



**CASHBACK PODCASTS
HEALTH & WELLBEING**

LENGTH: 6:52 MINS

**CASH
BACK** **FOR
CREATIVITY**

HEALTH & WELLBEING



ONE OF FIVE PODCASTS, MADE BY YOUNG PEOPLE AT SCREEN EDUCATION EDINBURGH, WHICH EXPLORE THE POSITIVE IMPACT OF CREATIVE CASHBACK PROJECTS ACROSS SCOTLAND, FOR BOTH THE YOUNG PEOPLE AND ARTISTS INVOLVED.

The **CashBack for Creativity programme** aims to tackle inequality by removing barriers to access and provision of arts and creative experiences for young people, aged 10-24 regardless of background or situation.

The podcasts were commissioned by Creative Scotland to further explore and share the findings of **BOP Consulting's 2017 research** into the CashBack programme.

The podcasts each explore key themes that surfaced from the research, including:

- **attainment and progression** outcomes for young people
- **health and wellbeing** outcomes for young people
- **employability routes** and outcomes in creative projects
- **pedagogy** - which explores how learning and training in creative projects, including those found in the CashBack programme, are delivered, and
- a concept of **communities of practice** and how CashBack and other creative projects rely upon these to deliver quality work and deliver programmes with real impact on young people's lives

You can listen to the podcasts at: **Cashback for Creativity Podcasts**

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Narrator

P: Practitioner

YP: Young Person

- > 00.00 **Intro:** This podcast is based on health and wellbeing in relation to youth programmes run by Cashback funded organisations. For this project, we spoke to participants from Screen Education Edinburgh, [ToonSpeak](#), SHMU and Reeltime Music. All of these organisations work with young people in order to help them creatively express themselves. Cashback for Creativity is a unique arts programme managed by Creative Scotland and funded through the Scottish Government's Cashback for Communities programme. It takes money recovered from the proceeds of crime and invests it into a range of free arts and creative projects to create opportunities for young people experiencing additional challenges or barriers to access. These barriers can include social backgrounds or not being able to access the resources needed to take part in specific art. This five part research bite podcast seeks to present and reflect on the findings of "how to draw a rainbow the wrong way"; a research report produced by BOP Consulting for Creative Scotland. The research report wanted to find out how young people took part in creative projects and how they developed creatively, personally and socially because of taking part. Each of the five part podcasts will be focused on one of the five key themes of the main report. The theme of this podcast is health and wellbeing. While the projects used in this research don't focus directly on health and wellbeing outcomes, it is clear that they are effected by participation in the courses. It was found projects allowed participants to have the confidence to view themselves as artists and see their artistic abilities. This happened by establishing a safe space for participants. In this safe space, participants begin to view themselves in different ways allowing them to imagine new careers. We asked the young participants how they felt being involved in a creative project changed their outlook on the future.
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- > 01.42 **YP:** So being involved in a project allowed me to set goals because I started to learn what was possible and what the career paths were. I saw people within the industry so that's how it sort of let me set goals as I knew where the, where I could end up so it worked backwards from there.
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- > 02.01 **YP:** It's kind of helped me strive, help me like, keep me on track for my goals and future.
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- > 02.08 **YP:** Well this project has kind of gave me a space of like, somewhere where I could kind of experiment, like playing different instruments and it's made me kind of find a career where I feel like it'd be ideal for me.

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- > 02.24 **Narrator:** As mentioned in previous podcast an important part of creative projects was not to focus directly on awards achieved. The creative projects instead want to create an opportunity for young people to relax by creating a less formal environment. This encouraged collaborative working which helped increase many participants' social skills. Part of relaxing was allowing participants to experiment and play with various art forms instead of having fixed structures for them to follow. This approach allowed young people to gain confidence as they learned for themselves what worked and what didn't. Young people spoke about how felt the projects allowed them to experiment.
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- > 02.56 **YP:** Oh, eh give, kind of gives me this kind of bite, a little, it gives me this kind of preview of it I'd ever want to become an actress, what it would be like.
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- > 03.08 **YP:** Well they let us, you let us use our own ideas to make our own stories. No just say "Oh there's a story you've to do that". You let us, gave us ideas and let us do what we want to do, no what you would.
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- > 03.25 **YP:** Em 'cause you're given free reign, you're allowed to come up with your own stuff and do it however you like.
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- > 03.31 **YP:** It just sort of goes back to him encouraging me to try new things.
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- > 03.36 **Narrator:** Participants were also given the opportunity to make their own decisions, taking control of their creative process. Taking control of this process also allows participants to feel in control of their own future. We asked the young people how they felt Cashback allowed them to take control of their life.
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- > 03.50 **YP:** I guess Toonspeak's helped me become a bit more social, get a bit more out there and try new things and not be scared to like, shy away from things and be like, "oh I don't know if that's my thing" so it's kind of encouraged me to be like, "oh I might try this because I've never done this before."
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- > 04.06 **YP:** I just played in the Glasgow Royal Concert Hall with my North Lanarkshire band and I'm getting a wee bit more confident playing in front of people and putting my skills to good use.
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- > 04.19 **YP:** So yeah, like that confidence that it's given me is, like not only just helped me and my film making where, because I want to direct, but it's really helped me socially where like, I've been able to go out and do more and go to places that I wouldn't have gone and you know, do all these amazing things.

> 04.35 **Narrator:** As part of the research bits, BOP developed questions for practitioners running Cashback courses. We attended the Cashback delegate meeting to present these questions to various practitioners. How central is wellbeing as a concept in your work? How might your practice be affecting wellbeing without being an explicit aim of your work?

> 04.53 **P:** Dance is very much so active so it really helps tick a lot of boxes for health and wellbeing and one of the things that we feel really passionately about is engaging, encouraging people to engage with their bodies and their feeling towards that 'cause so often a lot of the people that we work with lacking self-esteem and that can be so related to body awareness or body confidence and em it's something that we really believe kind of, if we can help work with that and body communication, non-verbal communication and look at that through dance or movement, it actually helps a lot with their body language and em that can really help towards employability for young people as well because it's how they present themselves and how they feel in their own skin.

> 05.35 **Narrator:** What activities do you provide that focus on exploring new self-identities? For example, creative or professional identities.

> 05.41 **P:** I think, I think just by cause a, it's a music project that I work for, so I think by just exploring lots of different genres and lots of different activities and not just doing the same thing over and over again, I think after a while the young people that we work with they, they just learn "I liked that more than I liked that activity", so I think where the challenge for us is, is to make sure that we plan in some point in the project to sit down and say "so out of all this stuff that you've done what do you think your strengths were and your weaknesses were, what did you like and what did you not like?"

> 06.18 **Narrator:** What are some of the ways you could keep track of how health and wellbeing is being affected in the activities you provide?

> 06.24 **P:** There's a survey you can do called; "When Webs", basically it's a measure of wellbeing and you can, there's a short version that's only seven questions and you can ask the young person at the start of the programme and at the end of the programme and if it goes up then their wellbeing has went up.

> 06.37 **Narrator:** This research bite podcast has been focussed on health and wellbeing. Head to the Creative Scotland website to find the other four bites. The full research report can also be found on the website. All podcast have been recorded by young people working with Screen Education Edinburgh.
