

## About Faceless Arts

Established in 1990, Faceless Arts is a professional arts organisation, working at the leading edge of creative community engagement, providing exceptional arts experiences for everyone... everywhere.

Faceless Arts works nationally and internationally reaching out to places where arts participation and community engagement is often low, enabling large numbers of people of all ages, cultures and abilities to take part in high quality, memorable, often life-changing, arts projects. The company aims to inspire connect and energise, helping people to feel proud of who they are and where they live by exploring identity and well-being, tackling isolation and redefining outdoor spaces as places for creativity and social gathering.

### Our Company

**Bev Adams** Artistic Director/CEO

**Tony Wade** Creative Director

**Charlie Wells** Community Engagement Manager

**Jackie Woodhead** Freelance Accounts Administrator

**Anita O'Donovan** Marketing and Communications Manager

### Our Board

**Julie Connolly** (Chair)

**Erin Braithwaite** (Vice Chair)

**Robin Owen-Morley** (Finance Trustee)

**Stephen Foster**

**Sally Hanson**



Company Ltd by Guarantee Reg No: 2975276. Charity Reg No: 1102268

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"fiercely fascinating and just plain awesome"

**Gaja Von Drag**  
Sugla School for Street Theatre,  
Slovenia

"I was particularly moved by how much you care about what you do. That it isn't a 'thing' or a project you do for a couple of weeks and move on. The people who create with Faceless create Faceless and that is very special. The attention to detail and giving continued life to your work through stories, and actual books is brilliant."

**Helen Robinson**  
Fair and Funky

"Thank you so much for your enthusiasm for the project, a couple of those girls have extremely challenging home lives so it was nice to see them enjoy a project so much. The girls thoroughly enjoyed the sessions and think you are great!"

**Lindsay Anfield**  
P E Teacher, De Lacy Academy on Fit for Life project

"It looks so fantastic!  
Everyone is very impressed  
with the finished piece."

**Emma Kate Rowley**  
Bewonder\*

"inspiring ... I was particularly moved by how much you care about what you do. You enable so many people to access arts with ingenious simplicity – long may it continue".

**Visitor**  
25th birthday exhibition  
at The Hepworth  
Wakefield

"It was really useful and brilliantly delivered and very comprehensive"

**Participant**  
Creative Engagement Training Course

"I just wanted to send a quick email to say how grateful we are that you were able to be involved on Sunday to help us celebrate Tour de Yorkshire – the Snailympics were the perfect complement to the rest of our offer, and they went down a treat with all our visitors."

**Laura Whiteman**  
The Hepworth Wakefield



## Creativity at the Heart of Everything

Annual Report 2015/16





We have had a great year in 2015 as we continue to cement ourselves as experts in Creative Community Engagement and reflected on our 25 years of success. We began the year with a retrospective exhibition at the prestigious art gallery, The Hepworth Wakefield and went on to have many new and exciting experiences including the creation and installation of the first ever piece of public art in Withernsea and bringing the first ever street performance to Kočevje, in Slovenia. Our community engagement work toured all over the country from Edinburgh in the North to Horsham in the South where we created a multitude of stunning, eye-catching, original community inspired pieces by local communities for local communities.

We are grateful for the continued support from Wakefield Council through their Creative Partners funding scheme as well as Arts Council England via Grants for the Arts and Strategic Touring. This, along with an increase of 18% in earned income, enabled us to develop both participant engagement by 12% and our audience numbers by a further 12% when compared to the previous year.

In the forthcoming year, we are working towards an ambitious business plan for growth, addressing staff capacity issues in the areas of marketing and general management/fundraising, whilst launching a new outdoor arts project called "Driftwood", exploring the theme of "welcome", and a new community arts project, "Art Comes Naturally", which aims to inspire children and families to be creative in the outdoors.

Thank you for sharing our creative journey with us.  
Here's to another 25 years!

*Bev Adams*  
Bev Adams, Artistic Director/CEO

## Welcome to Faceless Arts Annual Review 2015/16



### Quality & Creativity - Project Highlights

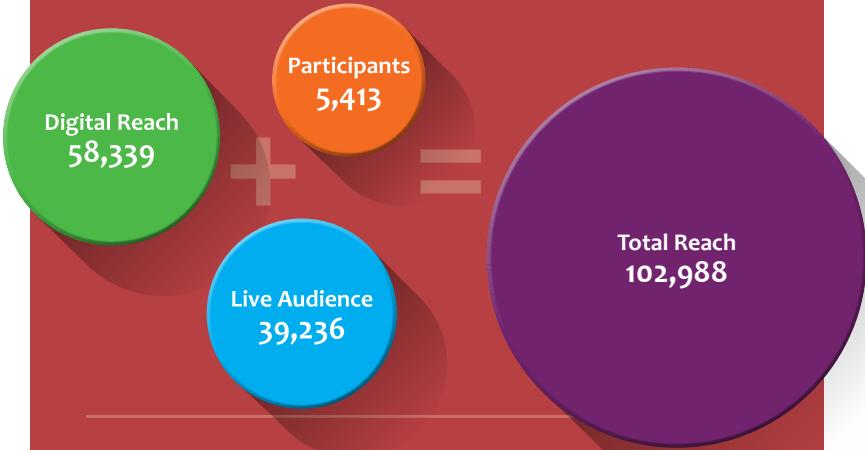
- **25th Anniversary Celebration and Exhibition, The Hepworth Wakefield** - A two week long exhibition at The Hepworth Wakefield and a celebration weekend of workshops, community arts activities and gallery tours.
- **Ana Desetnica International Festival of Street Theatre and Sugla School for Street Theatre** - Delivered a puppeteering masterclass and created a performance called 'How Much is Enough?'. The show toured 16 Slovenian cities in its first year. We also performed Little Café in 3 cities, and became the first ever street art performance for the town of Kočevje.
- **Follow the Dearne, Strategic Touring, South Yorkshire** - Created a co-authored touring street theatre show, performed by local young people supported by Faceless Arts working with communities least engaged in the arts. Local people also created spectacular silk paintings which are now exhibited in the communities.
- **Fit for Life, Wakefield** - Worked with pupils in four high schools, training 25 young people to be mentors delivering healthy activity workshops to 210 primary school pupils.
- **Experiential Marketing and Creative Community Engagement, Nationally** - Worked with Bewonder\* to deliver outreach work in 14 different shopping centres across the country which included wire sculptures, mosaics, silk paintings, Christmas decorations, lanterns and snowmen parades.
- **National touring** - Snowmen, Heron, Little Café and No Place Like Home performed throughout the country from Inverness to Teddington, along with our inflatable workshop space, Space to Create.
- **Penny Farthing, Hemsworth Arts and Community Academy, Wakefield** - Celebrated the Tour de Yorkshire by creating a life-sized penny farthing which was exhibited in Wakefield One (home to Wakefield Central Library and Museum).
- **Transported Creative People and Places, Lincolnshire** - Used silk painting workshops with the mobile library service to reach out to isolated communities in rural Lincolnshire
- **Barnsley Council, Barnsley Mayors Parade** - Involved children in the arts and connected them to the seaside though a 'Barnsley on Sea' themed section of the Mayors' Parade

- **Arts & Minds Leeds, Lightbulb Moment, The Light Shopping Centre, Leeds** - Worked with people recovering from mental health problems to design, make and install a lightbulb exploring positive thoughts as part of Leeds Light Night.
- **Withernsea Town Council, Beneath the Waves - New public artwork** - Created Withernsea's first public artwork on the seafront with the community and sculptor David Mayne.
- **Grand Northern Ukulele Festival, Huddersfield** - Developed audiences for the festival by creating a festival banner and drop in workshops at the event.
- **David Wilson Homes, Hoylandswaine housing project** - Fostered a sense of ownership on a new housing estate through a painted tile mosaic bench made by the local community.
- **Sector Development** - Contributed at Board Level to ISAN (Independent Street Arts Network) and founder member of EFETSA (The European Network for Education and Training in Street Arts).

- **Creative Engagement Training** - Two fully booked series of training for Hull Libraries and Dearne Valley Landscape Partnership
- **Conference & Presentation** - Delivered and presented at the Creative Engagement conference as part of Follow the Dearne. Faceless Arts also presented three times at the ISAN biennial conference



### Reach & Engagement



Performances & Exhibition days  
443 (▲27%)

Workshops  
241 (▲12%)

Areas of low engagement in the arts  
34% of our work is with people least engaged in the arts

Families  
65% of our work is with families

Young people  
29% of our work is with young people

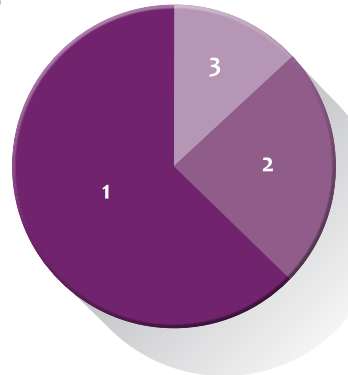
Disabled & Diverse  
33% of our work is with disabled people and people from ethnically diverse backgrounds

### Finance

Faceless Arts benefitted from another strong financial year showing a net surplus of £1,117, which when added to the brought forward balance of the previous year, leaves the company in a healthy financial position, carrying forward reserves into 2016/17. Despite core Arts Council England NPO funding coming to an end, the management team managed to increase earned income by 18% and project funding by 27%, finishing the year with a marginal decrease when compared to 2014/15. The board notes that this is a remarkable achievement for the company in a continuing austere economic climate.

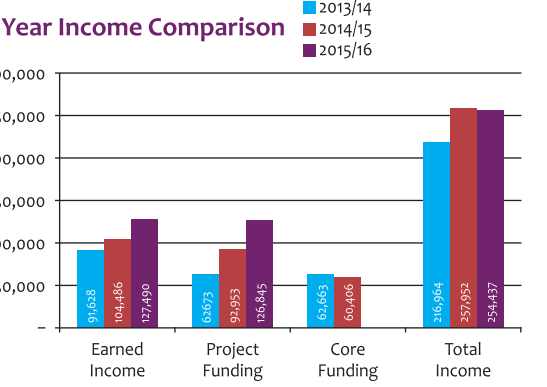
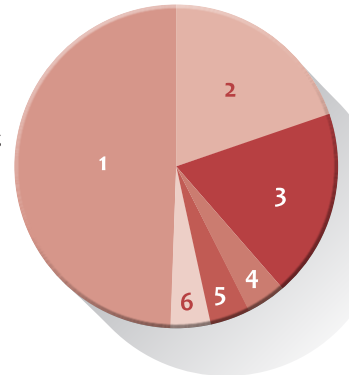
#### Breakdown of 2015/16 Expenditure Total £253,041

- 1 Project Costs = 158,468 / 63%
- 2 Running Costs = 61,398 / 24%
- 3 Governance Costs = 33,175 / 13%



#### Breakdown of 2015/16 Income Total £254,387

- 1 Earned Income = 50%
- 2 Arts Council Grants for the Arts = 20%
- 3 Arts Council Strategic Touring = 19%
- 4 Dearne Valley Landscape Partnership = 4%
- 5 Big Lottery Fund Awards for All = 4%
- 6 Wakefield Council = 4%



#### Clients and Funders

Arts Council England Strategic Touring, Arts Council England Grants for the Arts, Barratt Homes & David Wilson Homes Yorkshire West, Bewonder\*, Big Lottery Awards for All, Calderdale Pupil Referral Unit, Classique Promotions Ltd, Dearne Valley Landscape Partnership, Grand Northern Ukulele Festival, Grassington Festival, Hemsworth Arts & Community Academy, Hull Libraries, Leeds and York Partnership NHS Foundation Trust, Q20 Theatre, Roots and Wings, The Hepworth, Wakefield, The Highland Council, Transported, Wakefield Council Creative Partners, Westfield Europe Ltd