

# Norfolk Multi-Agency Practice Week Conference

## Opportunity in Action

Wednesday 20 November 2024



# Welcome!

There will be opportunities to participate but please use the 'raise hand' facility or the chat function to ask questions and contribute when others are talking.

When people are sharing their ideas and opinions, please be respectful - together we want to create a safe, open and reflective space to learn.

We have BSL interpreters attending should you need them or you can turn on live captions on by clicking on the 3 dots at the top of your screen.

The link to the feedback form will be put in the chat. Please do take the time to complete it after the session.

Thank you!



# Program



**3.00pm - Welcome: Sara Tough OBE, Executive Director of Children's Services**

**3.15pm – Helping DREAM BIG and defy the odds: Action Jackson**

**4.15pm – Break**

**4.25pm – Unlocking creativity: The transformative power of the arts  
Alison Brain, Natalie Jode and Adam Taylor**

**5.20pm – Close**



**Helping DREAM BIG and defy the odds**

**Action Jackson**  
**UK Ambassador for happiness**





**THANK YOU**  
**You are Amazing !**



**@Actionjackson**



**DREAM BIG**

**ACT NOW**

**NEVER GIVE UP**

**YOU'RE AMAZING**

**@Actionjackson**

# Action Jackson

UK Ambassador  
for Happiness

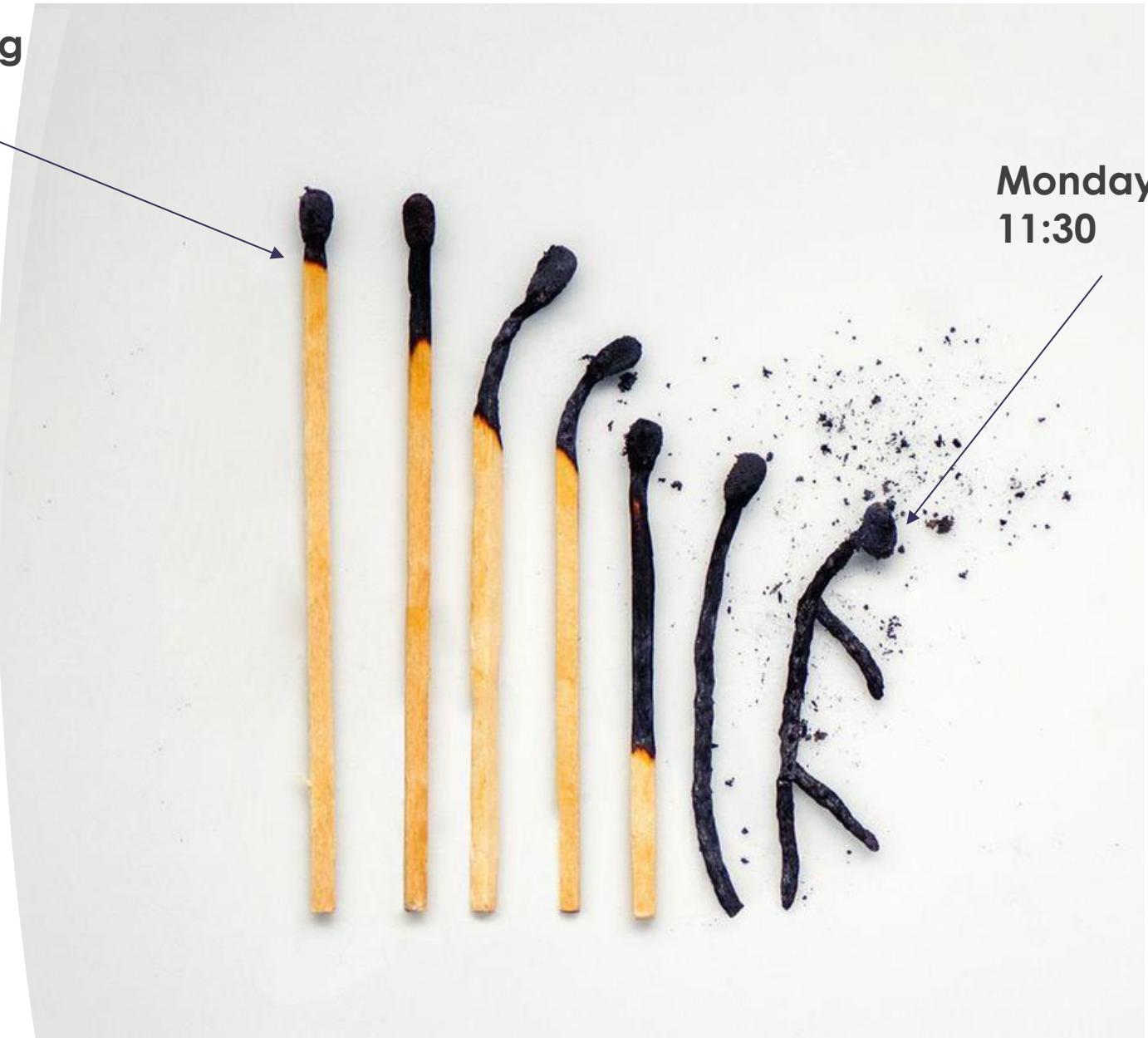
[Twitter](#) / [Linkedin](#)  
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@ActionJacksonlive



Are you  
protecting  
your  
ENERGY  
?

# Monday Morning



Protect your  
ENERGY



@Actionjackson



# My Energiser

@Actionjackson



@Actionjackson





# Meet my therapist

@Actionjackson



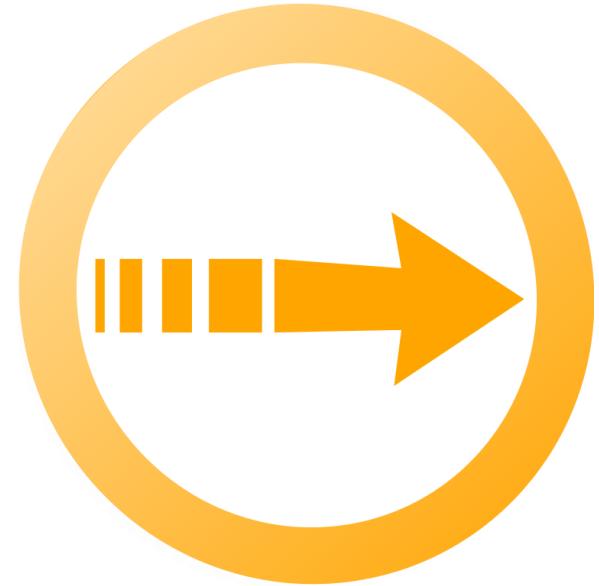
**Narrative**



**Nature**

**Nerves**

**@Actionjackson**



# Frame

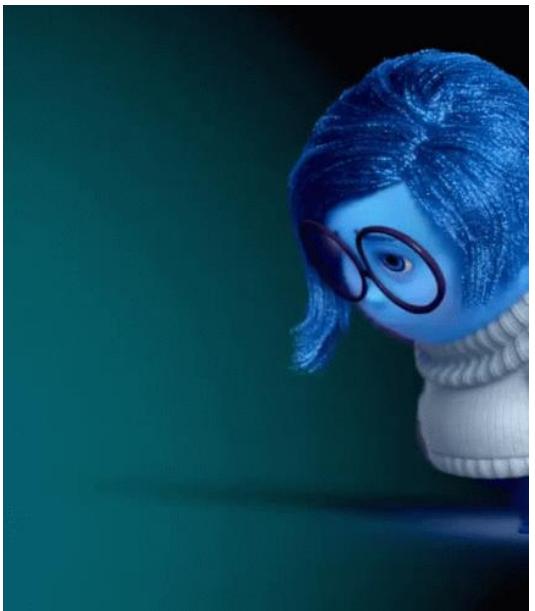
# Focus

# Feelings

# Actions

@Actionjackson

# Emotions



@Actionjackson



# Emotion cycle



@Actionjackson



**WORDS  
shape our  
WORLD**

**Use your WORDS  
To REshape their  
WORLD**

**@Actionjackson**



**DREAM BIG**

**ACT NOW**

**NEVER GIVE UP**

**YOU'RE AMAZING**

**@Actionjackson**



66 70 40

@Actionjackson



# 70

70% of the thoughts we have today is the same as yesterday

@Actionjackson



# 40

40% of our behaviour is repeated daily

@Actionjackson



# 66

I will tell you later!

@Actionjackson



“  
95% of who we are by the time we're 35 years old, is a memorized set of behaviors, emotional reactions, unconscious habits, hardwired attitudes, beliefs and perceptions that function like a computer program.  
”

Dr. Joe Dispenza

@Actionjackson

# 6 Human Needs

1.  
**Certainty**

a sense of security

2.  
**Variety**

a need for adventure

3.  
**Significance**

a need to feel important

4.  
**Connection**

a sense of belonging

5  
**Growth**

a sense of progress

6  
**Contribution**

a sense of giving

@Actionjackson

**If anything meets 3 or more of  
these needs, the mind will get  
addicted to that thing.**



1. Would you like to make yourself proud?
2. How would it make you feel?
3. Who would you like to prove wrong?
4. How would it make you feel?
5. Are you doing what it takes
6. What kind of person do you want to be
7. What opportunity would you have if you focused now

A photograph of a clear blue sky with scattered white, fluffy clouds. The clouds are more concentrated in the center and right side of the frame, creating a sense of depth and openness.

**Environment  
Dictates  
Performance**



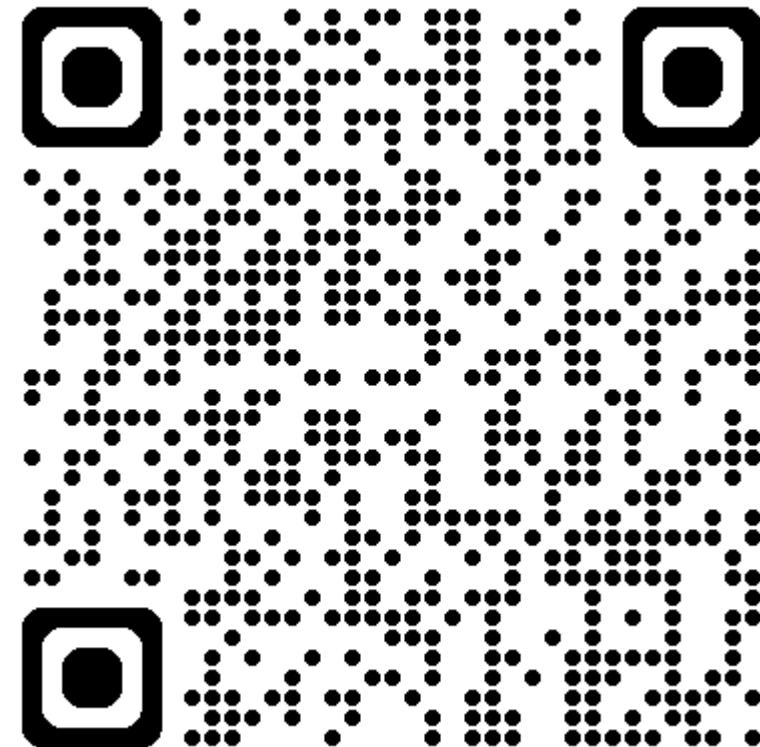
# Questions

?

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# Thank You



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**Stay in touch**

**www.ActionJacksonlive.com**

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**DREAM BIG**

**ACT NOW**

**NEVER GIVE UP**

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**THANK YOU  
You are Amazing !**



**@Actionjackson**



# Let's take a break



# Unlocking Creativity: The transformative power of the arts

Alison Brain – Norfolk and Suffolk Music Hub

Natale Jode – Creative Arts East

Adam Taylor – The Garage Trust





# Unlocking creativity: The transformative power of the arts

Insights from Norfolk & Suffolk Music Hub, The Garage and Creative Arts East

Supported using public funding by



Norfolk County Council



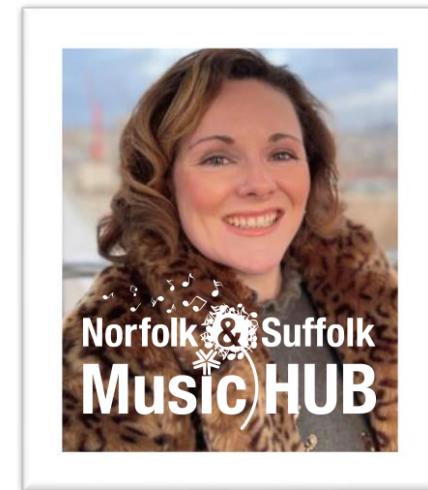
# Introduction

Welcome: Collaborative session on the transformative power of the arts

Focus: Creativity as a catalyst for change in young people's lives

Goals:

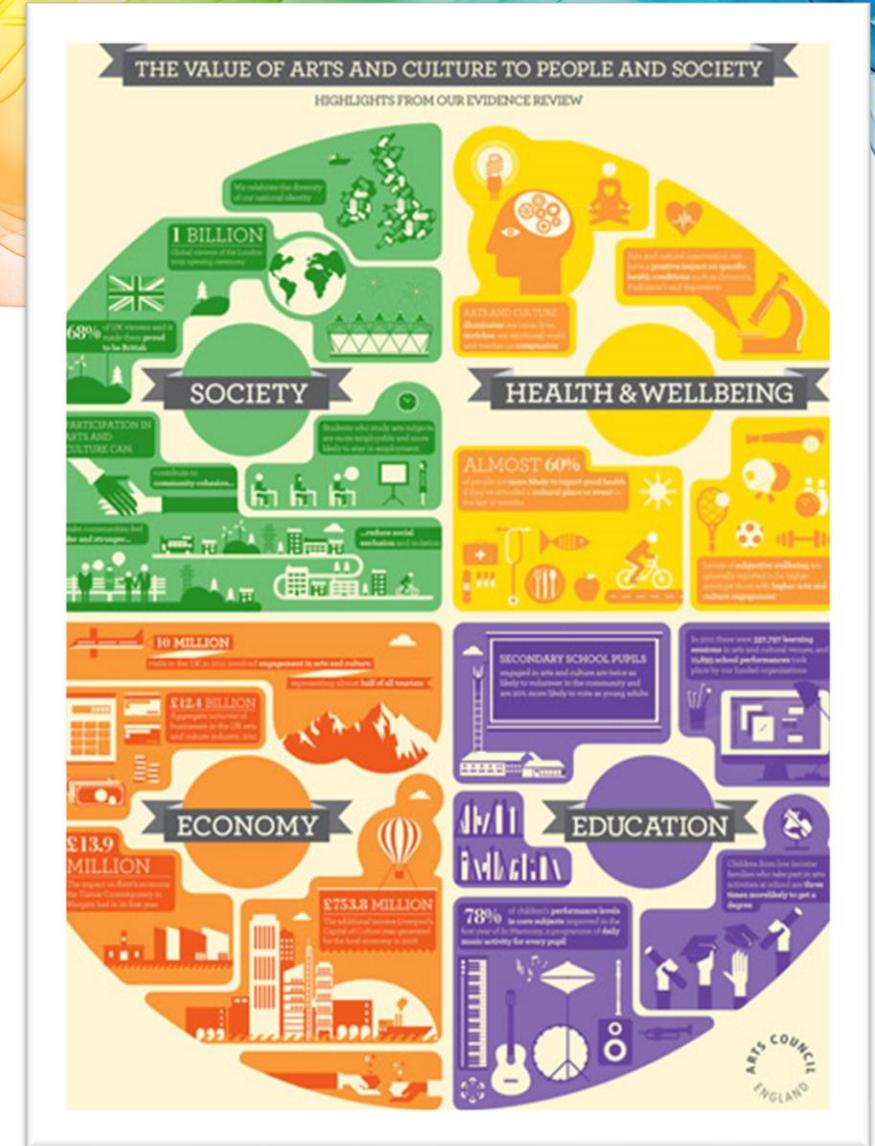
- Share insights
- Showcase success stories
- Inspire community mobilisation



# The Power of Creativity

- Importance of creativity in everyday life
- Engaging young people through popular culture

"Young people who engage in creative opportunities are twice as likely to volunteer and 20% more likely to vote as adults"



# Over to you!

"What kinds of activities do you think of when we talk about creativity?"



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# Over to you!

"How has participating in culture and creativity impacted your life to date?"



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# Role of Arts in Self-Expression and Personal Growth

Arts as a medium for self-expression

Fosters Personal Development

Confidence and resilience

Young people finding their voice through creativity

Spotlight on: Creative Arts East



"There is something deeply magical about creating beauty with others and to be part of something so much bigger and more beautiful than myself" Testimonial, ROH Create & Sing Participant

# Collaboration and Community Impact

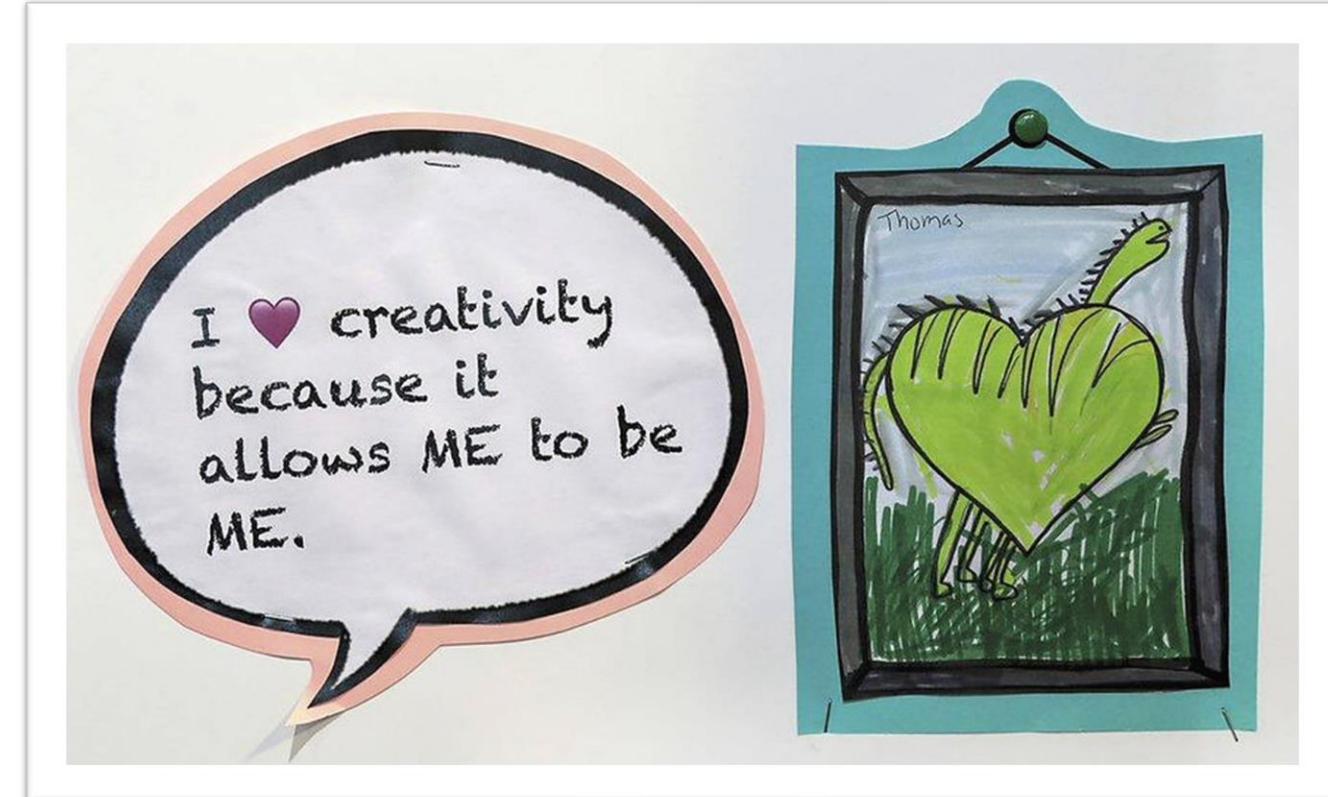
- Collaboration within the sector is key
- Creative initiatives to bring communities together
- Fostering social cohesion
- Partnership in action: BBC Concert Orchestra Residency in Great Yarmouth

"What we've tended to do in the past is take children down to London, to the Albert Hall or similar, to experience something phenomenal, something outside their comfort zone or outside of anything they could experience locally – this is of the same quality and it's right inside the heart of our own community which will help build audiences for the future right here and raise young people's aspirations."



# Insights from Young People in Norfolk

- What do we already know about what young people want from creative programmes?
- How we know what young people want?
- Needs analysis work
- Methodology
- Importance of youth-led co-design
- Influence of family and peers
- Successful implementation – Leiston



# Over to you!

"What do you see as the biggest barriers to participation in creative activity across our communities?"



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# Over to you!

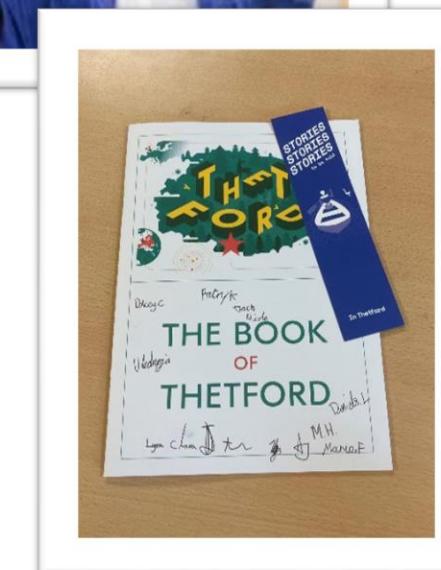
"What are some of the ways that we might begin to overcome these?"



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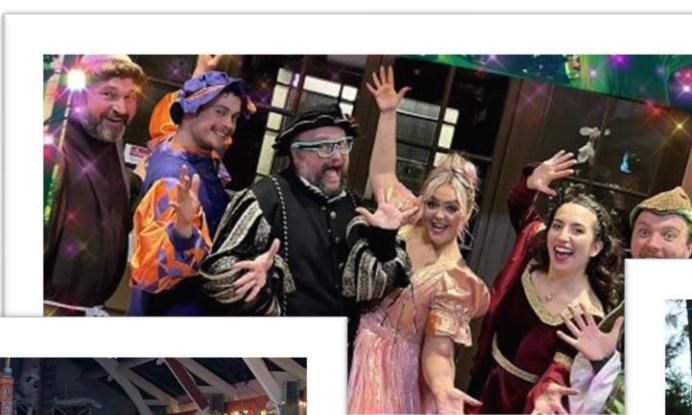
# Local Cultural Education Partnerships (LCEPs)

- Overview of LCEPs across Norfolk
- The role of LCEPs in communities
- Breaking down barriers to participation
- How LCEPs identify and address local challenges
- Spotlight on: PEACH West Norfolk



# Building Provision through Partnerships

- Strategies for expanding access to creativity through collaborative approaches
- Strength lies in robust partnership matrix
- Examples of partnership in action
- Pooling resources
- Spotlight on: Norfolk & Suffolk Music Hub



# Case Study - The Garage

- Case study
- Transformative change through participation
- Personal growth
- UNICEF transferrable skills framework



# Supporting the Cultural and Creative Sector

- Key organisations driving change
- Effective strategies for harnessing the creative sector
- Norfolk & Suffolk Culture Board
- Norfolk Arts Forum
- Arts Council England
- Working together to support and sustain culture and creativity
- Culture of dialogue and support



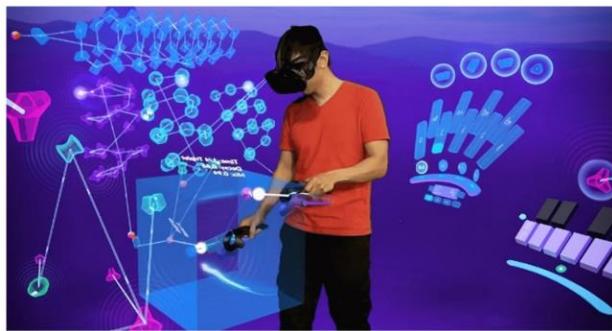
# Over to you!

"What are the most important factors that would help young people in your Communities engage with cultural and creative activities?"



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# Collaboration with Children's Services



**making music in  
MINECRAFT**



A new, uniquely engaging project that enables students to compose and play their own music.

Using the latest versions of Minecraft, children will learn about listening, melodic shapes, harmonic sequences, rhythmic patterns, pitch, bass lines, looping riffs or ostinatos.

By the end of the course, students and teachers will have the confidence and knowledge to be able to continue composing their own music.

Suitable for Years 5, 6, 7 and 8

For more information contact [info@labmedia.uk](mailto:info@labmedia.uk)

**Lm** Lab Media **E** Education **Arts Council England** **ARTS COUNCIL ENGLAND** **Norfolk Music HUB**

- Alignment of cultural programmes with Children's Services goals
  - Support for wider work of NCC through cultural initiatives
  - Joint programmes and their impact
    - Blue Cabin Artful Alliance
  - SEND Virtual Reality Programme
- Activate Work Experience Programme
  - International Music Group

# Alternative Provision

- NEET and pre-NEET interventions through creative programmes
- Collaborative approaches
- Success stories
- Impact
- Re-engagement of at-risk participants
- Preventing permanent exclusions
- Spotlight on - The Garage



# Pathways into Creative Industries



- Opportunities for young people in creative industries
  - Encouraging creative skills and practices
    - Young promoter opportunities
    - Support for vulnerable young people through the arts
    - National opportunities

Pathway programmes into creative careers

- Young people who have benefitted

# SENDfest 2024

- Music Festival for young people with SEND
- Collaborative format
- Multi-agency approach
- In-built co-production mechanisms
- Raising aspirations
- Demonstrating potential
- Opportunities for personal growth
- Inclusive and accessible



Click here to watch the video:

[SENDFest 2024](#)

# Resources and Further Reading

## Resources:

- The Garage Impact Report
- Culture Drives Impact
- ImagineNation: The case for cultural learning
- Cultural Education: a summary of evidence
- All parliamentary report for health and wellbeing
- Prince's Trust: Get started in the arts

- The Future of Cultural Value
- Creative Education Agenda
- Arts Council's cultural and place data explorer toolkit
- NSEAD research and reports
- Creative Health: The Arts for Health and Wellbeing



# Q&A Session

We would like to open the floor and invite questions using Menti Meter

 **Mentimeter**

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# Conclusion

- Key takeaways
- Call to Action: Harness the power of culture and creativity in your community

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"DON'T WAIT FOR OPPORTUNITY...CREATE IT"



# Thanks for coming

Please let us know what you thought  
about the conference

Feedback forms can be accessed through  
the QR code shown here or this link which  
we'll add to the chat

<https://forms.office.com/e/D69innxfdE>

