



# Kids Kabin

Organisational Plan  
2010–2013

# Who we are & what we do

**Kids Kabin uses creative arts to enable every child to find their own place to achieve. Over the last 16 years we have run a wide variety of creative activities, community and school arts projects and outings and camps— enabling thousands of children to learn through investigation, creativity and enjoyment.**

The success of Kids Kabin has seen it grow from a tiny shop unit in 1994 to the purpose built arts centre that it is today. Over the last three years we have taken our model of informal creative education and both deepened and broadened its impact through two new approaches;

***The young volunteers' initiative***, which makes young people the 'experts', planning and running activities alongside project workers and volunteers.

***Kids Kabin 'on the move'***, which sees creative activities running on street corners and in parks — all from a fleet of mobile workshops on the backs of bicycles!

The continuing success of Kids Kabin and demand for these new innovations has encouraged us to go a step further and replicate the Kids Kabin model in other areas of deprivation. This plan describes how we will take these mobile workshops across Tyne & Wear, as a means of investigating need and demand and developing three new Kids Kabin 'satellites' by 2013.

## Kids Kabin values

**1. Kids are in control** – the children and young people at Kids Kabin are in control of the direction of their projects and ideas.

**2. Kids make sense** – kids regularly explain things to other kids better than adults do and by being given responsibility for others, young people learn about themselves.

**3. Kids find the best solutions** – listening to suggestions from children and young people has given us the young volunteers' initiative, Kids Kabin 'on the move' and hundreds of new ideas.

**4. Focus on the most excluded** – people living in areas of deprivation are excluded from opportunities to play a full role in society. Creativity can challenge exclusion and show that everyone will flourish when given control and responsibility.

**5. Quality to attract quality** – providing an exciting, supportive and creative environment can attract excellent volunteers from a range of backgrounds. These volunteers have a huge amount to give and to learn.



Newcastle City Centre



Kids Kabin, Walker

## Mission statement

Kids Kabin recognises the dignity of everyone and aims to contribute to the regeneration of areas of economic disadvantage by providing facilities for young people to discover their talents and enhance their skills and sense of self worth by taking part in fun and educational creative activities.

## ‘On the move’

The success and popularity of the ‘on the move’ activities has surprised us all. The idea stemmed from a young person saying,

**“I can’t bring my bike to Kids Kabin because it’s broken. Can’t you bring the parts and tools to me?”**

After initially giving the staple response, ‘sign up for a workshop session at Kids Kabin’, we suddenly realised he was actually making a very important point!

We started to run mobile bike repair workshops from a bike trailer and were overwhelmed by the extent of demand for this type of provision. As a result, we have now created mobile bike repair, cookery, pottery and arts and crafts workshops, as well as a mobile theatre (all driven by bicycle, of course!).



► From what started as a response to need (a broken bicycle), these street activities have taken on an unexpected momentum and begun to have significant outcomes.

Many kids, especially the ‘hard to reach’, do not access existing facilities and buildings. These buildings are often seen as ‘owned’ by cliques or as ‘unsafe’ places. As a result many kids are restricted to their houses, gardens or streets. Those young people who do play in the street are often seen as a nuisance.

Using these mobile workshops we think that we have found a unique and innovative solution. The provision is highly visible and public, overcoming the barrier imposed by buildings. Activities are immediately engaging and interactive, allowing the least confident (often the most ‘hard to reach’) to take part, if only by watching from afar at first.

This approach engenders fun and creativity which attracts parents and passers-by, building a sense of social cohesion, spontaneous volunteering and positive images of young people.

## The young volunteers’ initiative

For years we struggled with the contradictory motivations of children and young people. 8–12 year olds will take part in any creative activity and produce something wonderful every time. When we ran drop-in arts activities for 13 year olds and above, they were only motivated by flapjacks, hammers and ‘decks’. We struggled because these young people seemed to be achieving so much less than their younger brothers and sisters.

Then a group of these young people asked us whether they could run the creative activities for the younger children. What seemed counter intuitive suddenly became blindingly obvious! These young people showed us that they could do many things better than adults— explaining difficult concepts, showing others how to use tools and techniques, helping a new member feel relaxed and engaged.

Young volunteers now run many creative activities alongside project workers and volunteers.

## Strategic Objectives 2010–2013

***We are now looking to expand the Kids Kabin network and give hundreds of young people around Tyne & Wear the opportunity to enjoy this unique model of creative education. Our objectives for the next three years are:***

**1.** Build upon the strengths of Kids Kabin in Walker— running programmes of creative activities, training young volunteers, running street (and outreach) sessions, providing creative opportunities for schools and running year round camping trips and residential experiences.

**2.** Increase the impact of the young volunteers’ initiative by introducing it into new communities in Tyne & Wear.

**3.** Take ‘on the move’ activities into at least 5 new communities in Tyne & Wear and develop three new Kids Kabin satellites.

**4.** Empower young people, families and small organisations in these new communities to learn about creative arts projects and share them with their communities.

# What is the impact of our approach?

**Kids Kabin has a strong track record of positive impact on young people and the community. During our 16 years in Walker we have seen:**

*More recently, the 'on the move' approach has built upon these outcomes and introduced new ones of its own:*

**1** ***Increased creativity, practical skills and enterprise*** – Whether it is the 'loss of cooking skills' or a 'throwaway culture' when a bike has a tiny problem, there is a dearth of practical skills in many communities. Kids Kabin builds real skills, a problem solving mentality and a spirit of enterprise.

**2** ***Increased dignity, self esteem and self respect*** – Areas of deprivation are characterised by lack of personal and educational achievement. Kids Kabin challenges this by giving individuals the opportunity to control a creative process from start to finish and then reinforce and build these skills by teaching others through the young volunteer programme.

**3** ***Increased investment in the community by organisations and individuals*** – Kids Kabin is a hugely positive learning environment which engages young people but also draws in organisations and skilled high quality volunteers. This capacity to attract support and human investment has had a huge educational impact on both the young people and the volunteers and also suggests an intensive yet cost effective model of practical education.

**+** ***Spontaneous volunteering*** – The public and interactive nature of the 'on the move' activities means that older siblings, parents and other community members can't stop themselves from getting involved and helping out. As well as promoting social cohesion this is a great means for giving people responsibility and ownership, 'protecting' the project and embedding it in the community.

**+** ***Popularity and engagement*** – This is the first step in most activities and the street activities are truly engaging. Firstly the visual impact is huge as a kitchen appears around the corner on the back of a bicycle. Local residents in Walker have described the kids 'like bees around a honeypot' when one of the trailers stops in a street. A small group of friends see the trailer and soon there are more than 25 young people taking part.

**+** ***Community capacity building and spin offs*** – now that many Kids Kabin activities are fully mobile, we are able to take the trailers to community centres and youth clubs when the weather won't allow street activities. The demand has been significant and we have begun to train staff and volunteers at these centres to run creative activities. As a local community development worker recently stated, "Kids Kabin is really a local infrastructure organisation now."

# From need to provision— the growth model

We are now proposing to develop the Kids Kabin network, following 5 clear steps.

**1 Assessment of need** – The process starts with an objective assessment of need, using Government statistics (the Index of Multiple Deprivation, 2007). We'll select areas of need and research existing provision and resources.

**2 Partnership and active research** – Using the mobility of our 'on the move' approach, we'll develop links in new communities with existing organisations and residents through street trailer-based activities, allowing us to engage with communities and 'spontaneous volunteers'. Community surveys will assess demand and enable communities to shape the direction of provision.

**3 Empowerment and delivery** – If demand is high and local partnerships are growing, we'll begin to focus on empowering the community. We will train young volunteers, engage and support adult volunteers and increase the capacity of local community organisations where possible.

**4 Development** – Where appropriate we will work with communities to develop fixed provision alongside the 'on the move' work. We envision activities running from existing community facilities or unused or derelict shop units, following the original Kids Kabin model.

**5 Growth and independence** – As the activities become successfully embedded in communities, we will review governance and leadership, aiming to balance the need for empowerment and community leadership with the objectivity and resources provided by a broader Kids Kabin network.

Cowgate

# Targeting need

The Index of Multiple Deprivation (IMD), updated in 2007, ranks all 32,483 Local Super Output Areas (LSOAs— on average about one quarter the size of an electoral ward) in England in order of deprivation. This overall ranking is based on a number of criteria (e.g. unemployment, educational achievement etc).

Kids Kabin was first set up in Walker as it was an area of significant deprivation in 1994. We want to continue using this strategic approach to assess need in this new plan. Therefore we have used the 2007 IMD to produce the table below.

Ranking from 32,483	Locality (score)
14	Centre East, Sunderland (80.62)
28	Cowgate, Newcastle (78.85)
68	South Benwell, Newcastle (76.07)
70	Wear Valley (75.89)
92	Teams, Gateshead (74.63)
123	Walker Riverside, Newcastle (73.41)
135	North Hendon, Sunderland (73.41)

These results show that Walker is still an area of significant deprivation and therefore an important area for continued investment. The results also highlight other areas of significant need within Newcastle and Gateshead.

Cowgate is ranked 28th out of 32,483 LSOAs, justifying its choice as the first Kids Kabin satellite. South Benwell and Teams, ranked 68th and 92nd respectively are the current areas of research for the second satellite.

As the model develops we will look towards areas of deprivation in Wearside.

## \* How do we know that the Kids Kabin model will work elsewhere?

Over the last year we have piloted 'on the move' activities in Cowgate. We have run 9 street sessions engaging 135 children and developed strong partnerships with local organisations and youth workers. Parents and older siblings have become spontaneous volunteers.

We have also commissioned an external evaluation of this pilot. Their report (The Alliance, 2010) shows that the street activities have 'already transferred well outside of the traditional area that Kids Kabin serves, into Cowgate — in fact, given the short term nature of this research, it proves it can be an instant success with children and young people'.

This is clear evidence that Kids Kabin street activities are replicable in other areas of deprivation. We have also run 'on the move' activities in Blyth, Longbenton and Teams. In all areas we have attracted and successfully engaged young people.

The Alliance report also outlines the demand for regular ongoing Kids Kabin activities to continue in Cowgate. There is no evidence to question the feasibility of a Kids Kabin satellite in Cowgate and subsequently in other areas of deprivation in Tyne & Wear.

These tables show the expenditure and amounts of funding secured alongside the numbers of beneficiaries for each of our projects over the next three years.

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## Developing staff and volunteer teams

Kids Kabin has always attracted high quality volunteers and the 'on the move' approach is continuing to enhance our team by engaging spontaneous volunteers out in the community.

Volunteers will be the key to developing the Kids Kabin network whilst maintaining a high quality of service and ensuring cost effectiveness.

In addition, we will also be developing job roles and making new appointments to facilitate the development. The key changes are:

1. A project coordinator will be appointed to ensure continued quality and creativity at the Kids Kabin hub in Walker, allowing the manager to take forward the satellite developments.
2. One satellite worker will be appointed in 2011 and one in 2012 to take forward the more established satellites.
3. Our current approach sees project development workers leading, training and developing teams of volunteers to deliver activities. We will develop this model in new satellite areas.
4. We are currently developing an apprenticeship role for a trainee project development worker. This will provide a progression route for young volunteers, adult volunteers and others into training and employment.

## Kids Kabin

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### Satellite 1

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### Satellite 2

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### Satellite 3

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### Year total



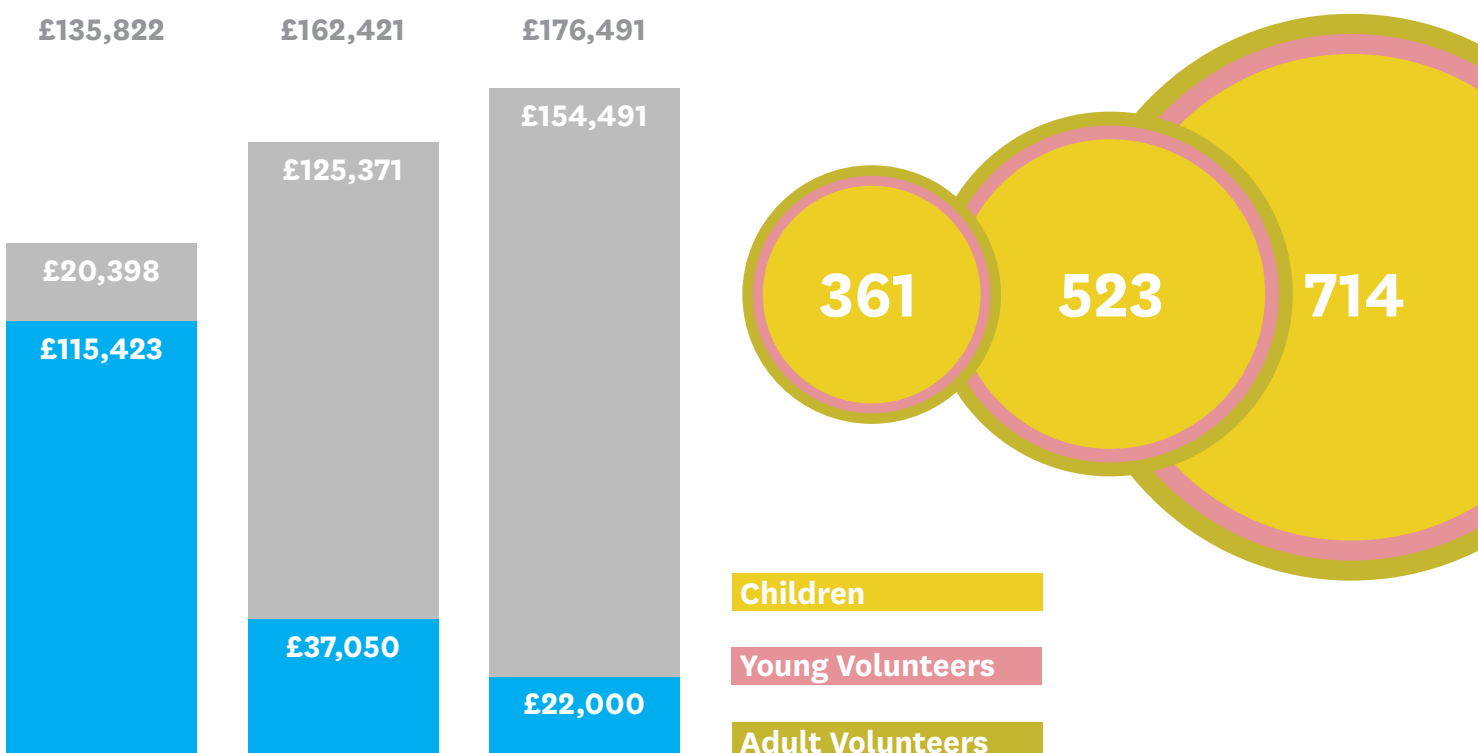
Funding required

Funding secured

# Expenditure

# Beneficiaries

2010-11	2011-12	2012-13	2010-11	2011-12	2012-13
£128,258	£124,889	£120,326	220	230	240
			14	17	20
			15	19	23
£7,563	£22,556	£22,466	100	125	150
			6	10	12
			6	10	12
—	£14,976	£22,466		100	125
				6	10
				6	10
—	—	£11,233			100
					6
					6



## How can you help?

We are looking for funders to support our development. We need funding for project teams to deliver new activities and also support for our core costs.



**£50,000** • takes a Kids Kabin satellite from research and pilot phase to full service delivery over a three year period.

**£25,000** • provides funding for a project co-ordinator to manage the delivery of creative workshops at the Kids Kabin base and support staff and volunteer teams for one year.

**£15,000** • enables a satellite team to deliver a wide range of creative activities two days a week for one year.

**£7,500** • funds the training of 12 new young volunteers and their support and development for 1 year.

**£2,000** • delivers a programme of 4 winter camps in the wilds of Northumberland – covering transport, equipment, food and staff costs.

**£1,500** • supports the cost of a summer holiday pilot programme of street sessions in a new satellite area — 10 half days engaging 150 children.

**£1,000** • pays for the designing, making and equipping of a new street trailer.

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For more information please contact Will Benson,

# Ensuring quality and measuring results

**We ensure ongoing review of our practice by assessing impact over the short, medium and long term.**

## Short term

**Evidence** – Regular feedback on activities from participants, residents and local organisations.

**Method** – This is recorded from conversations and other direct feedback (evaluation sheets, creative evaluations etc.)

**Outcomes** – This has helped us get direct evidence about more and less popular activities and feedback on a range of other practical questions – such as opening times, locations for street activities, a local resident who has a 17mm spanner in their tool box!

## Long term

**Evidence** – Assessment of long term changes show improvements that include:

- Increased life skills and employability
- Positive effects on community cohesion and social capital
- Increased enterprise skills in the community

**Method** – Alongside a number of our own case studies we have commissioned research into Kids Kabin's long term impact in the community.

**Outcomes** – This research outlines the value of Kids Kabin to the community and the concrete impact and improved outcomes for individuals.



## Medium term

**Evidence** – Assessment of changes and results, including:

- Number of young volunteers trained
- Reported improvements in self esteem, behaviour and achievement
- Number of adult volunteers and local residents engaged
- Level of local capacity building such as training and infrastructure support for local volunteer run groups

**Method** – We visit a sample of regular members every 6 months and conduct semi structured interviews, either at their homes or at Kids Kabin.

**Outcomes** – This feedback helps us to improve the Kids Kabin learning experience for individuals. We work with them to develop strengths and improve on weaknesses. This also provides us with evidence of learning, achievements and other improvements which have been noticed outside Kids Kabin.



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