



## In a Recession, creativity is one of the first things to be cut.

**MakeBelieve Arts** are making a **STAND**, inviting schools in Lewisham, Tower Hamlets and Southwark to join with us in piloting **Affordable Arts**; a new way of financing creative arts projects in local schools.

And we would like to invite your school to join...

So how does it work?

Let's use an example of one of our programmes

### **Restorative Approaches Workshops include**

- A morning with 60 pupils lead by three MakeBelieve Arts workshop leaders exploring Restorative Approaches.
- At the end of the session all pupils are given an 'I message card' to remind them of some of the techniques that will support them in resolving conflict.
- You could pay as little as £75 for a morning of workshops worth £550.

On programmes like this MakeBelieve Arts fundraises in to order deliver the work at a lower price. Often we are only able to raise enough money to deliver the work into two or three schools. With **Affordable Arts** we aim to stretch the number of schools we reach whilst still receiving the same level of funding.

### **How do we do this?**

As an **Affordable Arts** member we will ask you to look at your budget and **Pay What You Can** with a minimum charge of, for example, £75.

Supposing you look at the project and realise your school could actually afford to pay more? For example - £200.



Photo Sharon Shahani

We would ring fence the additional £125. and this will go into the **Affordable Arts** fund for your borough. With just three schools paying an additional £125. MakeBelieve Arts would have enough money to offer the work to an additional 60 pupils.

With each **Affordable Arts** programme we sell, more money will be brought into the fund, generating more reduced price offers to member schools within your borough.

### **Our Pledge**

MakeBelieve Arts are committed to delivering high quality, innovative, arts education programmes. In 09-10 we want to pilot this scheme to counter act some of the problems associated with budget cuts and recession. We will be introducing the concept of **Pay What You Can** to some areas of our work and are inviting your school **to join this membership scheme**.

### **How does MakeBelieve Arts make this work?**

Member schools will be sent information on **Affordable Arts** programmes where they will be able to **Pay What You Can** with a minimum fee specified. MakeBelieve Arts will always let members know how much we would charge if they were to buy a programme directly from us outside of the scheme. We believe it is important that the real cost of each programme is known.



### MakeBelieve Arts guarantees that...

- **Affordable Arts** contributions, over and above the minimum fee will not be spent on company overheads
- The **Affordable Arts** fund will be managed separately for each borough so that your money will benefit only schools in your local area
- Our **no quibbles approach** to whatever amount you offer means that you can truly name your price
- At the end of each term MakeBelieve Arts will let all member schools know exactly how much money **Affordable Arts** has brought in for each borough and what it has enabled us to deliver

### What do I do to register?

To join the scheme call MakeBelieve Arts on 020 8691 3803 or visit our website –

**registration is FREE!**

- We will take you through a simple registration process that will take no more than five minutes
- On completion of registration you will be sent your membership pack
- As **Affordable Arts** projects are developed we will contact you with the details
- You are under no obligation to buy

### What is in the membership pack?

- A free MakeBelieve Arts reusable cotton tote shopping bag (retails @ £4.99)
- An **Affordable Arts** membership certificate
- An invitation to sign up to **free** twilight taster sessions on creative approaches that we will be running once a term
- Information about the various MakeBelieve Arts projects and exclusive access to **Affordable Arts** offers
- Free subscription to MakeBelieve Arts newsletter (twice a year)

### How to book projects?

As a member you will get an email telling you about all of the **Affordable Arts** programmes.

At the moment we have only a small number of programmes, but we believe as membership increases we will be able to include more projects in the scheme.

Initially there may be only a few places available so it will work on a first come, first served basis with a waiting list.

As **Affordable Arts** grows, we hope to be able to offer a wider variety of programmes and give more and more schools the opportunity to **Pay What You Can**.



[www.makebelievearts.co.uk](http://www.makebelievearts.co.uk)

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