

Evaluation Report by Laura Goad

October 2021

Partners:

Encountering Wordsworth is an inclusive large-scale music, poetry & multi-media project celebrating Wordsworth's 250th birthday featuring:

Cumbria Calling Young Composers (YC)

Sandgate School

Fairfield, Grasmere and St Cuthbert's Windermere Primary Schools

Composer: [Laura Bowler](#)

Sound Artist: [Dan Fox](#)

[Manchester Camerata \(MC\)](#)

Co-produced by [Cumbria Music Hub](#) (CMH) Orchestras Live (OL) and Manchester Camerata (MC) in partnership with [Wordsworth Grasmere](#) (WG) and [Cumbria Development Education Centre](#) (CDEC).

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Overview of Project

Encountering Wordsworth was an inclusive large-scale music, poetry & multi-media project celebrating William Wordsworth's 250th birthday and the opening of the new visitor centre at Dove Cottage, Grasmere. Working with Cumbria Music Hub, Orchestras Live, a composer (Laura Bowler), sound artist (Dan Fox), professional orchestra Manchester Camerata, Wordsworth Grasmere and Cumbria Development Education Centre, young people from primary/secondary/special schools in South Lakes, Cumbria were involved in creating new music for a multi-media performance for the local community and visitors to the Lake District in Ambleside Church in April 2020. This was to be followed by further performances of the new work and a film of the performance installed at the *Still Glides the Stream* exhibition at Wordsworth Grasmere.

Due to the pandemic, the final planned concert in Ambleside could not take place. Instead, the piece was performed and recorded at the appointed venue, Ambleside Church and the resulting film was promoted widely across venues to live audiences and via social media.

Project Background and Expected Outcomes

The idea of the project was to extend the work Orchestras Live (OL) and Cumbria Music Hub (CMH) have been doing to develop young composers in Cumbria. The additional elements to this project were to provide young composers with the opportunity to work with a sound artist (Dan Fox) and poet and to be part of the international celebration of the 250th anniversary of the birth of William Wordsworth. OL have been working with our partners and music practitioners to broaden access to music, particularly for those with additional needs, so this project was also targeted at a much wider range of young people including a group with Profound and Multiple Learning Difficulties (PMLD) from Sandgate School and primary and secondary schools in the South Lakes area. New partnerships were established for this project with Wordsworth Grasmere and global citizenship organisation Cumbria Development Education Centre. The artistic inspiration for the project was 'Endless Waters' inspired by Wordsworth's Duddon Valley sonnets.

Project Summary

The delivery of the project started in November 2019, with an intended end date in September 2020. There were a series of inspiration days at Wordsworth Grasmere with the primary school pupils and the young composers to begin developing their ideas and inspiration for the composition. This involved all of the project partners providing opportunities to inspire participants in their response to the stimulus: of poetry, sounds, place and in thinking differently about Wordsworth. This was followed by a number of weekend sessions and residential for the YC, MC, Laura Bowler and Dan Fox. Parallel to the work focused on the YC, Dan was also involved in developing the Sandgate pupil's input to the final piece and performance in a series of workshops at the school.

The performance of the piece was planned for April 2020 but had to be postponed due to the pandemic. This led to a series of added-value activities with the YC that further developed the composition and created additional content for the development of an unplanned video, promoting the project and providing evidence of outcomes so far.

COVID-19 continued to affect the final elements of the project outcomes: namely public performances of the composition and dissemination through Wordsworth Grasmere. Plans for a performance in March 2021 had to also be put on hold whilst the UK remained in lockdown. With the uncertainties around live performance returning, partners produced the new piece as a film, which was recorded at Ambleside Church in April 2021 with a set created by Dan Fox and his production team. Wordsworth Grasmere also remained closed

with the *Still Glides the Stream* exhibition finally opening in July 2021 and the new piece installed following the YouTube premiere at Wordsworth Grasmere's exhibition event on 28 July 2021. Partners commissioned additional communications support to secure a series of screenings of the film across Cumbria, which included an installation in a venue foyer, and promote the online film across the region.

Of the launch of the film at Wordsworth Grasmere as part of the *Still Glides the Stream* Exhibition, Jeff Cowton, the Curator and Head of Learning reflected;

“My heartfelt thanks and congratulations to everyone. This has been an amazing event. There has been much joy and creativity in the exhibition and this event. I feel so proud to have been associated with this project, and to work with such gifted people. I loved this evening – it was emotional thinking back on what it has meant to us all; I take more from the music each time I hear it, and tonight it just moved me. This has been one of our best projects, and best events. Thank you for making it possible.”

Project timeline (original and adapted):

Original Timeline	
October – November 2020	Recruitment Workshops and Inspiration days
November – February 2019	Workshop Period
March 2020	Rehearsal Period
30 April 2020	Culmination Concert
May – July 2020	Performance and Exhibition at Dove Cottage

Revised Timeline	
October – November 2020	Recruitment Workshops and Inspiration days at Wordsworth Grasmere
November – February 2019	Workshop Period NB: final YC live workshop cancelled due to extreme weather
March – April 2020	Project interrupted due to pandemic
May - June 2020	Zoom Workshops with young composers to complete creative process.
July 2020	Short Film Released on Wordsworth Grasmere YouTube channel
Autumn 2020	Culmination Event Planning
January – April 2021	Live Performance not possible as planned, digital pivot to a film confirmed. Film planning.
24 April 2021	Recording Session, Ambleside
May – June 2021	Film Editing. Communications Consultant engaged.
28 July 2021	Film YouTube premiere at Wordsworth Grasmere <i>Still Glides the Stream</i> Event
July – October 2021	Film Screenings and marketing campaign for YouTube film across Cumbria
29 July 2021 – 14 September 2021	Film installed at Wordsworth Grasmere <i>Still Glides the Stream</i> Exhibition
30 September 2021 Then available on demand	Schools Livestream Broadcast with accompanying resource pack and KS3 Lesson plans.

Intended Project Outcomes

Development, delivery phases:

- 200 children and young people, some in challenging circumstances or living in isolated areas of Cumbria participate in an inclusive, collaborative creative music, sound and literature project celebrating the work of William Wordsworth.
- 25 young composers from the county are supported to collaborate with a professional orchestra, composer and sound artist to present a multi-media new work inspired by Wordsworth's Duddon Valley Sonnets.
- Partners deliver an inclusive project that allows all children and young people to participate based upon their individual abilities, needs and interests.
- High level of satisfaction recorded with participants, their families and friends.
- New heritage and arts partnership formed in the county between WG, CDEC, Cumbria Music Education Hub and Orchestras Live.
- YP develop critical thinking skills and understanding of their environment within a global context through working with CDEC.
- Provide MEH staff, MC practitioners and sound artist with professional development in SEND settings (PMLD).
- Artistic development for composer, MC practitioners and sound artist working on multi-disciplinary project.

Performance and wider dissemination phases:

- Public concert featuring new work and curated by young people is presented in Ambleside for 225 people. *
- World-wide dissemination of the project – film/recording of finale, via WG website and interpretation centre.
- General public inspired to find out about Wordsworth's poetry, literature and the environment.
- 6 further performances of the new work, arranged for smaller youth/adult ensembles, take place in the county during 2020. *
- A video recording of the new work is installed at the new WG visitor centre at Dove Cottage and also shown in public places such as libraries in the county.
- Learning from project is shared with up to 12 other MEHs.
- Documentary and Vlogs produced and available online at WG.



Young Composers and Dan Fox, soundwalk in Grasmere

Actual Project Outcomes

Apart from the live planned events – concert and further performances originally for Ambleside Church, 2020 – the project achieved all outcomes. In the case of the live performances, the creation of the film meant the performance reached a larger audience, both within Cumbria and beyond. Its reach has delivered a stronger impact as a result.

Key project successes:

- **Partnership:** The existing partnership between Cumbria Music Hub and Orchestras Live ensured this project, despite the pandemic, was successful and from this, the wider partnership was built.
- **Flexibility:** Of project partners to adapt plans and delivery to ensure a high-quality end result
- **Creativity:** Of the Young Composers, Manchester Camerata, the composer Laura Bowler and sound artist Dan Fox to work collaboratively to create an impressive piece of original music. The growth of the artists' creativity as a result of working with different media and new inspirations.
- **Networks:** The reach of the final outputs to a wide and global audience



Manchester Camerata recording session, April 2021

Key learning from the project:

- The power of the residential experience: consider building future projects working with a small group of young people around 2 or 3 residential.
- Residentials need to start with dedicated team building/group forming time: with the young people, musicians and anyone else involved.
- Reinforced the importance of partnership and long-standing working relationships when working with young people with PMLD. To ensure PMLD young people are a core element, existing relationships and ongoing projects are key.
- The value of a longer project over a one-off: allows a much deeper, richer creative process.
- Building more time into the project at the start so there is a clear, shared understanding of each partners' roles and how they intersect. More opportunities for the partners to develop their relationships, share plans for sessions helps to achieve the overall project outcomes.
- A series of full project team meetings at the beginning and then at regular intervals would have helped to pull all the strands together; it was a complicated and ambitious project.

Evaluation Methodology

Qualitative information was gathered as the project was delivered, including information relating to workshops, numbers of participants, etc. A series of questionnaires – pre, mid and post – were completed by participants and project partners. There were four key questions that formed the focus of the questionnaires and focus group or individual conversations:

1. *What change and learning occurs for the participants involved in the project?*
2. *Has the project been effective at integrating the SEND school strand?*
3. *How has the project and cross-genre working impacted on the professional development and learning for artists and practitioners?*
4. *How effective were the varied partners in delivering the project?*

Participants, partners and key stakeholders were all invited to complete the questionnaires and to take part in the conversations with the evaluator. Also part of the evaluation methodology was the observation of sessions with the Young Composers and the young people at Sandgate.

Quantitative Data

Project Outputs: Participation

Group 2019-20	Number of Workshops	Number of Engagements	Number of Individuals	Notes
Young Composers (KS3-5)	10	30	8	
Sandgate School (KS2-3)	3	17	5	
Primary Schools (KS2)	9	383	115	
Sandgate families (Adults & x2 KS1)		12	12	Joined existing sessions
Secondary schools (KS3-5)	3	72	72	
Group 2020-21				
Young Composers	8	24	6	Zoom workshops, recording sessions

OVERALL PROJECT PARTICIPATION DATA

Number of Workshops	33
Number of Engagements	538
Number of Individuals Engaged	212

Online Content Produced

- Short Film for Wordsworth's 250th Birthday, released 13 July 2020
<https://www.youtube.com/watch?v=L9uIEB5WNyw&t=2s>
- Reflections on Wordsworth Film, released 28 July 2021
https://www.youtube.com/watch?v=ok_jxG-N5gA&t=242s
- *Still Glides the Stream* Exhibition Event recording of Encountering Wordsworth segment
https://www.youtube.com/watch?v=6_CsYkLCtBw
- Encountering Wordsworth Schools Broadcast Livestream Film, released 30 September 2021
<https://connectresound.live/watch/>

Project Outputs: Audience Reach

Overall audience across the various platforms can be summarised as:

Total Event Audience	1,168
Total Online Audience	1,359
Estimated Exhibition Audience	13,605
Estimated Broadcast Audience	10,000

Audience response captured from the chat from the launch of the film at the *Still Glides the Stream* exhibition at Wordsworth Grasmere was also positive:

“Really brought the poetry to life – wonderful!”
“Gorgeous sounds and imaginative use of lines from the sonnets – it’s stunning work!”

The following table outlines the data across distribution platforms:

Events	
Number of Reflections on Wordsworth Film Screenings	9
Total Screening Events Audience	463
Estimated Schools Livestream Broadcast Audience	705
Total Exhibitions	3
Total Estimated Exhibition Audience	13,605
Online Content & Audience as per 21 October 2021	
Online Content pieces produced	4
Encountering Wordsworth Short Film YouTube Views	713
Reflections on Wordsworth YouTube Film Views	563
Still Glides the Stream Event, project segment YouTube views	82
Reflections on Wordsworth YouTube Film Unique Viewers	374
Reflections on Wordsworth YouTube Film Total Watch Time	58.6 hours
Encountering Wordsworth Short Film Youtube Total Watch Time	20.9 hours
Reflections on Wordsworth YouTube Film Average View Duration	6:14
Encountering Wordsworth Short Film Youtube Average View Duration	1:46
Broadcast Audience	
BBC Radio Cumbria Features	2
Estimated Radio Audience	10,000
Social Media and Communications Reach	
Marketing Campaign Reach via 9 targeted distribution networks	121,541
Total Web article views, detailed below	873
Encountering Wordsworth Webpage Views (orchestraslive.org.uk)	146
Encountering Wordsworth Webpage Unique Viewers (orchestraslive.org.uk)	124
Encountering Wordsworth News Story Views (orchestraslive.org.uk)	584
Encountering Wordsworth News Story Unique Viewers (orchestraslive.org.uk)	503
Manchester Camerata x2 Webpage blogs Views	143
Cumbria Tourism Webpage Feature Average unique visits per month	280

Workshops with participants



Qualitative Evaluation

What follows is a summary of the responses, through questionnaires and conversations to the four key evaluation questions

1. What change and learning occurs for the participants involved in the project?

For the purposes of this project the main 'participants' were the Young Composers (YC). The primary school pupils, through their engagement were tasked with producing poetry that could be used by the YCs to influence and inspire their composition. The Sandgate pupils, through their response to sounds recorded at Dove Cottage and their engagement with the YCs, created the light and visual responses to be included in the final performance.

Recruitment of 25 YCs proved very difficult, with 6 YCs committing to the full project. This project intentionally set out to work with interested young people who are harder to reach- due to Cumbria's geographic logistics and settings with little engagement previously. Recruitment through the secondary school networks was frustrating; there was little to no response or buy-in through the recruitment drive.

Of the YC who did take part, many of these young people had been involved in previous projects with Cumbria Music Hub (CMH) and Orchestras Live (OL) and this was a major factor in their initial engagement. Even though they had worked on similar projects previously, there was a noticeable difference in the Young Composers from the beginning of the project to the end. All of the project partners – CMH, OL, MC, Dan Fox – noted a strong growth in the YCs confidence, both personal and musical across the duration of the project.

Their first opportunity to work together and begin exploring Wordsworth, music and their creativity was at Wordsworth Grasmere in late 2019, facilitated by a range of the partners- including WG, MC and Dan Fox.

“The energy, creativity and synergy within these groups of young people, inspired by the sights and sounds of Wordsworth’s favourite river, the River Uddon, and the words he wrote about it, is a joy to see. I had the pleasure of hosting the inspiration days at Grasmere and the workshop leaders really brought out the best in the young people.”

Jeff Cowton, Curator and Head of Learning, Wordsworth Grasmere.

The inspiration day was followed by a 1 day session with the composer, members of Manchester Camerata and Cumbria Music Hub. Creating an enabling, creative space early on was important and this was facilitated in the most part by the composer, Laura Bowler,

“The day began with plenty of warm up games and activities, breaking down inhibitions while encouraging the YCs to communicate and work as an ensemble. A long-term project like this offers the luxury of time, and it is difficult to overstate the benefits of giving plenty of that time over to such activities, exploring and gently developing the group’s musical skills and setting the tone for the day ahead. In terms of setting up a workshop environment that was fun and creatively enabling, I couldn’t fault it - Laura absolutely nailed it!”

Alice Phelps, Trainee Music Leader, Orchestras Live

The first opportunity to begin working on a composition piece came through engagement with the full creative team of Laura Bowler, Dan Fox and MC at the residential in January 2020. By virtue of their small size, new experiences, the fact they didn't know each other, their initial engagement was reserved and very much adult-led. The rural nature of Cumbria and the logistical barriers mean it can be difficult to create a sense of community when participants come from different places. There is definitely a need to build time into any

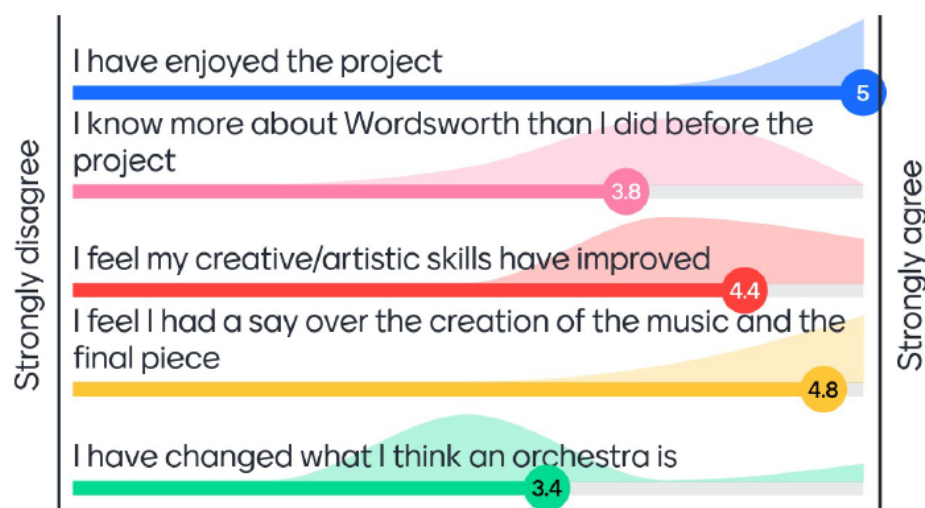
processes that give participants, particularly young people, the time to take risks and form as a group. This was evidenced as the YC engaged in subsequent weekend sessions and then, as a result of the pandemic, creative sessions over zoom, their growth in confidence was evident.

The residential was an important event in the project, in terms of forming them as a group, ensuring there was a shared understanding of the purpose of the project and how all of the various elements fit together. Members of the CMH team reflected that the team building, and Wordsworth reflection session led by Cumbria Development Education Centre (CDEC) at the residential, played a strong part in developing this sense of them as a group. Another seminal moment for the project was the Sunday session with the young people with PMLD from Sandgate. For the YC there was a noticeable enhanced level of engagement and immersion; from the Saturday session where they were quiet and reserved to being:

“...so immersed in a clapping game that his whole body was moving to the rhythm”.
Manchester Camerata musician

3 workshops were also planned for the project, with one taking place before the residential. There was a sense that the Sunday face-to-face session following the residential lost some of the momentum gained through the 2-day experience of being, working and creating together. Laura Bowler, the composer, was unable to attend and whilst other members of the MC team were there, there was no clear plan for the sessions. It was a very creative session and ultimately provided content for the final composition, but it could possibly have been more effective. The final planned Sunday session had to be cancelled due to extreme weather conditions. One reflection to counteract this in future would be to ensure a series of planning meetings take place to include the partners involved so that there is a shared understanding of the intention of sessions and therefore, a shared responsibility. Some partners involved in these sessions didn't feel empowered to step in and direct the sessions.

Importantly, the voices of the YC in reflecting on this question have been most important.



They firmly recognised, through self-reflection in the questionnaire feedback and focus group sessions that they have grown in confidence and music skills. They strongly reflected on their broadened knowledge and stronger composition skills. The table reflects their evaluation of their own growth in skills, knowledge and enjoyment, set against how they felt at the beginning of the project. One of the key questions asked was about their understanding of what an orchestra is; when asked, those whose understanding had changed commented that before, they saw orchestras as something old and removed; not something dynamic, engaging or a place they could see themselves.

“It’s been such a joy to work on the Encountering Wordsworth young composer’s material because it is so rich, my job was just to orchestrate it.”

Laura Bowler, composer/arranger

The impact of the pandemic on this project has brought challenges as well as some added value. One example of added value being the ability to meet on successive weeks in May and June 2020 over Zoom. This helped to finalise the composition and produce a short film to complete this stage of the project but also continued their connections, opportunities to grow and develop and to have some fun. These sessions were facilitated by the composer and other members of the MC team; Laura again brought an energy and creative approach. The different activities provided opportunities for the YC to find their voice to view their opinions on the composition, confidence to play/sing out loud, increase in confidence in social interactions. Also noted was their resilience in adapting their learning to virtual and communicating in a workshop environment online rather than in person. The changes in delivery, due to the pandemic, reinforces the need for the team-building aspect to any collaborative project, for all participants and partners involved.

One of the intended impacts of the project was that the participants would have a wider appreciation of Wordsworth’s impact. The YC reflected that they have developed their understanding of Wordsworth; that he was more than a poet but also an activist.

This project involved a wider range of partners than in other similar projects and the YC felt they had benefitted from the diversity of the partners and creative media involved. In particular, for the YC as well as other partners, mention was made of the added value Dan Fox’s work and approach brought to the project.

Someone noted that this project is

“the collaborative effort, the disciplines and skill sets and inspiring little corners that make things bigger than the sum of the [individual] parts.”

It was noticeable how respectful the YC and partners were of each other. The YC reflected that they definitely felt like equals, where their opinions were listened to and importantly, the work they completed on the composition was incorporated and developed into the final piece. In listening to the final piece during the Zoom sessions, it was clear to the YC where their composition elements were included.



Young Composers and project partners at Dove Cottage, 2019

2. Has the project been effective at integrating the SEND school strand?

Review of Progress

While the involvement of the Sandgate pupils brought real benefit and richness to the project, there is a sense that this strand wasn't fully integrated. The Sandgate pupils did benefit from the project; from the additional support they received in the classroom from the project partners, the experiential learning that they were involved in (through the use of sound, vibration and lights).

The involvement of the Sandgate pupils was delayed because their teacher, Annie, was off work the Sept-Dec 2019 school term. Cumbria Music Hub had no other contact in the school to pick up the work they had done previously to prep the pupils/ keep them engaged in advance of Dan's involvement. This is the nature of these schools and need to carefully look after their pupils. Annie was also not sure of her role in the project, she acknowledged that a combination of her missing the first few months of work, not being more articulate herself about the way [Sandgate] works. She reflected that a meeting at the beginning of the project would have been useful to set a theme that she could have worked with.

Annie and some of her group of PMLD young people attended the Sunday session at the residential. In prepping the YC in particular for this session, Annie worked with them on the Saturday evening. This was an important element in ensuring the experience for everyone on the Sunday was positive, engaging and creative. This input empowered the YC to work most effectively with her pupils. The Sandgate visit to the residential revealed different strengths and skills amongst the young composers, with a couple of the YC really shining:

***"...the enthusiasm and sensitivity shown by the young composers when working with the Sandgate students took me by surprise."
Cumbria Music Hub***

As a result of the experience of working with the Sandgate pupils, one of the YC's parents fed back that it was all they talked about regarding the residential. The YC even said they would like to work with children with additional and complex needs in the future. The work achieved at the residential was a really positive collaborative experience with the MC, YC and Sandgate students.

As part of the reflection process towards the end of the project, one of the YC's commented about the experience with the Sandgate pupils,

"it was fun to engage with the young people [from Sandgate] they responded through music [rather than through talking] ...it is good to communicate in a different way, a way they were more comfortable with."

From January 2020, Dan Fox and the Cumbria Music Hub worked creatively and collaboratively with Annie and the Sandgate pupils to build on their experience of the residential day and to also develop inspiration for the YC composition. Dan's intention was to create meaningful experiences for students with special needs and this has



Residential workshop
with Sandgate families

happened. Dan and the CMH team, along with Annie and colleagues at Sandgate intuitively responded to the young people's engagement.

The way in which they worked as a team was incredibly strong. The previous work Sandgate and CMH have done facilitated this and Dan was able to build on these existing relationships. However, the elements created in these sessions weren't utilised as effectively as they could have been by the MC and composer as inspiration for the YC and their composition work.

The Sandgate pupils have been able to create meaningful content for the final output from the project; originally planned as a concert but due to Covid, changed into the film. While they could not be at the recording, the creative input they developed with Dan Fox and Cumbria Music Hub was reflected in the final piece. They were involved in the day 2 of the residential, which was a great success, both for the Sandgate pupils and the YCs. The YCs demonstrated real compassion and willingness to connect. Much of this content creation is thanks to Dan and Cumbria Music Hub.

Also of note is that through this project, one of the PMLD young people's families engaged for the first time through this project, by coming to the residential Sunday session and seeing themselves the impact music has on their child. This project has cemented the partnership between Sandgate and Cumbria Music Hub; and has led to a new contact and creative partner in Dan.

Dan reflected that:

"I've learned to read some of the Sandgate students' physical responses.... Stillness is a good thing. Repetition is good."



Inspiration Day at Wordsworth Grasmere

3. How has the project and cross-genre working impacted on the professional development and learning for artists and practitioners?

There was clear collaboration and partnership working across the partners. This was particularly evident through the lockdown activities and sessions over zoom, as well as missed opportunities for deeper collaboration. This is the nature of large projects.

The partners involved felt they had gained professionally from the project, whether that is the immersive experience with the poetry or working with the art form that Dan brought to the project. The artists involved – MC, Laura Bowler, Dan Fox – all reflected that practical skills have been developed as well as increased confidence in working with young people and the impact of the project *“on my own playing”*/ artistic practice has been improved. Dan also appreciated the opportunity to tap into his musician background and so enjoyed the process of bringing his digital artistry into a collaboration with musicians

For the musicians, the inclusion of different art forms – poetry, sounds and visuals – was incredibly valuable for the creative process. The composer felt having the words of Wordsworth as inspiration for the composition added depth to the work created by the YC.

One of MC musicians noted:

“...seeing how much the young composers had absorbed of the introduction to Wordsworth and the Duddon Sonnets, and how that came out in the composition workshop was lovely. The same applies to the work they did with Dan during the walk that was similarly used... it’s brilliant to learn about how different art forms – poetry in this case – so diversely influences/challenges/informs the musical content.”

Another MC musician noted that some of the learning for her has been:

“connections with other artists and different ways of working; how we all want the same thing but come at it from different points of view.” And an unexpected outcome being the ***“lasting impression I’ve got is a greater connection to nature.”***

It was also reflected by the MC that:

“core community projects are key outcomes for the orchestra. It’s so important to have these consistent programmes to create a Camerata in the Community identity. It also helps the composers and musicians develop their learning and participation skills, as having the same workshops annually help push them to create new inventive ways of creating music and themes upon which we can engage young people.”

Members of MC and the composer, Laura Bowler really valued the input from Dan, the creative use of sounds and visuals bringing a new dimension to their work and their creativity and reflection on the benefits of the sound/visual elements Dan brought. They appreciated working with a sound artist and with sound in a very different way. It was a clear way to include the Sandgate students but also to develop the multi-media elements of the project.

MC, Laura and Dan also reflected that the opportunity to work with young people with PMLD was something they had not done before and found it incredibly valuable and developed their artistic skills.

4. How effective were the varied partners in delivering the project?

Review of Progress

Overall, there is a shared agreement that it was an effective partnership project. There were existing relationships between some of the partners and the development of collaborative working with new partners which brought incredible value to this project. Even within teams - as with the MC musicians and composer – it was reflected that their existing core relationships facilitated the navigation of what was a complex project. However, there were vital sessions that the composer was not able to attend: the inspiration days at Wordsworth Grasmere and some of the Sunday sessions with the YC. As the person drawing many of the elements together, it was important that they were available for all delivery elements of the project.

Ongoing, there is a strong intention of CMH/OL to explore working with Dan Fox again; the richness his work brought to the overall outcomes was incredibly evident. One of the MC team summarised the importance of the partnership:

“That inspiration, creativity and understanding can be magnified if you combine different artistic perspectives. And that having hugely supportive people working behind the scenes is invaluable to a successful project.”

It was also noted by other partners how the strong connection between MC musicians and Dan Fox facilitated the creative process. It was also reflected by Cumbria Music Hub that the response to lockdown was testament to the strong collaborative partnership:

“Lockdown only served to show the strength in the partnership’s effectiveness through their combined, swift, creative response to the pandemic”.

As with all projects, there were elements out of the control of the project/partners that caused a setback at different stages:

- Lead in time to start the project: The news about the funding decision meant the project had to start very quickly, which didn’t allow for a series of full project meetings at the beginning.
- Annie being off work for a term, therefore the Sandgate pupils not having enough lead in time or continuity in working with the CMH team.
- Different members of the MC not available for all of the sessions; in particular the composer.
- COVID-19 and the furloughing of some of the Manchester Camerata team. This affected some continuity and limited some of the creative elements.
- Ongoing impacts of the pandemic- which affected the initial plans for the end of project culmination concert and the final plans to complete the project.

However, despite the setbacks the sense of partnership working has been strong. The established partnership between OL and CMH has mitigated many of the setbacks. They have driven the project forward and sought out creative ways to keep it on track, as far as that has been possible. A less established core partnership would not have achieved as much; the importance of partnership and existing relationships is paramount to projects succeeding. This strong core partnership facilitated the wider partnership activities; the ability of the partners to work together to deliver a series of Zoom sessions with the YCs during the first lockdown demonstrated a shared ownership of the project and desire to see it succeed. This ‘partnership’ extends to the YC; despite their situations of home learning and remote working, they made great efforts to attend the sessions. The benefits of the wider partnership- not least with Wordsworth Grasmere, with their subject knowledge and passion for Wordsworth and ability to include the outcomes of this project within their wider programme brought immense added value and sustainability.

The partners have collaborated on additional outcomes for the project, necessitated by the pandemic but which have brought incredible value. The creation of a short film, in June 2020, featuring the young composers, pulled together many of the elements woven into the project. This has been an added output that has achieved elements of the project outcomes. The final film of the project, 'Reflections on Wordsworth' has reached a far larger audience than the concert could have. An unexpected outcome is the power of the film and what it delivers that the concert could not:

"I think the film incorporated the merging of music and visual art [between the MC and Dan] even better than the concert would have but with the film the visual art was so forefront of the 'final' product, I think it worked really well."
Manchester Camerata

This project has allowed the exploration of new and ongoing partnerships; the involvement of a different art form through Dan has brought immense added value to the creative process for participants and partners. It also heightened the voice of the young people, both YC and Sandgate.

There is a desire to work together again; and use the learning from this project to ensure there is even more impact.



Appendix 1: Film Distribution Report

Orchestras Live and Cumbria Music Hub required a communications plan for the outcome of the **Encountering Wordsworth** project - a film, *Reflections on Wordsworth* - to showcase and celebrate the creativity of the young Cumbrians who took part in the project to a wide audience.

The film, recorded by Manchester Camerata in Ambleside Church in April 2021, was to have a YouTube launch, be hosted at Wordsworth Grasmere and supported by cultural partners via their social media channels and if possible, in their physical spaces. This was to be supported by local media support from Radio Cumbria, Cumbria Life magazine and local press.

Overview

The initial brief was to reach an audience of 5000. It soon became apparent that the partnership working, wide enthusiasm for the project and excitement about what could be achieved soon became part of the story.

Overwhelmingly the venues and organisations we approached to present and promote the *Reflections on Wordsworth* film were keen to support the project – and to get recognition for the work done by the young people and the supporting artists. Where we were unable to work with a venue or organisation it was because of the technical nature of the film or their current situation (with COVID restrictions), rather than a reticence to embrace the project and many came up with some creative opportunities that hadn't been part of the original plan. This certainly widened to potential audience, including some key stakeholders and funders.

We were able to arrange some **bespoke events**, have it included as **a significant part of a planned event**, or **made it available to visitors** to venues who would not have expected to see the film as part of their visit.

This will have resulted in a wide range of engagement, from a focused engaged audience to a more transitory engaged viewer – but it does mean that the film reached a wider audience than would have been expected at a live performance.

Outcomes

The following venues/ organisations supported the Encountering Wordsworth project, not only promoting the YouTube link to *Reflections on Wordsworth* but presenting the film in a variety of ways in their own venues and to their networks...

Bespoke Events:

Venue: YouTube

Online

Launched: 28 July 2021

Time: 7.30pm,

'Reflections of Wordsworth' was launched from Orchestra's Lives YouTube account, supported by a social media campaign by partners Cumbria Music Hub, Wordsworth Grasmere, Orchestra's Lives and Manchester Camerata. It was enthusiastically shared by the Cumbrian cultural sector, participating artists, and schools.

Target Audience: Promoted to a culturally engaged audience. We hoped to reach 400 by the end of September.

Audience data: (up to 6 October 2021) **510**

Venue: Zoom & YouTube

Online

Date: 28 July 2021

Time: 7.30pm,

'Reflections of Wordsworth', in its entirety, was featured in a live online event from Wordsworth Grasmere. Orchestra Live joined several speakers and artists to celebrate their contribution to the inaugural exhibition, 'Still glides the Stream', in the new Museum. This was a free ticketed online event open to all – promoted via Wordsworth Grasmere website, newsletter and social channels, exhibition partners and the wider cultural network. All were supplied with bespoke assets to use across social channels.

Target Audience: Contributing artist, researchers, and project partners and their supporters – but open to anyone as a 'free to attend' event

Audience date: 93 (Nation-wide)

Venue: Wordsworth Grasmere

Postcode: LA22 9SH

Date: Daily 29 July - 14 September 2021

Time: 10.30am – 5.00pm

'Reflections of Wordsworth', in its entirety, continued to feature within the exhibition gallery on a large screen.

Target Audience: Wordsworth Grasmere target audiences are cultural visitors, curious families, residents, university and school visits.

Audience data: 10,000 people visited the exhibition.

As a significant addition to a previously planned event:

Venue: Rheged

Postcode: CA11 0DQ

Date: 28 & 29 August 2021

Time: 7.30pm

Rheged screened *Reflections on Wordsworth* as a "curtain raiser" ahead of their performances of *Andre Rieu Together Again*. *Reflections on Wordsworth* was presented on Rheged's huge cinema screen once the audience were all seated. Rheged staff had prepared a handout, which was given to the audience on arrival.

They received a few comments about this unexpected addition to the programme - all positive.

"I saw the pre-show and it sounded and looked great on the big screen." Abi Bentley, *Rheged Cinema & Events Assistant*

Target Audience: Classical music goers

Audience: 92 (Rheged feedback was that cinema audience were at this time still hesitant, so they were pleased with the audience figures for such a bespoke event.

Venue: The Brewery Arts Centre

Postcode: LA9 4HE

Date: 1 September

Time: 7pm – 11pm

BAC presented *Reflections on Wordsworth* as the first digital film presentation on one of three screens in the newly refurbished foyer space at the Brewery. *Reflections on Wordsworth* was screened at their launch evening event

Target Audience: VIP guest, Arts Council England and local funders and stakeholders for the refurbished art centre. Friends of BAC and Corporate Patron. Local suppliers and contractors.

Audience: 95

Venue: Rosehill Theatre

Postcode: CA28 6SE

Date: 23 September 2021

Time: 10am – 11am

The theatre presented *Reflections on Wordsworth* in the venue foyer when the High Sheriff of Cumbria visited Rosehill. The purpose of their visit was to explore opportunities for young people in the county and to understand the provision of music in the Cumbria. Rosehill was delighted *Reflections on Wordsworth* addressed these issues.

Target Audience: High Sheriff, local councillors, teachers, theatre staff.

Audience: c.60

Venue: The Forum

Postcode: LA14 1HH

Date: 3 October 2021

Time: 1.30pm

The centre presented *Reflections on Wordsworth* in the as part of their Music Festival.

Target Audience: a diverse range of events and activities at Barrow Forum has cultivated a very mixed audience, mainly from close geographic area.

Audience: 100

Made available to visitors to a venue:

Venue: The Brewery Arts Centre

Postcode: LA9 4HE

Date: 1 September - 6 October (and still showing)

Time: 10am – 11pm

Reflections on Wordsworth continues to be available for all audiences visiting the Brewery throughout the daytime and for evening events – there is no date for the film to be taken down.

Target Audience: BAC attracts a wide visitor type.

Audience: An estimated 100 people use the foyer area daily. (Estimate 3480 1 Sept – 28 Oct)

Venue: Rosehill Theatre

Postcode: CA28 6SE

Date: 25 September 2021

Time: 10am – 4pm

Rosehill also screened *Reflections on Wordsworth* in the foyer during their Family Events day aimed at reintroducing Rosehill after lockdown the event included free workshops, events and refreshments.

Target Audience: Residents, families, young people and children

Audience: c.150

Media Coverage

Organisation: BBC Radio Cumbria

Broadcaster

Date: 13 September

Time: 8pm – 9pm

Helen Milican, producer/presenter of The Arty Show, featured the Encountering Wordsworth Project near in 2019 when it was still in the planning. Helen did a follow up piece after the launch of the final recording of *Reflections on Wordsworth*, interviewing Becky West and Alissa Moore – intersected with playing significant sections of the piece over an hour in the middle section of the show.

BBC Radio Cumbria provided a recording of the show as Alissa was so elegant in the way she talked about her involvement in the project and its influence on her ongoing practice.

Target Audience: Adult Cumbrians interested in arts and the outdoors

Audience: 10k

24% (96.5k) of the population of Cumbria listen to Radio Cumbria with the 7-9am and 7-10pm programmes getting the higher regular listeners. It is estimated that up to over 5k could

have tuned in to each the evening show.

Publication: Cumbria Life

Regional Monthly Publication

Published date: 22 August 2021

The popular regional magazine featured the project in the Art News section of the Aug/Sep edition.

Target Audience: Adult Cumbrians interested in the arts and regional news.

Readership: The magazine has a readership of over 30,000, and a subscriber's base reaching outside the county.

Publication: Grasmere magazine

Parish Monthly Publication

Published date: 24 August 2021

The parish magazine featured the project in the Aug/Sep edition.

Target Audience: All residents and business owners in the village and immediate surrounds.

Readership: 3,000

Publication: The Big Issue (North)

Regional Monthly Publication

Published date: 20 August 2021

Featured Reflections on Wordsworth in the select section on the Aug/Sept issue.

Target Audience: 25 – 55-year-olds with an interest in contemporary arts.

Readership: Currently the magazine circulation is 12,454. (66% of readers agree music is an important part of their lives).

Distributed Information

Organisation: Cumbria Tourism

Website

Date: 30 July - ongoing

Cumbria Tourism has culture as one of the key thematic marketing strands.

CT included an article about the Encountering Wordsworth project on their public facing Visit Lake District website – in the section about Wordsworth and the Lakes, with a link to the *Reflections on Wordsworth* film on YouTube.

Target Audience: World-wide users searching for information about or planning a visit to, the Lake District, Cumbria

Audience: Page is receiving 280 unique visits a month

Organisation: Cumbria Tourism

Newsletter

Date: 8 September

CT included an article about *Reflections on Wordsworth* with a link to the film on YouTube in their 'Culture' newsletter.

Target Audience: Subscribers to the CT culture newsletter have identified themselves as having a specific interest in the arts, music, and heritage

Newsletter Distribution: 38,000

Organisation: The Lake District Summer Music

Newsletter

Date: 22 August 2021

LDSM included a piece about the Encountering Wordsworth project and a link to the *Reflections on Wordsworth* film in their September newsletter.

Target Audience: A loyal following of music in Lake District

Audience: 500+

Organisation: Theatre by the Lake
Newsletter

Date: 15 August 2021

TBTL included an article about the *Reflections on Wordsworth* film in the newsletter to their young Cumbria Creatives group.

Target Audience: Young people (aged 15-25) interested in performance, drama, and music

Audience: 30

Organisation: Cumbria Arts and Culture Network

Zoom

Date: 27 August 2021

Time: 10am

Becky West presented at the weekly Zoom meeting of the CAACN, speaking about the project and the resulting film.

Target Audience: The online group consists of practicing artists, sector professionals, cultural organisations and venue executives and freelance creatives and educators

Audience: 23

Organisation: Cumbria Arts and Culture Network

Newsletter

Date: 22 August 2021

Reflections on Wordsworth was mentioned, with a link to the film on YouTube, in the CAACN newsletter.

Target Audience: recipients consist of practicing artists, sector professionals, cultural organisations and venue executives and freelance creatives and educators

Distribution: 127

With a little help from our friends:

I would like to acknowledge social media support from:

Great Paces Lakes and Dales,
Lancaster and Cumbria Universities,
Beggars Theatre,
Barra Culture,
FON (Full of Noise),
Signal Film and Media,
Friends of the Lake District,
Lake District Radio,
Norman Nicholson Society,
Lake District Travel Guides,
Cumbria's Living Heritage,
And Kirkgate Theatre.

They were all keen to support the project and appreciated the importance of gaining recognition for the young people involved in the project and its outcomes.

Along with the organisations noted above others were engaged but for several reasons couldn't deliver some initial plans. They did however, all support the project via social media content or by distributing information about the *Reflections on Wordsworth* whilst promoting their events, others encouraged audiences to enjoy the film via YouTube, contacting their supporters through newsletters etc:

Signal Film and Media in Barrow-in-Furness offered their venue and technical support for a standalone screening of *Reflections on Wordsworth*. However, Orchestras Lives' existing partner in Barrow, the Forum wanted to present the film as part of Barrow Music Weekend.

The Kirkgate Arts Centre were keen to support Encountering Wordsworth and were discussing ambitious plans to include *Reflections on Wordsworth* in their exhibition on Dorothy Wordsworth during August & September and as a "curtain raiser" during autumn film

screenings. Sadly, major changes in staff at the centre have meant these plans were put on hold.

Jeanette Edgar,
Communications Consultant
October 2021

Encountering Wordsworth Schools Broadcast with Connect Resound

Live Views	37
Catch up views to 18/10/21	10
Total Views	47

Top locations viewing Connect: Resound Website for this broadcast:
Whitehaven, Carlisle, Workington (all = nearest large town to sites tuning in)

We had 37 live viewers of the livestream, with a further 10 tuning in in the fortnight since broadcast. This represents an **estimated 705 individuals** accessing the broadcast, on the assumption that at least 50% of the sites tuning in were classes of 30 pupils. 15 schools have downloaded teaching resources linked to the broadcast to date.

The average watch time is 19:37 minutes, which indicates that most viewers are watching most of the stream. Most viewers found the content through a direct link to the connectresound.live site - so through the partners' direct marketing.

Emily Penn
NYMAZ Connect Resound

