

Rotherham Creative Learning (CLC)



Joint winner of the Building Brighter Futures through Family Learning Award



The Building Brighter Futures through Family Learning Award recognises organisations that demonstrated how they have been able to innovate, adapt and continue to deliver family learning. This year's joint winner is **Rotherham Creative Learning (CLC)**.

Overview

Rotherham CLC Creative Learning Team is a small team that provides high-quality Family and Adult Community Learning workshops. The team is funded through a subcontract partnership with the Rotherham North Notts Group and Rotherham Metropolitan Borough Council. The Creative Learning team is made up of three dedicated people, Trish, Hayley and Ryan, who are passionate about placing creative learning at the heart of the family and beyond. They believe in their motto 'Expand your mind, change your world' and have a dedicated creative learning centre which boasts stunning learning spaces. The team also take their learning opportunities into schools and community settings to help broaden their reach and remove any barriers to participation.

The project

During lockdown, the team of three launched their Creative Home Learning Packs so they could continue to help support the most vulnerable children and families with learning.

Eight different learning packs were designed, each with a specific year group in mind to support learning back in the classroom. The packs contained written instructions, a link to an online tutorial and all the resources needed to complete the educational tasks.

Families were given a specified time frame to complete their activities and were asked to share photo evidence of completion. Families that completed activities received a certificate and a free book.

Additionally, the team ran competitions and challenges designed to encourage families to be motivated to learn a new skill or challenge themselves, without any direct teaching input. The website was also updated to include free downloadable work sheets and activities for families.

Social media was an important part of the team's work in reaching a diverse range of families. Their social media channels were transformed to reflect the new offer, sharing flyers and artwork to promote the Creative Home Learning Packs and resources.

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The results

The Creative Learning Team were able to transform their service without compromising the quality of educational resources for families. Over 4,000 families used the packs, participated in challenges and downloaded activities that ranged from investigating engineering to exploring the environment. After updating social media content to reflect the new offer, their social channels received over 4,000 hits in just a two-week period.

The team showed incredible innovation during the lockdown, which allowed them to open up their service to many more families, giving them more ways to engage with and reach some of the more vulnerable children and families.

The team's work has helped to build the confidence of parents who felt they were unable to support their children, as they were unable to recognise their own skills. By providing interesting activities, parents were able to develop new skills and self-belief, giving them the confidence to go on and explore other learning.

On winning the award, Trish Sharp, Creative Learning Centre (CLC) Manager, said:

"We are absolutely thrilled to have been judged joint winners in the Family Learning Awards. Although we reflect daily on our practice and the effect it has on people's lives, we rarely shout about it. We are overjoyed that an external organisation has recognised the impact our team has on our families and communities. We are incredibly proud of how we have adapted our service during lockdown without compromising on quality. Going forward, we have the confidence to offer a blended learning delivery, enabling us to be inclusive and continue to reach even more families. It means a huge amount to the team, but also our schools, local partners and of course our wonderful families. We are both humbled and delighted, thank you."

Next steps for Rotherham Creative Learning (CLC)

Going forward, the team will continue to provide a range of free online resources for families, encouraging them to work together at home. They will also continue to provide a range of free distance learning challenges for families in collaboration with schools. Their face-to-face creative programme continues with schools directly but has been extended to delivery in community settings.