



TRUSTED
RELATIONSHIPS



WHAT WE DO

We embed creative spaces in communities, co-designed with young people, that build on their strengths and create opportunity. In these spaces our team of creative, highly skilled professionals provide skills training, mentoring and specialist support.

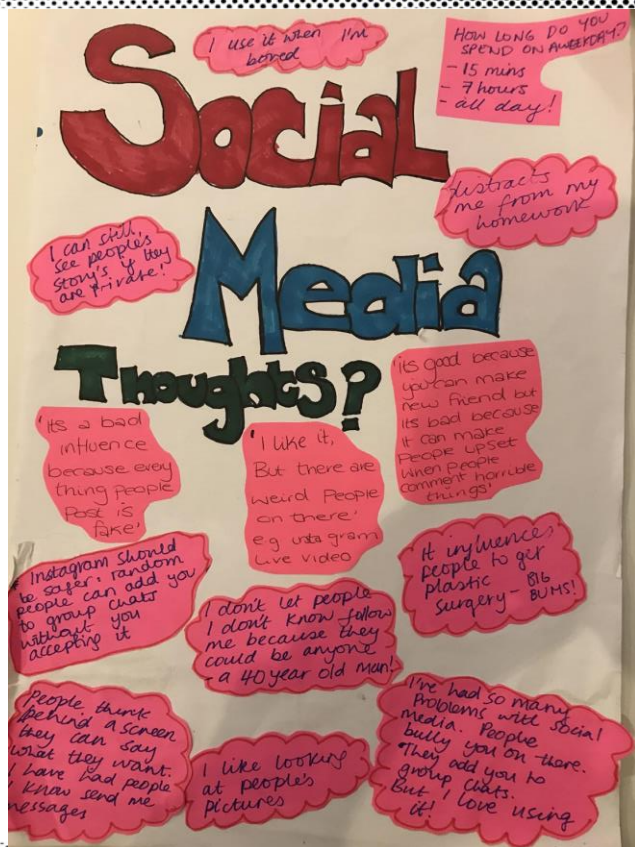
What makes our approach special is that we are fully rooted in communities and at the same time connected with industry and specialist support. We work with participants long-term as their needs cannot be met through short-term, one-off interventions.

OUR APPROACH

We view young people as experts. We support them in drawing from their lived experience and knowledge to design and shape our interventions to ensure we're consistently responding to their needs.

Each one of our creative community spaces has been designed with local young people, from the activity through to the name, the branding and the location. It's our job to ensure that we don't just stop there, for us co-production is an ongoing process. We are committed to ensuring young people are embedded within AAK decision-making at every level.





HOW WE LISTEN

Through creative activity we listen to young people. We monitor and track recurring themes that come up in conversations and work with young people to design responses to them, e.g. staying safe on social media, body positivity and sexual health.

We hold quarterly evaluation sessions in which we reflect on the previous quarter and design session plans for the quarter ahead with young people.

We have designed a project management process that allows young people to lead on the design and delivery of projects they want to see happen from the planning to the budgeting and the risk assessing.

HOW WE CO-DESIGN ACTIVITIES

Examples of how we involve young people in the co-production of activities:

- **Informing strategy:** e.g. young people pitch ideas and this is taken to our fundraiser who looks for suitable funding. We don't find the funding first and adapt activities to meet their criteria.
- **Designing communications:** voting on logos, designing posters and managing social media accounts. We've co-designed a 'language thesaurus' that's used internally and shared externally with our partners.
- **Owning budgets:** identifying resources and agreeing how they should be spent.
- **Designing spaces:** layout, design, opening hours, locations.
- **External representation:** at events and meetings and leading on pop-up delivery in the wider community.
- **Monitoring & evaluating tools:** designing data collection tools, our organisational 'Theory of Change' and collecting data.



HOW WE CO-DESIGN LEARNING PATHWAYS

Young people tell us that they attend our spaces because they feel 'professional and inspiring'. We co-design learning pathways with each young person who enters our spaces, ensuring that they are in the lead of their own development.

The Arts Awards are a great way of achieving this. Each accreditation can be tailored to their interests and allows us to accredit the creative work they are already participating in within the spaces, e.g. our nail training manual, learning how to produce music and manage projects.

Young people are learning and achieving in a space and at a pace that works for them.



OUR CREATIVE AGENCY

Working in collaboration with industry professionals is key to us shaping young people's pathways into education, employment and training by developing confidence, resilience and transferable, professional skills. We have recently set up an in-house **CREATIVE DESIGN AGENCY** as a vehicle for delivering this work.

Our Creative Agency launched with a very exciting first live brief in 2019. Apple commissioned young creatives to co-design a poster for *Today at Apple*, their summer programme for young people: *Made in LDN*. Creative design agency 'Magpie Design' hosted a series of workshops to teach young people the design process from start to finish and the creative skills they needed to produce a poster to industry standard. The end result was a poster that went all over London.



HOW WE BUILD RELATIONSHIPS

80% of the young people we work with are either self or peer referred, 20% are referred to us from the local authority or other agencies. Because it's young people's choice to engage with us, it is much easier and faster for us to build trusted relationships.

We achieve this by

1. Co-designing and branding spaces that become part of young people's everyday life, e.g. nail bars and music studios.
2. Embedding them in safe spaces within the community, e.g. empty shop units, old libraries and existing community spaces.
3. Being consistent - we're open 46 weeks of the year, allowing young people to return when needed.
4. Employing staff who are from the community, hold existing relationships and are known to young people.
5. Investing time in building relationships in community settings with no pressure or time restraint.
6. Delivering pop-up activities both in communities and schools, e.g. nail bars in the middle of council estates and music studios in schools.

Case Study: From founder of Dollis Dolls to Senior Creative Director...

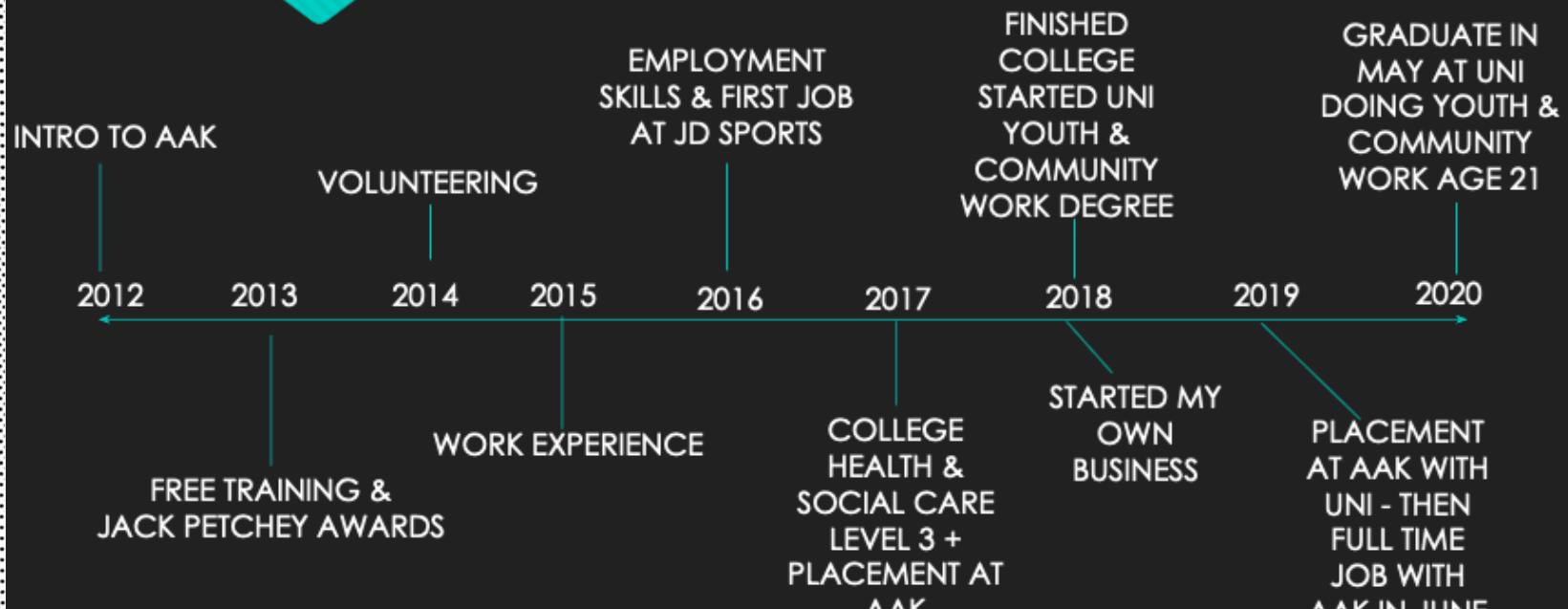
I was first introduced to Art Against Knives in 2012 when they visited Dollis Valley Estate with the intentions **to co-produce a long-term project with young people**. Dollis Dolls Nail Bar was later established - we wanted to put the estate on the map for something positive, not just stabbings. 8 years later it's still there.

Dollis Dolls has helped me to understand the importance of **positive relationships**, with my personal development and general life skills. I was awarded a Jack Petchey Award in 2014 as well as receiving free healthy relationships, personal development and level 1 nail training.

The staff have been a major inspiration to me, and they've been the **BEST role models** growing up.



My time at Art Against Knives -



INTRODUCING PHOEBE...

I was referred to VALES NAILS by the 'young persons drug and alcohol specialist' in 2018

While being at Vales Nails Bar I have **improved my personal development** and have gained support with my CV, education and employment.

I have been on trips like watching 'Funeral Flowers' and 'Barber Shop Chronicles' at the theatre. I have got a better understanding of production and **I've expanded my knowledge on healthy relationships**, different cultures and backgrounds.

I have built **trusted relationships with staff** and peers.

ART AGAINST KNIVES PRESENTS

Vales Nails

A NAIL BAR FOR YOUNG WOMEN

GET YOUR NAILS DONE FOR FREE

LEARN NEW NAIL ART SKILLS, TIPS & TRICKS

ART, MUSIC & CREATIVE MASTERCLASSES

NOW FEATURING NEW BRAID BAR!

ADVICE & SUPPORT

MONDAYS
3:30PM-6:00PM
10 GRAND ARCADE
NORTH FINCHLEY
N12 0EH

EMAIL: HELLO@ARTAGAINSTKNIVES.COM
TEL: 07802331448

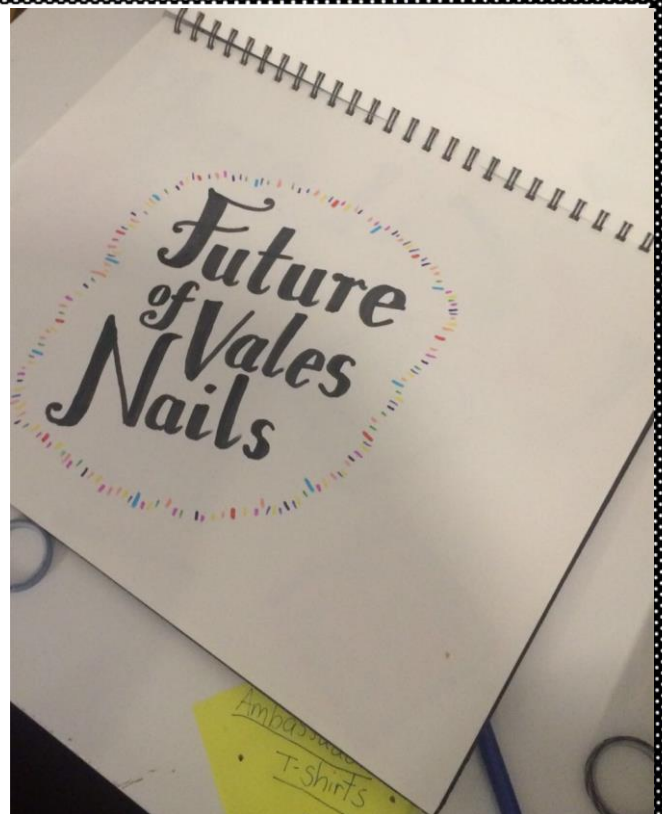
ART AGAINST KNIVES
COMMUNITY NO. 1188

I am currently getting education through the Pavilion Pupil Referral Unit and I work part time at a salon.

I **volunteer with Art Against Knives as a 'CREATIVE DIRECTOR'** where I help with community pop ups and I am also involved with the recruitment panels for new staff.

AAK has benefited me in many ways such as

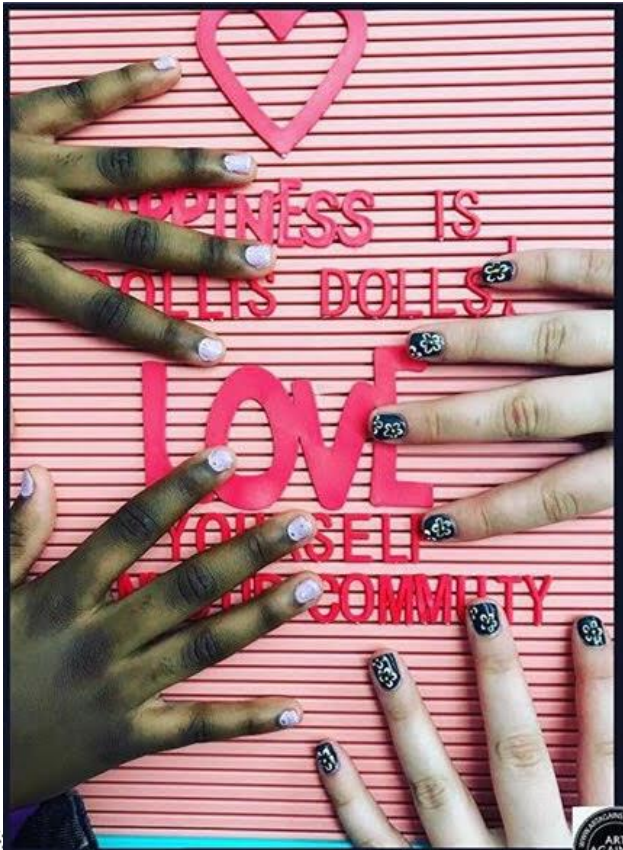
1. Keeping me involved in positive relationships, activities and opportunities
2. Having a **safe space** I can go to in order to express myself or talk to staff about any concerns or for advice
3. Being surrounded by nurturing people who **empower me** and who are down to earth, and whom I trust and adore!



INTRODUCING TRUDIE...

- I was referred to AAK by the Family Nurse Partnership in 2017 after meeting one of the team at a graduation. My interest was taking part in the Accredited Nail Training.
- It helped me building relationships with my peers on the course and in the space itself.
- Coming to Vales Nails, staff have supported me on various issues including EET, housing, relationships / DV (controlling behaviour) and building up my self confidence.
- I managed to get paid employment through delivering pop up events in the community and corporate spaces.





THE SPACE IS IMPORTANT BECAUSE...

- Having the confidence to speak about anything and feeling supported and knowing that it will not be shared unless it needs to be
- Coming to the space has had a huge positive impact on my mental health and self-esteem.
- It feels strange if I don't come for one week as it is a normal routine for me and it also helps me, seeing the amazing girls that work there.
- I have gained great relationships with all the staff at AAK and trust them with everything.
- I gained a qualification out of it which has allowed me to go into get paid employment.

INTRODUCING TAZ...

- I was referred to AAK by Barnet Young Carers as I was a young carer
- I've been involved with AAK for almost 6 years and it's been a great support system for me
- At Vales Nails I usually have chats with staff about how I'm getting on; they make sure I have the right support in place
- I often do nails for other young people, including nail art and hand massages
- 3 years ago I did the accredited nail training which was a great start for me to do something productive as I left college





THE SPACE IS IMPORTANT BECAUSE...

- I find that all the spaces are important because it is a safe space for everyone
- Young people find comfort in attending and can relax outside of school
- There are such good vibes, positive energy and a great atmosphere to be around
- Young people all trust the AAK staff and know that anytime they need help, support or advice the staff are here for them just like they are with me
- It has taught us a lot - we learnt how to do acrylic and gel nails; we've had some good professionals come in, such as Smartworks to tell us about how to do well in interviews and to provide an outfit; life coaching; yoga and meditation
- I've grown as a person with them and I couldn't be happier.



AMPLIFYING VOICES

The creative process is a tool for expression and communication - it allows our staff to build trusted relationships and work with young people to identify, explore and express their lived experience and solutions for change.

A large part of our work is to ensure young people are being heard - we do what we can to take their voices outside of our creative spaces.





THANK YOU FOR YOUR SUPPORT

