

SCARBOROUGH STORIES: YORKSHIRE COAST BID REPORT



Yorkshire Coast

BUSINESS IMPROVEMENT DISTRICT

2022



PRESENTED BY

ARCADE ARTS LTD

ARCADE

Photo Credits: Matthew Cooper

OVERVIEW



Scarborough Stories began in autumn 2021 and culminated in **July 2022**. It was co-produced by **ARCADE & Stephen Joseph Theatre**, with support from **CaVCA** and funded by **Yorkshire Coast Bid** and **Arts Council England**. **Scarborough Stories** was a **Yorkshire Coast BID** project.



ARCADE is a community producing charity making brilliant creative things happen in partnership with organisations and communities. We work across **Scarborough, Bridlington, Hull and Selby**.

<https://www.hello-arcade.com/>

Scarborough Stories was a community storytelling project which celebrated real people and the real stories of **Scarborough**. Exploring love, life and loss, it highlighted the reasons why **Scarborough** is a special place, increasing pride in the area. It brought the highstreet to life in the evening via playful, artistic and accessible performances owned by the **community taking part**.

Yorkshire Coast BID generously funded **Scarborough Stories** before the pandemic and allowed **ARCADE** to adjust the project timeline when Covid forced its postponement. We are grateful for the BID's support which has enabled us to raise match funding from **Arts Council England**, increasing the scale of the project, boosting spend in **Scarborough** and enabling **ARCADE** to **employ more local people**.

THE PROCESS

Over the last year ARCADE has run **51 free & accessible workshops** for people who work and live in Scarborough. Participants explored their own stories through **Poetry, Textiles, Photography, Film, Song Writing and Theatre**, with each workshop led by a professional artist.

Workshops were **free** to attend and took place at Scarborough Library, Hairy Bob's Skate Park, Sidewalk Youth Club, YMCA, Woodend Creative & Blueberry Academy. They provided an **opportunity for over 200 participants** to spend time creatively exploring their own stories, including their hopes for the future, as well as expressing their feelings and thoughts about Scarborough and what makes it special.

Following the initial workshops, we invited **everyone**, regardless of background or experience, to be a part of Scarborough Stories.

Rehearsals ran at **Woodend Creative Space** and were led by **artist** Rebecca Denniff. By the time we had our cast and crew, the company was made up of over **60 people**.

We were able to secure 15 unique locations around Scarborough's town centre for our storytellers to perform in. Each show began at the Stephen Joseph Theatre and audiences were then guided around 4 of these locations. The groups met back outside Poundland for a group song and then marched back to the theatre for the closing of the show.

Scarborough Stories sold out for the entire 3 night run and received overwhelmingly positive feedback.

KPI: WORKSHOPS REACH A WIDE RANGE OF PEOPLE FROM ACROSS THE COMMUNITY INCLUDING THOSE WHO DON'T NORMALLY ENGAGE IN THE ARTS AND ARE DISADVANTAGED:



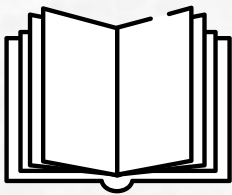
200 Participants taking part



27 local artists employed



62% of audiences live in areas categorised as lowest according to the IMD



12 story-tellers



71.4% of people had never taken part in something like Scarborough Stories before



51 Free Workshops led by local professional artists

"There's been a lack of opportunity in the past"

"It's not easily accessible usually"



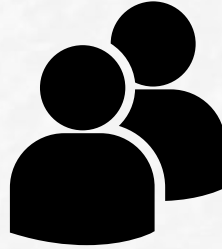
KPI: THE PROJECT HAS A POSITIVE IMPACT ON WORKSHOP AND PERFORMANCE PARTICIPANT'S CONFIDENCE AND PRIDE IN THE TOWN:



90.38% of people would recommend this show to a friend



"I definitely feel I'm more able to speak confidently in public and enjoy it"



8 out of 14 people said they were more confident after being a part of Scarborough Stories



"Sentimental and proud to be a Scarborough resident"



100% of participants said they would recommend taking part in this project to a friend.



"I'm recovering from cancer & the whole project has helped rebuild my confidence in myself and my appearance"



KPI: THE PROJECT INCREASES COMMUNITY COHESION AND PEOPLE'S SENSE OF COMMUNITY IN THE TOWN CENTRE.



92% of people felt more positive about Scarborough

"It emphasised that we have so much talent in Scarborough"



"Met lots of people outside of my own community and bubble"

"I've opened up to more diversities on a personal level"

"Made me realise I'm not alone"

"I feel proud of the people and creativity here"



KPI: SCARBOROUGH'S BUSINESS COMMUNITY COMES TOGETHER WITH WIDER COMMUNITY TO START TO EXPLORE SCARBOROUGH'S 'STORY'



"I like the concept behind it. It's a great chance for people to tell their stories in a unique setting. The fact that it's done by local & creative thinkers. I'm 100% behind it" - Reece, owner of Koda Coffee



15 local venues



"We agreed to be a venue for Scarborough Stories because we think it's a fantastic project that is getting the voices of the people in the town heard. We're hearing all about stories of local people and that's really a huge part of Scarborough's heritage" - Sadie, owner at The Crescent Hotel



MEDIA & PRESS IMPACT:

New community event Scarborough Stories takes over the town centre for three dates in July

From cakes to clothes, a group of Scarboroughians are preparing to tell their unique, funny and sometimes heartbreaking stories on the streets of the town this summer as part of a new project to bring community theatre to the high street.

By Sue Wilkinson

Monday, 13th June 2022, 3:00 pm
Updated: 22 hours ago



**Above Image from The Scarborough News
July 2022**

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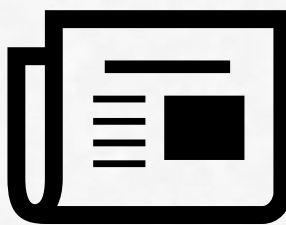
Scarborough people and businesses wanted to share stories in new show celebrating Yorkshire town - and no theatre experience is necessary

People who live and work in Scarborough are being invited to participate in a new immersive show that will take place on the streets of the town.

**Above Image from The Yorkshire post
March 2022**



The Scarborough Stories social media campaign reached 87,917 people across facebook, instagram and twitter



The Scarborough Stories newspaper coverage had a readership of 17,657



The Scarborough Stories radio coverage featured on shows with an average of 66,000 listeners per week

Below Image from The Yorkshire Post June 2022:

Pull up a seat and listen to stories on streets of resort

11 Jun 2022

A GROUP of people in Scarborough are planning to bring stories to the streets this summer.

They are preparing to tell their unique, funny and sometimes heartbreaking stories in the resort as part of a new project to bring community theatre to the high street.

Scarborough



Sophie DruryBradey and Rach Drew, who together lead ARCADE, a community producing company based in Scarborough and Bridlington.

Local people have been working with a creative team, led by singer musician and composer Rebecca Denniff, to create short performances where they can tell their own story of life in Scarborough and how the town and people have impacted upon them.

"We've had over a 100 people take part in our story workshops over the last year support from many local organisations including Sidewalk Youth Project, Gallows Close and Scarborough Library," said a spokesman.

ARCADE

MEDIA & PRESS IMPACT:

STORY TELLERS BRING STORIES TO LIFE

Telling their own tales

FEATURE
 by **James Pearson**
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 01753 681111

The streets of Scarborough have been brought to life by a group of Scarborough storytellers who performed their unique stories in cafes, gardens and other venues in the town.

The Scarborough Stories project was conceived by Sophie Drury-Bradley and Rach Dewar, from community providing company ARCADE.

It was inspired by the show London Stories which was performed in various locations inside the Battersea Arts Centre building.

Ms Drury-Bradley said: "I was inspired by the experience and wanted to translate it to an outdoor setting."

The key to the project was to find real people who could tell real stories.

Ms Drury-Bradley said: "Around 100 people took part in our story workshops, with support from Inebowk Youth Project, Gallows Club and Scarborough Library."

In the first few weeks people write what they needed to write, some had really intense stories and eventually we ended up with a story of 10 brilliant and committed people who made up our community cast."

A creative team, led by singer, musician and composer Rebecca Donnell of Flux Company Arts, helped in bringing the performances to life.

Brightly dressed guides escorted six groups of audience members to see four of the 11 stories, before all of the groups gathered to watch a performance from Winty Community Choir who then led them back to the theatre.

Scarborough Stories was co-produced by ARCADE and the Stephen Joseph Theatre (SJT) with support from CaVCA, Woodcut Creative and funding from Yorkshire Coast, Ed and Arts Council England.

Chief Executive of York-shire Coast REC, Kerry Carruthers, said: "The storytelling was dark, rich and amazing, so being what it is like to live and work in Scarborough. The bravery and creativity involved in sharing the stories is a credit to everyone who contributed and performed."

Cast member Kendra Davies said: "I never thought my story was that interesting but I was inspired. These stories

every single second of it."

Eda Louisa, 73, from South, said: "I stepped out of my comfort zone and into a world, inspiring and supportive group."

"I loved becoming part of Scarborough's vibrant artistic community and meeting brave and talented people."

Performer Emma Foster said: "Our stories are about the everyday struggles we go through in life. These stories

all have difficult times but we can survive and thrive."

Guide Stan Barker said: "I knew people would be touched by the stories, but the level of investment the audience had and how emotionally moved they felt was a total surprise."

Amy Fisher, Creative Producer, SJT said: "ARCADE really followed the creative lead of the participants which was the highlight of the project."

experience when they came to see the show.

"It's brave to be so open and committed to making something truly collaborative, but a process like this that has nurtured ideas and creativity really pays off in the performance."

"There's a warmth and vulnerability that the show captures which I think you only get from making the show for this town."

Telling their own tales

FEATURE

by James Pearson
james.pearson@scarbnews.com
01753 681111

The streets of Scarborough have been brought to life by a group of Scarborough storytellers who performed their unique stories in cafes, gardens and other venues in the town.



Scarborough Stories was performed in multiple venues



Brightly dressed guides led the audience



Some of the performances took place outdoors. All images unless otherwise stated by Matt Cooper



The audience gathered for a final outdoor performance in Weatherough



Workshops began while Covid restrictions were still in place



Each story was created at the South of Wharfe Theatre Company

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Above Image from The Scarborough News July 2022



CASE STUDY

"When I walked through the doors at the first group session, I thought what the hell am I doing here? Leaving that first night I could not wait to be back "

Kendra works at Gallows Close Community Centre, a place where we ran one of our workshops early on in the process.

Kendra opened up about struggling with agoraphobia during lockdown and how working at Gallows had really helped her overcome this struggle. We loved her story and wanted to get her involved in the show.

Kendra's son Matthew was a fellow storyteller, who has grown in confidence and stated how the sessions helped him be his most authentic self.

"This has not only helped me, but my family too. I am so grateful for all of it"



"I realised how many things are not talked about enough. After sharing the stories, realising people actually care about others stories and some if not all need shouting from the rooftops to help others in similar situations"

Stacey, Kendra's daughter, became one of our wonderful audience guides after being brought in part way through the process.



ARCADE

OTHER IMPACT:



100% match funding raised

"I've managed to re-find my lost passion and will be eternally grateful for that"

"I have a new group of people who I love and support"

"It reminded me of myself & who I am. That I can take up space and I'm cared for & loved"

"I'm so pleased that opportunities are here on my doorstep"



3 sold out shows

"Absolutely loved it"

"Inspiring and uplifting"



90% of the project budget was spent in Scarborough Borough

"It made me acknowledge how personal stories can create an impact"

"Made me realise it's ok to be me"

"Felt like an experience rather than theatre, which was nice"

"Observing others overcome their own challenges to be involved was inspiring and made me think - hell, if they can, I can"

