

WHALE Arts: SURF  
The Importance of Creative and  
Cultural Arts In Regeneration

30 May 2019

*“Art helps us access and express parts of ourselves that are often unavailable to other forms of human interaction. It flies below the radar, delivering nourishment for our soul and returning with stories from the unconscious. A world without art is an inhuman world. Making and consuming art lifts our spirits and keeps us sane. Art, like science and religion, helps us make meaning from our lives, and to make meaning is to make us feel better.”*

Grayson Perry, Artist

# How We Operate

Membership

Coproduction

Local Resident Board Members (50/50)

Building

Community of geography / Community of practice

Local, city-wide, national partners

Cultural & academic

Social enterprise





# Context / Background

50 years of Wester Hailes

27 years of WHALE Arts (19 in current building)

SIMD16

Infrastructure

Community activism

Locally embedded organisations + local people

# Impact, Evaluation, Reporting

2017/18

5433 participations / 2425 participants

83% live locally

670 people / 31 regular groups

1755 people / 89 one-off events

# Changing Lives

'When you're a stay at home mum you lose confidence and sense of self. This group is like a bridge to getting your confidence back'

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'I really benefit from being part of this group. It gives me the scaffolding to release my creativity. It is the most socially encouraging learning environment I have ever been in'

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'The best thing about this club is I get to be myself and I can be creative'

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'I am so proud of myself, this is the best thing ever'



# Vision, Mission, Values (very new)

Vision: Wester Hailes is a creative, thriving, resilient, fair community

Mission: We create the conditions for our communities to work alongside artists and cultural practitioners to become agents for change who will proactively co-design, participate in, support or lead quality creative activity at all stage of their lives



# Values

Equality, Diversity, Inclusion

Creativity

Openness

Tenacity

Working together

Innovation & Continuity

Quality

Which in practice means...

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Equality, Diversity, Inclusion – everyone is welcome and supported to take part

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Creativity – as a route to self-expression, problem-solving, joy and learning

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Openness - we encourage generosity, kindness and sharing of ideas

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Tenacity - we are brave and ambitious for ourselves as an organisation and for the people we work with. We foster resilience and resourcefulness

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Working Together – we recognise we are one small part of a bigger system and the most effective way of making long term change is to work with others who have shared values and goals

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Innovation & Continuity - Celebrating and sustaining successes and knowing the right time to take risks and try new things

Health, Wellbeing, Happiness















WOMEN IN

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WOMAN

INDEPENDENT

OLYMPIC

CON

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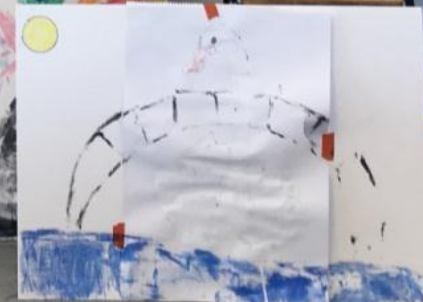
THE MALE

VOTES FOR WOMEN









Together  
We Will  
Succeed!

Strong  
Eggs  
We see you  
I can see you



We see you



Enterprise, Learning, Skills

























(Improving) Places and Spaces

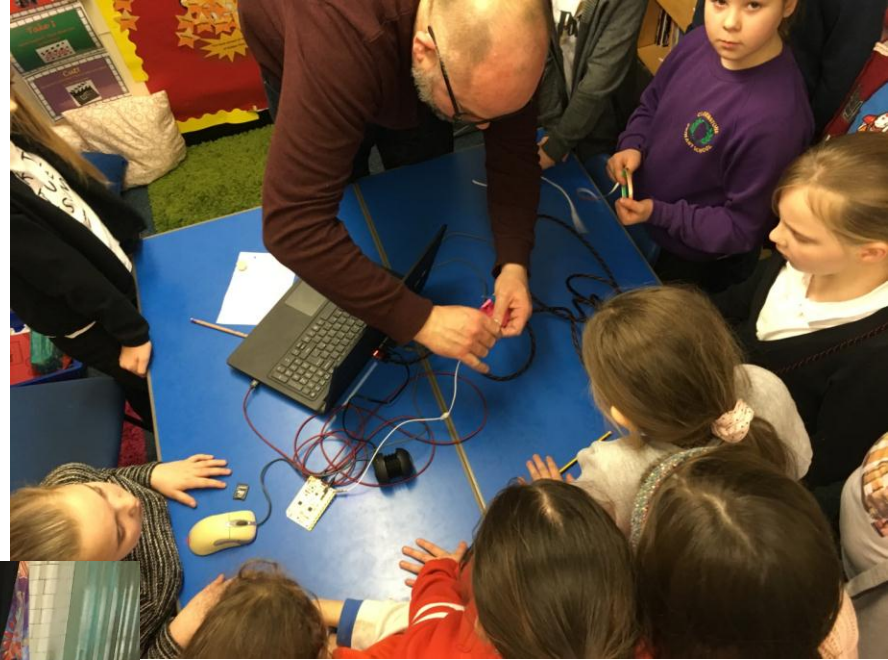


















































*'If you always do what you've always done, you will always get what you've always got.'* Henry Ford

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More & Better // Test & Explore

# The Future

1. Health, wellbeing, happiness
  2. Economy, enterprise and skills development
  4. Places and spaces
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4. Humans, Data and Innovation
  5. Development and Improvement
  6. Communication, Conversation, Participation