

# Get Creative

*Get Creative Festival 2020 Toolkit*

December 2019

## Celebrate creativity during Get Creative Festival 2020

**Get Creative Festival is an annual moment to celebrate creativity across the UK. The annual festival, which takes place from 9 – 17 May 2020, shines a light on all the great cultural activity that takes place on a regular basis in every community and encourages people to try their hand at something new and get actively involved in creativity in their local area.**

The festival is supported by a range of major cultural organisations, including the four UK arts councils, Crafts Council, Local Government Association, Libraries Connected, Voluntary Arts and the BBC, but the programme of activities is mostly run by grassroots groups and arts organisations of all shapes and sizes throughout the country. These groups and organisations are invited to put on events that meet our simple criteria.

Eligible events must be:

- participatory and creative,
- either free or cost-recovery, and
- take place in the UK between 9 – 17 May 2020.



*Floating Crafts in Coventry, 2018*

### How it all began

The Get Creative campaign began in 2015 and quickly became a powerful message across the cultural sector and in broadcast media. The importance of creativity in our lives is talked about more and more. It helps our mental health and wellbeing, and it brings communities together to share and understand each other better. The annual celebration of Get Creative grew from a single day in 2016 to a weekend in 2017 with more than 650 events up and down the country. After merging with the Voluntary Arts Festival in 2018 the festival became a nine-day celebration and continued to grow rapidly with almost 1,700 events in 2019.

Activities have included tango dancing in Belfast, sketching on a barge in Wales, steam-bending workshop to make furniture in Manchester, an interactive workshop mixing Shakespeare and dance in Dundee, and a synthesiser-making workshop in Frome to name just a few. Some events have a handful of participants while others have numbers in the thousands - but all are equally important and valuable in offering individuals more opportunities to try their hand at something creative.

## Why take part in Get Creative Festival?

### To feel part of something huge

76% of organisers in the 2019 festival said that being part of such a big national celebration was among their top motivations. Knowing that we're all celebrating creativity together reminds us that we're part of something big and incredibly important. The more groups and individuals taking part in the Get Creative Festival, the stronger the message about the importance of everyday creativity. So let's make it a big one!

### To grow your group

Keen to attract new members? The Get Creative Festival is the perfect opportunity to introduce your group or organisation to a new audience as part of an event with national profile. Get yourself on the map, put on your most welcoming smiles and get new people involved in your regular activities or programme.

### To raise your profile

The extra exposure brought about by taking part in the Get Creative Festival can help raise your group's profile in the local and national media and flag up your activities to potential new audiences, volunteers and other supporters.

### To celebrate your achievements

We know you work hard all year round, both behind the scenes and in front! Taking part in the Get Creative Festival is a chance to come together once a year and celebrate all that you've achieved. And most importantly, share the fun of being part of a creative group with new people!



## What could you do during the Get Creative Festival?

There are so many ways to get creative, this could include everything from photography, dance, knitting, drama, and music to baking, gardening and coding. The list goes on! Whatever your art or craft form, you are welcome to be part of the Get Creative Festival. If you're not sure what kind of event you could host, see if these ideas give you some inspiration...

### Run a workshop

If your visual art or craft group has amassed a set of skills – be it oil painting or flower arranging – don't keep it to yourselves! Run a special themed workshop during the festival to share your abilities with others.

### Open rehearsal

If your drama group, choir, orchestra, dance troupe or band meets for a weekly rehearsal, why not open your doors during the festival and invite people in? An open rehearsal is a relaxed, unpressured way for people to see what you do, and perhaps be inspired to join in.

### Special performance

Maximise the extra publicity that the Get Creative Festival may bring by putting on a special one-off show and find ways to get your new visitors involved in something hands-on to show them the joy of participating.

### Take your creativity somewhere new

Why not approach a venue you've never used before, such as a library, community centre or school to host your Get Creative Festival event? Public venues like museums and shopping centres are especially good for hosting a drop-in workshop, CraftBomb display or Flashmob performance, as they can provide a captive audience with passers-by who can engage with your activity.

Working with a new venue is a great way to break out of your usual meeting space and reach out to new people. The venue may also be able to help you advertise your event, meaning you could benefit from additional publicity.

### Craftbomb

Brighten up your community with an explosion of colour and creativity. Join forces with other makers in your area and showcase your crafty creations in a public place during the Get Creative Festival, such as your local high street, school yards, public park or community garden.

Those involved in previous years have had tremendous fun, been featured in both local and national press and met new people along the way. So if you're a knitter, stitcher, quilter, embroiderer, weaver or whatever your craftform, why not get involved? [Download the CraftBomb toolkit](#) for more detailed information on how to make it happen!

### Woollen Woods

Over the last few years, many inspiring craft displays have taken root in a variety of woodland venues and opened to the public as part of Woollen Woods. Each one is the result of a partnership between a local craft group and woodland venue, ranging from community woodlands and public gardens to National Trust properties. This project really captures people's imaginations and has led to some fantastic partnerships. If you are interested in creating an alternative way for people to engage with knitting and nature, [download the Woollen Woods toolkit](#) for practical guidance and useful advice to help you grow your own Woollen Woods.

### Working together

Taking part in the Get Creative Festival is a great opportunity to get together with other groups and organisations. This could lead to a relationship that lasts year-round and is a way of reaching out to new people that you may not otherwise come into contact with. Get in touch with other groups and local arts organisations in your area to see how you could work together.

#### Already got something planned?

If you're already holding an eligible event that takes place on or between 9 – 17 May 2020, simply badge it as part of the Get Creative Festival and invite others to join you. List your event on the [Get Creative Festival website](#) to benefit from some additional publicity and see our [resources](#) for advice on how to spread the word about your event locally and access free marketing material (including the Get Creative logo and poster templates).

### Hubs

A hub can be any venue that hosts a range of activities in one place. This can be in an existing venue like a local museum, arts centre, library or community hall or it could be a shopping centre or park or anywhere else people can gather.

Having a whole selection of different creative activities on offer in one location can be a great way to attract a bigger audience - especially those who might be a bit nervous about coming to a smaller session on a particular artform. It's also great for people who don't know what they want to try yet and would like to easily dabble in a few different things to see what they enjoy most.

If you've got a venue, start asking around to involve local creative groups and organisations. Or if you've got a group or activity, start approaching potential venues and partners to get things organised.

Example: Ulster Museum's [Createathon](#) in Belfast

### Clusters

Clusters are a sort of natural phenomenon within the Get Creative Festival! Lots of towns, villages and other areas are bursting with creativity - a Get Creative cluster is an opportunity to bring it all together under one banner in May.

Get Creative is a big national festival with high profile, but it's important to make sure people know how much is available on their doorstep. Branding your cluster as a mini-festival can help to raise awareness and enthusiasm locally. Come together to show people how much creativity is already happening in their own area and inspire them to get involved year-round.

Your local authority can be really helpful at grouping and promoting all the activities and events within their area, but you can also just start by getting together with others nearby and start building a buzz around the festival locally.

Example: Warrington's [#WarringtonGetCreative](#)

## Promoting your event

### The Map

First things first! Add your event to the Get Creative Festival map on our website by filling in the form. You'll be asked to submit all the essential details for your event and add accessibility information. Once approved, your event will appear to thousands of visitors on our site and you can share the link around your network.

### Press & Publicity

Think about where you usually find out about local events, and how you find out that interesting things are happening. If you are excited by your plans, chances are others will be too. Spread the word locally and online. Eventbrite is a great, free online platform to plan, promote and track registration or bookings for your activities.

Posters displayed all around the area are a great way to let people know about it. Ask your local shops, post offices, pubs and community centres about using their noticeboards. You can download our [Get Creative poster templates](#) (A3 and A4) and easily customise them with your details. The poster should clearly include:

- the date/s and time/s of your event
- where it's taking place
- contact or booking information
- any restrictions (on ages or otherwise) or materials required
- your website and/or social media details (Facebook/Twitter etc)

To publicise your event and share your story more widely, it is worth contacting local newspapers, radio stations, TV stations and local blogs. In the first instance, email a copy of your press release to the Arts or Culture Editor explaining your Get Creative Festival event, and then follow this up in a few days with a telephone call if you haven't heard back from them.

Use the [Press Release Template](#) to let journalists know about your event and how it's part of a nationwide festival. If you think you've got a really great, inspirational story, you can also get in touch to share it with us. Maybe send a short video and we'll see what we can do to share these as part of the festival promotion.

### Social Media

For updates, make sure to follow @GetCreativeUK on [Twitter](#), [Facebook](#) and [Instagram](#). Remember to use the hashtag **#GetCreativeFestival** in the build up to, and during, the festival to build recognition of this huge event.

## Evaluation & Celebration

Before the festival, we will be sending each event organiser a survey to fill in to find out how the event went and how many people participated. We estimated more than 120,000 participants were involved in 2019, based on the data we collected. We want to be able to prove that there's even more involved in 2020!

This stuff is important as it helps all of us tell the amazing story of what happened, and also who is getting involved (and who's not) and what difference it has made. Keep this in mind when you're planning your event and see if you can identify a volunteer to be in charge of surveying your participants.

## Further info / Contact

Visit [our website](#), or for any further questions or information, please email [info@getcreativeuk.com](mailto:info@getcreativeuk.com)

## Free resources and templates

Voluntary Arts have an extensive set of [free resources and templates](#) to help groups and organisations plan and promote events. These include:

- How to write a press release
- Events checklist - disability and access
- Risk Assessment for event organisers - a beginners guide
- Insurance for voluntary arts groups
- How to write a successful funding application