundation
as the evidence and networks informed the UK programme



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Cultural Leadership Training

- The training gave the WOW Programmers, and in many cases the facilitators, a chance to develop key skills needed to Programme WOW Spirit. It also developed key networks for the festival model
- Of the 107 Women who attended the training - over 60 went on to feature in panel discussions and speed-mentoring at the festival

"I feel I have increased in confidence and have created an inner mentor to coach myself to believe in myself a little more. I have extended my network through the people I experienced the course with"

Participant - CLT Training, Norwich



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WOW Norwich (1st Year)

- The WOWsers continued to meet up regularly and formed the 'Girl Up Norwich' Group (A UN initiative) - they hold regular events and have a growing membership of 28 people. @GirlUpNorwich
- Catherine Fenton who carried out her University Placement with WOW Norwich was nominated as Student of the Year at Sussex University due to her work on WOW Norwich
- WOW Programmer - Rosie Arnold won the 'New Diversity Award' at the Norfolk Arts Awards for her work on WOW Norwich!

“WOW makes everything seem accessible. It makes the political impersonal. Before I thought that it was a scary thing you could not do. But meeting different speakers makes it seem more possible to be an activist in the small things you do as well as the bigger”. Catherine Fenton



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WOW Perth (2nd Year)

- The **Perth Women's Collective** has been formed and meets monthly
- A group have started running their own social activism and feminist events in Aberfeldy
- The Festival Programmer has started a Masters in Gender Studies
- The Menopause Cafe was established and went on to attend and present at further WOW Festivals

"The demographic that attended the festival are not the usual faces that you would see within the venue - in this way I believe the festival offered a community space for people who would not usually inhabit the same space and gave the theatre a different kind of narrative outside of its use as a traditional theatre venue." Louise Brodie, WOW Perth Programmer



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WOW Exeter (2nd Year)

- A **Black Female authors** book club has been established and is planning regular meetups
- A weekly **women's self-defence class** has been formed
- 49 Festival attendees joined the local Women's Equality Party

"This year we had more people from different backgrounds working together. A member for the local Conservative party sat on a panel, the Muslim refuge and BAME communities had a bigger presence over the weekend and the LGBTQ and differently abled groups also made up a good amount. Just having those people in the same building talk and listening to each other's stories will have helped them to become more tolerant - which will now ripple out to the wider city."

Chloe Whipple, WOW Exeter Programme



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WOW Bradford (3rd Year)

- Speakers' Corner Collective was formed by WOWsers in 2016. They **have produced regular events over the last 2 years and have over 2,000 followers on Twitter**. They are currently working with Kersten England, the Leader of Bradford Council to help shape local policy.
- The original WOWsers have gone on to be mentors for the WOWsers in following years and many of the more recent participants have subsequently joined Speaker's Corner Collective **forming a clear legacy for the WOWser Bradford programme**.
- A group of women who met at the Think Ins and then later at the festival are creating a Hope Rising - Groups Affected by Poverty Conference

"Wow Spirit has given me a space as a working class woman to share my thinking and my experiences of poverty and the environment. Without WOW Spirit none of this would have happened." Julie Longden Audience and CLT participant



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WOW Cardiff (1st Year)

- **Badass Women of Cardiff are still meeting regularly** - Rosaleen Moriarty-Simmonds, Dilys Price, Sahar Ali, Gemma Price & Ffion Reynolds
- 2 WOWsers and 1 Volunteer have joined the Chapter Arts Centre regular volunteer programme - going on to work as Front of House on future events, workshops and festivals
- 1 of the WOWsers has gone on to get a job in Marketing and attributes this to the additional training and experience they gained on WOW Cardiff

"A more energised, engaged and fired up city. It helped people reimagine what is possible here. It comes at a time that feels divided & divisive - over the weekend lots of people who'd never come together, came together - that in itself is a legacy for our city."



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- Learn & adapt overtime
- Create a shared methodology and structure that allows for flexibility and bespoke approaches
- Create an open space (and not just one way)
- Make the time to build the event with everyone involved



**The small learnings that
make a BIG difference**



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Our Key Strategic Learnings



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- **Clear Methodology** that supports locally bespoke programme that can evolve and is supported by a local, regional, national and international network
- Recognising how **evaluation and reflection can help inform the next steps**
- Development of jobs roles and festivals teams - **what it takes to put on a festival?**
 - And more specifically developing the skills and networks via the Cultural Leadership Training
- Capitalising on the 'Call to Action' aspect of the festivals - **where are they now? How can we measure impact and how can they support future programme**
- Development of programming and communication to **grow and protect the networks**



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What Next: Southbank



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Arts & Wellbeing at Southbank What We've Done

At Southbank Centre we have a long history of work that we believe improves people's wellbeing, through our artistic programme and a Creative Learning programme

Examples of programme:

- Our weekend festival '**Changing Minds**' in 2016 explored the relationship between art and mental health
- **Tea dances for older people** that have been part of our programme in the Clore Ballroom for over 20 years
- The QEH Roof Garden was built in 2011 and continues to be maintained by **Grounded EcoTherapy**, a rehabilitation group for people who have experienced homelessness, addiction and mental health problems
- Our ongoing relationships with groups like **Streetwise Opera** (for people who have experienced homelessness) and **Women for Refugee Women** who hold weekly sessions here
- **(B)old Words** and **(B)old Moves**, poetry and dance projects for people with a dementia diagnosis





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Arts & Wellbeing at Southbank The Challenge

We want to build on these projects and events to develop a new strategic Arts and Wellbeing strand to our Creative Learning programme. Our site and its public foyers is place that people meet, gather and connect. We want to maximise the unique nature of our space, alongside our artistic programme, **to tackle social isolation and loneliness.**

- We know anecdotally that these types of projects and programmes enhance the participants wellbeing - we witness raised self esteem, increased confidence in forming relationships, pride in their skills and artistic achievements, and a new appetite to try new experiences.
- Working with **Spirit of 2012** and seeing first hand the value of a comprehensive and robust evaluation framework has inspired us to take a **new approach.**





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New Approach

- Going forward we want to embed evaluation and research into our key strategic Arts and Wellbeing programmes from the beginning, ensuring it is part of the planning and delivery of the project, and to measure the impact of our work. We want our work around wellbeing to be **research driven and evidence based**.
- **We want to prove, demonstrate and advocate for the power of the arts to reduce social isolation and loneliness**
- We will work with partners and external evaluators to develop definitions, methodology and a toolkit to demonstrate impact in the short and long term. For example, **we are developing a relationship with HeARTs - a project headed up by the Royal College of Music and Imperial College London to measure the impact of arts and culture on health and wellbeing.**



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What Impact will this new approach have?

- We will use the findings of our evaluation and research to **inform future programmes and projects**, so we will be continuously learning and developing our practice, and designing projects that have greater impact.
- By making evaluation central to our work we will be able to share our learnings nationally and internationally, be leaders in the sector and influence arts and health decision makers.
- **We are in conversation with partners such as the All Party Parliamentary Group for Arts and Health about collaborating on a conference in 2019**



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What Next: WOW Foundation





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- Using direct learnings from **WOW Spirit** we are nurturing and developing previous WOW locations, specifically former **Spirit** locations, and are working towards extending WOW's UK reach by selecting strategic geographical locations that keep the WOW ethos at heart. **A form of place based change focussed on well-being, partnership building and sustainability**
- Using the tried and tested **WOW Spirit** methodology we will build strategic partnerships and infrastructure over 4 years to support WOW festivals in 10 key areas which in turn allows WOW to continue its work as a catalyst for long term change locally
 - Key Cities, geographical spread, demographic makeup and gender based ONS statistics have been considered
- A focus on deprived areas are key to WOW continuing its mission to be a catalyst for change.
- **The WOW Foundation** is developing its own Theory of Change methodology for planning, participation and evaluation which will impact this work at every stage. We will invest in organisation-wide staff training on Theory of Change



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A Theory of Change will enable **The WOW Foundation** to:

- Clearly identify achievable outcomes based on our vision to build and sustain *a movement that believes a gender equal world is possible and desirable*
- To consolidate impact, learning and evaluation from all **WOW** projects and programmes
- To develop our evaluative framework both presently and retrospectively based on ten years of WOW activity that has already taken place
- Support an adaptable approach to planning and delivery at evaluative pinch-points, engaging in live learning/action research and investing in staff training on Theory of Change
- Identify clear indicators in order to demonstrate progress and impact. *These will be heavily informed by our Spirit Festival indicators and learnings*
- Confirm and strengthen our belief in place based change

10 scalable one day events in WOW's 10th year for WOW's 10th anniversary

One day **WOW What Now** and
WOW What Next events drawing
inspiration from WOW 2019

In 2020 some will develop into full
festivals, the scalable one day event
continues to take place in new
locations every year

10 UK WOW festivals by 2022

*We are exploring relationships and networks with 14 areas in
view to develop the 10 one day events. Places are subject to
change





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Moving Forward Together



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975 people delivered WOW Spirit

We connected with over **37,000** people (*from our report & via Social Media)

We produced over **600** individual opportunities for people to connect

And 9 Festivals across the UK

