



Communications Guide

September 2021

Website: <https://aha-mk.org/develop/make/>

Facebook: @MAKEMiltonKeynes

Instagram: @makeMiltonKeynes



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**ARTS COUNCIL
ENGLAND**

Introduction

The information contained within this guide helps all MAKE members to communicate what MAKE is and how to publicly show support for the network. This information can be used directly on websites, in funding applications, proposals, and on social media.

This includes:

- *MAKE's Story*
- *MAKE's rebrand*
- *MAKE's Story of Change*
- *Statement of Support*

What is MAKE?

MAKE is a collective of over 60 organisations and institutions that work across culture, education, wellbeing and youth, brought together by their drive to nourish the creative and cultural wellbeing of the children and young people across Milton Keynes. Creative and cultural education develops transferable skills that are important to life-long journeys and future employment.

MAKE is led by the Arts and Heritage Alliance Milton Keynes (AHA-MK) and supported by Artsworld, the South East Bridge for cultural education partnerships.

Becoming a member of MAKE

- It is free to join MAKE. Just email hello@aha-mk.org with an expression of interest.
- There are partnership meetings four times a year. At these meetings we share information, resources and learning to support each other and work collaboratively developing projects and activity.

The MAKE Story

Imagine a world where our children grow up without experiencing art, poetry, drama, dance, music... Imagine cities, towns and villages devoid of communities with creative skills and inspiration...

Back in 2013 Arts Council England (ACE) became concerned about the dwindling commitment to include cultural education in the curriculum. Not only does every child have the right to experience arts and culture, but the benefits of taking part in cultural activity impact on mental and physical well-being, provide new perspectives on the world, and increase transferrable skills such as communication and creative thinking. As a response to this crisis, ACE supported Bridge organisations to launch Cultural Education Partnerships in different localities to address the cultural education needs specific to that area. From that initiative Artsworld, the Bridge organisation for the South East, supported the development of MAKE.

MAKE (Milton Keynes Arts Education) is a call to action to children and young people in Milton Keynes and those who work with them and look after them. Together we create a bespoke model for cultural education that could only happen in Milton Keynes, for our children and young people.

MAKE has published a collaborative Cultural Education Strategy based around three key strands:

1) Happier, Healthier, Young People; 2) Exploring, Discovering and Enabling Inclusive and Environmentally Friendly Creativity 3) Careers, Skills and Opportunities

Since 2015 MAKE has built capacity and networks that align to these strands. The work has increased the take up of Arts Awards for over 2,000 children and young people, and 33 schools in Milton Keynes have now signed up to the Artsmark journey.

MAKE aims to create a town full of creative thinkers. As Milton Keynes develops, it is important that the city generates innovation and creativity within its economy and cultural offering. Igniting creative thinking through cultural education inspires new generations who will equip the city with the progressive skills it needs to excel through our most powerful and exciting resource – our children and young people.

MAKE change. MAKE a difference. MAKE it last.

Watch the MAKE video. Created with the children from Brooklands Farm Primary and Two Mile Ask Primary. Sponsored by MK City Discovery Centre: https://www.youtube.com/watch?v=hdgg_Hvopg8&feature=youtu.be

MAKE's Rebrand



MAKE was originally called the Milton Keynes Cultural Education Partnership (MKCEP). MKCEP was founded in 2016 and underwent a re-brand and name change to MAKE in 2019, launched in 2020.

The re-branding work was led by artist Mike Evans and delivery partner Milton Keynes Gallery. 130 school children and young people from 5 schools across Milton Keynes took part in this project. They used MK Gallery as an example of a branded space, created logos of their own, and influenced the outcome of the design for the final logo. Individual designs were exhibited in the MK Gallery Project Space in August 2019.

A short film of Mike Evans that captures the design process:

<https://www.youtube.com/watch?v=U-vnM3tHEEE>

Please find guidance for branding and logos here: <https://aha-mk.org/resources-2/>

MAKE'S STORY OF CHANGE

Context

- Part of a national network of Cultural Education Partnerships
- Milton Keynes-based, location specific
- High population of BME school goers

How Do We Work?

- We work in partnership to:
 - ☐ Build our capacity (financial and influence)
 - ☐ Develop new relationships and ways of working
 - ☐ Deliver cultural projects to support cultural education of CYP
 - ☐ Support schools, teachers, and arts and heritage sector in the delivery of cultural ed

Who Do We Work With?

- Children and young people (CYP)
- Arts and Heritage Organisations
- Schools and educators
- Policy makers
- Those who work with CYP

What We Do

We aim to:

- Identify gaps in local cultural ed provision
- Focus available resources and seek new resources
- Create inclusive cultural ed opportunities for CYP
- Position cultural ed as a catalyst for creative thinking
- Work towards greener cultural ed
- Use cultural ed to address health and wellbeing in CYP
- Work towards Milton Keynes becoming a vibrant and creative city

Priorities:

- 1. Support happier and healthier CYP***
- 2. Support CYP to discover their own creativity***
- 3. Support development of careers, skills, opportunities in the creative and cultural sector***

What Will We Achieve?

- A well financed CEP with strong sense of partnership working
- Recognisable brand name
- Cost-effective cultural education products and services, that engage city-wide cross sector stakeholders and achieve shared objectives
- A programme that meets our priorities, promotes partnership working, and advocates for the CEP
- Better communication between teachers and arts and heritage orgs; teachers feeling more confident and resourced to deliver cultural ed., and well staffed learning teams

What Difference Will We Make?

- Build personal growth and sense of self
- Help develop imagination and empathy for others in local community
- Drive skills for innovation across industries by nurturing creative thinkers
- Facilitate long-term employment and upward social mobility
- Improve wellbeing and mental health and interaction between communities

MAKE Statement of Support



We urge members to display this statement of support on their websites and email signatures. It can also be used on social media.

Statement of support:

[Your organisation] is an active contributor to MAKE. Together we nourish and support the creative and cultural wellbeing of our children and young people.

[include MAKE logo of your choice from files found here: <https://aha-mk.org/resources-2/>

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[Font: Rubik light OR Corbel]