



Strategic Plan  
2022 - 2025

Inspiring hope through creativity

# EXECUTIVE SUMMARY

Kazzum Arts' unique trauma-informed approach centres creativity, relationships and self-expression, operating with a compassionate awareness of the impact of trauma on children and young people.

As we emerge from the Covid19 pandemic into a world increasingly impacted by rising inequality, environmental devastation and social injustice, our vital work to support young people has never been more necessary.

In our Strategic Plan 2022-2025 we are reflecting on Kazzum's significant potential to respond to the needs of children and young people by outlining a hopeful vision for young futures which champions co-creation, innovation and develops our national significance in the field of arts and health practice.

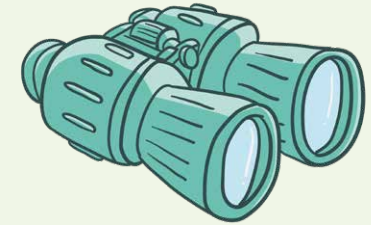
*"My Mondays changed completely. I was just at home doing nothing, but when I came here I met many people, you made us laugh, your games are amazing, I don't have words, you helped us so much at this difficult time."*

*Participant*

## Vision and Mission

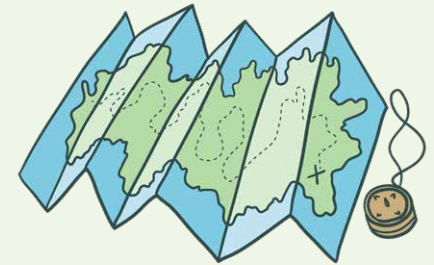
We are proud to share our **vision**:

**That all children and young people can experience hope through creativity.**



And our renewed **mission**:

**To use creativity to enable children and young people who have been impacted by trauma and adversity to feel seen, heard and valued.**



You can navigate your way through our strategy by scrolling or using the tabs on the left hand side.

# ABOUT US

Kazzum Arts is a trauma-informed arts charity. Our mission is to use creativity to enable marginalised children and young people who have been impacted by trauma to feel seen, heard and valued. We do this by providing opportunities to explore creative expression and agency through multidisciplinary arts activities.

We work with young people who have experienced high levels of adverse childhood experiences which have resulted in social, emotional and mental health issues, communication needs, disabilities, exclusion and displacement. Our programmes use creative activities as a means of building confidence, communication skills, creativity and engagement in learning, whilst also helping children and young people to develop healthy relationships with others and the world around them.

We work in a range of settings across London, reaching children and young people aged 5-25 including:

- **Migrant settings:**  
Reaching young asylum seekers, refugees and new migrants aged 14-25
- **Educational settings:**  
Reaching children and young people aged 5-16 excluded from mainstream education settings or within mainstream schools with additional needs
- **Hospital settings:**  
Reaching children aged 5-16 undergoing healthcare and mental health interventions
- **Professional and Education settings:**  
Accessible and affordable consultation and training to arts organisations, education settings and individuals which develops trauma awareness across the sector

Our programmes have been developed in consultation with young people and are delivered by a diverse team of skilled artist facilitators in partnership with a range of spaces.

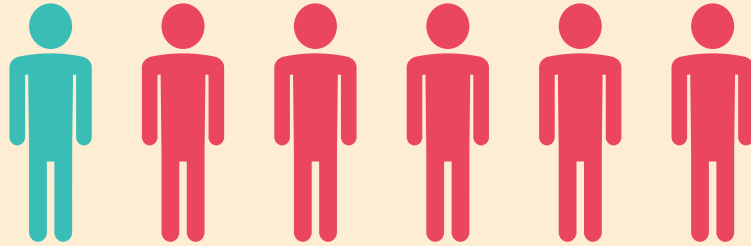


# CONTEXT AND NEED

Children and young people are facing unprecedented adversity to their mental health and wellbeing.

**1 in 6 children**

in England had a probable mental disorder in 2021.



[NHS Digital 2021](#)

**34% of children**

who are referred into NHS services for mental health support are not accepted into treatment.



[The Children's Society 2021](#)

Children with **psychological distress** and **mental health problems** are more likely to be excluded from school.



[Guardian 2017](#)

Being excluded from school can **exacerbate existing mental ill health** and **trigger long-term psychiatric illness**. It affects children's self-esteem and wellbeing.



[JustforKidsLaw 2020](#)

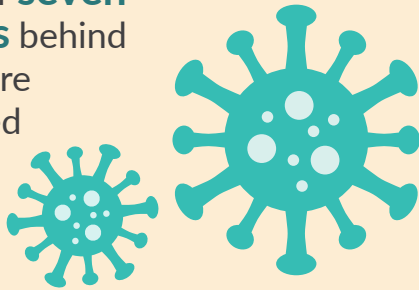
**Creative arts participation** can help people with diagnosed mental health difficulties to **recover from mental illness**.



[Journal of Public Mental Health 2018](#)

# CONTEXT AND NEED

By autumn 2020, disadvantaged pupils in primary school were a total of **seven months** behind their more privileged peers.



[Social Mobility Commission](#) 2021

Pupils excluded from school at 12 are **four times** as likely as other children to be jailed as adults.



[University of Edinburgh](#) 2016

Race and nationality Hate Crimes rose by

**73%**  
in 2021.



[Stop Hate UK](#) 2021

**2.3m children** in England are “living in families with substantial complex needs”, but **1.6m receive no additional support** from local authorities.



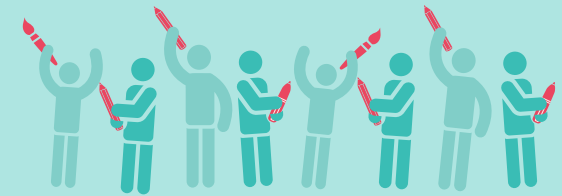
[The Institute for Government](#) 2019

Asylum seekers are **5 times** more likely to have mental health needs than the general population. More than **61%** will experience serious mental distress.



[Mental Health Foundation](#)

**Visual arts** contribute to the development of **community and bonding**, and help migrants reinforce their cultural identity.



[Journal of Liberal Arts and Humanities](#) 2021

We believe our projects support children and young people and aid growth throughout their lifetime.



# PRIORITIES

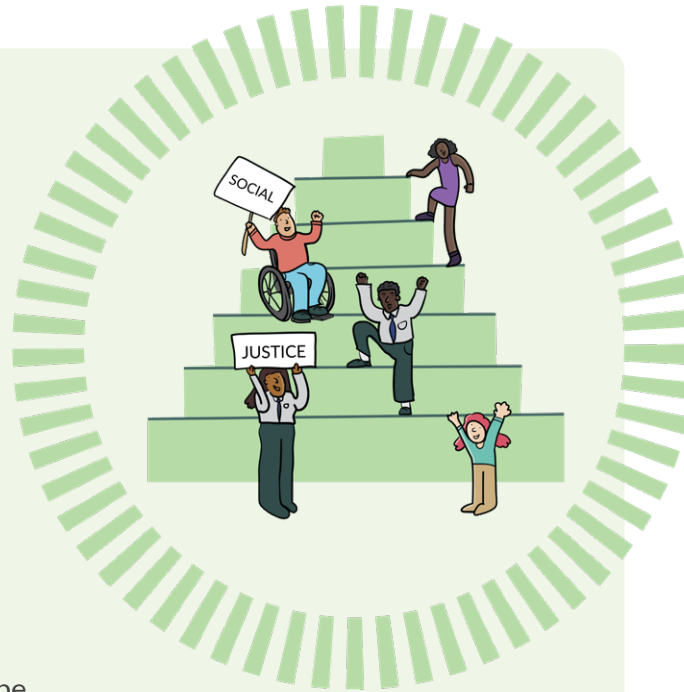
In order to achieve the key aims of our mission, we have identified the following priorities for the period 2022 - 2025:

## Priority 1:

### Deliver Impact for Children and Young People

Kazzum Arts will deliver impact for children and young people by strengthening our unique trauma-informed approach.

- We will continue to support the mental health and wellbeing of young people most marginalised by society through consistent creative and relational engagement within our projects.
- Children and young people will be supported to have agency within the organisation and take ownership of their creative process through the delivery of our 'Amplify' youth voice strategy.
- We will support Artists and Practitioners to embody the necessary skills and capacities of safe and effective practice, leading the sector in training and consultancy offers and making a national impact in participatory arts and health activity.



*"The workshops help the young migrants channel stress through creative activities, build up friendship and a sense of belonging to a group."*

*Group Leader*

*"Speech Bubbles is where you do good acting and good listening and care for each other."*

*Participant*

# PRIORITIES

## Priority 2:

### Build Organisational Health

Kazzum Arts will ensure the ongoing health and wellbeing of the organisation, its participants, workforce and volunteers.

- We will strengthen activity which supports anti-racist, anti-oppressive and anti-discriminatory practices and support our workforce to maintain professional standards and competencies.
- Our trauma-informed organisational vision will establish and embed a working culture which mitigates against the impact of trauma and supports the health and wellbeing of all people within the organisation.
- We will act with responsibility to the environment to ensure long term sustainability and make use of data available to remain responsive to environmental issues.



*“Kazzum Arts has supported me as an artist better than other companies. I really value all the support that I receive, it has changed the way I see my place in the industry, highlighted the importance of my work and has brought me confidence in my professional and personal life.”*

*Associate Artist*

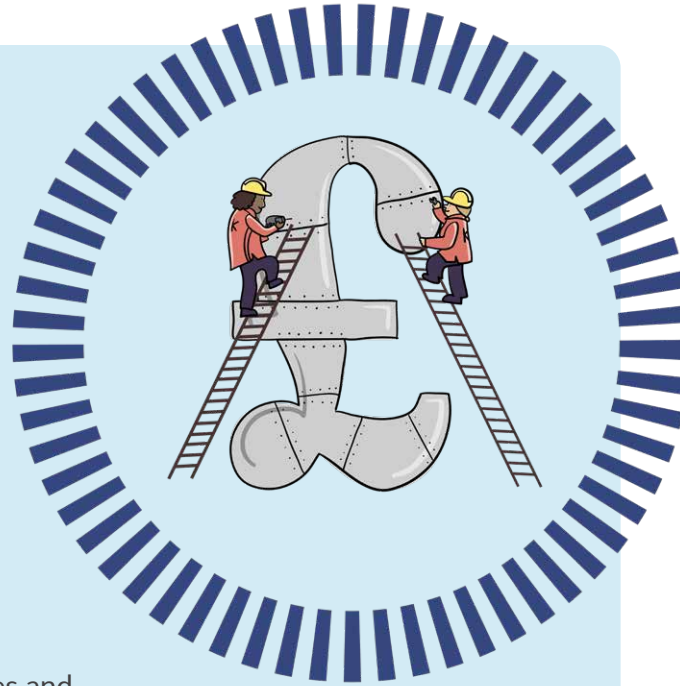
# PRIORITIES

## Priority 3:

### Maintain Financial Sustainability

Kazzum Arts will ensure longstanding resilience through the enactment of a clear financial strategy, supporting the future growth and success of the organisation.

- We will remain adaptive to change, delivering dynamic models of activity and seeking opportunities to diversify our income.
- We will build increased capacities and partnerships through the delivery of organisational development opportunities.
- We will develop a communication strategy to increase Kazzum's visibility and reputation, highlighting our significant and distinctive voice.
- We will conduct evaluative activity to evidence the efficacy and impact of our work.



*"It is absolutely worth saying that we value Kazzum's work very highly. Therapeutic and creative interventions are, to our mind, essential in supporting young people through difficult times. They are able to relax, to create, to chat, to explore and to express in a non-threatening way which, we believe, supports positive mental health."*

*NHS Staff Member*



# OUR UNIQUE TRAUMA INFORMED APPROACH

## Uses the creative arts

We offer repeated opportunities to experience a creative environment, enriched with music, movement, art, and games. We contribute to an increased sense of wellbeing and positive mental health through shared imagination and self-expression.



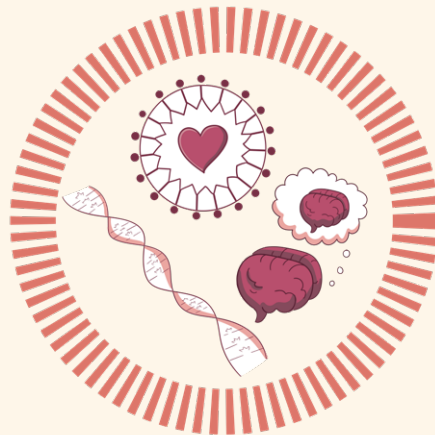
## Embodies relationships

We nurture connections between children, young people and artist practitioners, building bonds of safety and trust and encouraging friendship, support and empathy to flourish. We actively create an engaged community which nurtures, nourishes and supports.



## Understands the impact of trauma

We deliver holistic and responsive activities guided by our knowledge and insight into the complexities of trauma. We understand the biological, psychological and social factors which can determine healthy child development, working to increase protective factors and support growth.



## Recognises systemic and structural factors

We recognise that trauma and adversity is reflected within environments, throughout systems and across society, creating damaging conditions of inequity. Our work actively amplifies the voices and lived experiences of children and young people and raises awareness of the issues that matter to them most.



# OUR ACTIVITY

Our activities support children and young people to experience wellbeing, reduce isolation and increase creative skills through multidisciplinary arts workshops.

Our artists attune with sensitivity to children and young people who are at risk of marginalisation and exclusion, supporting them to process their experiences and connect to others.

## PRIMARY COLOURS

'Primary Colours' supports children aged 5 – 12 with social, emotional, mental health and cognitive needs.

Whether in a hospital, pupil referral unit or mainstream school environment, our trauma-informed activities support recovery from stress, build meaningful relationships, and offer opportunities to play, connect and experience joy in groups.

## BUILD

'Build' offers creative opportunities for young people aged 13 – 18 in education and youth settings to reflect and mobilise on the issues that affect them in an expressive, co-regulating environment.

Our projects prioritise a sense of agency and choice for young people, offering them a space where they can be active agents in a creative process.

## PATHWAYS

'Pathways' is a creative wellbeing programme for young refugees, asylum seekers, and new and undocumented migrants aged 13-25.

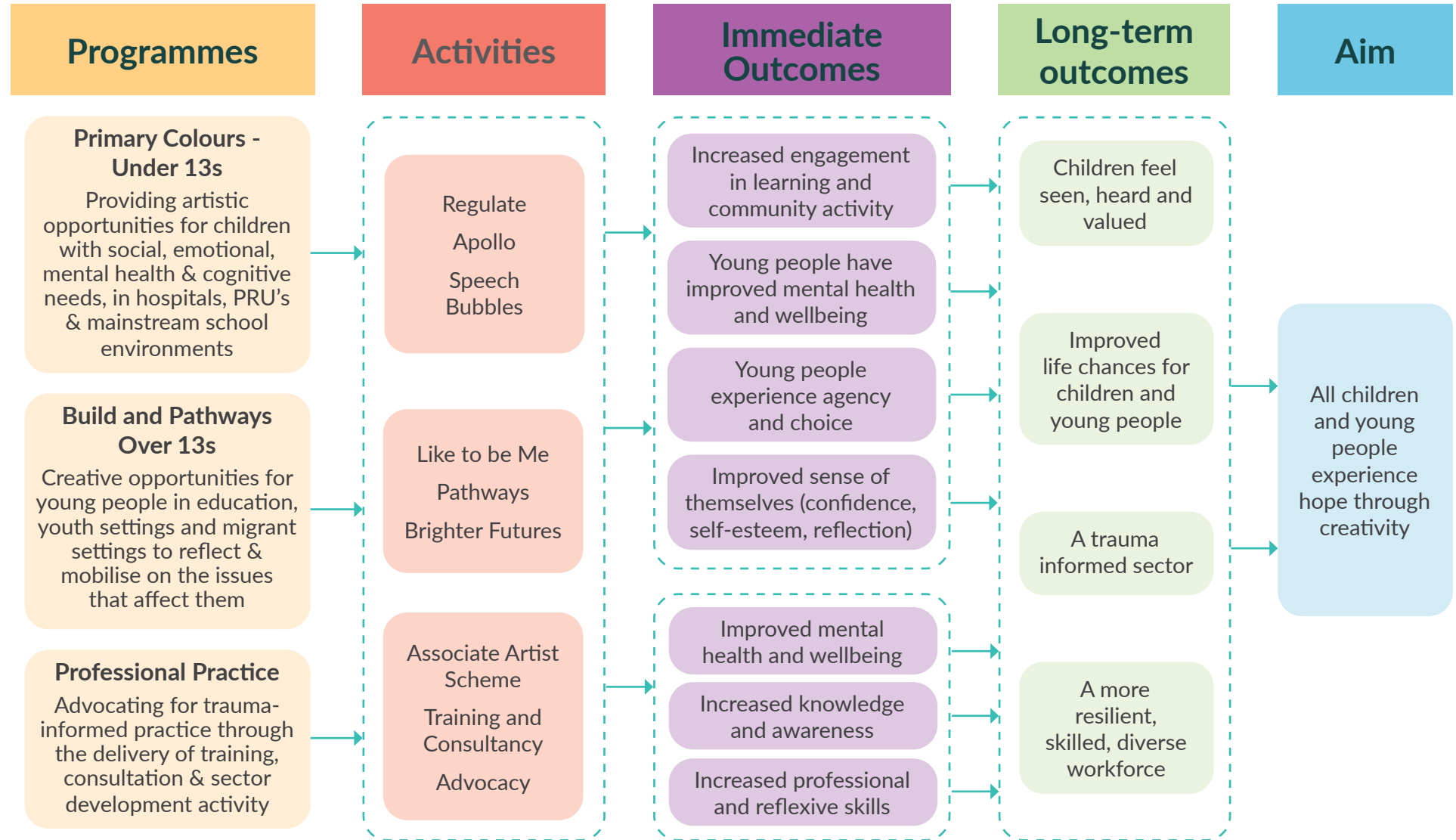
We offer repeated opportunities for young people to experience joy and wellbeing, building the confidence, communication and creative skills needed for self-expression and connection.

## PROFESSIONAL PRACTICE

Our Associate Artist programme will support experienced and emerging artists by offering professional development, therapeutic support, employment and social opportunities.

We represent national leadership within participatory arts, advocating for trauma-informed practice through the delivery of training, consultation and sector-development activity.

# THEORY OF CHANGE 2022



For more information on our activities please visit our [website](#).

# IMPACT 2018 - 2022

We have a strong evidence base for the efficacy and impact of our work through our process of co-production, evaluation & consultation with young people and partners. External evaluations confirm our work fills existing gaps, adds value and contributes to the following outcomes for children and young people:

- Developing creative & transferable skills
- Supporting mental health & wellbeing
- Reducing isolation
- Encouraging self-expression

## Speech Bubbles

Supported

317

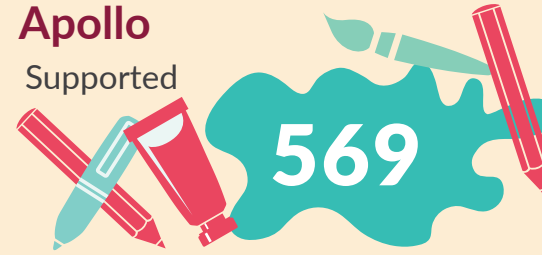


children aged 5 - 7 with speech, language & communication needs.

*"The children are able to express themselves and take risks in a non-judgemental and fun environment. I have seen many of the children make wonderful progress." - Teacher*

## Apollo

Supported



569

children on hospital wards through bedside, group activities & interactive art installations

*"It was a calm, fun and engaging session. The young people really enjoyed it, feeling a sense of inclusion and not being alone." - NHS Staff Member*

## Build

Engaged

244

young people aged 14-16 at the Tower Hamlets Secondary PRU



*"Before Kazzum I was puzzled and felt like something was missing, angry in the morning, not really confident. After Kazzum I gained a lot of confidence and spoke more, more happy in the mornings, way more confident." - Participant*

## Awards

Awarded the Culture, Health & Wellbeing Alliance

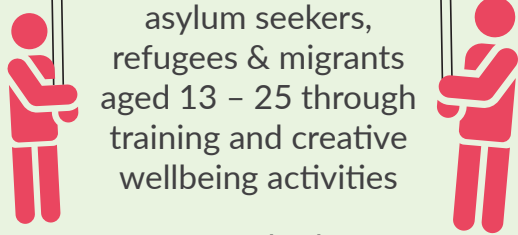


## Pathways

Engaged

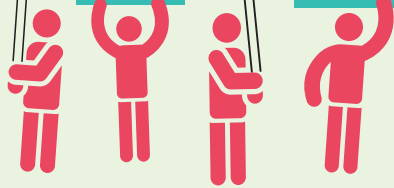
1,142

asylum seekers, refugees & migrants aged 13 - 25 through training and creative wellbeing activities



Reached

6, 7, 6, 6



children through awareness raising activity in schools during Refugee Week

*"Thank you all of you guys, I've done things I wouldn't normally do and that means a lot. I feel I have really improved my skills especially my English." - Participant*

## Partnerships

Partnered with

26

organisations.



*"They are the best creative organisation that we have contact with who work with young refugees and asylum seekers." - Group Leader*

## Accreditation

### Bronze level London Youth Quality Mark

a quality assurance scheme accredited by City and Guilds (2020).



## Training



Supported  
1,553

people to develop knowledge & skills through our Trauma Awareness Training

*"Thank you - it was transformative for both my practice and my personal life" - Participant*

## Artists

Worked with **36** multidisciplinary and specialist freelance artists



*I feel Kazzum is like my family! Being a freelancer can be so lonely and it's nice that you can feel part of a team that is going through similar things to you." - Associate Artist*



# SUMMARY

This document has been created to give an overview of our planned activities from 2022-2025 in view of our overarching vision that all children and young people can experience hope through creativity.

## We endeavour to:

- Deliver impact for children and young people through a trauma-informed approach
- Ensure overall organisational health by supporting the wellbeing of our immediate and extended workforce
- Enact a financial strategy that will safeguard the future of our organisation

## We will do this by:

- Offering opportunities for children and young people who have been impacted by trauma and adversity to engage in multidisciplinary arts activities via our core programmes: Primary Colours, Build and Pathways.
- Supporting children and young people to take ownership and have agency
- Embedding trauma-informed practice throughout our organisation
- Deepening our professional development offer for artists that we work with
- Acting with responsibility towards the environment
- Increasing partnerships and diversifying income wherever possible

## Our work will contribute to:

- Children and young people feeling seen, heard and valued
- Improved life chances for children and young people
- A trauma-informed sector
- A more resilient, skilled, diverse workforce



We are grateful for our supporters, donors, partners, staff and volunteers' contribution to our shared vision.