

'Making a Mark'

Mark Holder Social Impact Declaration

Watermans

Watermans is a world class, high profile arts centre, driven by a strong ethos of community participation and a belief that the arts should be for everyone. We believe it isn't just important to reach audiences, but to get audiences to participate in the arts.



This idea drives everything we do. It means that there are always things to do here for people from all walks of life. It means that we make a point of catering for minority groups, disabled groups and marginalised groups. It also means that we treat these groups just like everybody else.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to provide at least three 'social impact statements', which illustrate how they are striving to meet their social/environmental objectives.

Below are examples of how **Watermans** is making a mark, striving to make a difference in local communities:

Engaging with local families

Watermans engages with local families through programmes such as Children's Theatre, Family Cinema and 'Short Break' events for families with special needs. These programmes run through the year and are complemented by special themed events such as the 'River Weekender' and Fun Palace. These activities support local families and encourage their participation in the Arts.



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Bringing communities together through cultural participation

Watermans is rooted and directly engaged in its community, stimulating creativity and cultural participation, but also contributing to other aspects of community development through our work in education and learning, health and social care, regeneration and community cohesion.



During 2014-2015, Watermans programmed arts events seen by a combined audience of **more than 30,000**, of which 44% reported they had not been to an Arts event in the previous 12 months.

Watermans is also a lead partner in Hounslow for Creative People and Places (CPP), an Arts Council England fund to increase engagement in the arts through long term collaborations between local communities and organisations.

Delivering Participative Arts workshops

Watermans offers Participative Arts workshops delivered by professional artists throughout the year, and an intensive four week 'Urban Ambush' programme of workshops through the summer.

The Participative Arts programme is highly inclusive – 29% of those attending Urban Ambush having some form of special need (communications, learning, access) and a similar percentage are from disadvantaged backgrounds.



In addition to nurturing new skills and interests, the workshops help participants develop their powers of creativity and self-confidence, how to work in a group and other key life skills.

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