



Building the community around us

# ANNUAL REPORT 2007



## A message from Lanre Olagoke, Artistic Director, Art Alive Arts Trust

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Cover artwork by:

Roger from HMP Wandsworth



2007 has been a pivotal year for Art Alive. We moved across the river to Clapham, South London and are now based in a creative business hub - the Clapham North Arts Centre in Lambeth.

Our move brings us much closer to partner organisations such as HMP Wandsworth and HMP Brixton. And into a part of London where affluent and deprived areas rub shoulders, which has become, perhaps unfairly stigmatised by reports of gun and knife crime in the national press.

We have started to set down our roots in Lambeth by meeting with local councillors, council officers and local organisations such as Flipside UK who work with young people in the borough. Links with other organisations such as London Fire Brigade and London Probation are being forged too - these relationships provide a large dose of optimism for 2008.

While we had some minor successes on our fundraising drive this year and kept the arts centre doors open for our beneficiaries, we have high hopes that 2008 will see us secure significant funding that will enable us to run a range of projects. Due to the competitive nature of fundraising we have also been pursuing alternative revenue raising opportunities through commissions for public and corporate art.

HMP Wandsworth have been a great support to Art-Alive throughout 2007. We have collaborated with them on projects with the Museum of London inside and continue to work with inmates from Wandsworth at our arts centre in Clapham.

2007 ended on a very positive note with a successful Community Chest application for a small art project working with ex-offenders who live in Lambeth. We also met with London Probation in December - they are keen to work with us on their Model Borough Pathfinder Project which involves building stronger links between the Probation Service and the voluntary sector.

“Things are really looking up for Art Alive Arts Trust!”

## Art Alive in 2007

In 2007, the emphasis has been on re-establishing the trust, so fundraising and raising our profile have been the two main priorities. We moved to our new premises in Clapham in February 2007 and Richard Horseford stepped down as a trustee, though we were delighted to appoint Adebayo Sodipo as a new trustee in his place.

Art Alive are now based in a vibrant part of Lambeth, just off Clapham High Street close to plenty of local amenities (supermarkets, restaurants, pubs etc), good transport links via bus, rail and tube and partner organisations such as JobCentrePlus, HMP Brixton and Flipside UK are just a stone's throw away.

The Clapham North Arts Centre is a local creative industry hub where 60 local businesses including graphic designers, web designers, photographers and other local enterprises are based.

“Art Alive are now based in a vibrant part of Lambeth”

Due to funding levels this year we were only able to work with 50 beneficiaries during 2007. Despite this we found paid employment for 5 beneficiaries and involved them in a number of our other projects such as the White Hart project team, which if successful could result in Art Alive leading a significant public art project in North Lambeth.

## Our goal

Art-Alive's main objective is to promote and assist the rehabilitation of offenders and ex-offenders, particularly, but not exclusively, young offenders from ethnic minority and low-income backgrounds.

We facilitate the re-integration of our beneficiaries into their communities through the acquisition of creative skills, which will reduce the chances of them re-offending.

We also work with young people on the fringes of the education system who are likely to be excluded from mainstream education, by motivating and supporting the creativity as an alternative to high-risk behaviour.

Art Alive believes that art and culture can help young people find balance in their lives, strengthen individual and community self-esteem, and ultimately help us to grow positive citizens who can make life-affirming choices.

## Our approach

Art Alive beneficiaries gain a sense of identity and purpose through their work with the trust. Some have moved on to play a productive role in the local community while several have returned to our arts centre to mentor new beneficiaries.

The focus of Art Alive's work has shifted, with a strong emphasis on outcomes - getting our beneficiaries into employment, education or training. Options are varied due to our prime location. We have already secured work for several beneficiaries at Clapham North Arts Centre during 2007. Local businesses, art galleries, colleges and other organisations who can offer placements for our beneficiaries are now local neighbours.

We believe this approach will appeal to funders and commissioning organisations who increasingly expect tangible results for beneficiaries and the local community from the grants they award.

Our arts-based courses include:

- Woodwork/furniture design
- Painting with oils and acrylics
- Ceramics
- Mixed-media installations
- Film-making
- Mosaic design
- Group painting (a group of people collaborate to produce a painting on a large canvas)

We also offer basic skills training, support for beneficiaries who wish to become self-employed and a job brokerage service, which will be bolstered by the local JobCentrePlus and our links with local employers in the arts centre and across Lambeth.

### Arts in prisons

Serving up art tuition in prison is Art Alive's 'signature dish'! We send qualified teaching artists into prison education departments, there they double up as outreach workers who engage and work with inmates cooking up some exciting creative recipes.

When an inmate is released, we make sure they are met by a friendly and familiar Art Alive face at the prison gates and that they reach their next destination safe and sound, - usually their first visit to our arts centre in SW4.

“ We believe our approach will appeal to funders ”

In 2007 we worked with over 50 beneficiaries in HMP Wandsworth, who contributed to an exhibition held at the Museum Of London. This exhibition will move to our centre in 2008.

### Outreach art tuition

We intend to extend the outreach work that we have developed inside prison to 'outreach art tuition' in local hostels for ex-offenders. This would involve an Art Alive tutor delivering a series of group sessions including mosaic design, group painting (every member of the group paints on a large canvas) installations, or photography workshops.

By working with organisations such as London Probation, HMP Brixton and Wandsworth we intend to increase the range of activities available for ex-offenders when they leave prison.

## Fundraising and marketing

Ian Christie has been working tirelessly as a pro bono fundraiser for the Trust since summer 2006 and has helped us to raise several new and crucial sources of funding and support.

This year we secured funding from HMP Wandsworth, Awards 4 All, Lambeth First (Community Chest) and Mary Kinross Charitable Foundation. The money from these organisations has enabled us to keep our arts centre in Clapham open and will help to fund some new arts-based courses in 2008.

Ian, and his business partner, Nick Papadopoulos have also lent the trust their expertise in marketing and promotion. Between them they have helped Art Alive to publish a new website at [www.artalive.org.uk](http://www.artalive.org.uk), design and produce branded items including a promotional leaflet, a PowerPoint presentation, business cards and other business stationery.

In 2007 our funders have contributed towards the costs of running the centre, and for materials and tools to get our furniture and furniture design project project off the ground.

## Raising our profile

As part of establishing the trust in Lambeth, Lanre Olagoke, our Artistic Director and Ian, in his capacity as marketing coordinator have met influential local people including councillors and partner organisations such as Flipside UK, Lambeth Council, London Fire Brigade, Museum of London, Clapham Park Project, London Probation.

All this 'face time' has helped enormously to raise Art Alive's local profile and builds a foundation for future collaborations and new projects.



## Partnership working

We are forming strong working links with a wide range of local organisations in Lambeth and neighbouring boroughs:

- Brixton YOT
- Clapham Park Project
- Flipside UK Foundation
- HMP Wandsworth
- HMP Brixton
- London Probation – Model Borough Pathfinder Project pilot
- Metropolitan Police
- Museum of London
- South London and Maudsley NHS Trust
- Pecan
- Salvation Army
- Shaw Trust

With this expanding menu of partner organisations we can offer our beneficiaries a much broader range of programmes and projects to get involved in. We will immerse them in the creative world of art whilst exploring new ways to re-integrate them into everyday life through employment, education, training and shared values.

## Particular thanks to...

### **HMP Wandsworth**

Governor Ian Mulholland has been a long-term supporter of the trust. A service level agreement that Art Alive has had with Wandsworth for a number of years has allowed our outreach worker to combine forces with Judy Fitt and Tunde from their education department, together we have worked inside with a considerable number of prisoners. An exhibition showcasing the artistic talents of Wandsworth prisoners will be touring around London in 2008.

### **The Foundation Training Company**

A big shout out to Harry Quinten and his company who provide training opportunities to thousands of ex-offenders. They have supported Art Alive financially and spiritually for a number of years, throwing us more than one lifeline over that time. We were excited to learn that they are opening a new training centre in Lambeth in 2008, so we hope to be working more closely with (FTC) in the near future.

### **The Salvation Army**

The Sally Ally commissioned Art Alive beneficiaries to produce some signage for their Barbican office in the City of London in 2007 and they kindly donated some Microsoft software to us too.

## Volunteers

Art Alive continues to work with volunteers and promote voluntary opportunities at the trust. Near the end of 2007 we began working with visual artist Siddhartha Joag.

As a post-graduate student at the LSE he is working to develop a relationship between the academic community studying crime and control and those directly affected by the criminal justice system.



Sidd is planning a multi-disciplinary event at the LSE, which will feature Art Alive artwork, as well as screenings, panel discussions, performance and installation, all of which is structured around the involvement of our beneficiaries. His work with Art Alive will form part of his graduate research and dissertation.

“we want to spark discussion around the causal forces for crime”

By bringing academics working in the field of criminology and policy development together with ex-offenders, community workers and artists we want to spark discussion around the causal forces for crime and to promote the use of arts and culture in rehabilitation, and in crime prevention.

## Pro bono support

Our annual report would not be complete without mentioning Roma Hooper, joint founder of Hooper Walker, who have supported Art Alive on a pro bono basis for several years. Her guidance, expertise and uncanny ability to identify funding streams has been crucial and is fully appreciated by the trustees and all the other members of the Art Alive family.

## Current projects

We continue to work with Peter Ellis who has been with us on a secondment from John Lewis since 2005. He has worked with a number of beneficiaries on his furniture design workshops that he delivers at our arts centre.

A number of inmates referred to us by HMP Wandsworth education department now visit our arts centre regularly to continue the work they started with us inside. The prison education departments also work with us to evaluate and monitor the programmes we run.

In 2007 the programme of classes for young people 'at risk' has expanded, thanks to funding from Awards for All we set up a course for 10 young people who gained valuable new skills from Peter.

## Future Projects

### London Fire Brigade (LFB)

We have been in negotiations with LFB with a view to providing artwork for their new premises in Southwark, when they move early 2008. Negotiations started autumn 2007 and we look forward to a positive outcome in the spring.

### White Hart Dock

In 2007 we formed and led a project team consisting of Art Alive staff and beneficiaries, Flipside UK, Museum of London and freelance tutor, Sylvia Edwards. The aim of the team is to produce a community-led artwork on the 19th century White Hart Dock on Albert Embankment, adjacent to the LFB building. Funding for this work has not been finalised but we are in regular contact with local councillors and council officers about this potentially exciting scheme.

### Public art commissioning

In addition to the LFB and White Hart projects Art Alive are exploring other avenues that will give us a reputation as a public art provider in Lambeth, and surrounding boroughs.

### Sale of artwork by Art Alive beneficiaries

As we are a voluntary organisation that has an 'end product' ie artwork, this is another potential source of revenue. Selling artwork via our website or an online art catalogue would bring in additional revenue for Art Alive, provide additional income for our beneficiaries and enable us to work with other organisations producing 'outsider art'. This is another project we intend to bring to life through funding or blood, sweat and tears in 2008!

### HMP Brixton

We hope to negotiate a service level agreement with HMP Brixton in 2008 that will enable us to work with their inmates inside the Brixton education department,. This will be similar to the contract that we have with HMP Wandsworth.

## 2007 in a nutshell

- 50 plus beneficiaries inside prison,
- 10 beneficiaries outside,
- paid employment for 5 beneficiaries
- Our income was £14,080

# Legal and Administrative Information

## Status

Art-Alive Arts Trust was established under a Deed of Trust dated 28 August 2001 and registered as a charity on 5 October 2001

## Trustees

Taiwo Oyepeju Ajisefinni, Chair  
Adeola Muir  
Adebayo Sodipo

## Secretary

Ian Christie

## Artistic Director

Lanre Olagoke

## Marketing/Fundraising

Ian Christie

## Steering Group/Tutors

Sylvia Edwards  
Peter Ellis  
Jack Goffe  
Siddhartha Joag  
Dickson Apavaro

## Supporters

Roma Hooper

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## Independent Examiner

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This report was approved by the trustees on 28/02/2008 and signed on its behalf by

Taiwo Oyepeju Ajisefinni, Chair

Adeola Muir

Adebayo Sodipo



