

HERITAGE • MARKET • FESTIVAL 2023

IMPACT REPORT

E211[®]
ESCAPE 2 MAKE



**LANCASTER
CITY COUNCIL**
Promoting City, Coast & Countryside

What is the Heritage Market Festival?



A youth-led cultural heritage project

A 6 week free creative programme for 11-18s in Lancaster & Morecambe, featuring 54 workshops across 14 activities linked to local cultural heritage, culminating in a youth-led community event

Delivered in partnership

Escape2Make partnered with Lancaster City Museums to deliver the project as part of their centenary celebrations. 14 sessions took place in local museums and heritage venues.

With National Lottery support

This project was made possible by a £75,660 grant from the National Lottery Heritage Fund, thanks to National Lottery Players.

Participation

202

11-18-year-olds signed up for workshops (155 offered a place, 47 on waiting list)

124

Took part in at least 1 session (87% of attendees of 5-week programmes attended 2+ sessions)

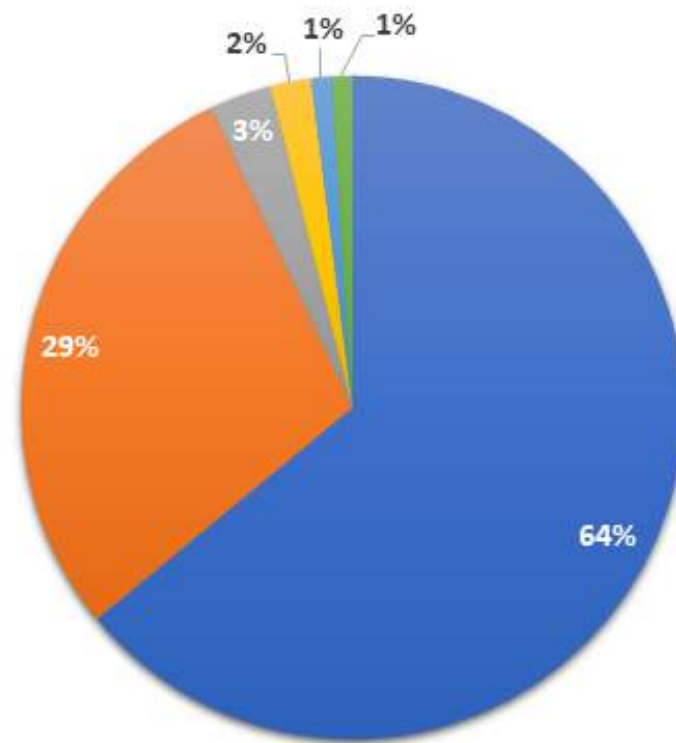
80%

Take-up rate (124 attended of 155 offered a place)



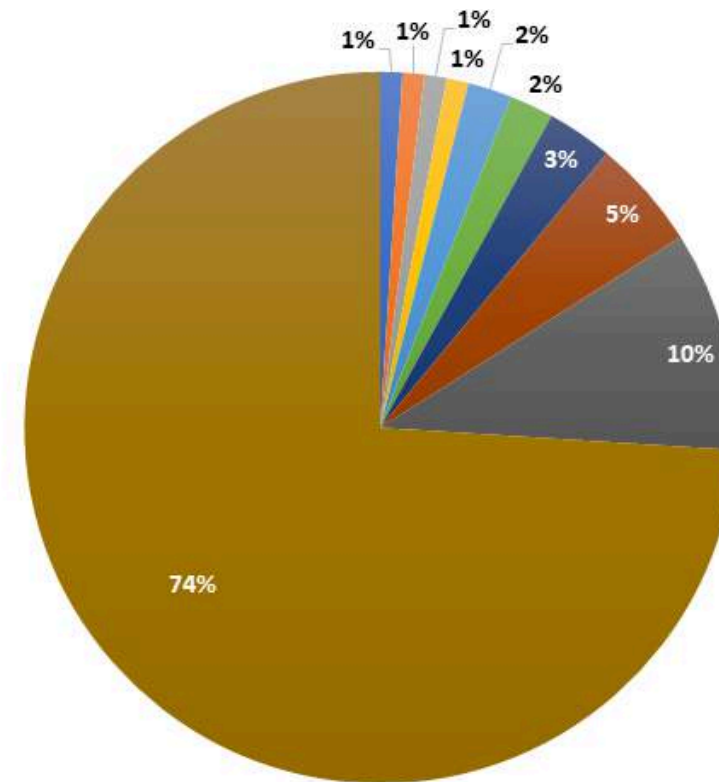
Who are our participants?

GENDER



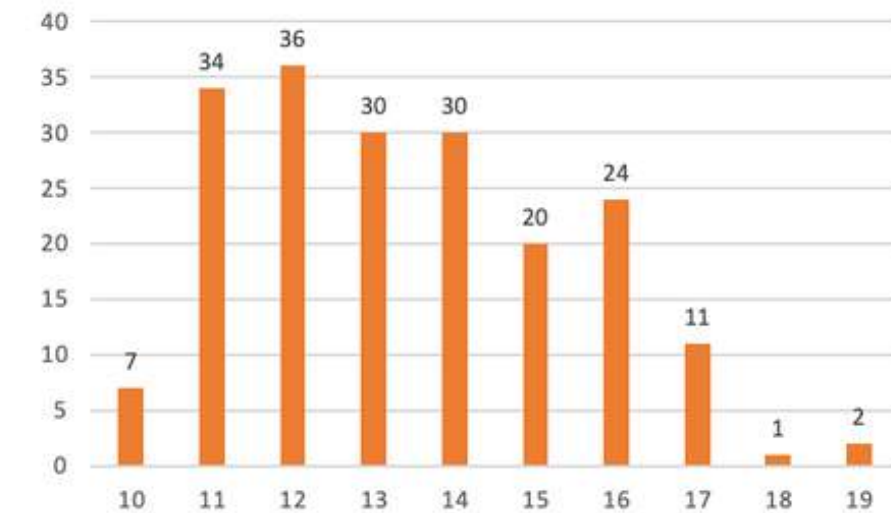
64% identified as female
29% identified as male
3% non-binary
1% gender fluid
2% other
1% prefer not to say

ETHNICITY



74% White British
10% White Other
7% Mixed White/Asian/Black Caribbean/Other
7% Asian
2% Other

AGE



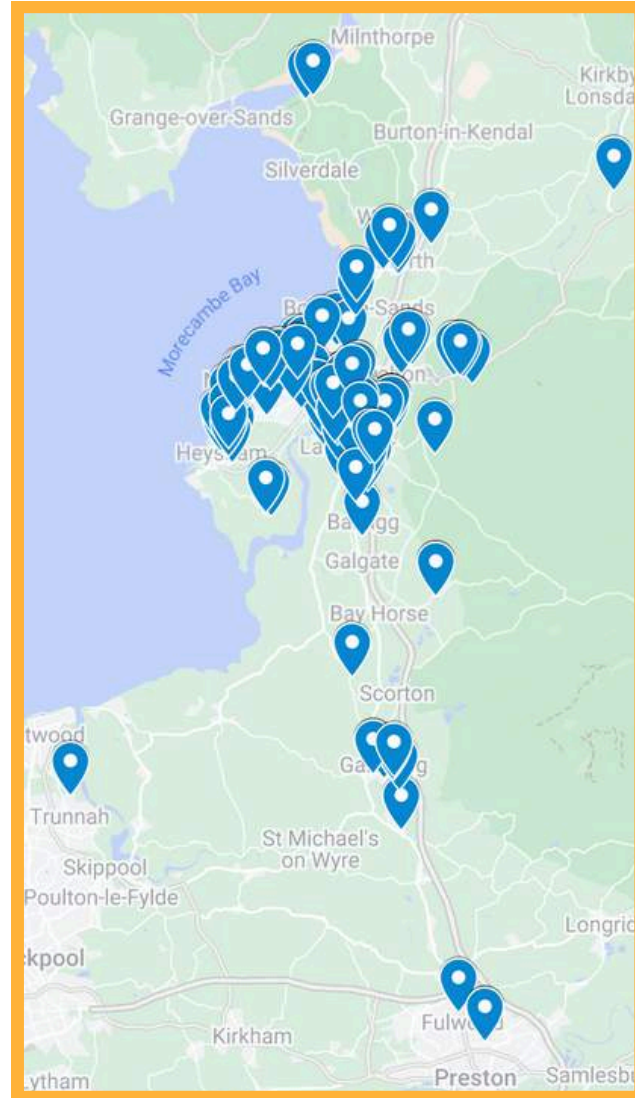
39% aged **10-12**
31% aged **13-14**
23% aged **15-16**
7% aged **17-19**

Note: 10 year-olds in Year 6 & 19 year-olds who are 18 at sign-up can take part

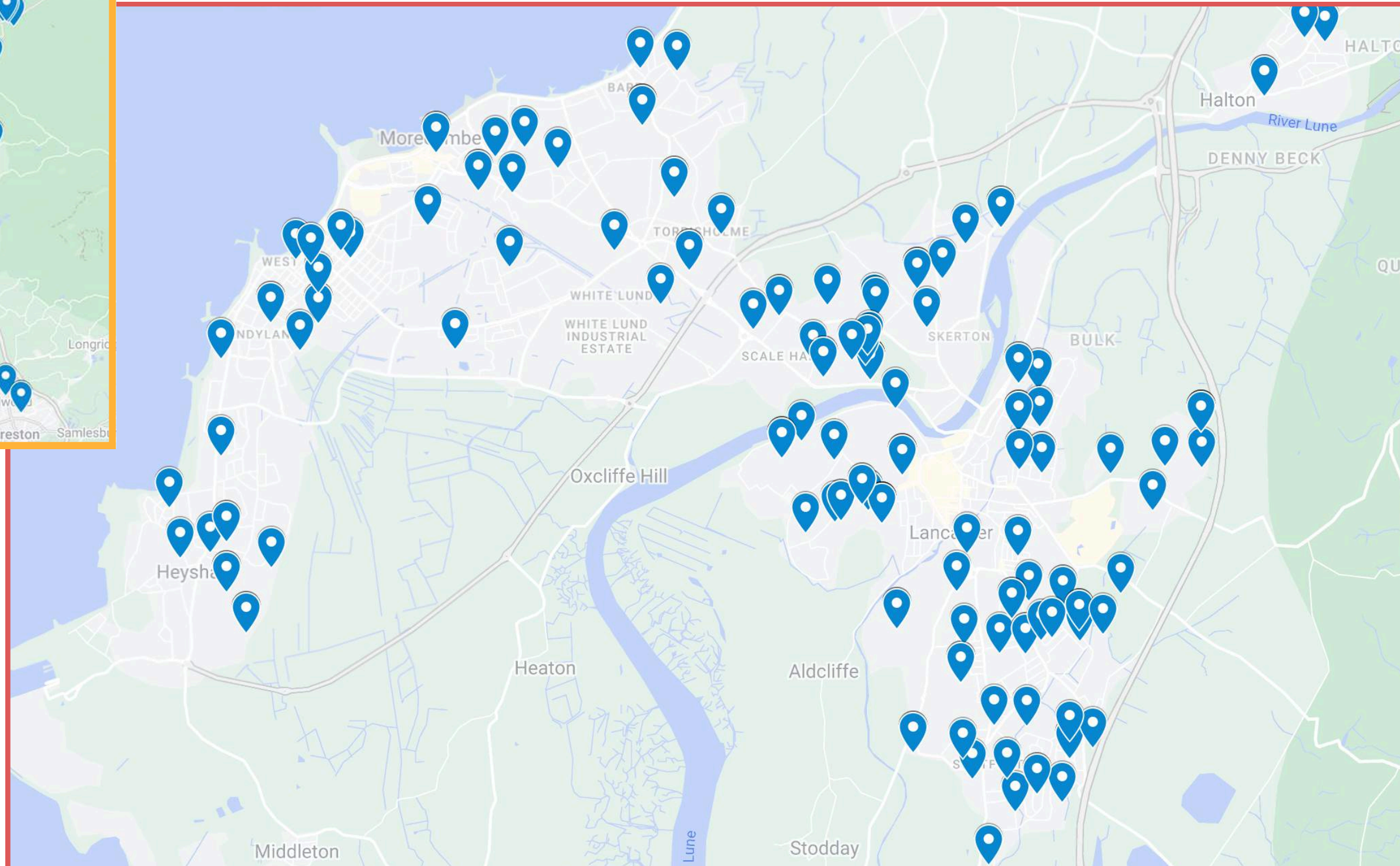
Statistics above based on sign-ups (n=202).

Ethnicity note: Lancaster District is **93.1%** White British, far above national average (2021 Census)

Where are they from?



Most participants came from Lancaster and Morecambe, with some coming from as far as Preston, Fleetwood & Kirkby Lonsdale



Young people came from 23 different educational settings (6% not in school or home schooled)

Spread evenly across socioeconomic backgrounds. 10% of participants live in most deprived wards in the country.

What could they do?

1 day workshop

5 week programme

Jewellery Making

Rachel Hearne

Ceramics

Kath McDonald

Maritime Tattoos

Mollie Ray

Portrait Painting

Lela Harris

Graphic Design

Adele Armistead

Punk Band in a Day

More Music

Victorian Christmas Creations

Rosie Tacon-Glass

Woodwork & 3D Printing

Bil Bas

Theatrical Storytelling

Elspeth Dale

Virtual Reality Street Scenes

Joseph Doubtfire

Podcast our Past

Beyond Radio

Ghost Stories

Hannah O'Flanagan

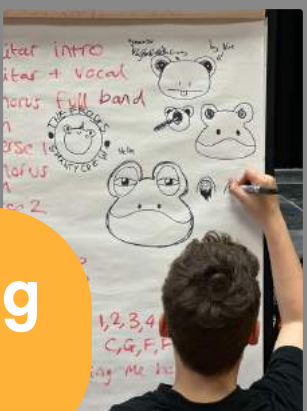
Landscape Photography

Alan Morris

Coffee Roasting

Ian Steele

54 sessions took place across 14 activities



E2M
ESCAPE 2 MAKE

Focus on Heritage



Each activity was linked to Lancashire's cultural heritage

With support from Lancaster City Museums, each 5 week programme featured a visit from a heritage expert and a trip to a local museum or heritage site, including Lancaster City, Maritime and Cottage Museums, Judges' Lodgings, Lancaster Castle and Leighton Moss.

Maritime history of tattoos

Collecting local oral histories

Archive photos of Lancaster & Morecambe

Imagining portraits of Black Lancastrians

Weird & wonderful Victorian Christmas

Viking myths and legends

& more!

94%

of participants said they enjoyed the heritage aspect of the project ("a bit" or more)

"It has been thrilling to see what young people have made (literally!) of Lancaster's heritage. In our centenary year it was incredibly special to have been involved with Escape2Make and to see young people use and engage with the museum collections in a different way."

Carolyn Dalton, Museum Development Manager, Lancaster City Museums

"We went to the Maritime Museum...we got to look at all these old Anglo-Saxon pots and things. And there was...like a specialised archaeologist...and she was telling us all about where they came from and how they were found in Lancaster and how they were one of a kind. And we got to unpackage them with gloves on and it felt really cool, it was stuff that had been made by like ancient, like thousands of years ago"

Participant



Impact

100%

Enjoyed the activity
they took part in

100%

Learned something
new

98%

Felt good, amazing or great after taking part (2% felt "OK")

97%

Felt they made a positive difference in their community

95%

Made one or more
new friends



Responses to the question 'Can you describe your experience in one word?'



Quotes from Participants



"I love it, **literally this is my favourite thing ever**. I look forward to coming here. It's something to do after school cos I don't do any clubs after school and you just know that you're gonna see people that you don't see at school and they're all really nice"

"It's insane, I never thought you can get two things and **turn it into something so beautiful** and that we can sell it and people might have that in their homes for years, possibly even decades!"

“Having something to do after school is great and on the weekends when **I would just be sat at home**, it’s nice to go out and learn more creativity because you’d never think you’d make like a cute pattern out of an orange bag and a crumpled up piece of newspaper and a piece of clay. It’s just crazy cos someone dug it from the ground and **you just made something amazing** out of it!”

You can get out and you can enjoy the real world and **you don’t have to pay anything**. E2M sometimes can even pay for your travel if you need it, it’s fabulous what E2M does”

“She’s felt **more confident** and has spent time learning with a new group of people instead of sat home being bored and alone.”

Parent of a participant



Who worked with us?

£38k invested
into local
freelance
workforce



14 Facilitators - leading
10 5-week and 4 one-
day programmes



10 Heritage Experts,
connecting activities to
Lancashire's cultural heritage



2 freelance roles:
Marketing Lead (32 days)
& Event Producer (20 days)



21 Volunteers, offering
196 hours of support for
the workshops and event



14 paid Workshop
Assistants, supporting
young people in sessions



17 event professionals &
performers (including 4
local young bands)

Facilitator feedback

100%

Of facilitators, workshop assistants and volunteers enjoyed their experience

100%

Said they felt the project had a positive impact on young people taking part

100%

Said they had good communication with E2M throughout the process



Survey responses from 13 facilitators and 8 workshop assistants/volunteers

Quotes from facilitators, assistants & volunteers

"Each week has been **a frenzy of creative ideas and fun** with plenty of strong friendships developed in that time."

Facilitator

"Over the five workshops the group **grew from strangers into a group that were happy to see each other.**"

Workshop Assistant

"The **young people laughing together** when four weeks prior the first session had been in almost complete silence"

Workshop Assistant



"I love the interaction with young people. **I don't get that ordinarily in my life.** I'm naturally very creative. The idea of having those skills and being able to encourage and help young people to do those things too"

Volunteer

"A different space with a different power dynamic but you're still learning something from a trusted adult, it's a bit more informal... we're here in our jeans and t-shirts [...] it connects young people into other spaces [...] they might be bored and think, oh I'll come along to there. **It builds their world a little bit**".

Volunteer

The event

The Heritage Market Festival event took place on Sunday 17th December 2023 in Lancaster's Market Square.

An estimated 2,000 members of the public engaged with the event, either buying something, taking part in an activity or watching the performances



"I loved it! I got to make loads of new friends. Everyone was so nice. Seeing somebody wanting to buy something I made, **it just makes my heart so happy** because they have a part of me now with them. If you want to try Escape2Make for yourself, don't even think about it, just do it. Everybody is just so welcoming and I now have a new skill that I love!"

Quotes from the event

"A real **celebration** of the project and young people"

Workshop facilitator

"The music performance really pulls in the crowd [...] you can see how successful it is because **there's so many people here** listening to it"

Visitor

"I think the day has gone brilliantly. I think **it's exceeded expectations**, and I was struck by the professionalism of the whole setup; the stalls, the performances, the music. A lot of care and attention being paid to getting everything just right."

Professor Sally Elton-Chalcroft, University of Cumbria





"It is very inspiring to know that this project has worked with local young people to plan and deliver a wonderful event that celebrates the rich heritage of the North West of England. We know that heritage can play a huge role in bringing people together and furthering a sense of pride in local communities; in turn boosting the local economy. **This project is a perfect example.**"

Helen Featherstone, Director of England (North), National Lottery Heritage Fund

"It has been an extraordinary day, and I'm so impressed by the engagement we've had, not just the parents, not just the young people, but the community itself, who've had the chance to see Escape2Make in action and seen the **incredible calibre of the work the young people have done.**"

Bill Kistler, Chair, Escape2Make




RECOMMENDATIONS



TIMINGS

Feedback from participants suggested some drop-off in attendance was due to the dark, cold winter evenings. In future, we will run our Winter Project in February/March.



DIVERSITY

We want to strengthen our outreach offer to ensure young people from all backgrounds know about and attend our sessions. We particularly want to reach more participants with additional (physical or learning) needs, from schools outside Lancaster and from the refugee/asylum seeker community.

ATTENDANCE

Offering free activities generally leads to some attendance drop off. But we want to encourage all young people who register to attend as many sessions as possible to avoid wasting spaces. We will build in more reminders, have a better waiting list system and a stronger agreement on sign up in future.



FURTHER READING



Project Evaluation

Read University of Cumbria's full evaluation report [here](#)



In the Press

Read about the event online [here](#) and [here](#)



Find out more

See our [website](#) for more details about the project & more

