

TEAM Impact Report

2020 - 2023



TEAM is National Theatre Wales' (NTW) unique model of engagement, which comprises an innovative network of over 4,000 members from communities across Wales and further afield. NTW is committed to co-creating every aspect of our work through TEAM, by offering:

- access to creative opportunities including theatre-based workshops, professional development pathways, community cohesion events, consultation and ideas sessions
- platforms for skills-sharing and upskilling
- support and development opportunities to creative and community leaders
- new networks through collaborations with local groups, schools, arts venues, individuals and organisations.

The Numbers behind TEAM (2020-23)

- **44,600+** in-person audience and community members engaged
- **28,500** people watched TEAM's digital films and documentaries during Covid-19
- **4,000+** TEAM Members joined the extensive, diverse creative network
- **600+** theatre makers, artists and co-creators has professional development opportunities
- **70+** organisations across Wales have been part of TEAM's network
- **50+** schools, colleges or pupil referral units engaged with TEAM
- **35** TEAM Panel Members & TEAM Young Collective recruited to provide guidance for NTW
- **30+** TEAM projects were delivered across Wales

“One of the most striking aspects - and principal successes - of TEAM's work... is the sense of **shared ownership** that characterises it.”

François Matarasso, TEAM External Evaluator, 2022

“All the work TEAM has led [is] a **great demonstration of the power of art to mobilise and communicate**. We are going to need it if we are going to make the changes needed.”

Peter Davies OBE, Sustainable Futures Commissioner for Wales 2011 - 2016

“What I admire about NTW TEAM is that **it's not top-down, it's bottom-up**. Projects developed over time in all sorts of places and about all sorts of things with **all sorts of people who are then given a space to share**.”

Molara Awen, Chair of Black History Cymru 365

“[The Dons] has been such a fantastic project. I've seen the pupils grow, change. **I've seen attendance improve, engagement improve**... Seeing the change in certain pupils is something that I will remember, well, forever”

Jemma Dennison, Head of Provision, Pembrokeshire Learning Centre

“The film and the exhibition made me **feel luckier than ever before to live where I live**... It feels like [NTW] have created this film... as a present to the people of Manorbier and Pembrokeshire. I can't wait to watch it again.”

TEAM Member (Audience Member), Go Tell the Bees, 2021



TEAM Exchange, Narberth, 2022

Photographer: Ben Manning

Co-creation with Communities

Established in 2010, TEAM's fundamental principle is that its activities are **people-led**. NTW acts as the enabler; creating the infrastructure and providing the support, resources, networks and opportunities. TEAM's work has been actively [curated in response](#) to the **Well-being of Future Generations (Wales) Act 2015**. Creative collaboration and the arts has the power to bring people together – through the work of TEAM we can use our role to reverse those elements that are driving people apart. **Outcomes of TEAM include:**

- **community cohesion** through building connections, working together in a programme of co-creation and handing power back to communities.
- **improved wellbeing, mental health, connectivity and reducing loneliness** through involvement in the arts.
- **responsive arts provision that's responsive to community needs** and the most current priorities facing communities in Wales
- **a sense of community and belonging, and the inequalities faced by communities.**
- **upskilling, developing self-esteem**, helping people realise their personal potential and bringing a sense of self-fulfilment.

Case Study - Go Tell the Bees (2018 - 2022)



Go Tell the Bees, 2021

Photographer: AJ Manning

- **11,000** audience members engaged with the project
- **400** local people appeared in the final *Go Tell the Bees* film
- **240** pieces of supporting film content submitted by the local community
- **68%** of audience members had never engaged with NTW or TEAM activity before

- **500+** local school children involved
- **137** co-creators featured in the *Go Tell the Bees* film

Developed **over 4 years in collaboration** with local artists and communities, [Go Tell the Bees](#) explored the changes since Pembrokeshire's Sea Empress disaster, symbolising human-environmental interconnectedness through bees. The project's focus on environmental themes and Welsh language culture and identity enriched the experience, resonating locally and beyond, whilst empowering communities to [connect through creativity](#).

Initially conceived as a live performance, the project adapted to the Covid-19 pandemic's challenges, transforming into a [film](#) and [documentary](#) alongside various pieces of digital content. Including a well-being and **mindfulness** [web app](#) and a bank of educational resources in a [Learning Hive](#) and the [7 Simple Acts](#) initiative to reshape people's connections with the natural world

Featuring **30 locations**, *Go Tell the Bees* was streamed live, **13 times** in **4 locations**. Over 11,000 watched the project's video content during 2020-2022. **400 local participants** played a vital role in the project, including **240** who contributed content materials for the final film. The extensive engagement was well-received, with **84%** of the audience finding the project resonating with matters of importance, and **82%** appreciating the unique contribution to West Wales.

The **64-strong community cast** exemplified the transformative power of community engagement, combating loneliness, fostering creativity, and showcasing the relevance of arts and culture during the pandemic. The project had a transformative impact on many of the participants' well-being, providing vital opportunities for connection, learning, and social interaction, making it even more relevant and meaningful to the local community.

Go Tell the Bees serves as a powerful testament to the potential of art to empower communities and individuals, especially during challenging times. Through co-creation and community engagement, this project successfully enabled people to connect with their creative sides, fostering a sense of belonging, environmental awareness, and a desire for meaningful action.

Upskilling Theatre-makers and Artists

NTW TEAM bridges the worlds of professional and non-professional artists, levelling the playing field, and providing opportunities. TEAM...

- Fosters creative engagement for all ages, promote lifelong learning, and amplify voices across Wales
- Shines a light on existing talent
- Empowers emerging theatre-makers and artists by providing them with the skills and experiences needed to advance in their field
- Provides aspiring creatives a taste of what the industry offers and open doors to professional development.

This impact has been particularly vital in regions like Pembrokeshire and Wrexham, where limited artistic opportunities have been available.

“It's changed my entire life. It's changed me as a person completely. It's **changed how I think about my artistic career** and how I think about my trajectory, but also how I want to **connect in this community**”

TEAM Member, Artist

Case Study - *A Proper Ordinary Miracle* (2018-2022)



A Proper Ordinary Miracle, 2022

Photographer: Oliver Stephen

- **550+** audience members* over **9 fully booked** shows
- **150** theatre makers and **100** artists co-created the full-scale outdoor show
- **81%** of the audience felt the show resonated with the issues of the world
- **77%** found the performance absorbing
- **4 out of 5** audience members agreed that it was good to see this work happen in Wrexham

*Audience numbers were capped due to practical constraints of the outdoor performance

In the winter of 2022, [A Proper Ordinary Miracle](#) - an outdoor performance in Wrexham** that was co-created by a collective of **over 250 artists** all of whom had been actively engaged in TEAM Wrexham activities. The production supported theatre makers and artists who, in the aftermath of the pandemic, found employment opportunities to hone their skills. These artists delved into the intricacies of technical aspects, project management, creativity, and performance.

For many, this venture marked a turning point, providing them with not just work but a fertile ground for personal and professional growth. It not only served as a creative launchpad for many - especially those who had never engaged with theatre. It also underscored the spirit of community collaboration, infusing these experiences with the profound societal impact that art can have on a community.

81% of the audience felt the show resonated with the issues of the world and **77%** found the performance absorbing. **4 out of 5** audience members agreed that it was good to see this work happen in Wrexham and the localised theme was embedded throughout the performance as the word 'home' appeared over **60** times in the script.

Beyond the numbers and funding differentials, the impact of this venture is a testament to the transformative power of the arts. It provided a platform for the local people of Wrexham to find or further discover their craft - as many creatives on the project had never engaged within a personal or professional context before. Moreover, it embodied the spirit of community collaboration, enabling those first experiences to be embedded with the importance of the impact that art can have on societal change.

**Arts Portfolio Wales funding per head of population for Wrexham is currently totalled at £0 for 2023/2024, compared to £48.18 per head in Cardiff. Source: Arts Council Wales.

"It's sort of almost **skilling up a community**. I really felt it was lovely to have that opportunity that you wouldn't necessarily have, if you **haven't got that professional experience**, or in that field... What a

fantastic legacy to leave behind, because you've given someone a **chance to do something that they wouldn't have had a shot at**, otherwise, and perhaps may have opened up something for them.”
TEAM Member (Artist)

Consultation and Sector Support

TEAM's comprehensive consultation practices and ongoing dialogue with communities is key to co-creation. Our authentic approach to consultation has:

- fostered genuine community engagement
- influenced innovation in a multitude of sectors
- shaped best practices by sharing our with organisations and projects across various fields.

For example, our involvement has influenced creative consultation within Arts & Health, Welfare and Education initiatives delivered by other sectors and bolstered well-being in local communities.

Case Study - TEAM Consultation Sessions (2020 - 2023)



TEAM Exchange, Narberth, 2023

Videographer: Layla Parkin

- **1,380+* people** across Wales have been formally consulted
- **60 interviews** and consultation meetings delivered
- **33 organisational representatives** shared their views of the project
- **15+ consultation events** delivered across Pembrokeshire and Wrexham
- **1 major project blueprint** for authentic and impactful co-created community and creative engagement

Since 2018, we have consulted over 1,380 people across Wales, including audience members, theatre makers, partners, and organisations from various sectors. This extensive engagement has enabled us to listen, learn, and reflect on the diverse needs and demands of Wales. Notably, we've pioneered hyper-local creative consultation sessions, such as cross-artform Open Mic Performance Nights, offering Welsh communities a unique opportunity to share their aspirations for the theatre sector in Wales while also enhancing their own craft and performance skills.

Consultation and idea-gathering activities have been integral to the strategic development of TEAM's initiatives. Beyond shaping our own work, this consultative approach has allowed NTW to actively support the arts and other sectors. **We share best practice blueprints of authentic, impactful, and co-created community engagement models with organisations and projects in various fields.**

Many of our conversations have underlined the significance of creative opportunities for employability and community pride, especially in areas grappling with youth outward migration. In these regions,

projects like those facilitated by NTW TEAM offer a vital pathway for self-expression, skill development, and community cohesion.

“We see so many people who are **lonely and isolated** that **don't actually need medical intervention**, and I think that's where the **arts can help**... [with] ...mental health [and] physical health... We have a real opportunity here to build a **brilliant relationship with NTW TEAM** that could really have a huge impact across all three counties, from a Health Board perspective.”

Cllr Josh Beynon, Hywel Dda Health Board, 2022



TEAM Wrexham Activity 2021

“**Do you know how much creative talent is stored up in Wales?** There's only one organisation [NTW] that I know of that's doing their best to unlock it... They're trying to get all the **ideas to figure out how to unlock this talent**, so I think they need all the support they can get”

TEAM Member (Audience Member)
Hwb Narberth Consultation Event, 2023

Additional Examples of TEAM Activity 2020 - 2023

[TEAM Panel](#)

TEAM Panel is a group of up to **15 TEAM members** from across a range of ages, experiences and backgrounds who represent their communities across Wales. TEAM Panel's voices shape every aspect of NTWs' work, from the stories we tell and the people we employ to the places in which we create. TEAM Members receive an insight into how the Company runs, its governance structures alongside the development of their own creative journey through placement opportunities on NTW productions. They also attend an annual creative residency and with a dedicated budget for their own annual TEAM event, developed with the support of NTW's Collaboration and Creative Development departments.

[Educational Resources](#)

Since 2015, NTW's "The Radicalisation of Bradley Manning" has been part of the WJEC's A Level syllabus. In 2017, TEAM collaborated with the WJEC to create [digital resources](#) for schools, including discussions on Trans identity and awareness. This allowed students to access a text that raised awareness of Trans identity, fostering a more inclusive and educational environment.

[Refugee Week - Refugee Kindness Wrexham](#)

In July 2022, NTW TEAM collaborated with Refugee Kindness Wrexham to offer a free weekend of events for **75 refugee families** living in Wrexham. Participants saw film screenings, live performances and engaged with creative activities. A community football game between Bellevue Football Club (a multi-ethnic and inclusion-specific football club, providing league football opportunities to those from perceived adverse backgrounds, those experiencing social poverty and anyone else who faces barriers accessing competitive football in the area) and Wrexham Police happened on the Sunday - fostering relationships between the local community.

Gŵyl

Cymru

Workshops

As part of the Gŵyl Cymru festival, in November 2022, **Ali Goolyad**, a Somali-Welsh poet, delivered a series of bilingual workshops at Ysgol Hafan Y Mor in Tenby, supported by an Arts Council Wales Gŵyl Cymru grant. Over **200 pupils** from **5 year groups** engaged with the project that aimed to celebrate the Welsh football team competing in the World Cup. The children took part in activities like crafting football-themed accessories and creating poems and chants focused on football, unity, and Welsh identity. Ali fostered creativity, cultural understanding and connection to his Welsh heritage and culture and after expressing the desire to learn Welsh, the students eagerly assisted in incorporating the language into his poetry.

Young Collective

Wales is leading the way with its innovative Wellbeing of Future Generations Act, which puts young people at the heart of our democratic life, marking a huge opportunity to make a long-lasting, positive change to current and future generations. Creativity runs throughout the groundbreaking new National Curriculum for Wales, ensuring adaptable, inquisitive lifelong learners, and is underpinned by the theory of the [five creative habits of mind](#). Young people's voices are more powerful than ever before, thanks to the [Welsh Assembly's initiative to lower the voting age to 16 in Senedd elections](#). NTW is committed to playing its part at this exciting time for young people in Wales, by doing work that is vital in creating confident, creative individuals and cohesive communities to support the civic and creative future of Wales. In November 2022 we launched our Young Collective, a group of 12 young people from across Wales to help shape, inform and inspire the future direction of National Theatre Wales.