



# Creative Enrichment Strategy 2022/23

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# Mission

Our mission is to:



**1** Promote creative enrichment throughout Novus education delivery nationally.



**2** Enable Novus colleagues and learners to access art in all forms, across all curriculum areas, using the arts and creativity as a platform to engage and empower.

# Our Aim

Our aim is to champion:

- ▶ the arts and its value to society
- ▶ the communities we work in
- ▶ the learners that we support

which will ultimately contribute to reducing reoffending.



*We need to start looking at the wider value of creative opportunities. Engaging with our creative team can support learners who have no interest in formal education. It gives them new positive experiences and offers transferable skills to help them to move into formal education or find work on release*

**- Sarah Hartley, National Arts and Enrichment Lead**



*Every Novus colleague plays a critical role in contributing to this aim.*

# Our Strategy

We aim to improve access to the arts and culture for our learners. By doing this, we can develop and enhance the community that our colleagues and partners work in, improve the lives of our learners, and allow greater access to new learning experiences.

To do this, we need to strengthen our existing partnerships and forge new ones that will support us in our aim of reducing reoffending through creative enrichment.

Creative thinking and innovation are key components to improving employability and social development. Engagement in the arts and culture offer an excellent environment in which our learners can grow.



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*Enrichment projects are so important at Stafford as it enables learners to express themselves in a variety of ways, contribute to activities that will support their personal development and interact with professionals from the outside world in preparation for through the gate.*

**- Education Manager**

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By offering engaging and challenging activities and opportunities within the arts and culture, we will encourage learners to make a valuable contribution to their surroundings. This will then encourage them to positively influence the communities to which they belong, and to personally develop with the knowledge that they can make a positive change in their lives.

Learning within the arts, and engagement in cultural activities takes place whether you are working to a brief in joinery, researching and coming up with new ideas for enterprise initiatives, interacting with a museum exhibition, playing an instrument as part of a band, or working with new media.



# Key Objectives

Each of our defined objectives are equally important and they are inter-related. We cannot achieve one without the others and all Novus colleagues play an important role in delivering them to ensure consistency across our provision nationally.

We have **8 clear objectives**. Achieving these objectives will help deliver our aim and mission. We aim to achieve these objectives by **September 2023**.

## Our objectives are:

1

**Continue to contribute to the strategic direction of the arts and creativity within prison education**

**How:** Maintain presence on boards responsible for setting the strategic direction, including the Culture, Health and Wellbeing Alliance and National Criminal Justice Art Alliance.

**Impact:** Novus will be at the forefront of future developments, making sure that our knowledge and expertise is used in future plans and direction of travel.

2

**Implement a creative enrichment community of practice within Novus, with a wide membership including Business Development colleagues, to drive forward access to funding and sharing of best practice.**

**How:** Establish a community of practice, led by the Novus National Lead for Creative Strategies and the Business Development Team. This group will plan how we develop our provision, to enhance creativity across the curriculums and the funding required to achieve this. There will be a clear business development approach to new funding to support arts provision in Novus, and to make sure any new funding is well-used.

**Impact:** Increased opportunities for colleagues and learners throughout Novus linked to the arts and creativity, ultimately improving the quality and impact of our provision and therefore prisoner's lives.

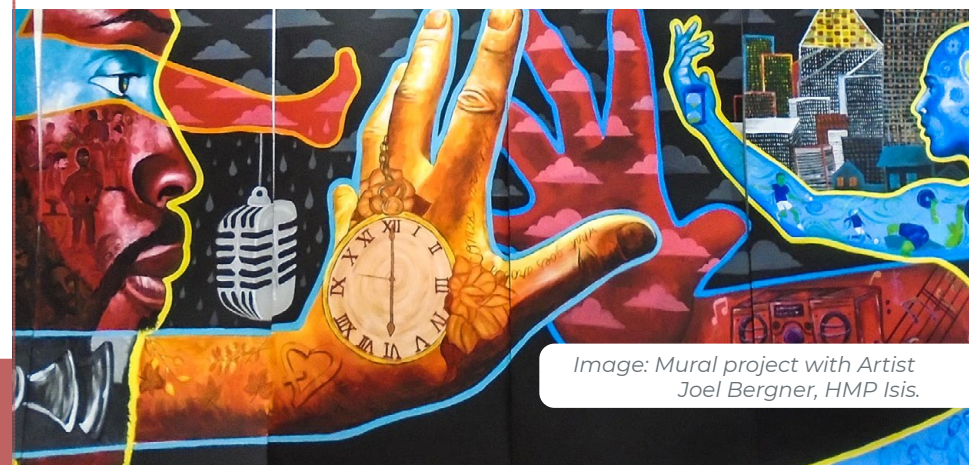


Image: Mural project with Artist Joel Bergner, HMP Isis.



3

### *Embed a core creative enrichment offer in all Novus provision to support parity of opportunities for Novus learners*

**How:** Recruit Champions within each Novus prison to support a bespoke, local plan for each establishment.

**Impact:** More learners, across the Novus estate, accessing creative enrichment opportunities. Initially increasing both colleague and learner engagement by 10%.

4

### *Create creative spaces through Novus' curriculum to enhance learning opportunities*

**How:** Pilot a programme where the arts and enrichment are embedded into functional skills to demonstrate the impact of this new delivery model.

**Impact:** Enhanced creativity across the core curriculums, and ensuring enrichment is utilised to engage learners in core subjects.



Image: Arden Theatre project.  
HMP Liverpool.

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*The arts and enrichment strand of our work allows us to bring new, exciting opportunities to our learners. Creativity allows us to view and solve problems more openly and with innovation. Creativity opens the mind and can broadened perspectives. The value of this is making learning more accessible and a more enriching experience*

**- Peter Cox, Managing Director**

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5

### *Provide continued opportunities and experiences which will enhance our learners' enjoyment and understanding of the arts and creativity, which can then act as a catalyst for developing critical thinking and exploring new identities.*

**How:** Further develop the annual national arts projects, e.g. ongoing projects with the Tate and regional gallery projects, e.g. the Open Eye Gallery. We will use arts and culture as a hook to encourage the 'hard to reach' people within establishments to access opportunities including formal education.

**Impact:** Increased engagement in project opportunities, with a focus of increase among those currently least engaged in arts and culture by at least 10%.

6

## Support community cohesion by showcasing creative work.

**How:** Further develop the annual national arts and creativity project (e.g. Tate Gallery) to expand and showcase across different areas as well as further explore the use of online galleries.

**Impact:** Increased reach of audience, which supports community cohesion to break down barriers and perception of offenders.



Image: Open Eye Gallery, showcasing Inside Stories which was in partnership with Alexa Wright and learners from HMP Liverpool and HMP Styal.



Image: Open Eye Gallery, 'Restrictive Views, Creative Outlooks' exhibition. Involving learners from HMP Risley and HMP Thorn Cross.



Image: Tate 2017 'Ray-light-does-time' Anonymous learners HMP Thorn Cross.

7

## Identify individuals and groups, working in both the community and prison arts sector, to use as a key resource to shape and deliver creative educational experiences.

**How:** Establish a formalised directory of partners to ensure an oversight of historical and existing provision to enable affective coordination.

**Impact:** To build on good practice and increase of opportunities across establishments, through better partnership within our prisons and in the local communities.

8

## Encourage our colleagues and other professionals (e.g. HMPPS) to support the development of the arts and culture in prisons through increased continuing professional development opportunities

**How:** Deliver staff training to foster new working methodologies to support a shift in culture around creative curriculums. This will include specific bespoke training sessions, toolbox kits, and 1 Minute Teacher Tips.

**Impact:** Sustainable approach to ensure longevity of teaching in a creative way, making sure that teacher skills are constantly reviewed and refreshed where needed.



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Strategy 2022/23*