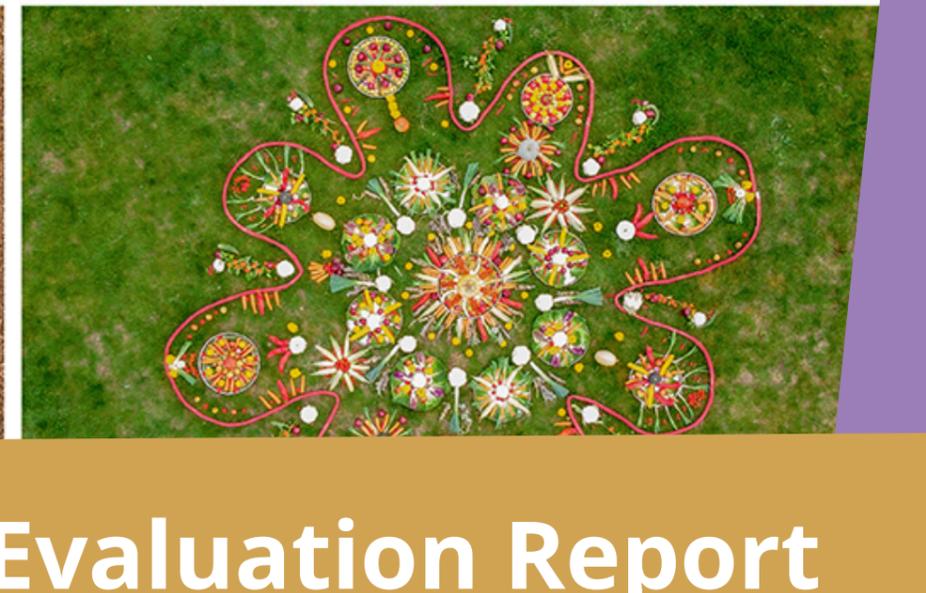
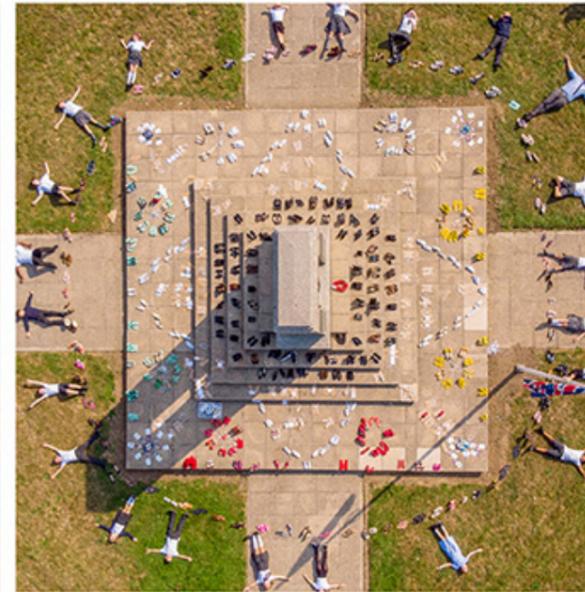


2020 T100 CALLING



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Evaluation Report

Our Story

1

Our Outputs

3

Our Outcomes

4

Our Impact

14

Our Learning

17

Our Next Steps

18



Our Story

About T100

Over 3 years (2020-2022), Kinetika is delivering 'T100' - a Thames Estuary focused annual walking and talking festival starting and ending in Thurrock - and developing it into an independent, community managed and run legacy organisation.

This is an evolution of the Thurrock 100 Festival started by Kinetika in 2015, which over 5 years has become increasingly locally led (via walk leaders, community advocates, local people on management committee, local artists and schools) and reflective of grassroots identity. It has brought people together, connected them to local places and spaces, and linked organisations together.

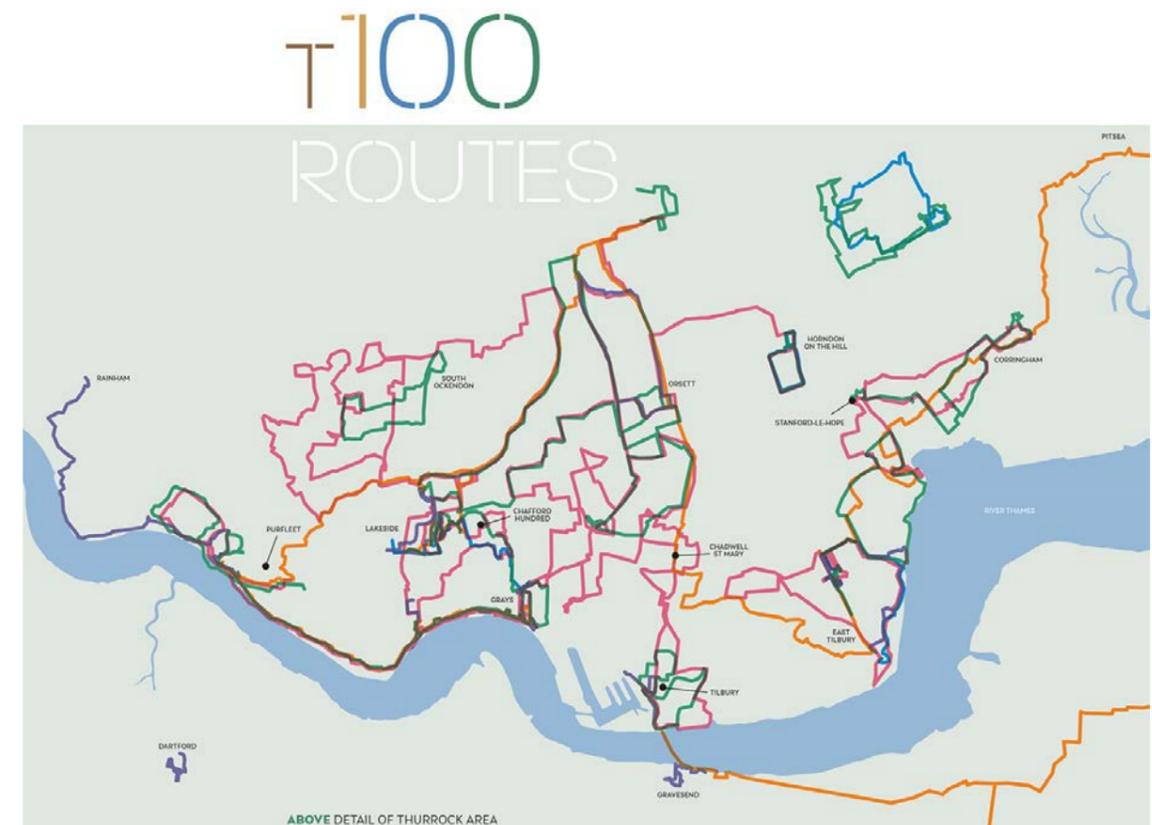
The concept of T100 is very simple. Based on a theme selected for the year, a programme of walks is devised by a range of local groups and organisations which incorporate community-led activities that respond to the theme.

The walks take place in towns and villages across an area typically over 3 weeks in July with a longer, contiguous route symbolically connecting them all up. The routes remain accessible online and via a publication that celebrates the theme for the year. The activities are undertaken between March and July in libraries, schools and community spaces and can include writing, drawing, cooking, painting, researching, dancing and

acting, depending on the theme. The result adds colour to the walks and can include heritage talks, shared community meals, outdoor theatre, silk flags reflecting local stories, singing and even an animated 12-foot-tall docker puppet designed by local school children! It is all about walking, talking and making together as a collective, shared experience.

The magic of the concept is its simplicity as a framework. It enables groups to come up with their own ideas, develop them as separate projects if preferred, then showcase and share them to the wider community as part of a bigger whole. The replicability and flexibility of the place-making model is demonstrated by its adoption by Thurrock people since 2015, its expansion to neighbouring areas from 2017, and even abroad. In 2017, Kinetika delivered an international variant of this concept in Kolkata, India.

By transitioning the concept to a Thurrock-based community organisation, Kinetika aims to ensure an enduring legacy. With massive regeneration taking place amidst a rapidly diversifying population, a locally owned initiative that brings people together, builds bridges, skills and confidence whilst celebrating place has a powerful role to play.



"Thurrock CVS was pleased to welcome Kinetika to Thurrock in 2014 as they brought opportunities, skills and knowledge to the borough. The possibilities of us working in partnership to bring communities together through art and activity was very exciting. Those that became involved in the project were extremely proud to showcase their artwork across the borough. We also saw the benefits of participants become fitter, losing weight, reducing medication and making connections. Thurrock 100 has left a long-lasting legacy in Thurrock"

Kristina Jackson, CEO Thurrock CVS

T100 Calling

2020 marked a significant year of change for all of us - Brexit, COVID-19 and the Climate Emergency. The theme for 2020 was therefore T100 Calling - a call to action to our communities to come together and creatively re-imagine our future.

We invited people to explore local challenges through 7 themes in 7 places and identify possible solutions. This was expressed with communities by collectively designing and making beautiful large-scale mandalas inspired by Scottish artist Therese Muskus.

Due to the COVID-19 pandemic, the initial thinking was prototyped online during the first national lockdown via our May Mandalas activities. This online programme supported by activity packs engaged participants remotely, encouraging people to be inspired, to reflect, to make and to do. By designing mandalas around a theme, we encouraged meditation on collective challenges to support the emergence of new solutions and a better future.

The T100 Festival itself was postponed from July to September, where restrictions meant no more than 6 could physically gather. Even so, T100 did take place and 7 large-scale mandalas were safely delivered. Many interacted online, including Korak Ghosh and his children in Kolkata, Generik Vapeur in Marseille and friends in Chile, Italy and Switzerland during a year of unparalleled uncertainty.

COVID-19 Extension

During T100 Calling, an additional £56,465 was made available to resource 6 months of additional activity. This funding enabled T100 to be linked to the broader Thurrock CVS led response to COVID-19 where over 500 volunteers had signed up to support the community through the Our Road initiative.

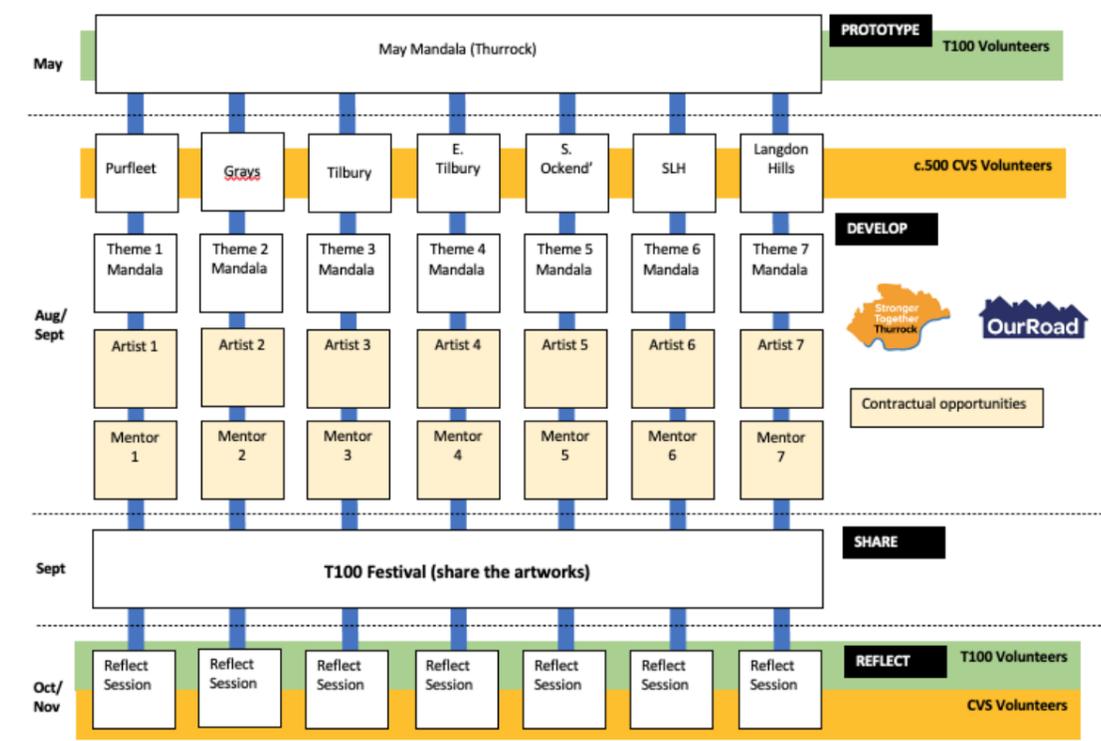
Kinetika delivered additional creative and reflective wellbeing activities focussed on the 7 places outlined in this report, intended to encourage thinking about the future. This allowed 7 local artists to be partnered with 7 inspiring mentors to maximise engagement during August, September and October. This magnified the meaning and impact of the 7 large scale mandalas.

The delivery of T100 in September was then followed by 4 days of in-depth reflective sessions in early November with representatives from all 7 places, the artists, the volunteers and key stakeholders.

Evaluation Report

This report seeks to document the experience of T100 Calling during 2020, setting out a baseline to inform Years 2 and 3. It also considers its performance as measured against our theory of change.

T100 Calling was delivered in exceptionally trying circumstances. Whilst quantitative data samples are limited, the findings enable a range of conclusions and recommendations to be made to inform Years 2 and 3.



Our Outputs

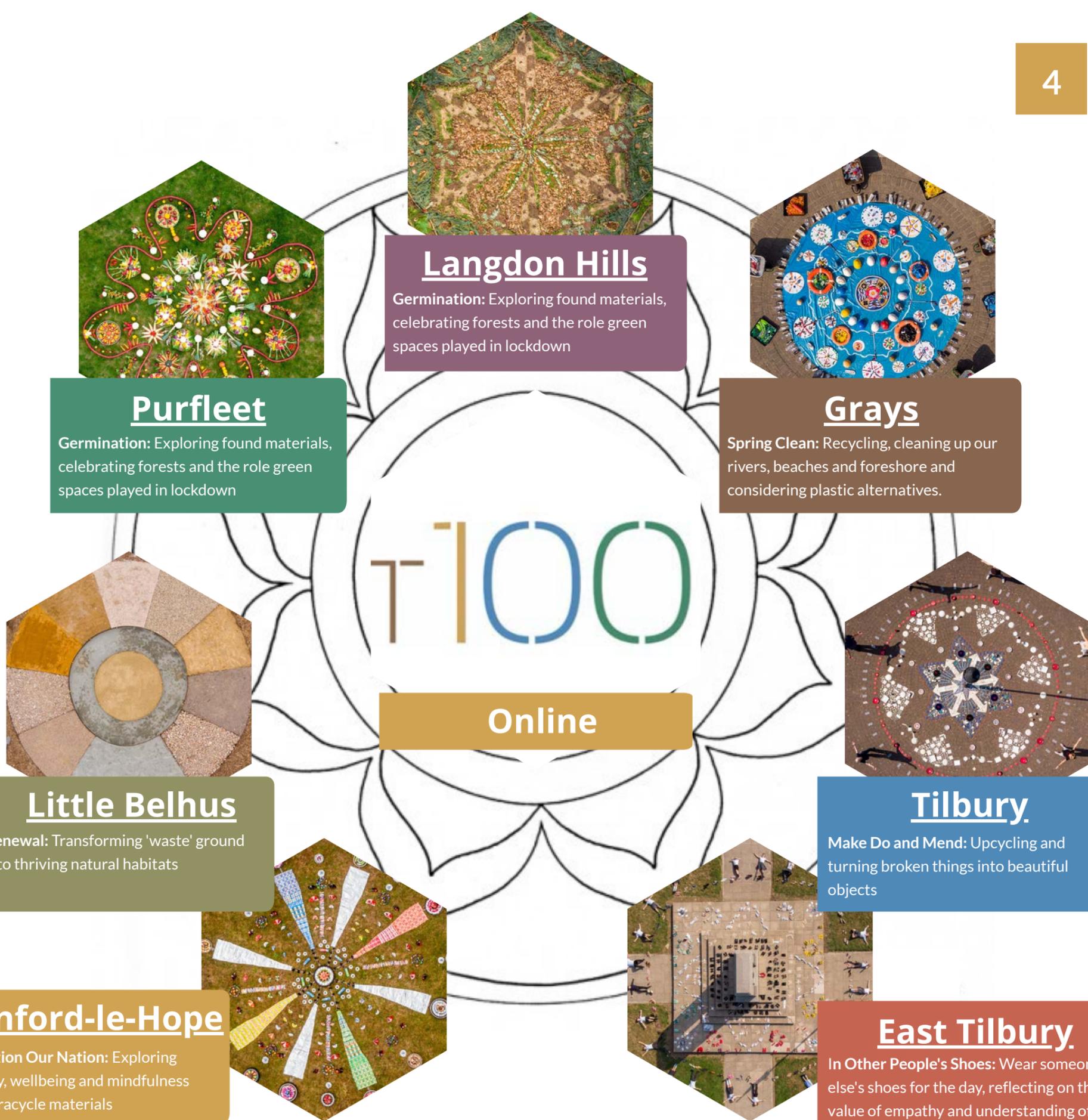
	Throughout	April - May	August - September	September	November	Total
	Community Planning	May Mandala activities	Mandala Workshops	T100 Festival	Reflection Sessions	
No. of participants	55	42	218	226	25	556
No. of audience (in person)	0	0	0	53	0	53
No. of audience (online)		Please see appended web and social media reports for detail				97,098
No. of volunteers	120	50	33	46	23	276
No. of artists		Artists worked across the project activities				17
Days of artistic employment	10	2	56.5	9.5	3.5	93.5
Total artist days	29.5	8	60	59	21.5	190
Performance days	1	7	0	12.5	0	20.5
No. of sessions (morning, afternoon, evening)	32	0	81	57	14	184
Groups involved	50	0	18	6	2	76

Our Outcomes

How can we creatively re-imagine our future?

The overarching theme for T100 Calling in 2020 was to invite responses to the above key question. A series of sub themes of direct relevance to 7 places in Thurrock were used to guide responses in each area. These are summarised on the mandala to the right.

If viewing this report online via Piktochart, you can view videos for all 7 places below. Alternatively, click the place names on the right to view on YouTube.



Digital Approach

The online approach to T100 in 2020 focussed on two primary areas: the May Mandalas in May and T100 Calling in September. This used Facebook, Instagram and Twitter to prompt online dialogue and leverage content from the T100 website (www.thurrock100.com). Participants were encouraged to use the hashtags #MayMandala and #T100Calling.

@t100walking arts

A new public Facebook group @t100walkingarts was set up to provide space for participants to connect online as well as keep conversations going in between the May Mandala and T100 Calling phases. The group now has 166 members and 447 images have been shared there (January 2021).

May Mandalas

Between May and August 2020, 145 people registered to access the May Mandala activity packs

The requirement to register was removed in September with 505 downloads across the six sheets making up the May Mandala pack. Whilst we cannot be sure how many people this represents, 131 is a good assumption based on the total download count for Mandala Pack 1.

Impact and Reach

As indicated by the stats on the right, the digital, visual element of T100 really stepped up during 2020 (Twitter is less visual).

There were a wide range of favourable comments (examples on the right) relating to the concept as a whole as well as feedback on specific mandalas.

Considerable additional reach was achieved where participants shared their own experiences on walks and mandala making activities. For example, Les Morgan in Tilbury generated 130 likes and 41 comments on a post he shared. Another from Sarah Doyle generated 65 likes and 22 comments.

The shift from July to September allowed additional reach via affiliation with the Totally Thames Festival, enabling an additional 5,300 views of T100 films on the Totally Thames Facebook page.

Two Facebook live streams from Gateway 97.8 generated 1,057 views on their Facebook page.

Finally participants around the world connected with the project, sharing their mandalas with us using #T100 Calling. This includes Marseilles in France, Valparaiso in Chile, Kolkata in India, Nairn in Scotland, and Italy.

dianalee6786 What a great movement!! I will be doing it over here in California while I isolate. Thank you!!! 🍷🙏🏻🙏🏻🙏🏻🙏🏻

susannawallis The festival was a ray of sunshine, loads of inspiring colour, texture, patterns, cultures, locations & flavours! Hope to be closer to home next time to join in 🙏🏻🙏🏻🙏🏻
11w 1 like Reply

Anita Howes
Well done les and people that was with you today you all should be proud 🍷
Like Reply · 13 w

Martin Ebbs
Absolutely amazing
Like Reply · 13 w

Jenny Leckenby
That looks great!... Well Done all 🍷🙏🏻
Like Reply · 13 w

Lynda Collins
Looks fantastic!
Like Reply · 13 w

Frances Ray
Fantastic. Well done to all who helped. Xx
Like Reply · 13 w

Sarah Merrigan
Looks gorgeous well done xx
Like Reply · 13 w

Shelley Squelech
Very impressive! xxx
Like Reply · 13 w

Iris Aldwinckle
Looks amazing!!!xx
Like Reply · 13 w

Carol Harris
Well done. 🍷🙏🏻
Like Reply · 13 w

Anne Copeland
That's fabulous!
Like Reply · 13 w

Sarah Elizabeth Soliman I can't wait to see it! I love walking around Little Belhus and I love mandalas. I discovered this park in lockdown and it's been my saviour throughout many months of being furloughed. I'm eagerly awaiting to see the finished result after seeing the metal outline last week 🍷



Facebook

Compared to 2019:

- Impressions were up 113% (263,074)
- Reach was up 85% (178,900)
- Page Engagement was up 46% (8,614)
- Number of Posts were down 5% (308)
- Followers went up by 11% (1,320)



Twitter

Compared to 2019:

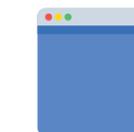
- Impressions were down 60% (77,575)
- Engagement was down 22% (2,353)
- Number of tweets were down 15% (253)
- Followers went up by 12 (673)



Instagram

Compared to 2019:

- Impressions were up 17% (23,061)
- Reach was up 167%
- Number of Posts were up 53%
- Followers went up by 143% (370)



Web

Compared to 2019:

- Number of users increased 37.31% (74,648)
- Number of sessions increased by 35.42% (90,685)
- Number of page views increased 35.99%
- Number of page views per session decreased slightly by 1.37%

Please see appended web and social media reports for more detail

Online



Key Learning

- There is a clear demand for online engagement as evidenced by increased stats and reach of digital engagement
- The May Mandala packs showed that structuring activities clearly online allows participants to take part remotely
- Engaged participants magnify project reach as key advocates
- More detailed technical reflections are set out in the complementary social media and website data reports



Examples of mandalas completed by participants at home and shared online.

The full mandala galleries can be viewed online [here](#).

Online

Overview

Based on the theme of **Germination** at Langdon Hills, we worked with ranger Nick Stanley and a local group of women who regularly walk and forage in the forest. They helped artists Sally Chinaea and Hazel Huber gather natural materials that were transformed into a huge mandala, illustrating the abundance of nature.

If viewing this report online via Piktochart, you can view a video below. Alternatively, click [here](#).



SIMPLY RE-ORDERING WHAT WAS THERE, WHAT WE COULD FIND BENEATH OUR FEET
- SALLY CHINEA, "GERMINATION" MANDALA

Feedback

Those that took part said that what they enjoyed most was being out in the open air and being close to nature. This was a key theme with another explaining the walking aspect, foraging and fresh air were crucial at this time.

Participants noted that they learned new skills regarding patterns, weaving and mandala making. Others also commented on being able to meet new people in a natural space.

The Young Carers particularly appreciated the sessions with a group of Downs Syndrome participants from dance group La Dance Fantastique expressing their enjoyment.

One person felt that the experience was confusing, though Sally Chinaea did highlight the considerable challenges regarding the artistic experience arising due to restrictions.

54 participants across 21 sessions supported by 13 volunteers, with 4 attending the T100 event in person

How can we creatively reimagine our future?
During reflection sessions, the experience at Langdon Hills prompted the following actions:

- Further development of the theme by working with Land of the Fanns to deliver a festival finale event at Langdon Hills in 2021.
- Scoping the development of a Woodsman structure, potentially with Land of the Fanns

Impact

The strain of continually changing COVID-19 restrictions adversely impacted T100 as a whole, though at Langdon Hills this was particularly pronounced.

The mandala went ahead against the odds, requiring considerable persuasion as the Ranger service became disinclined to support due to the ongoing changes and perceived risks to Thurrock Council.

Perhaps this was a metaphor for the challenge that the environment faces as it seeks to survive the Climate Emergency against the odds?

The key impact was a timely reminder of the richness and restorative power of nature during difficult times. Whilst a relatively muted impact in 2020, the key will be to leverage the discussions and visual assets into a broader consideration of rewilding next year.

**"What's that word again?"
By the end of the session, she'd learned to say the word 'mandala'. When speaking with her Mum later, she exclaimed "We've made mandalas!"
Sally Chinaea, on La Dance Fantastique involvement**



Overview

Grays saw the **Spring Clean** theme, where we worked with Steve Catchpole and Thames21 volunteers for nearly a year to gather, sort and clean plastic items collected from the Thames. This went into a brightly coloured mandala, with the centrepiece created by Hi Ching and the outer areas designed by Kara Thompson with local Thurrock CVS Volunteers and Thurrock Young Carers. The Lightship Café also created their own mandala at Grays Beach.

If viewing this report online via Piktochart, you can view a video below. Alternatively, click [here](#).



IT WAS GREAT
THAT T100
INCLUDED PEOPLE
AT HOME AND
THAT IT WAS SO
ACCESSIBLE

- CAROLE MOON, "SPRING
CLEAN" MANDALA

Feedback

Participants emphasised how fun the activity was, often framing it in terms of an enjoyable team building/bonding activity. The educational aspects were emphasised in the responses with a few noting the therapeutic nature of the task. The community building aspect was another strong theme emerging from the feedback.

Others commented that being able to participate from home and communicate on social media due to health reasons was especially valued.

People said they learned about mandalas, mosaics and issues regarding plastic waste.

Feedback regarding Grays artist Kara Thompson was particularly positive with her ability to lead digital sessions with ease being noted. As a leader, she was well suited.

**46 participants across 17
sessions supported by 5
volunteers, with 13 attending
the T100 event in person**

How can we creatively reimagine our future?

During reflection sessions, the experience in Grays prompted the following actions:

- The mandala centrepiece will be displayed in the Civic Offices as a legacy
- Link T100 to strategic developments in Grays to ensure a community voice
- Link with UNESCO decade for Ocean Science for Sustainable Development

Impact

The activity successfully attracted the support of Thurrock Council, who have agreed to display the centrepiece of the mandala in a prominent space within the Civic Offices. This should help further raise awareness of the issues explored through the mandala.

These conversations also linked with broader debates regarding Grays Riverside development, helping to better connect community perspectives with the broader strategic context. As a result of this activity, we will be engaging with Thurrock Council further - particularly with reference to the £25million Town Fund application which may lead to significant delivery in 2021 onwards.

From an international perspective, the reflections helped identify the potential to link future activity to the UNESCO decade for Ocean Science for Sustainable Development (2020s).

Finally, the activity identified Kara Thompson as an effective artist operating within Grays. She will be invaluable for further work within this community, demonstrating how important T100 has been in upskilling artists, encouraging them to work with different mediums and offering paid work during a difficult time.

**"A highlight was being part
of a team that cares so
much about [the issue of
plastic pollution in rivers]"
Kara Thompson**

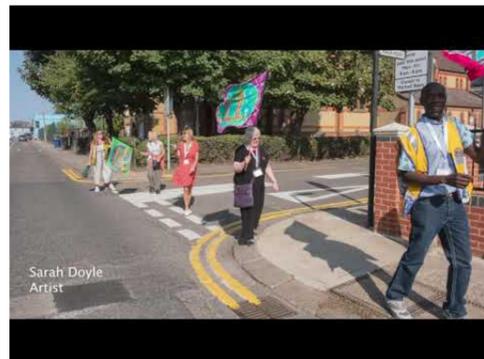


Grays

Overview

A beautiful sunset walk, To and Fro, along the foreshore led by Sarah Waterman, paved the way for our **Make Do and Mend** Mandala at the little used public space looking out over the Thames to Gravesend. Local T100 Tilbury volunteers, Les Morgan, Winnie Nyamu and Melvin Ndebele cleaned it up, in preparation for an impressive assembly of ceramics inspired by the logo of the Port of Tilbury and designed by Sarah Doyle and Sally Chinae with participation from Thurrock Youth Services.

If viewing this report online via Piktochart, you can view a video below. Alternatively, click [here](#).



IT'S QUITE AMAZING, SEEING SOMETHING COME OUT OF BARELY ANYTHING

- MELVIN NDEBLE, "MAKE DO AND MEND" MANDALA

A second walk to the mandala was undertaken for One Community members and parishioners from Our Lady Star of the Sea RC Church.

Feedback

Participants emphasised how the activity was fun and therapeutic, whilst opening doors to new community connections and knowledge of Tilbury history. Thurrock Youth Services got involved with the activities and particularly valued the focus on mosaics as an activity. The sense of community particularly came out strongly with robust volunteer effort enabling the site to be weeded, tidied and prepared for the mandala. This included sharing the activity with the Tilbury community on local social media pages, soliciting wider positive feedback from those viewing online. The fact that the activity went ahead despite difficult restrictions was appreciated. The project team were complimented as being in the 'line of fire!'.

36 participants across 17 sessions supported by 9 volunteers, with 4 attending the T100 event in person

How can we creatively reimagine our future?

During reflection sessions, the experience in Tilbury prompted the following actions:

- Work with key T100 advocates to magnify reach and impact on social media in a genuine way
- Link with key partners to influence strategic developments in Tilbury, having set a unique and positive example during the COVID crisis

Impact

The experience was particularly appreciated by the Tilbury community. The involvement of key T100 advocates in Tilbury helped magnify the impact. In particular, Les Morgan commanded a large social media audience in Tilbury enabling more people to see the mandala and comment favourably. This showed that despite COVID restrictions which limited physical attendance, there could still be a considerable local impact

The tenacity that the team showed in going ahead with the activity was at odds with other key organisations such as the Port of Tilbury, Tilbury on the Thames Trust and Thurrock Council who scaled back their activities in response to the COVID crisis. The success of the mandala highlighted the need for more collective community leadership and working together to get the message out. Had everyone been on the same page, the impact could have been far greater. With £25million of Town Fund investment on the horizon, this will be crucial.

The positive involvement with Youth Services was another tangible legacy that can be leveraged next time.

"This is Tilbury. We are Tilbury. We have to do something!"
Winnie Nyamu, T100 Volunteer



Overview

The Bata Heritage at East Tilbury is always such a source of inspiration, and this year's theme **In Other People's Shoes** was no exception. Hundreds of pairs of shoes were carefully arranged around the war memorial, and three classes from East Tilbury Primary School took part in sharing their own stories, and writer Sadie Hasler devised an interactive session for us all to think about what it feels like to be in someone else's shoes.

If viewing this report online via Piktochart, you can view a video below. Alternatively, click [here](#).



SHOES CAN'T BE LOST, BECAUSE THEY'VE GOT EACH OTHER " "
 - SARAH DOYLE, "IN OTHER PEOPLE'S SHOES" MANDALA

Feedback

The focus of engagement was East Tilbury Primary School who commented that the activities were enjoyable, creative and well led. In terms of numbers, this event was the largest given how classes could be safely accommodated within the COVID guidelines.

Feedback from the artistic team highlighted how difficult it was to engage the wider community in East Tilbury this time. A range of potential reasons were cited including how capacity of community advocates was taken up by plans to develop a new community hub following a devastating fire at the library. As a place predominantly comprised of working families, the ability to juggle work and community activity during such a difficult time may also have been a factor.

Nonetheless, the school engagement was a positive experience.

18 participants across 11 sessions supported by 7 volunteers, with 106 children taking part at the T100 event

How can we creatively reimagine our future?
During reflection sessions, the experience in East Tilbury prompted the following actions:

- Develop perspectives 'in each others shoes' in relation to impending development impact, helping to strengthen community voices
- Explore international opportunities to magnify impact through global Bata links
- Explore T100 links with community hub aspirations

Impact

Despite limited community engagement, the activities in East Tilbury helped further strengthen T100's long running association with East Tilbury Primary School, ensuring a youth voice within the project. The reflections after the experience highlighted opportunities to make more of an impact next time.

This included facilitating future international connections to global Bata heritage by working closely with Thurrock Museum and the Bata Heritage Centre.

The prospect of the Lower Thames Crossing is very real, linked with considerable associated developments. These are elements that could be linked to T100 conversations in the future, ranging from small scale such as working with the Village Hall to redecorate through to more strategic involvement with the future community hub and exploring Lower Thames Crossing impacts further.

The experience highlighted that T100 relies on a two-way relationship with communities to work. It seemed as though T100 in 2020 came at an inopportune time for East Tilbury when community capacity was maxed out.

"Despite having to plan this via emails and Zoom, the message got through to [the teachers] leading to the most beautiful stories [from the children]"
Sally Chinae, artist



Overview

Imagination Our Nation was our theme at Hardie Park, and certainly Margaret Hall and Jackie Burns stretched theirs with the incredible transformation of crisp packets into an artwork designed to raise awareness of Terracycling, just another amazing initiative in this community park that has gone from strength to strength over the last 10 years.

If viewing this report online via Piktochart, you can view a video below. Alternatively, click [here](#).



WORKING WITH SO MANY DIFFERENT PEOPLE AND SO MANY DIFFERENT ABILITIES
- JACKIE BURNS, "IMAGINATION OUR NATION" MANDALA

Feedback

Unfortunately data including feedback was unavailable at the time of writing, however we have managed to obtain a sense of feedback from other sources including first hand team accounts, video and photo documentation and reflection sessions.

Whilst the artistic output was outstanding, the team felt that the overall level of engagement was disappointing. Due to restrictions, our planned work with Abbots Hall Primary School couldn't go ahead. It may be a similar situation to East Tilbury where the intended audience of families were busy at work, leaving only pre-schoolers or retired people. Also, there was a sense that the volunteers in Stanford-le-Hope were overstretched given the need for Hardie Park to adapt to the pandemic. Even so, the theme 'Imagination Our Nation' garnered a wide range of online responses and mandalas including from India.

Whilst numerical data on the sessions was unavailable at time of writing, 2 people took part at the T100 event

How can we creatively reimagine our future?
During reflection sessions, the experience in Stanford-L-H prompted the following actions:

- Take the conversation regarding 'Reimagination Our Nation' online, including developing the international link with India.
- Share the Hardie Park experience with Thurrock via Rob Groves as a 2021 mentor, who will help build a vision for the Grays foreshore.

Impact

The more limited engagement in an area where Kinetika has had less involvement in the past was adversely affected by the COVID restrictions. It was felt that had more face to face interaction been possible, many of the engagement obstacles could have been overcome. Indeed Hardie Park is usually very busy with many from the community using the cafe. Digital engagement on Zoom works better where links already exist, for example in Tilbury where there are strong T100 advocates already in place.

In terms of the theme and focus on terracycling, the work offers potential to leverage more conversations in the future. The visual assets created are stunning and extricably linked to Hardie Park.

A major success was linking a parallel conversation with Korak Ghosh and children in Kolkata in India, supplemented by a range of digital and physical responses shared on social media. This demonstrates that impact can be made and dialogue take place, independent of geographic boundaries.

"We've recycled several hundred kilos of [normally unrecycled] crisp packets!"
Rob Groves, Friends of Hardie Park



Overview

Renewal was the theme at Little Belhus Country Park, where with Rural Arisings and John Little of Grassroofco, we shovelled rubble, brick and broken ceramic into the steel frame of a giant mandala to create a permanent insect habitat. Richard Scott brought wildflower seed from Liverpool, and collectively, with artists Shannon Topliss and Lesley Robinson and the Thurrock Young Carers, we scattered buckets of mixed seed that will burst into a riot of colour next spring.

If viewing this report online via Piktochart, you can view a video below. Alternatively, click [here](#).



I'M SO EXCITED TO PLANT SOME SEEDS BECAUSE I DON'T HAVE A GARDEN.
- THURROCK YOUNG CARER, "RENEWAL" MANDALA

Feedback

Whilst relatively few people were able to participate directly due to COVID restrictions, those that did really emphasised the power of linking artistic delivery with environmental enhancement.

Participants felt proud to be part of a permanent mandala installation and commented on how much they learned about how different recycled substrates normally treated as waste contribute towards different and varied habitats - often supporting rare invertebrate species. Reference to John Little as an inspiring pioneer was regularly made, demonstrating how such leaders can leave a lasting impression on those participating in the project.

There was strong appetite to revisit the mandala in the spring to see what has grown and perform maintenance.

32 participants across 5 sessions supported by 15 participants and 8 volunteers on the day itself

How can we creatively reimagine our future?
During reflection sessions, the experience at Little Belhus prompted the following actions:

- Continue to develop working relationships with John Little and use T100 to support cross-sector engagement to maximise impact
- Develop interpretation at the mandala to further raise understanding
- Mandala visit in April 2021 to tend to the seedlings

Impact

There were three clear areas of impact that the activity will have beyond 2020.

The first was connecting people across multiple disciplines to spark new projects and initiatives. Linking John Little and his pioneering work integrating habitats from waste in landscaping and design, Richard Scott from the National Wildflower Centre and his seeds from Liverpool and Rural Arisings who are creating a Country Park on an ex-landfill site is stimulating discussions on further joint working. The impact on participants has also been clear - thanks to effective cross disciplinary involvement, everyone 'got it'.

The second were discussions regarding the development of follow on interpretation to further reinforce the learning that the mandala can facilitate amongst those seeing it.

The third impact was the forming of a volunteer party to support ongoing maintenance of the mandala at Little Belhus Country Park. There are plans afoot to revisit the mandala in the Spring.

"[By planting these seeds and seeing what happens] we can be educated by accident. It is a great experiment [that can be extended] to the surrounding landscape"
Richard Scott, National Wildlife Centre



Overview

T100 culminated with **Grow Your Own** at Purfleet-on-Thames revealing a new set of flags representing all the groups that make up this community that, working with PCRL, is all set for change. Zyle Mills from Heavenly Greens alongside artist Sofie Layton, Winnie Nyamu and Gemma White, led on the Fruit and Veg mandala that reflects the diversity of the population here. It is the beginning of a wider conversation about how local people and the artist community can come together to put Purfleet on the map.

If viewing this report online via Piktochart, you can view a video below. Alternatively, click [here](#).



THIS WAS ALL ABOUT BUILDING OUR COMMUNITY
- ZYLE MILLS, HEAVENLY FRUIT & VEG, "GROW YOUR OWN" MANDALA

Feedback

Participants commented on the sense of community unity the activities engendered, particularly highlighting how comfortable they felt and how helpful the Kinetika team were. One noted that inclusion in T100 meant that for them, the activity would be interesting. This was an intriguing bit of feedback showing that after 6 years T100 is perceived as offering stimulating content.

During the reflection sessions, participants felt that the overall experience was a 'bittersweet' one. Whilst it was a shame that COVID restrictions precluded an event at scale as hoped, those that did take part had an intense and moving collective experience. When Father Matt 'blessed' the mandala, everyone felt a powerful sense of healing and a sense of coming together - regardless of religious background (or not).

32 participants across 10 sessions supported by 4 volunteers, with 25 taking part at the T100 event

How can we creatively reimagine our future?
During reflection sessions, the experience in Purfleet-on-Thames prompted the following actions:

- Do not assume numbers have to be high to have a powerful and lasting impact
- Further shape and influence Purfleet developments with T100 magnifying local voices
- Explore Thurrock-wide allotment follow on

Impact

The activity clearly had a powerful, intimate impact on those that took part. Whilst COVID prevented quantity, it perhaps enhanced the quality. What this shows is that the pre-pandemic focus on engaging as many people as possible may not be the best approach. Rather, focussing more deeply on a smaller group of people may have a more long lasting impact.

More broadly, the activity benefitted from the strategic partnership between Kinetika, PCRL and High House Production Park. This enabled the Purfleet element to be magnified through the development of new Purfleet flags (resourced separately), creating striking visual assets that can be leveraged in future work.

Finally, the experience helped create new links with Zyle Mills who brings considerable community connections that will benefit future work. In particular, there was exciting talk about how a Thurrock wide initiative around local food production anchored in allotments could be developed as a legacy from this activity.

"I can't commend you all enough for not letting a pandemic get in the way of doing something that brings the community together"
Jackie Doyle-Price MP



Our Impact

Theory of Change

The previous section sought to highlight the localised impact that T100 had in the 7 places where mandalas were made.

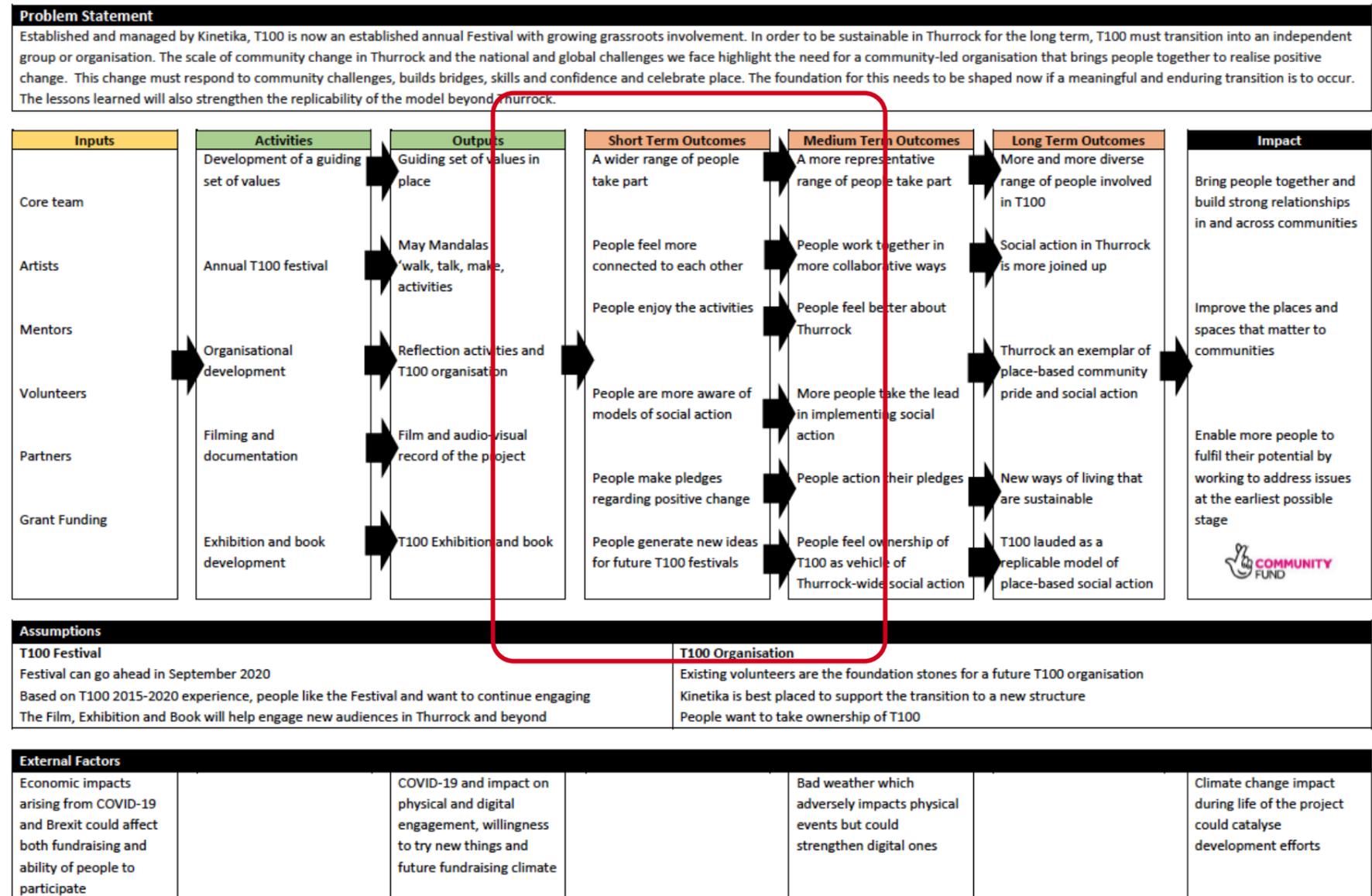
Here, we seek to get a sense of the wider impact that T100 as a whole has made in Year 1. We sought to articulate this in a theory of change with key questions posed for evaluation (circled in red). This is summarised on the left.

Whilst it will not be possible to make a full assessment until the end of Year 3, we hope that getting a sense of performance will offer key learning that helps us make Years 2 and 3 even more successful.

Note on COVID Impact and data collection

Finally, it goes without saying that COVID has had a colossal impact on all aspects of all our lives. This means that T100 in Year 1 had to be delivered in exceptionally trying circumstances. This inevitably had an impact on our data collection meaning that the sample sizes used in this section are very small.

With 556 participants across the project and a 50 completed surveys, this represents a sample of just under 10%. This means that the conclusions presented on the following page are tentative, based on unrepresentative responses (biased towards those online with English as a first language) and that reviewing our evaluation methodology will be a priority for Year 2.



Did a wide range of people take part?

Gender

The available data from the online surveys indicates that the majority of people taking part in T100 are female - over 80%.

This suggests that we need to consider why males are less inclined to take part in T100 and how we can develop activities that overcome obstacles to higher levels of engagement.

Age

The available data also suggests a significant proportion were over the age of 55% - almost two thirds, suggesting a broadly older age profile. Even so, there was engagement from almost all ages.

Whilst the available data is extremely limited, across both data sets there is the suggestion that there is relatively more involvement amongst school children and older, retired people.

This suggests we should explore how activities can better reach the 'middle' - busy working families.

Ethnicity

The available data suggests that the majority were White English with Black and Black British being the next most significant category.

When compared to previous T100 activities including Tilbury Carnival, this seems less diverse than we would usually expect (typically 80% White; 20% BAME).

Given anecdotal evidence of disproportionate impact of COVID-19 on BAME communities in the media, this may have had a knock on impact on the diversity of those taking part on T100 this year. This raises questions regarding how best to extend T100 to those less able to access digital activities whilst physical gatherings are restricted.

Disability

The available data suggests that the majority (over 90%) did not have a disability.

This is lower than the national picture when benchmarked against the national picture (20% indicate yes according to the census), suggesting that further efforts to accommodate those less able are needed.

Did people feel more connected to each other?

The available data from the online surveys suggests that the majority (90%) did feel more connected to the community as a result of T100.

Whilst the small sample size means we must treat the data cautiously, this does suggest that T100 has been particularly effective for fostering community cohesion. Given the challenges this year, this is a spectacular result.

Did people enjoy the activities?

The available data suggests that the majority (almost 90%) liked the activities a lot. No-one expressed dislike at all with under 5% expressing indifference.

Whilst the small sample size means we must not have high levels of confidence in conclusions drawn, this does indicate that participants are enjoying the T100 activities a lot. The current approach towards activity delivery has worked effectively in terms of enjoyment.

Are people more aware of arts-based models of social action?

The available data suggests that the majority (almost 85%) learnt about new art forms.

At the time of writing, the planned inspirational mentor workshops were scheduled for February 2021. This will explore further the link between the arts and applying these towards positive social action.

The findings suggest that a strong start has been made in Year 1 in terms of learning, however gauging the extent to which people understand how this can be applied in a socially beneficial way will be important to measure and explore in Year 2.

Did people make pledges regarding positive change?

The available data suggests that just over half (53%) made a change in their personal or community life as a result of the activities.

This is a particularly personal question which may have led to a relatively lower proportion of those saying yes. Furthermore, the issues being explored by T100 are considerable global challenges that can leave individuals feeling disempowered.

It will be interesting to continue exploring this question in Years 2 and 3 and seeing whether growing ownership of T100 and familiarity will increase the changes made over time.

Did people generate new ideas for future T100 festivals?

Yes - is the short answer! These have informed the next steps outlined in the 'Our Next Steps' section.

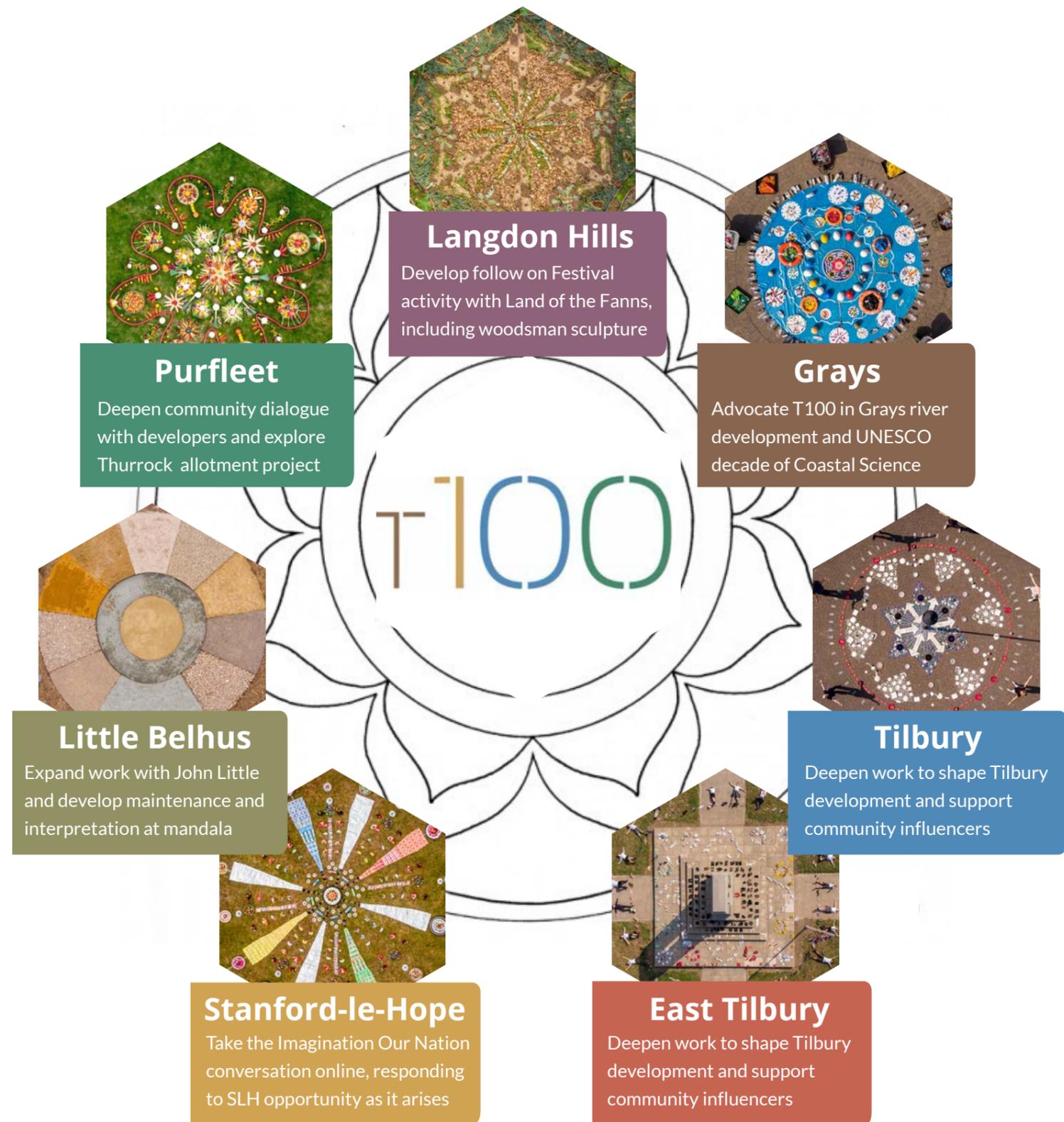
As indicated in the previous section, there were a range of follow on ideas generated for each place. These are summarised on the right.

More broadly, T100 Calling brought together 9 local artists, 7 artistic mentors, and many more local volunteers and organisations, such as Thurrock Young Carers and Thurrock Youth Services, spanning a wide range of disciplines and sectors.

We spent a week reflecting with all these fantastic people that helped make it happen, helping to shape new ideas for future T100 festivals. It was an extremely positive experience, during which we were able to take the time to work with the 7 creative and community hubs that have been established as a result of the Covid extension funding as well as our core team of volunteers; to ascertain their highlights from this year and their hopes for the future.

The smaller numbers, imposed upon us due to Covid-19 restrictions, meant deeper engagement and a truly transformative experience for some key individuals as captured in the films and this report.

As a result of the sessions, we have generated ideas for the development of the 2021 Festival - T100 Dreaming - as a process of collective dreaming in 2021 leading to T100 The Dream in 2022.



Our experience planning and delivering the project, survey feedback, and reflection sessions with artists, volunteers, organisations yielded the following lessons to be taken into account for next time.

1. Data Collection: The requirement to combine Arts Council England reporting with data collection for Reaching Communities creates an unnecessary burden for participants and project team, contributing towards smaller, less representative sample sizes. We will research and test new data collection tools that are more appropriate for our audiences and which help streamline data collection to improve the experience whilst ensuring a quality, evidence-based evaluation.

2. Thurrock CVS: The deepening of Kinetika's relationship with Thurrock CVS helped yield new connections with organisations such as Thurrock Young Carers and Thurrock Youth Services. Partnership working spanning arts and community clearly benefits both sectors and is already seeing follow on benefits in the form of follow up collaborative fundraising. This includes an application to Arts Council England for a project linking artists to social prescribing work and strategic working to inform a future Creative People and Place application.

3. Intimacy: In the pre-pandemic push to demonstrate high levels of engagement, COVID has shown that sometimes less is more. T100 Calling saw deeper engagement and a truly transformative experience for some key individuals. Considering how smaller, deeper sessions can remain a feature in future post pandemic activities should be a key consideration.

4. Artists: Several artists explained that by linking with artistic mentors, their personal development greater benefitted in the form of new skills. Furthermore, the severe impact of the pandemic on creative freelancers meant that the paid opportunities afforded by T100 Calling were particularly appreciated. Finally, T100 saw the emergence of effective and talented artists that help increase the capacity to deliver more in future years. The artist-mentor structure Kinetika uses clearly works well.

5. Digital engagement: The necessity to move activities online resulted in more engaging conversations and home developed art adding a further dimension to T100. The May Mandala activity packs worked well and the sense of togetherness engendered by these online networks mitigated social distancing somewhat. The role of key community influencers such as Les Morgan in Tilbury and Emily Moon in Grays helped expand reach further in an authentic, bottom up way. We need to emphasise the role of these key people to energise wider involvement from their respective communities, whilst empowering them as future leaders of the new T100 organisation. We will focus on this during Years 2 and 3.

6. Digital poverty: Whilst the COVID restrictions were beyond Kinetika's control, the team did the best they could in ensuring some socially distanced face-to-face activity. Even so, those in Thurrock without reliable access to the internet will have been completely excluded from the digital aspects of the project. Whilst this is unavoidable, readdressing the impact of these inequalities will likely need further exploration in later

years of T100. Reaching out to these people in a non digital way remains important for the future. We will continue to deliver live, physical activities within communities safely as part of the overall T100 offer. This will help ensure we are doing what we can to circumvent digital poverty whilst the pandemic continues, whilst positioning to address widened inequality of access to opportunity afterwards.

7. Community capacity: Whilst engagement in some places seemed easy thanks to engaged community activists, in other places this proved exceptionally difficult. It became clear that T100 had come at the wrong time for some communities - either because the focus was on other community projects resulting in overstretched volunteers or simply because the severe impact of the pandemic meant that attention shifted from the wider community to the home. As the pandemic ends, there may be a reverse tidal wave that future T100 activities will benefit from as people seek to mingle once again.

8. Cross disciplinary diversity: Where T100 seemed to make the biggest impact and potential legacy was where ideas and experience crossed disciplinary and cultural boundaries. For example, the work at Little Belhus spanned disciplines leading to truly exciting transformative work in line with the Renewal theme. Like Purfleet saw a range of difference cultures come together to experience what was a pseudo religious collective experience. Diversity truly is the magic ingredient in T100.

9. Communications: Where communication failed, we cannot necessarily blame COVID. Going forward, we need to acknowledge the limitations of some communications channels (e.g. Council) and the opportunities of others (e.g. local community influencers) when developing our marketing strategies. Presenting aspects of our delivery clearly could also help, for example through use of infographics.

10. Online: Delivery during the pandemic increased the importance of our website and social media channels as evidenced by the growth in traffic recorded. The importance of these digital assets has increased and will need to play a more prominent role in sharing and shaping artistic delivery going forward.



Our Next Steps

In 2021 we wish to build on each activity in the 7 places and involve more people. Each area now has local teams of artists and volunteers, with a confirmed set of actions. Collectively we hope that these will come together to present a holistic vision for Thurrock's communities to aspire to in a post COVID world that can be explored and celebrated each year through T100 - the community's annual walking, talking and making festival.

Following reflective sessions with each hub in November 2020, we identified a 'draft' set of values. In 2021, we are setting out to create a vision, underpinned by these values, leading to a set of principles on which we can base the new T100 - with the aim of telling a new story for Thurrock and presenting it to the wider world in 2022. The values are summarised in bold below with key dates.

- 10-13 June Launch Associated Programme Estuary 2021. 4 taster walks to frame the wider festival.
- Sunday 18 July In Other People's Shoes - East Tilbury - **Achievement**
- Tuesday 20 July Imagination Our Nation - Stanford Le Hope - **Connectivity**
- Wednesday 20 July Germination - Langdon Hills - **A Natural Resource**
- Thursday 22 July Renewal - Little Belhus Country Park - **Thinking Differently**
- Friday 23 July Grow Your Own - Purfleet-On-Thames - **Sustainability**
- Saturday 24 July - Spring Clean - Grays - **Aspiration**
- Sunday 25 July - The Place for Me - Tilbury - **Pride**

East Tilbury - Achievement

(Transcendent Goal. What do you think should be the ultimate goal of the human species?)

Drawing on the *In Other People's shoes* theme from last year, and the recognition of the importance of empathy, Sadie Hastler will lead a conversation using text-based activities to enable us to think of the bigger picture. Put yourself in the shoes of your role model, what do you aspire to achieve? What does it feel like? What are the next steps? What can we achieve by walking together, is there a shared destination for humanity? T100 is a pilgrimage to the future.

Stanford-le-Hope - Connectivity

(Holistic Forecasting. Do you anticipate a future of civilizational breakdown, radical transformation or a different pathway?)

Inspired by Friends of Hardie Park, by connecting networks, sharing skills can we create radical transformation in our own community? Hyperlocal action within a global framework.

Langdon Hills - A Natural Resource

(Deep Time Humility. What have been your most profound experiences of Deep Time and how did they affect you?)

Looking after our environment, sowing seeds for the future, long-term thinking. Life at the speed of wood. Deep time - the dead, living and unborn all in the same place. Look at the success of nature. Take care of the place, that will take care of your offspring. Don't foul the nest.

Little Belhus - Thinking Differently

(Cathedral Thinking. What long-term projects could you pursue with others that extend beyond your own lifetime?)

Building on our work with Rural Arisings and the Grass Roof Company we will revisit our insect habitat mandala to witness the seeds we sowed in full bloom. Taking inspiration from the growing flowers we will dream of what is to come. Join us as we learn to maintain the mandala site for future generations and use poetry to create a vision for the future; that seeks to turn Thurrock, a place connected to landfill into a wildflower heaven - turning a dump into a dream.

Purfleet - Sustainability

(Intergenerational Justice. What for you, are the most powerful reasons for caring about future generations?)

Working with Heavenly Greens Fruit & Veg, South Essex College, local community groups and in partnership with developers PCRL (Purfleet Centre Regeneration Limited). We will be building on our *Grow your own* theme from last year by bringing the borough together for a Purfleet Picnic. Inspired by Kate Polland, we will invite local growers to share their produce and skills, and local people to share their recipes and stories. Reflecting the diverse community, we will capture our dream for a sustainable community by creating a recipe for Purfleet. Can we create a circular economy connecting local growers to local businesses?

Grays - Aspiration

(Intergenerational Justice. What for you, are the most powerful reasons for caring about future generations?)

Cleaning up Grays - our river, our foreshore, our way of life. What are the aspirations for the future of our community, using the asset of being on the banks of the Thames? Carrying our *Spring Clean* message through to 2021 we will work with the Thames 21 Volunteers, The Lightship Café, Grays Yacht Club to clean up the foreshore and bring it to life in a celebratory event for Grays. Together we will design sails and sing sea shanties to reflect our aspiration of a plastic free beach-front and a clean future for our great great grandchildren.

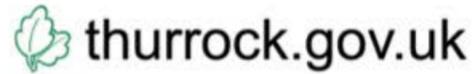
Tilbury - Pride

(Legacy Mindset. What legacy do you want to leave for your family, your community and for the living world?)

Reclaiming public space, making centres where community can come together to create music, performance, carnival, drawing on its rich heritage, industrial success and the legacy of Windrush. Can we be part of shaping a future for Tilbury, a place to be proud of for generations to come? Working in partnership with English Heritage, Kinetika Blocco and award-winning, Trinidad born musician, Anthony Joseph we will write and record a new song for Tilbury. Inspired by Lord Kitchener and our local Windrush connections we will work with Youth Services and the Tilbury community to collate our dreams in the song entitled 'Tilbury is the place for me,' which will be showcased as part of the T100 finale at Tilbury Fort. Through the curation of a new walk that draws on the heritage and stories of the area and using the soundscape as a starting point for the song, we will build on the existing pride of place through reclaiming public spaces with the community.

Thurrock 100 would like to extend a huge thank you to its funders and delivery partners.

Funders



Delivery Partners

