

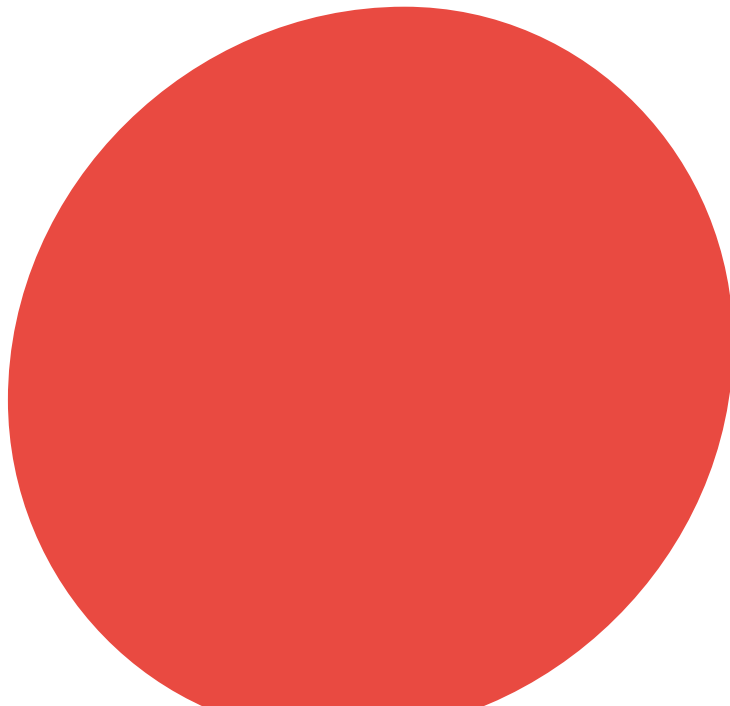


5 YEARS OF

SOCIAL

IMPACT

2019 – 24 / 2023 – 24



CONTENTS

INTRODUCTION - 3

OUR ACTIVITY - 4

THE SOCIAL IMPACT - 6

PROGRESSION - 8

THE PROJECTS - 9

PACE - 10

THE LAB - 12

BEOWULF - 13

CONCLUSIONS - 15

“

*The meaning of life is to
find your gift. The purpose
of life is to give it away.*

Pablo Picasso

INTRODUCTION

2024 marks 5 years of Proper Job producing a social impact report. They detail our work within communities and the projects we have undertaken through Covid, the COL crisis and the Ukraine war. All the reports highlight the hope and resilience of our communities through these various crises and the importance of bringing people together in these difficult times. We are very proud of our impact over the last 5 years and this report celebrates this work alongside a more detailed look at the work we have completed this last year, from September 23 until now.

PROPER JOB

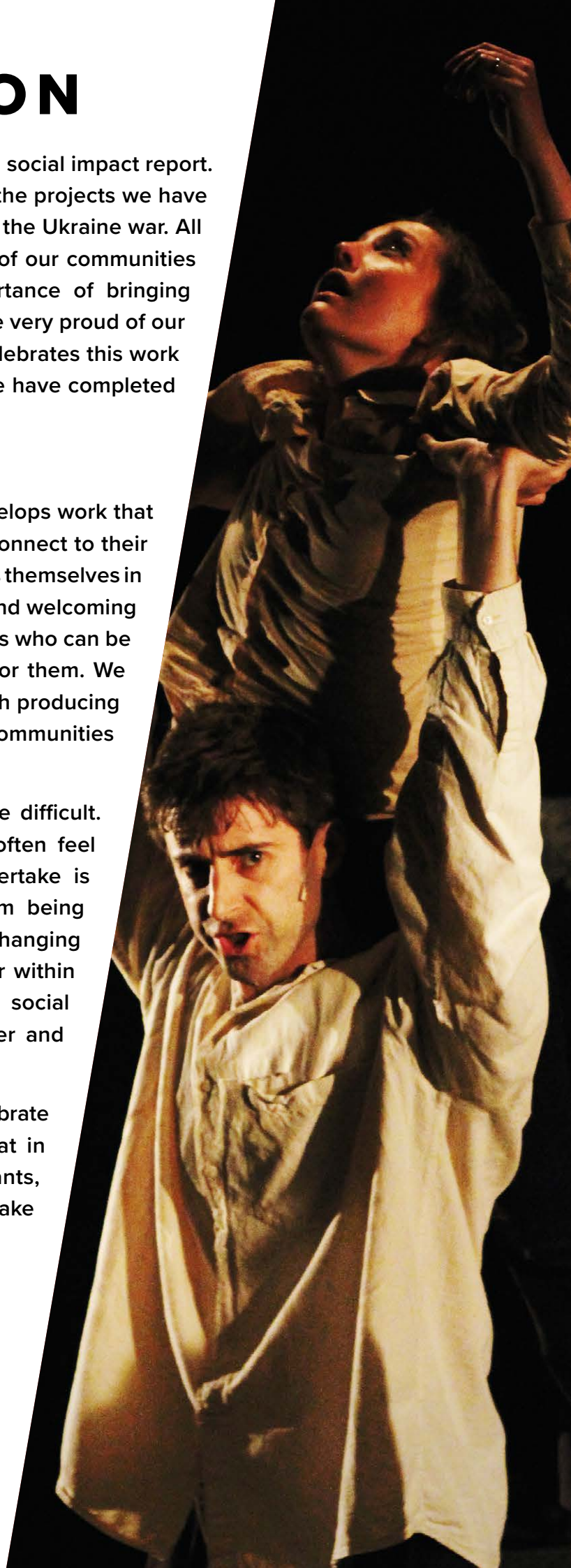
Founded as a charity in 2005, Proper Job develops work that uses the arts and theatre to help individuals connect to their community, develop their creativity and express themselves in whatever way they choose. We are inclusive and welcoming and work very hard to engage those individuals who can be daunted by groups or think creativity is not for them. We also seek to inspire wherever possible, through producing excellent and ground-breaking work with our communities of artists and participants.

Expressing this work through a report can be difficult. Finding the right way to detail impact can often feel insufficient, especially as the work we undertake is so varied and can have many impacts; from being moved by a piece of art, to engaging in life changing participatory practice, to finding a new career within the creative industries - all have a different social impact, and all are crucial in building happier and healthier communities.

This report will try to show these impacts and celebrate the achievements of the charity. We hope that in our own way we have helped our participants, audiences, and communities to celebrate, make connections and find their own gifts.

Thank you for reading and enjoy!

Dr Chloë Whitehead CEO



OUR ACTIVITY

Proper Job do such a wide range of activities: from groundbreaking performances to creative industry development, to wellbeing participatory projects and individual one to one support.

We do not see this as a weakness, our work reflects the diversity and life of our communities, and the breadth of our work helps to support and strengthen each aspect of what we do.

AUDIENCES

From 2019 to 2024 Proper job created 3 new performances:

Dorian, The Trial and Beowulf.



Each new performance was developed with participation at its heart and created employment for **74** professional artists and involved **622** participants in creation and performance.

From 2019 to 2024 performed to **5,853** paying audiences, **6,230** school children as part of the LAB project and created open events for **13,564** audiences and participants.

Digital performances and films have been seen by over **16k** people.

“

For an hour-and-a-half this thousand year old poem was transformed into a mind-blowing piece of immersive theatre by a company combining professionals and local (highly skilled and drilled) amateurs.

*Beowulf reviewed by
Yorkshire Byways Press*

PARTICIPANTS

From 2019 to 2024 Proper Job worked with **10,618** people and in 2023/24 we worked with **2,920** people - more than ever before.

We work with people from one day to two weeks on intensive interventions and we can offer one to one support for up to nine months.

Our workshops, like all our work, are very varied and range from our award-winning LAB project to arts-based skills workshops. Engagement in creative activity is the one thing that binds all this work, accessing and using participants potential to help individuals to engage, build their confidence and their means of expression. We are proud of our participants and their achievements for the communities across the North of England.

Proper Job was also the winner of the SEYH award for social impact in 2022.

PARTICIPANT BREAKDOWN

Participants are from the 10% most deprived wards as measured on the Indices of Multiple Deprivation (IMD): **46.6%**

Participants are from the 20% most deprived wards: **58.73%**

Ethnically Minoritized communities: **57.29%**

Below Level 2 education: **67.96%**

Level 2 education: **18.93%**

Long-term unemployed (over a year): **60.68%**

Mental health issue: **31.55%**

Learning disability: **17.96%**

Health issue: **47.09%**

Economically inactive: **23.8%**

(not in education, training, work or receipt of out of work benefits)

“

Proper Job helped me to believe in humanity again.

*Participant and
Somalian Refugee
2022*

THE SOCIAL IMPACT



Over 5 years our work has been calculated to deliver £24 of social value for every pound invested . So in 2023/24 we delivered a social impact of **£23,752,416**

And from 2019 to 2024 we delivered a social impact of a staggering **£98,543,211**

HOW DID WE WORK THIS OUT?

In the past ten years, impact measurement has become increasingly refined to prove the value of investment in community, housing and education activities. As part of a process of organisational development Proper Job has developed an approach to impact measurement based on the HACT value calculator. Housing Association Charitable Trust (HACT) developed a wellbeing calculator to work out the return on investment. This uses a combination of the Short Warwick Edinburgh Mental Wellbeing Scale (SWEMWBS), which calculates the changes in participants' wellbeing, and the Life Satisfaction Survey (LLS), which gives a monetary value to improvements in standards of living.

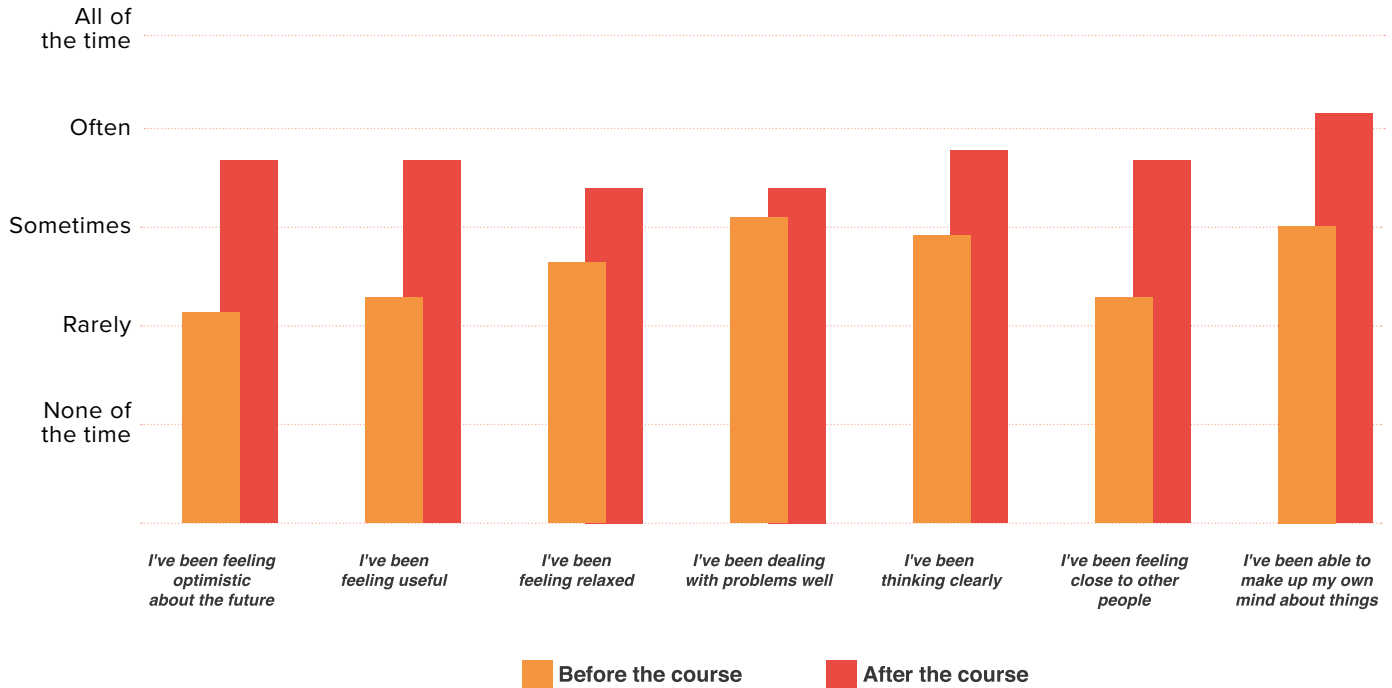
The SWEMWBS provides a picture of overall quality of life and is sensitive to a wide range of factors (everything that we hold as being important to our lives). It allows us to measure the value of, and changes in mental health conditions, and in turn the value of interventions that seek to improve mental health.

The Life Satisfaction Survey assesses how much additional money, or income would be required to have the same impact on wellbeing as a change in the SWEMWBS score. This is known as the compensating or equivalent surplus measure of value which is the measure used in the Social Value Bank and which forms the basis of best-practice valuation guidelines in the UK (see HM Treasury, 2011) and internationally (see OECD, 2013). The values are differentiated by UK regions (London and non-London) and by three age groups (under 25 years, 25-49 years, 50+ years) as per the Social Value Bank.

CHANGES IN WELLBEING

CHANGES IN MENTAL WELLBEING ACROSS ALL PROJECTS AFTER THE PROJECT (SAMPLE SIZE ALL PARTICIPANTS)

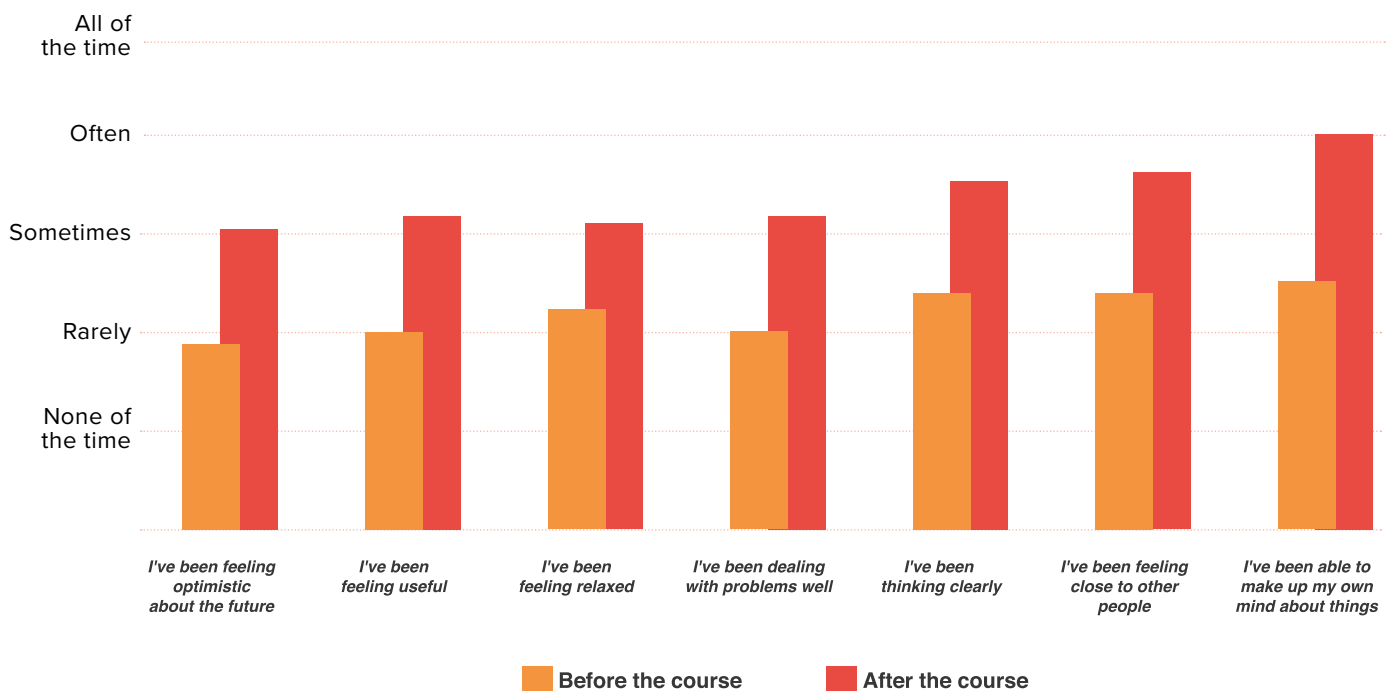
SCORES TAKEN FROM PROJECTS RUN IN 23/24



CHANGES IN MENTAL WELLBEING ACROSS ALL PROJECTS 3 MONTHS AFTER THE PROJECT

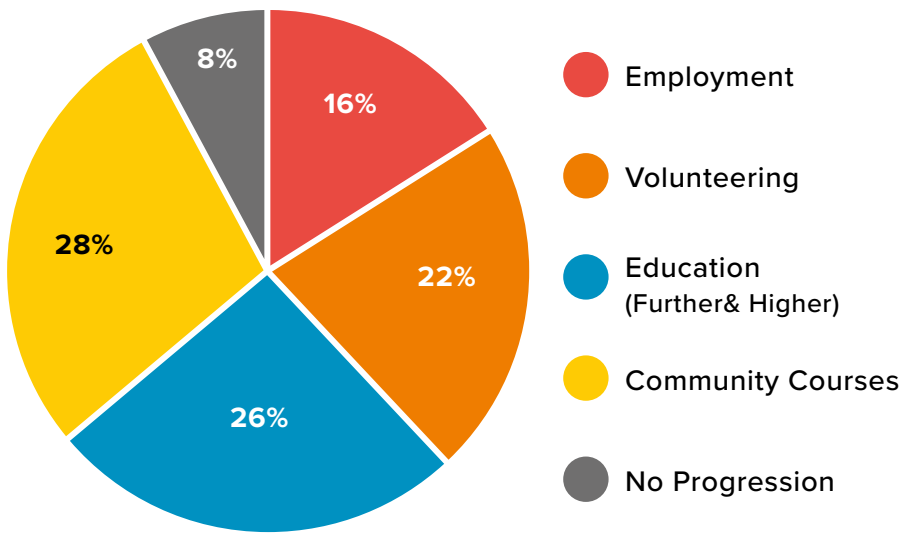
(SAMPLE SIZE 111, 16.2 % OF TOTAL PARTICIPANTS)

WELLBEING SCORES AFTER 3 MONTHS



PROGRESSION

We monitor our participants 3 months after completing our projects and have found:



These results have an inherent social value, moving people into work or education after periods of inactivity and long-term unemployment is hugely beneficial. The LAB projects harness the power of empowering group and creative activity.

“

I got a job ... I started missing being a carer, miss the residents which I just love to chat about their lives etc., so decided to ring a care home not far from me and got offered a job 3 nights a week which is just perfect and what I wanted. I have to say thank you for the encouragement you kept sending me, as it got me through the hard times... The world is a nicer place with you in it.

LAB Project Participant



THE PROJECTS

Proper Job deliver social value through many projects that vary in scale and intensity. You can find all about our work in detail at properjob.org.uk

PACE

**PARTICIPATION
IN THE ARTS
AND CREATIVE
ECONOMY**



THE LAB

**LIFE CHANGING
INTERVENTIONS
FOR SOCIAL
CHANGE**



THEATRE

**BEOWULF:
GROUND-BREAKING
IMMERSIVE THEATRE
IN THE COMMUNITY**



PACE PROJECT



Participation in the Arts and Creative Economy (PACE) is a project funded through West Yorkshire Combined Authority (WYCA) recognising the huge role that creativity and creative industries can play in the regeneration and transition of our communities to a healthier and wealthier future.

The project focuses on developing participation in creative activity alongside the development of entrepreneurial skills in the creative industries. The project has showcased creativity throughout Kirklees in the shape of events, highlighting the role of creatives in animating and developing the town as well as development workshops, one to ones, and peer mentoring.

We estimate that Gross Value Added (GVA) from Cultural and Creative Industries in Kirklees in 2022 amounted to £250.9m. [Creative Impact Report 2024]

To date, the project has worked with 296 developing entrepreneurs and delivered intensive workshops and one to ones for business development to 42 people. By the end of the project we will have worked with 450 people, created at least 5 new registered companies and 30 new businesses/jobs, alongside skills development in those entrepreneurs already engage in the creative industries. We have created one large-scale event for 466 people attending talks, workshop and enterprise tours through the historic Byram Arcade.

Working alongside Kirklees council and their creative / employment teams we recognise the impact that these types of projects can have. Kirklees remains the lowest wage region in West Yorkshire and creative industries offers huge opportunities.

In June 2024, Kirklees was home to 1,730 active cultural and creative enterprises – 785 more than recorded in national statistics and an increase of 120 (7.5%) since our last report in 2022. [Creative Impact Report 2024]

Funded by UK Government

YOUR FEEDBACK

ONE BIG DAY
FRI 20 SEPT

Name and Contact (optional)
[REDACTED]

How did you hear about this event?
Word of mouth/flyers

What did you find most beneficial?
Talks w/ individual business owners to find out more about their stories + backgrounds.

How could we improve?
Allocating more space on the site for not only performances but talks + presentations too. Or! maybe even having an MC on the site.

Overall rating out of 6: *6/6*

Any other comments?
Overall great to see not only for the community in Huddersfield but for Byram too.

THANK YOU!

Kirklees Council Employment & Skills | PACE PROJECT | ARTS COUNCIL ENGLAND | Supported by Tracy Brook Mayor of West Yorkshire

This project is funded by the UK Government through the UK Shared Prosperity Fund

PACE - CASE STUDY

STUDIO BOKEHGO

I am proud for my film production studio - Studio Bokehgo to be officially founded and established in Kirklees.

Working as a freelance official filmmaker and photographer for Woven in Kirklees and working alongside such partners as Lawrence Batley Theatre, Kirklees Council and Kirklees Year of Music I have been proud to support the district through storytelling since 2019 and have grown a real sense of belonging within Kirklees.

A wonderful part of the legacy of this work has been to work with Proper Job Theatre, and director's Chloë and James . I first worked with them through their production of Beowulf and immediately I resonated with their ambition for high quality cultural experiences within the district. From this production, a working relationship grew between myself, Chloë and James, they have been offering instrumental support through the PACE project for the development of myself as an artist and Bokehgo as a company.

The PACE project has offered me comprehensive, whilst also bespoke, business support really acknowledging my huge ambitions for the cinematic arts within Kirklees and West Yorkshire and has encouraged me in the decision to make a home for my official Bokehgo Film School in Kirklees - a school that will empower young and emerging filmmakers into the industry, to tell professional stories with authenticity, originality and integrity. The base will be through the support of the Children's Art School and Maker World, but thoroughly made possible with the support of Proper Job and PACE in order to build the infrastructure to make it a success.

Thanks to the PACE Project, after 10 years of operating as a sole trader, I have just formed my limited company, Bokehgo Ltd . I hope to create 2 permanent jobs this year and more for the future, ensuring the foundations for my ambitions for huge growth for Studio Bokehgo.

The Project's support has been invaluable, and thanks to this mentorship, I intend to make huge ripples in the industry within Kirklees and beyond.

John Slemensek - Studio Bokehgo



THE LAB

“LIFE CHANGING INTERVENTIONS WHICH HARNESSSES THE POWER OF GROUPS, COMMUNITY AND CREATIVITY FOR SOCIAL CHANGE.”



THE LAB PROJECT has been successfully and continually running in Kirklees and Manchester for nearly 20 years. It has been running in Calderdale for 10. In this time the project has developed and broadened its impact with specific projects designed to help with COL concerns, Wellbeing and Volunteering.

At the heart of all projects is an emphasis on group work through drama and theatre techniques and the building of self-esteem through collaborative communication.

CASE STUDY

I had not been out of my house alone for 5 years before the LAB Project. I had lost all confidence in myself and felt completely outcast from society.

The LAB Project has helped with my confidence much more than anything else ever has.

It has given me the opportunity to be involved in activities that I never thought possible for myself.

I graduated from university 8 years ago but have never been employed. This has affected my mental health and confidence so much that I started to doubt that I would ever know how it feels to have a job.

I'm really impressed with how much all of this has changed me in such a short amount of time, and it is thanks to the support I received during the course.

I now feel positive about my future for the first time in my adult life.

Nathan Mayer, LAB Project participant



THEATRE - BEOWULF



BEOWULF was a truly collaborative production that brought communities together and was recognised as one of the high points of Kirklees Year of Music. It connected significant areas of Proper Job's ethos; work with under-served and under-represented groups, communities, amateurs and volunteers, to create an ambitious and suitably epic artistic vision of this ancient text. Inclusivity and Diversity were embedded in the production from the start (with a talented and diverse range of writers) and it was clear that it resonated with the communities of Kirklees. It was also featured in significant pieces in The Times, Guardian and Yorkshire Bylines and 38,000 X impressions and over 10,000 video views.

BRINGING COMMUNITIES TOGETHER THROUGH CULTURE

Community based collaboration was at the centre of *Beowulf* and the realisation of the performance provided a celebration of a vibrant Kirklees based arts sector, recasting major landmarks of Huddersfield town centre in a positive & inclusive light.

It opened up access and enliven the town through cultural participation and helped to broaden arts partnerships across sectors, helping to cement the legacy of KYOM23.

Beowulf saw the development of unique collaborations and partnerships across Kirklees, embedding creative practice, bringing communities together and celebrating the region. It provided the opportunity to co-produce with the diocese of Huddersfield and St. Peter's church, linking faith groups & promoting the role of creativity in social cohesion, whilst improving access to those communities that do not usually access the arts.

“

One of the most thrilling, moving and inventive live performances I have ever seen. Amazing music and musicians contributed to making it extra special.

Geraldine Murray

“

Viking procession brings Yorkshire poets' Beowulf to streets of Huddersfield with a massive cast of singers, actors and members of the community. A visually inventive mix of masks, puppetry and projections.

The Guardian

CASE STUDY

ST. PETER'S PARISH CHURCH

Last week my parish, my church was fortunate to host the most astonishing theatre production. It was marvellous. It was original and ancient (a new adaptation of Beowulf by 5 Yorkshire poets). It was full of fear and hope, courage and compassion. It was creative storytelling at its best.

A church is many things. It is an idea about what it means to be human. It is a community of faith. It is a place, a building, sometimes full of beauty, echoing the faith of generations. At each of these levels our church - our people, our space and its ancient stones collaborated with the talented and committed cast and crew of Proper Job Theatre

It was wonderful. It was wonderful because such story telling belongs in churches. Storytelling is learning how to live, acknowledging shared humanity. It is turning our faces towards the possible or impossible truth of how good and how bad we can be. Our capacity for gore and for glory. And the story is richest and most revealing when it is told together. We know that more is revealed when we are together, when we each bring our skills and gifts to the process.

In telling our story, and God's story which is our own, we glimpse our own possibilities. I would say that when we tell our story together (in word, in music, in dance, in bread broken together) we become greater than the sum of our parts. Something is made that we could not have made alone and is greater than each of our individual contributions. Transcendence.

Beowulf fulfilled its promise of creating the opportunity for unprecedented collaborations with poets, scriptwriters, musicians, designers, the local authority and Higher Education Institutions (HEIs). It forced us to push artistic boundaries & embrace artistic and logistical risk.

Revd. Canon Rachel Firth, Huddersfield Parish Church



CONCLUSION

2019 - 2024 has been a time of unprecedented change and development for all our communities, partners, audiences and participants. The speed of change and adaptation has at times been overwhelming, however through all this time our communities have stood together, supported each other and made real change.

As we go forward for the next 5 years we are confident that Proper Job can continue to make a real difference especially with the fantastic support we receive from the local and combined authorities, Big Lottery and Arts Council England, the charities and third sector organisation's we work with, and of course our communities of artists and participants that make this work both wonderful and life-affirming.

Thank you!

Proper Job 2024



PROPERJOB.ORG.UK

