

ACCENTUATE



A celebration of 1000 days

Promoting Excellence

The Accentuate programme has demonstrated that it is possible to mix promoting excellence with increased access to sport and culture. Factors that have contributed to excellence include:

- attitude of expecting excellence
- investment of time and money
- level of attention to detail and quality of presentation of work and events
- rigorous selection panels when commissioning
- working with partners with established national reputations





1000 days to create a cultural shift

Accentuate, the London 2012 Legacy Programme for the South East, has been funded by a range of partners and Legacy Trust UK, creating a lasting impact from the London 2012 Olympic and Paralympic Games by funding ideas and local talent to inspire creativity across the UK



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Foreword

The Paralympics, which were celebrated so triumphantly in London in the summer of 2012, were the brainchild of Professor Sir Ludwig Guttmann. Guttmann was a great believer in the importance of sport in rehabilitation and organised the first Stoke Mandeville Games on 28 July 1948, the same day as the start of the London 1948 Summer Olympics. On that occasion just sixteen patients competed. A small beginning perhaps, but the tiny seed that was planted that day grew into the Paralympics, which has become, 64 years later, the world's greatest disability sports competition .

Accentuate was conceived with no less ambitious a vision. Our aim has been to sow a seed of nothing less than a cultural shift; a radical change in the way that disability is viewed in our society.

Over the four years since Accentuate began, that seed has flourished and has rapidly grown. For those of us who have been involved, it has been an amazing journey which has delivered tangible results and measurable change. Thousands of disabled young people have led and taken part in inspirational creative projects, hundreds of jobs and employment opportunities have been created, millions of pounds have been levered into the cultural economy of the South East.

Deaf and disabled artists, creatives and business people have led, inspired and championed a diverse and challenging programme of cultural activities and events. Underpinning all of Accentuate's programme has been excellence and quality as well as exploration of new ideas and new ways of working.

The results of the Accentuate programme are brought together and celebrated here. Throughout this publication are to be found many modest examples of the cultural shift we espouse – from Deaf and disabled young people finally feeling their voices are heard, through to organisations fundamentally changing the way they work.

Accentuate could not have existed, let alone achieved all it has, without the unwavering support and commitment of its partners: Legacy Trust UK, who backed the programme financially and with crucial advice and guidance; all the cultural agencies for the South East region, who have come together in unified support and who have dedicated funding, resources and ideas; and the artists, project leaders and cultural organisations who have shaped and delivered a truly inspirational programme of extraordinary activities and events. But it is the thousands of individuals who have pushed their own boundaries in order to take part in Accentuate activities to whom the greatest credit should accrue. It is they who have worked tirelessly to make countless small changes that, together, have the potential to develop into an unstoppable momentum for change.

As the author, lecturer and activist, Helen Keller said “Alone we can do so little; together we can do so much.”

Although Accentuate has made huge progress in its first four years, this is really just the beginning. We, as organisations and as individuals, will continue to nurture and to develop the Accentuate ideals as it moves into

its second phase of work – and, we hope, beyond that into the future.

My sincere thanks go to everyone who has done so much to enable Accentuate to prosper and to grow this far. Long may it continue on its journey of change.

Sarah Dance
Executive Director of Special Projects,
Screen South

The spectacular event that was the Paralympic Games, has shown that it is possible to create change on a massive scale. Accentuate has played a part in this, working over the last four years to promote the talent and skills of Deaf and disabled people and providing real opportunities, not only to take part, but also to lead.

However, although there has been a palpable change in attitudes towards disabled athletes we must ensure that this continues across the entire cultural sector. We need to see more visible Deaf and disabled people achieving in whatever their chosen field may be. Accentuate has been built upon an ambitious vision and our future plans are no less ambitious. Our strength has been our diversity of experience, this innovative, collaborative approach will continue to deliver remarkable results.

Esther Fox
Accentuate Programme Director

We are delighted that the Accentuate programme has been such a success across the South East. Legacy Trust UK invested in Accentuate as a platform linked to the Paralympic Games which could challenge the perception of disability in society and work towards a positive cultural shift. This ground breaking project has had an impact in the South East that will serve as a cultural legacy from London 2012 for years to come.

We have seen different strands of the creative communities and businesses coming together to support each other's work – the sports, arts and tourism sectors have taken a joined up approach to reaching Accentuate's aims and have created partnerships which will continue well beyond 2012. At the heart of Accentuate lies the innovative work with disabled and non-disabled young people, and the promotion of Deaf and disabled artists to national and international audiences.

We are proud to be supporting Accentuate as we look to 2013 and beyond, developing the work of successful projects and taking a legacy which is already being felt in the South East to a national scale.

Moira Swinbank OBE
Chief Executive, Legacy Trust UK

Accentuate

1 vision,

15 projects,

1000 days

to create a

cultural shift...

To celebrate the Paralympics returning 'home', the London 2012 legacy programme Accentuate was launched in 2009. An ambitious project, it was tasked with creating a cultural shift in the way disability was viewed in the South East during the 1000 days leading up to the 2012 Paralympic Games.

The aim was to bring about a change that had not been seen before – whether this was adding value to national programmes or working on a more local level garnering learning which would then have the potential to bring about national change.

INTRODUCTION



Through 15 transformational projects, Accentuate has brought together Deaf and disabled sports people and artists, inspired young people and developed international connections to share experiences and identities across the globe. New ideas, new ways of working, allied to innovative projects have also delivered notable results, including injecting millions of pounds into local economies and creating hundreds of employment opportunities, many filled by disabled people.

“I think it’s almost unheard of for the entire Cultural Sector to work together on one initiative.”

Alison Walsh, Disability Director Channel 4

“Accentuate’s a great example of how different strands of the Creative Community can come together to support each other and work on one big project.”

Damian Collins MP

“Accentuate has well and truly established itself as a leader in increasing access to culture for the disabled community. The tool kits Accentuate have developed are helping ensure that venues and organisations are addressing access issues, and their programme of workshops and exhibitions are providing amazing cultural opportunities for all involved.”

Ed Vaizey, Minister for Culture, Communications and Creative Industries

“London 2012 provides ‘a once in a lifetime’ opportunity to change views on disability and to influence thinking, and Accentuate, through its 15 projects, can support this change and make a significant difference to people’s lives... I know that this programme will help to deliver opportunities for disabled people not just in the South East but across the UK.”

Sir Charles Allen CBE, Chair of Nations and Regions Group, LOCOG



How did Accentuate seek to bring about this change?

By:

- addressing a lack of current provision for Deaf and disabled young people
- connecting national and regional programmes to local people
- encouraging ‘joined up thinking’ between the mainstream and disability sport and art sectors
- exposing previously more “hidden” artistic practice to local, national and international audiences
- providing an opportunity for local people to take pride in the Paralympic Games – local heritage that is now on an international stage
- providing an opportunity for the South East to lead the way in Deaf and disabled artists featuring in the national programme of the Cultural Olympiad

Our View: Deaf and disabled people are integral

Our View are a group of Deaf and disabled people who have ensured the views and contributions of disabled people informed every level of the programme. There have been individual Our View Project People, working directly with projects on the ground, helping shape delivery. There has also been an Our View Core Group, providing more strategic thinking, helping to steer the programme.

Our View members are reflective of the cross sector nature of Accentuate, coming from a variety of disciplines. The Our View blog on the Accentuate website has been an invaluable resource in reflecting these diverse perspectives and has created a space to enable the development of ideas and understanding, resulting in two publications. These were: Sport Art; an exploration into the different perspectives and experiences from these two sectors and a series of essays exploring ideas of success, set against the backdrop to the Paralympic Games.



The Our View model and way of working has been identified as a key strength of the Accentuate programme and has helped to initiate organisational change. This group will be further developed in the future plans for Accentuate. The Core Group will become the Accentuate Ideas Hub, bringing about fresh thinking and investigating new areas for working.

Deaf and disabled people have informed the vision and delivery of our five aims through Our View, helping to initiate organisational change.

Accentuate's 15 Major Projects:

Gaming!

Realise!

Campaign!

Collaborations!

Playground to Podium

uScreen

Destination Zones

Creative Landscapes

Sync South East

Up-Stream

Go Public

Major Events

Mandeville Legacy

Celebrate

Commission

Accentuate's 5 key aims

Accentuate identified five aims and 15 major projects which represented the arts, film, tourism, business, sports and heritage sectors that sat within these aims.

- Disabled young people have the opportunity to create, explore and share new ways of working with other disabled young people and their peers, locally, nationally and internationally: **CREATE, EXPLORE AND SHARE**
- The South East becomes the most welcoming and accessible region for disabled people in the UK: **ACCESSIBLE REGION**
- The South East region is recognised as a lead region in the UK for disability and deaf cultural activity and as an international centre of excellence: **LEAD REGION**
- The South East's role as the birthplace of the Paralympic movement at Stoke Mandeville is recognised by the world and that its historic archive and the individual histories of Paralympian athletes alongside the impact of the movement itself is explored by artists, and young people in the South East: **MANDEVILLE LEGACY**
- The celebrations of the Cultural Olympiad are as accessible and inclusive as possible: **CELEBRATE AND COMMISSION**



Throughout the Accentuate programme, thousands of Deaf and disabled young people have been involved in hundreds of creative and sporting activities, workshops, and projects across the South East. By working closely with young people, Accentuate has driven up aspirations, skills and knowledge and sown the seeds of change.



CREATE, EXP



Key achievements

- An international award winning film making website, uScreen, has been developed where young people can make show and share their films across the world
- Films developed by Deaf and disabled young people have been showcased at festivals and big screens across the UK
- Cutting edge technology has been used to enable students and teachers gain new skills and knowledge and work together to develop an online game and mobile app.
- Young people across the South East have developed their creative and performance skills resulting in their appearance in the London 2012 Paralympic Games Opening Ceremony
- Entrepreneurial skills in the creative industries have been developed through the Realise! project, resulting in tailor-made work placements and mentorships
- 8,680 young people have improved skills and knowledge as a result of Accentuate projects
- Coaches and volunteers across the South East have developed their skills in working with Deaf and disabled athletes, through Playground to Podium

LORE &

SHARE

Young People grow in confidence and skills

Creative Junction delivered four Accentuate projects for young people, **Gaming!**, **Campaign!**, **Collaborate** and **Realise**. Each project had a young person's representative as part of **Our View**, ensuring young people had their voices heard.



Hillie Thomason became the **Campaign!** Our View Rep and over the course of the project has developed confidence, skills and knowledge. She not only worked closely with Creative Junction advising them on the development of the project but also produced a film and linked up with campaigns in other schools to interview the students and artists involved.

“The change and development in Hillie’s confidence is amazing. She has done a great job, and presented in front of the school about Campaign! and her film.

The learning from the experience of building an Our View role around a young disabled person will make future work experience offers from Creative Junction more accessible and flexible. It has also diversified the way we improve young people’s employability skills”

Rachel Sears, Campaign! Project Manager



“I feel like I have a voice, there are times when I think that because I’m in a chair no one is going to listen to me, I was bullied in the past, but this project has brought out a bit of me and brought out my confidence. Making me believe I can do stuff and that people will listen to me.”

**Sign Dance Collective
young company member
as part of Campaign!**

Gaming! Professional games designer Dr Tom Scutt (of Tomb Raider fame) created an innovative online and mobile app game, based on wheelchair basketball, with students at Chalfonts School, South Bucks. The Creative Junction project aimed to raise world-wide awareness of Stoke Mandeville and the Paralympics.

www.accentuateuk.org/gaming

Gaming! broke much new ground – both technologically and in skills development for the young people. This project also made a profound impact on the teaching staff, encouraging the exploration of innovative learning methods.

“Gaming! has been a really exciting and engaging project for staff as well as students. It has allowed us to test cutting edge technologies and developed all of our understanding of online learning. It’s been fascinating to have a real client, with a specific brief to do with disability that has given the process real meaning, far greater than just making a game. It has really challenged students and staff’s understanding and knowledge.”

Greg Hodgson, Senior Leader at Chalfonts Community College and Head of Art & Design



“It’s certainly been inspirational and I think it would be no exaggeration to say that I’ve learned as much as I’ve taught!”

Dr Tom Scutt





Young athletes are championed

Playground to Podium (P2P) is a national project to ensure that disabled young people have the opportunity not only to participate, but to excel in sport through high class coaching. Accentuate supported a regional extension fund, overseen by EFDS, aiming to provide local support to enable participation in regional and possibly national events. The fund offered grants to emerging disabled athletes, sports clubs and coaches across a range of sports

After being identified as an athlete with potential at a Playground to Podium County Athlete Assessment day, Rachel Emanuel was supported to join Reading Athletics Club in 2011.

Now aged 15, she has received an athlete's bursary from Playground to Podium Extension Fund which contributes towards her training and competing expenses, including kit, membership, fees, travel and overnight stay costs.

Her coach Kevin Boyle says:

"Rachel has fitted into the mainstream training group very well and is popular within the club. She shows great commitment to the sport and has always been willing to learn. She has made progress in her selected events: sprints and long jump, showing great determination. The bursary from Accentuate is a big help to her in meeting her sporting needs and has been a big encouraging and motivating factor."

Young People's voices are heard



uScreen gives young Deaf and disabled people a voice in the digital online world. Led by Screen South, **uScreen** has developed ground-breaking technology to create a cutting edge accessible website, providing young Deaf and disabled people (and non-disabled people) opportunities in film-making.

uScreen links young people into a network so they can benefit and learn with other young people and receive expert advice from professional film makers. They can do this wherever they are in the world – whether they are creating online at home or at school, in their youth club or at a film festival.

There have been over 15,500 unique visitors to the website and there are over 800 active members. 151 films made by young people have been uploaded to the site. Alongside the website there have been a range of live workshops and festivals. Young people taking part in some workshops have gained arts awards and some have had their films taken up by festivals.

Stephanie Howell (21), got involved in **uScreen** through Filmable workshops in Slough.

*“My personal experience with Filmable has changed my life dramatically. I joined Resource Productions and helped out on a film set as a make-up artist which led me on to write and shoot my poem. I wrote a poem called ‘Don’t Judge Me’ it is about all types of disabilities. I wrote this poem as I have a disability myself. I know what it is like to be bullied and feel very insecure. I was lost until I managed to do this – **uScreen** made me feel I am found and that I have a voice.”*

Stephanie Howell



www.uscreen.co.uk

Employment opportunities opened up for disabled people

Realise! supported and developed the entrepreneurial skills of young Deaf and disabled people in the South East through a range of skills-based workshops, competitions and work-placements. The project was delivered by Creative Junction together with partners Readipop and East Berkshire Education Business Partnership (EBeBP).

A new partnership between Ways Into Work (an employment and training service from the Royal Borough of Windsor and Maidenhead Council) and Readipop has been working towards giving the young people meaningful work experience placements. This continued for the duration of the programme and has been placing young people in work environments such as radio stations and music festivals.

“Many of these programmes have engaged young people – disabled and non-disabled – and have, I believe, created experiences that will leave a legacy in terms of young people’s understanding of what it means, the lived experience of having impairments and chronic health conditions of various sorts. I think this will combat prejudice and influence how those individuals will view disabled people in the future.”

Colin Hambrook, Our View Core Group



“The project at Readipop is pro-actively helping young individuals to hone their creativity in such a way for them to be able to turn their creative passion into a successful career.”

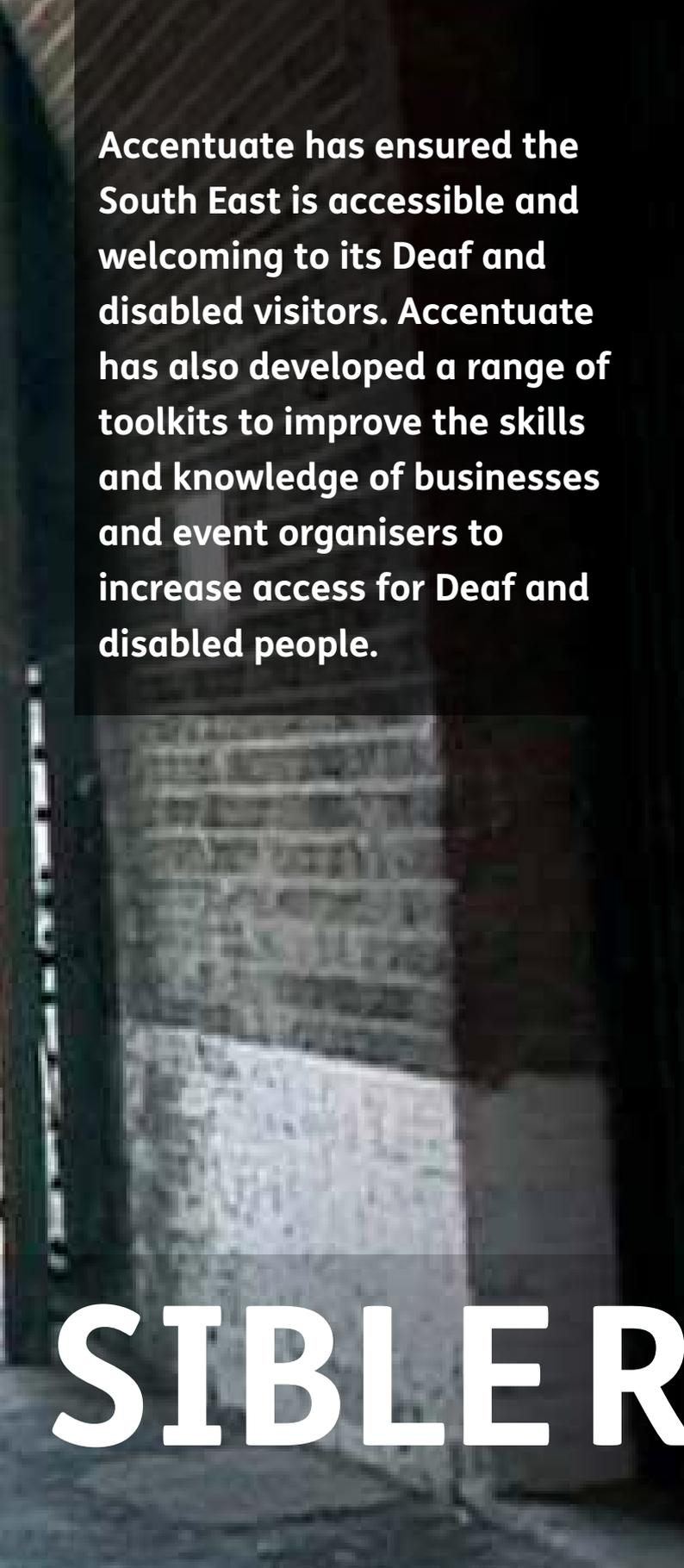
James Rose, Our View Project Person for Realise!

James Rose pictured here skydiving as part of a self-directed film project.





ACCES



Accentuate has ensured the South East is accessible and welcoming to its Deaf and disabled visitors. Accentuate has also developed a range of toolkits to improve the skills and knowledge of businesses and event organisers to increase access for Deaf and disabled people.

Key achievements

- Improved access to sites and events including Heritage Open Days through the Creative Landscapes project
- Local people have joined together to develop a creative exploration of heritage for all
- Skills and knowledge of 994 businesses in the South East has improved through the Destination Zones project
- Access audits have led to improvements at 27 key destination sites and 6 key transport hubs for the benefit of disabled visitors
- Toolkits and resources that can be widely shared within tourism and heritage sectors have been developed
- A major investment of £2.5m on improvements to the rail infrastructure in Buckinghamshire was heavily influenced by the Destination Zones access audit

SIBLER REGION

Improving access to heritage

Creative Landscapes was established by English Heritage and is now hosted by Screen South. The project developed creative, low cost approaches to making heritage accessible and there were two main strands to activity:

- developing accessible Heritage Open Days programmes.
- working with Deaf and disabled artists and arts organisations to find accessible and replicable approaches exploring heritage.

Five awards have been made to organisations by the Gosport Access Group and Disability Forum, including Disabled Customer Friendly Awards and an Excellence Award.

“Creative Landscapes has had a tremendous impact. Due to the advice and expertise of the Inclusion Group, event organisers became more aware that providing inclusive access was not such an onerous and expensive exercise as they had imagined.”

Richard Sturgess,
Gosport & Fareham Access Officer

Creative Landscape support has ensured an active Inclusion Group in Gosport was established and a Heritage Open Day Steering Committee developed in Hastings.

Liz Porter worked on Creative Landscapes as a Disability Advisor for three years and was an Our View member.

“Creative Landscapes has been a fantastic project to work on with some huge achievements. I have found it to be a big learning curve professionally, and the way in which I talk to museums about access has definitely changed.

The work I have done for Heritage Open Days and Creative Landscapes has led to other opportunities and recognition of my expertise within the heritage and museum sector. I was recently approached to act as an access consultant for the V&A Museum of Childhood in London. I am also a member of the Brighton & Hove Museum’s Access Advisory Group which launched a new, fully accessible ‘World Stories’ gallery in June 2012.”

“The project has really helped people to look at what the term ‘access’ means and that it is perhaps a bit more than about whether a wheelchair can get through that doorway. But is actually about whether an event is accessible and understandable to people with a wide range of disabilities, including those that aren’t so obvious.”

Terry Rhodes, Coordinator,
Access and Inclusion Group



Access makes business sense

Accentuate has not only been successful in changing organisational working practices and impacting on the lives of individuals, it has also contributed to positive change across counties.

The Accentuate project Destination Zones, was delivered by Tourism South East working with partners across the South East Region to assess the ability of Deaf and disabled visitors to experience a variety of destinations and enjoy the full range of visitor experiences

Destination Zones has had a particular impact in Kent. Access audits have led to improved marketing and information for visitors as well as supporting businesses to be more accessible, as Debbie Dainton from Dover Visitor Information Centre describes:

“Dover is an important gateway to Britain and we considered participation in the Destination Access Audit an excellent opportunity to provide us with a clear idea of the challenges faced by disabled people before and during their visit to the district.

The destination access audit is still very much a work in progress, but there has been some progress with a number of providers throughout the district. Many providers have embraced some of the simpler suggestions and have included access statements on their websites and some are making changes to their buildings. Most continue to show commitment to the audit of their establishment and plan to factor in suggested changes when they refurbish in the future.”

“We have definitely attracted additional business by being able to cater for a wider audience. Not only are we different because we have the facilities and experience to ensure disabled people really enjoy their stay, but we are attractive to the growing market of more elderly travellers. They want to continue enjoying domestic breaks despite being less mobile and if we’re providing quality accommodation that helps make life easier for them it can only help us as a business”.

Alexine, High Wray self catering accommodation







Accentuate has bridged the gap between the mainstream and disability sport and art sectors. It has delivered leadership opportunities for Deaf and disabled artists and performers, created world class sporting events and established the South East as a centre for excellence.

Key achievements

- Creating and establishing the Disabled British Open Golf Championships which attracted competitors from across the globe and received national TV coverage
- Building capacity among Deaf and disabled artists and companies through the Sync SE project
- Enabling 519 international or national commissions and collaborations for SE disabled creatives
- Supporting 220 disabled creatives to participate in regional and national showcases including through the Up-Stream project

LEAD REGION



World class sporting events

Delivered by Tourism South East, Accentuate funding enabled major disability sporting events such as the **Disabled British Open** Golf Championship and **IPC Shooting World Cup** to be hosted in the South East. These events generated massive media coverage and boosted the visitor economy.

The **Disabled British Open** Golf Championship is seen by many as a 'game changer' providing the starting point for something new. It created a 'bridge' between the major golf organisations and disabled golfers. This was the first time a range of disabled golf organisations worked together on one competition delivering a truly pan-disability golfing tournament. The number of competitors has grown and a Junior Open was established in 2011.

In 2012 the competition was again over-subscribed, despite the number of players being increased from 72 to 84, and had its first scratch golfer, Paralympic legend Monique Kalkman, travelling from California. Monique has won gold medals previously in both wheelchair table-tennis and wheelchair tennis, the first woman to succeed in two separate disciplines. Other competitors came from more countries than ever before, from as far afield as Pakistan, South Africa and the USA.

Promoting the Deaf and disabled leaders of the future

Sync South East was a leadership programme to support and develop Deaf and disabled people and disability arts organisations in the South East. The lead partner was Arts Council England and the project was delivered by Ada Inc and Cusp Inc. Two programmes ran, one for individuals and one for organisations. The final 'Pitch' event was an opportunity to see 30 Deaf and disabled artists and arts workers and 10 disability organisations pitch their work and practice to a number of professionals and programmers, venues and service users.



Sync South East was successful in raising the confidence, knowledge base and financial position of the 10 projects and organisations it supported. For example, organisations increased their income by an average of over 30% during the timescale of the programme and 80% felt that they had become more aware of the messages they put out about their organisation or project.



Innovative public art pieces commissioned

Go Public, delivered by Ardent Hare and Artpoint in partnership with Arts Council England, commissioned three public realm projects led by Deaf and disabled artists, ran bursaries for professional development and enabled debate on disability arts practice within the Public Realm.

“The commission has greatly encouraged me to develop my artistic context and my conceptual and contemporary understanding of art and culture... The Go Public blog feels, to me, like the perfect place to offer some incredible insights; insights often ignored by those with little concept of how the exclusion of disabled people can inhibit the development of an exciting contemporary society.”

Zoe Partington-Sollinger, Artist, Go Public

Deaf and disabled artists profiled on an international stage

Up-Stream, delivered by Ardent Hare in partnership with Arts Council England, was a showcase of work as part of Brighton Festival 2011 and presented Deaf and disabled artists with experience of getting work into a high-profile mainstream arena.

Up-Stream attracted 29 promoters to see the work, exceeding the original target of twelve. 88% of the artists identified that they had made useful connections as a result of Up-Stream with 56% of them stating they had gained bookings as a result of the showcase. 89% of the participating artists said they had increased experience and confidence in understanding how to sell and promote their work.

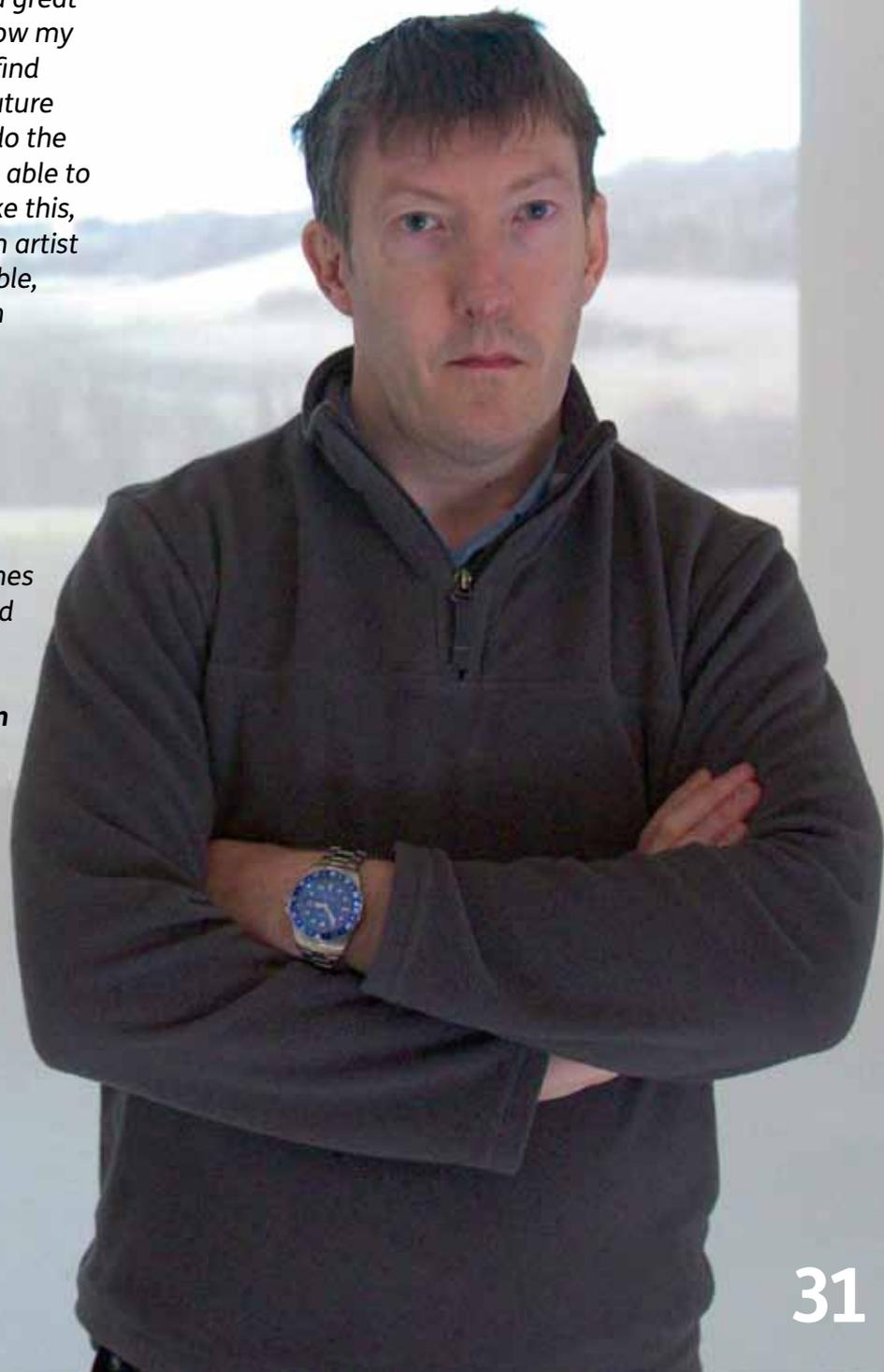


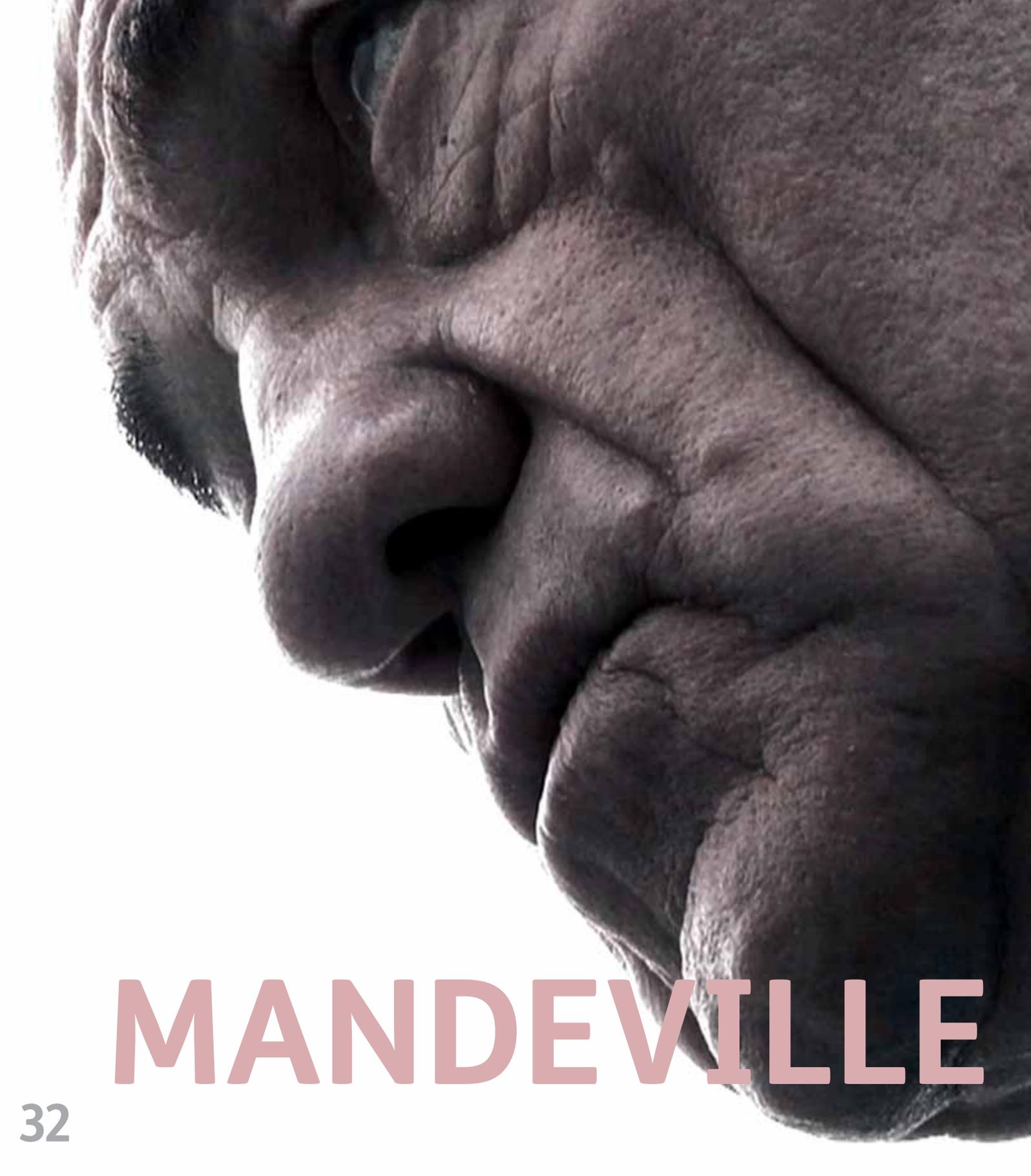
*“I was very excited to have been selected for **Up-Stream**. It is proof that my work is of quality and that I’ve been going in the right direction. I am also excited about the development opportunities this presents, I am hoping to go to Finland to meet with an artist who was a great inspiration to me, as well as to look at how my work can be seen by more people and I find this all very encouraging. I think in my future practice I will have bigger ambitions to do the best quality work that I can so that I am able to take advantage of more opportunities like this, as well as to keep taking my career as an artist and filmmaker to the highest level possible, embracing all the training and exhibition opportunities I can along the way.”*

**Gary Thomas, Artist, Up-Stream
(pictured here)**

*“The commissions for Deaf and disabled artists through many of these programmes have been refreshing. They have provided valuable work experiences that many individual Deaf and disabled artists can put on their CVs and build on. **Up-Stream** In particular afforded experiences of getting work into a mainstream arena that would never have happened without Accentuate.”*

**Colin Hambrook,
Our View Core Group member
and Artist
(exhibition pictured on left)**





MANDEVILLE

Accentuate has celebrated the South East's role in the story of the Paralympic Games through a range of activities as part of the Mandeville Legacy Project. Accentuate has provided an opportunity for local people to take pride in local heritage and for people across the world to learn more about this amazing legacy.

Key achievements

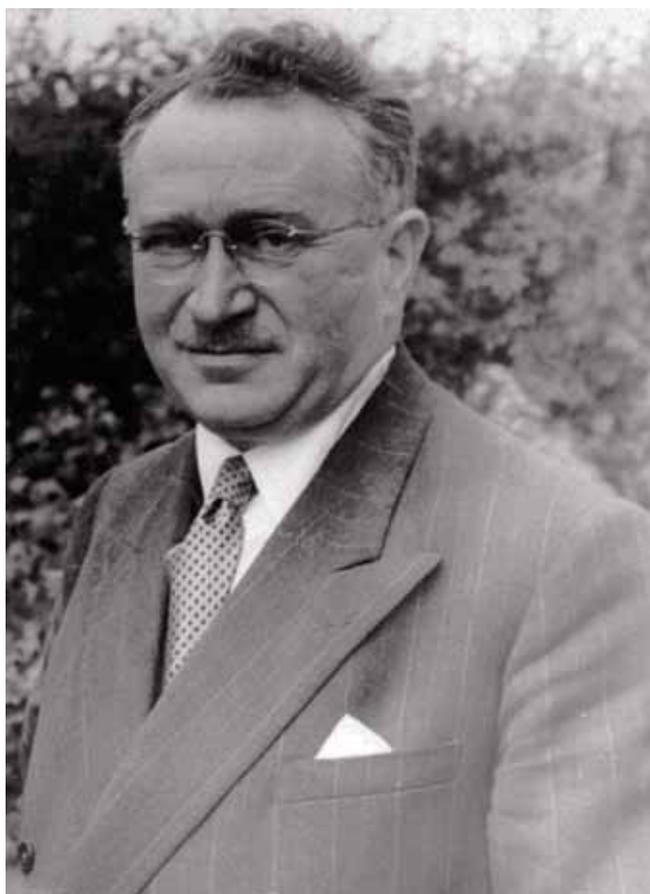
- Over 11,000 schoolchildren in more than 15 schools have engaged with or worked with Deaf and disabled artists and Paralympians leading to improved skills and knowledge
- Museum, archive and library collections have been developed as well as improved physical and virtual access
- Mandeville Legacy website has had 23,113 visits, with 98,778 page views
- Nine regional collections are using the 'Revisiting Collections' model to improve access

"Since I started on this project, it feels like it has evolved into something much bigger than just the Paralympics. It was a pleasure and a privilege to be part of such an important piece of work. The memories and the friends I have made will last forever, not forgetting the children we met. They were the real stars of Driving Inspiration."

John Harris, Paralympic Discus thrower

LEGACY

The Mandeville Legacy project, led by Buckinghamshire County Council ensured that the South East's role as the birthplace of the Paralympic movement at Stoke Mandeville was recognised by the world. It recorded the histories of many Paralympic athletes, past and present, and improved access to Stoke Mandeville's historic archives in order to foster public understanding of the story of disability in the region and nationally and internationally. Working with a range of disabled artists and school and community groups, the impact of the Paralympic movement has been explored and brought to light for all to see. The final exhibition, Path to the Paralympic Games drew visitors and media from across the world during Games time.



Inspiring the next generation

As part of the Mandeville Legacy, **Driving Inspiration** took the pioneering story of Stoke Mandeville to schools in Buckinghamshire and beyond, and worked with disabled artists and Paralympians to enable children to identify their own inspiration.

“Our students progressed in their confidence as their engagement developed with the professional artists. Rachel Gadsden (Visual Artist), Mark Smith (Choreographer) and Andy Smith (Animator) are a part of our evolution as a leading Special School in the Creative Arts. All three of them gave so much to our students, and as staff we felt privileged to be part of the process. We have pledged to continue from where they left off.”

**Teacher Susan Jay,
Head of Creative Arts Team, QEII**





As a part of **Driving Inspiration**, 497 young Deaf and disabled and non-disabled young people from twelve countries across the globe made an animation entitled “Light Up The World” about the Paralympics.

Watch this film by following this link.

http://youtu.be/aLrXH-W_6pk

“Apart from the animation which was utterly fantastic, the biggest success was watching the students working together with Animator David Bunting and really demonstrating their independent learning skills. We selected students with a real mixture of abilities, but all of them achieved something remarkable that they were proud of. The students were inspired by working with Paralympians and artists. A whole new world was opened up to them and it caused everyone involved to become really reflective of themselves and the community they live in.

Vicky Hope-Walker demonstrated that using technology to link schools and people around the world with each other is not as difficult as it seems. It can empower students to learn in a relevant and up to date way. It also allowed them to see that students around the world are very similar!”

Teacher Annabel Ashwell

With thanks to partners: Museums, Libraries and Archives, Wheelpower, Creative Bucks and The International Federation for Wheelchair and Amputee Sport.



“The children’s feedback has been very positive and in some respects quite spectacular. They have been exposed to a very tangible experience and their awareness has been raised significantly.”

**Paula Buck,
Service Director for Culture and Learning,
Buckinghamshire County Council**





CELEBRATE &

Since its creation in 2009, Accentuate has worked tirelessly to celebrate and champion the work of Deaf and disabled artists.



Key achievements

- About one third of projects in the Cultural Olympiad have links to the Accentuate programme, with a higher profile for Deaf and disabled artists than in other regions (excluding London)
- Jon Adams' 'Look About' commission, exploring the key milestones of the programme and creatively mapping the connections between people and organisations as a result of Accentuate and the Cultural Olympiad has achieved much acclaim on a National level
- Eight Olympic and Paralympic evening Torch events were made more accessible through Accentuate funding and training
- Blue Touch Paper Carnival was supported by Accentuate to enable learning disabled people to lead and take part in carnival activities
- The ISAN toolkit was developed, giving practical advice on marketing events to Deaf and disabled audiences, as well as programming work by Deaf and disabled performers

COMMISSION



Influencing the Cultural Olympiad

Accentuate has worked in partnership with Arts Council England and the South East London 2012 Creative Programmer to ensure the South East has commissioned more Deaf and disabled artists as part of the Cultural Olympiad than other regions.

Among the many highlights was 'Spun Productions' by StopGAP. StopGAP is the UK's leading integrated dance company. Their new outdoor dance theatre piece, employing four disabled performers and six non-disabled performers, was highly acclaimed during a preview tour of Ireland, Woking, Bracknell, and the National Theatre in London, with approximately 4,500 people attending.

SPUN Productions received much interest from programmers in 2012 and secured eleven performance dates nationally and internationally, as well as a new partnership with The University of Surrey.

SPUN has given the trainee disabled dancers valuable professional experience, and has set a model for developing new talent.

"The new show makes me feel like we are on Britain's Got Talent. I like this new fresh work, and there are things I can learn from it. It will help me to be a better dancer and choreographer, which is what I want to do in the future."

Chris Pavia, StopGAP Dancer





Starting Line

'Starting Line' was an Accentuate outdoor arts commission delivered in partnership with the Creative Programmer for London 2012, Creative Junction and Screen South. It was an original piece of work that told the story of the Paralympic Games, from Dr Guttman's first idea through to their present incarnation and beyond, it was presented as part of the Paralympic Flame Festival in Aylesbury on August 28.

The disabled-led integrated piece brought together an exciting creative team to challenge people's perception of disability. Bringing together the energy of Rachel Gadsden, the enthusiasm of Candoco Dance Company's young dancers, Freddie Opuko-Addie and Artistic Director, Ryan Dawson Laight, ensured a dynamic dance and visual arts work was created that explored the journey of a Paralympic athlete. An original soundtrack was scored by Jonny Pilcher and a new film by Abigail Norris presented a backdrop for the piece which included animation, creative narrative and Stoke Mandeville archive material.

The piece had a year-long international outreach programme accompanying it. More than 100 disabled and non-disabled children and young people were engaged with artist-led workshops taking place in Buckinghamshire, USA and South Africa and a viral network through Creative Junctions' e-community reaching out as far as Cambodia, Brazil, Ecuador and Australia. Artist-led work also took place in Stoke Mandeville Spinal Injury Unit with both adults and young people who had recently become disabled.

'Starting Line' has been a fantastic opportunity for four young disabled people from Harding House School, Aylesbury, who formed a young person's panel: they have been the voice of their peers on this project including visiting the artistic team in rehearsals in London.

It proved to be a strong collaborative company with a clear vision and the potential to create further exciting work.

The project was supported by WheelPower, Screen South, Aylesbury Vale District Council and Paralympian John Harris.





“Starting Line was an incredibly ambitious project. Having the capacity to take on board the commission and for it to have all the layers we wanted came about due to a remarkable level of support from Accentuate.

They helped us see our way through the production process and gave us mentoring to talk through how to make things work. My ability to make it happen was never questioned. They always believed in what we were trying to do.”

In putting the story together we created a structure around the idea of impairment not stopping you from achieving what you want to achieve.”

Rachel Gadsden, Lead Artist



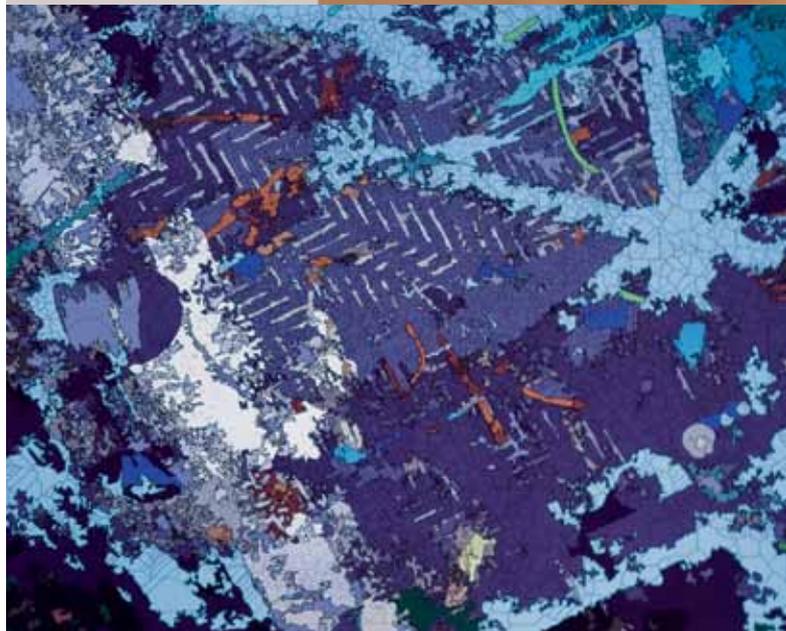
Delivering new creative approaches to evaluation

Accentuate has undertaken a number of methodologies to ensure we have a robust and versatile approach to evaluation. We looked at qualitative and quantitative results, assessing economic and social impact and commissioned a film to bring to life some of the key moments of the last 1000 days. In addition Accentuate had its own artist-geologist in residence, Jon Adams, evaluating and mapping the programme.

The two year project, Look About, involved Jon collecting, capturing and interpreting material gathered from Deaf and disabled artists, audiences, and cultural organisations involved in the Cultural Olympiad and the Accentuate programmes. The main aim was to map 'shifts' in attitudes to the work of disabled artists.

As a trained field geologist, Jon mapped 800,000 minutes of experiences. All the drawings, observations and field notes will be presented together as a digital Geological Map of Accentuate and the Cultural Olympiad in the South East, with keys and explanation booklets.

Look About has attracted visitors in a variety of venues including the Natural History Museum London. Between June 2011 and September 2012 tens of thousands of people at 19 exhibitions engaged with fragments of 'Look About' including graphics, films and 'found fossils' as well as following online and through social media. The project has encouraged people to record their lives in different ways; it has proved especially popular with young people and drawn considerable interest from the wider scientific community.





The future

“Accentuate is in a good position to develop new work and also continue to create interesting and long lasting partnerships. This track record, combined with creative vision and the sustainability of the proposal, was key in Legacy Trust UK’s decision to award Accentuate additional funding from its Transitions Fund for the programme to continue to deliver this fantastic work into 2013 and beyond.”

**Moira Swinbank OBE,
CEO, Legacy Trust UK**



Propelled by success

Accentuate is out of the starting blocks and sprinting, propelled by our successes to date.

Accentuate is incredibly proud about what has been achieved, and excited about what the future is going to bring. We have always been committed to the long haul of legacy and the opportunities ahead of us and passionate about backing and promoting talent, so we are delighted to have received additional funding to carry on our mission.

The Accentuate legacy will be further enhanced, along with new areas of work explored, through additional 'transition funding' from Legacy Trust UK. It has become clear that, although Accentuate has achieved a great deal, there is still considerable work to be done to achieve a cultural shift. Much has been learnt and over the next three years, Accentuate will apply this learning, these new ways of working and this joined up thinking methodology. The "Accentuate Approach" which is to broker, inspire and cross pollinate, is a very good value way of achieving genuine outcomes which would otherwise be overlooked in this time of economic austerity.

Screen South extends a huge thank you to those individuals and organisations that have achieved so much and led the delivery and success of the Accentuate programme alongside the tireless Accentuate Management team, Esther Fox and Sarah Dance. I hope that those who have already achieved so much through their involvement in Accentuate will continue to consolidate and develop their excellent work.

As well as wonderful creative talent, leaders, volunteers and entrepreneurs, we have worked closely with key cultural agencies and regional partners. I would like to thank those partners that contributed significant funds and advice to ensure that Accentuate could happen including in particular Legacy Trust UK, Arts Council England, English Heritage, Tourism South East, Sport England, the BFI and Buckinghamshire County Council.

We are delighted to have been the home of Accentuate for the last four years and the Accentuate momentum will continue to be an integral part of our work in the future. As with Screen South, partnership working, pursuing excellence, innovation and promoting talent is at the heart of the Accentuate programme. We are delighted that the Accentuate programme has been selected for further funding from Legacy Trust UK to carry on the mission of creating a cultural shift. It is only right that this work is not sidelined but is given its proper position in the forefront of society nationally and internationally. We look forward to the many possibilities and interesting new partnerships that lie ahead of us over the coming years.

Jo Nolan
Managing Director, Screen South



Accentuate, as a core part of Screen South, will further develop its role as an incubator of ideas and producer and commissioner of projects which challenge perceptions of disability within society. It will become a national leader for thinking around disability within the cultural sector with the potential to influence, grow, build and broker international partnerships.

There will be three key areas of work during 2012/2013:

- **Incubator of Ideas:** Building on Accentuate's expertise and on our reputation for forward thinking and for delivering new approaches to disability, a think tank style hub will devise new projects and areas of working whilst igniting debate. This will involve ensuring disabled people's voices are heard and disseminated across the globe.
- **Investing in and commissioning projects with national potential and that can change perceptions:** These selected projects will provide a spring board to demonstrate that Accentuate can be up-scaled. This will ensure that Accentuate builds a reputation moving away from a purely regional focus to that of a national one. Accentuate has always been about action not just words and we will continue to work in this way.
- **Future scoping:** There will be ongoing exploration to investigate where there are gaps in the landscape, and how Accentuate would be well placed to fill these gaps. This will happen alongside partnership development, identifying funds and assessing the strategic influence that Accentuate can wield.

Crucially, the role of Our View will be further developed. They will form a critical think tank style hub for the programme, act as national and international ambassadors and provide a broad range of expertise across the cultural sector and strong links to external organisations. Our View will be renamed the Accentuate Ideas Hub.

Based on the knowledge we have gained over the last three years, Accentuate will develop a set of opportunities through Accentuate Heritage, and Accentuate Young Voices (an extension to uScreen) to up-scale our vision and share this experience on a national and international scale. Accentuate will also up-skill organisations on a larger scale by providing practical training and guidance for local organisations nationally through Accentuate Heritage, Accentuate Young Voices and the development of new projects. The Accentuate Symposium, in partnership with the University of Brighton and the innovative animation company Cognitive Media, will provide us with an opportunity to creatively share academic and cultural discussion on a global scale and position us as a leader in the field of incubating ideas and igniting debate.

INCUBATE, INITIATE, ACTIVATE

Image credits

Page 2 Image by Rachel Gadsden;

Page 6 & 7 **Collaborations!** Lynn Weddle, Creative Junction;

Page 8 **Up-Stream**, Ardent Hare, photo Moose Azim;

Page 9 **Our View**, photo Anthony Alleyne;

Page 12 **uScreen**, Shadowlight Artists, Screen South, Film Oxford;

Page 14, **Campaign!** Signdance Collective, and Hillie Thomason, Creative Junction;

Page 15 **Gaming!** Creative Junction;

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Page 18 & 19 **Realise!** Our View representative, James Rose Productions;

Page 20 and 21 **Creative Landscapes**, Fort Brockhurst, Screen South, Project Artworks;

Page 23 **Creative Landscapes**, Hastings Stade Exhibition, Screen South, photo John Cheves;

Page 24 **Destination Zones**, Tourism South East;

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Page 26 & 27 **Up-Stream**, Sally Booth, Ardent Hare, photo Moose Azim;

Page 28 **Major Events**, The Disabled British Open Golf, Azalea, photo Steve Bailey;

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Page 30 **Go Public**, Signdance Collective and Zoe Partington-Sollinger, Ardent Hare, **Up-Stream**, Colin Hambrook Exhibition, Ardent Hare, photos Moose Azim;

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Page 32 & 33, **Mandeville Legacy**, John Harris, photo Abbie Norris;

Page 34 **Mandeville Legacy**, Sir Ludwig Guttman, Buckinghamshire County Council, IWAS; Driving Inspiration, Buckinghamshire County Council, Creative Bucks;

Page 35 **Mandeville Legacy**, Paralympic Torch Event, Creative Bucks; still from Light Up The World, Buckinghamshire County Council, Creative Bucks; Driving Inspiration Workshop for Charles Allen visit, photo Steve Lawrence;

Page 36 & 37 **Celebrate and Commission**, Starting Line, photo Kay Young;

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Page 40 **Celebrate and Commission**, Starting Line young participants, photo Abbie Norris; Starting Line Abbie Norris and Rachel Gadsden;

Page 41 **Celebrate and Commission**, Starting Line, photo Kay Young

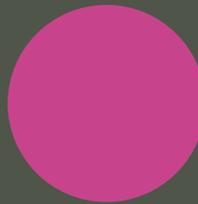
Page 42 & 43 **Celebrate and Commission**, Look About, Jon Adams, photos Benedict Johnson;

Page 44 **Celebrate and Commission**, Rachel Gadsden Image

Page 46 **Celebrate and Commission**, Jon Adams piece, photo Benedict Johnson



A Celebration



1 vision
15 projects
1000 days
to create a
cultural shift

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