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Short Article

#startwitharts –a call for action by Articulate’s Creative Changemakers

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Abstract:

Articulate Cultural Trust, an arts charity dedicated to realising cultural access and participation for care experienced Scots, has launched a young person-led public awareness campaign.

Called #startwitharts, the call for action co-designed by the charity’s lived experienced Creative Changemakers, is aimed at enabling care experienced children and young people to live creative and cultural lives. The campaign aim is simple yet bold: to embed access to the arts in every Scottish Child’s Plan, upholding their Article 31 rights.

Introduction

Articulate Cultural Trust, an arts charity dedicated to realising cultural access and participation for care experienced Scots, has launched a young person-led public awareness campaign. Called #startwitharts, the call for action co-designed by the charity’s lived experienced Creative Changemakers, is aimed at enabling care experienced children and young people to live creative and cultural lives. The campaign aim is simple yet bold: to embed access to the arts in every Scottish Child’s Plan, upholding their Article 31 rights.

The campaign comes at a crucial moment in Scotland as the United Nations Convention on the Rights of the Child (UNCRC) is embedded in Scots Law.



The Creatives

Figure 1: A poem stanza

articulate

**Because my expression is anarchic.
It creates no database
no register,
no quantifiable
measure...
needed to fill that report.**



The first stage of the #startwitharts campaign is the release of a series of 44 billboard sites featuring a co-written poem that illustrates the importance of creativity in their lives. Called 'The Creatives', the strategically located Glasgow billboards feature powerful stanzas from the poem which can be pieced together kintsugi-like by walking between the sites and connecting to the campaign online.

"We believe that every young person, regardless of their background, deserves the opportunity to explore their innate creativity and express themselves through the arts," said Laura Froom, Producer at Articulate Cultural Trust. "For some care experienced young people, the arts act like rocket fuel to inspire, motivate as well as build skills for life. If that offer were rooted in every Child's Plan, then Article 31 rights would indeed be authentically respected in Scotland."

Recognising the systemic barriers faced by care experienced young people in accessing artistic opportunities, Articulate is committed to championing their Article 31 rights by amplifying their creative views and voices at the same time as showcasing their innate talents.

In addition to the billboard installations, which were launched on World Poetry Day (Thursday 21 March), the Creative Changemakers have plotted a range of



#startwitharts activities to highlight the benefits of upfronting UNCRC Article 31 rights in every Scottish Child’s Plan.

Figure 2-5: Billboard installations.







Further reading

You can also read the Culture 360 e-zine they made about their Article 31 action research event in November 2023. It was the workshops described here that inspired them to start the campaign and write the poem called The Creatives that is featured on the Glasgow billboards:

<https://www.culture360.co.uk/>

You can read about the first step of their campaign here:

<https://mailchi.mp/articulatehub.com/startwitharts-articulates-creative-changemakers-call-for-action>

And enjoy drone footage of the campaign poem being installed in 44 poster sites across Glasgow here:

<https://youtu.be/qt3gabNukWQ>



The campaign will run until November 2024 when the Changemakers hope to report positive change and difference made to everyone who signs up for more information. Till then, you can watch the visual story unfold here:

<https://livingarchive.net/view/6708031770605306176>

Articulate's #startwitharts billboard trail is supported by Jackarts who kindly donated hundreds of square metres of prime city advertising space to advocate for this change too:

"We are thrilled to partner with the Articulate on this important campaign. By using these public sites for a strong social message we can increase awareness, support a conversation and hopefully help turn the Creative Changemakers' straightforward dream into a reality."

Please join the movement by signing up here:

<https://www.articulatehub.com/>

About the author

Eona Craig is an experienced arts education professional with a successful 35-year record of working in the arts, with a focus on cultural regeneration, creative enterprise and inclusive educational development.

Eona has worked in the independent arts sector, with public bodies, in the private sector and in higher education. She has a specific interest in researching and understanding how the arts and creative endeavour can positively influence and enhance the lives of marginalised learners.

As a lived experience Chief Executive and Founding Director, she established the Articulate Cultural Trust in 2016 to support care experienced children and young people use the arts, creative learning and cultural processes get where they want to go.

