



Promotional Activity Evaluation

For Your Organisation: Please complete the summary below.

Name of your organisation:
Crave Arts
How did you spend the money?
<p>Crave Arts delivered a project called 'The Cash Back Game' to raise awareness of the dangers of loan sharks with vulnerable people. This included:</p> <ul style="list-style-type: none">- delivery of 3 workshops involving a one person play about a loan shark grooming and then intimidating and trapping their victim, ending on a positive message about seeking help from the Stop Loan Sharks team. The workshops also involved attendees making props from art materials in preparation for a public event whilst discussion about the play and about loan sharks took place. The workshops were delivered to two groups of vulnerable people at Worcester Community Trust's Horizon centre and to sixth formers at Regency High School, a school for young people with additional needs. In all 3 workshops, staff also attended.- delivery of a public event at The Crowngate shopping centre, where a mock Quiz Show was performed by two people, showing the dangers of being groomed into borrowing money and then receiving high interest rates and threats. The game show was performed twice and all afternoon Crave Arts and the IMLT representative, Steve Newman, were on hand for discussion and advice. Visual art props made in the workshops (fake money, items of value) were used in the public game show.- delivery of a 4th workshop (as described above) also at this public event- delivery of the Quiz Show event again at Regency school, two months after we first visited, to the sixth formers who attended the workshop plus all of Year 11.- creation of a film about the project, involving interviews with members of the public raising their awareness of loan sharks, plus sharing visual imagery from the work we had delivered- to promote the public event, we also produced this short trailer warning people about loan sharks and shared it on our social media. <p>We focused on the following main messages:</p> <ul style="list-style-type: none">- loan sharks can be anyone, even someone you know- beware of being groomed with false friendships- loan sharks may offer no paperwork, may bully, intimidate and threaten you and family members- help is available through Stop Loan Sharks. You can report anonymously and they can provide victim support

- it's not your fault if you have become embroiled with a loan shark. They are very manipulative people
- Credit unions may be able to help if you are in debt

We did everything with the support and advice of the Illegal Money Lending Team. We ran all scripts, press releases and plans by the team (Nadeem, Bryony and then Steve Newman). Steve Newman attended all of our in-person events and really supported us throughout the project.

What were the ward, town and county where the money was spent?

Worcestershire;
Worcester;
Warndon and Cathedral Ward and the City Centre.

How many people were reached by the project, directly and indirectly? *E.g. 50 people attended the event and 500 fliers distributed to the area.*

30 people attended the workshops that were funded for this project.

30 people attended the public performance of the game show/engaged in discussion about loan sharks during the making of the film in the city centre.

40 people attended performance of the game show at Regency High School.

In addition, a further 3 workshops were delivered to vulnerable groups as a result of additional funding brought in from the South Worcestershire Community Safety Partnership. These workshops reached a further **56** people.

16 of the attendees were key workers/teachers/community or youth workers – meaning the messages are now with people who have the power to help and support more vulnerable people.

The overall joint project reach in person was therefore **156 people** – engaging through watching or taking part in the loan shark play, visual art activities, the game show, and having discussion about loan sharks and how to get help.

Indirectly, we reached many more. We issued **27** social media posts about our loan sharks work during the project to our **387** followers on Facebook and **135** on Twitter. Our posts were shared by others including Worcester Community Trust (WCT), Crowngate Shopping Centre and local City Councillors. We also shared awareness raising posts from the Stop Loan Sharks social media page too.

We gave out over **200** leaflets raising awareness of the Stop Loan Sharks team, help and contact numbers and advice to Regency High School, Worcester Community Trust, St Paul's homeless hostel residents (who were originally due to receive a workshop but plans were changed to hold a second one in WCT after repeated Covid outbreaks prevented us attending St Paul's). Stop Loan Sharks posters were also put on the wall in all venues.

Were there other outcomes from the project? *E.g. 50 new Credit Union accounts were opened or X number of people signing up for more info.*

Main Outcomes

We evaluated the learning after each workshop with a scaling sheet from 1-5, asking questions about what people had learned – how to identify a loan shark, how to report, confidence to report, knowing where to seek help if in debt.

Across the first 4 workshops funded by this project, on a scale of 1-5:

- 85% of participants agreed (scored 4 or 5) with the statement 'I learned about loan sharks and I know how to identify and report a loan shark' and
- 85% of participants agreed (scored 4 or 5) for the statement 'I feel confident to report loan shark activity'.

By the end of the second set of workshops, the public event and the return visit to Regency school, the average had increased. 90% of those returning forms gave 4 or 5 out of 5.

Additional outcomes

Steve Newman from the Illegal Money Lending Team attended all of our events and was able to also share messages about his team's work and we enabled him to make new contacts to spread the work of the team across Worcestershire.

We were then able to deliver a further 3 workshops with funding from the South Worcestershire Community Safety Partnership. Based on the learning from the first 3 workshops (which involved visual arts and a one person play) we were able to develop the workshops into a two person play and the opportunity for the participants to get involved and change the course of events with the second run through of the play - they could take the victim's place and make different decisions. These follow on workshops worked really well, we had great engagement and the messages were well received.

Did the people who participated have anything in common (eg younger men, Asian women etc)?

We partnered with organisations that support vulnerable people for the project so all attendees were vulnerable.

In Worcester Community Trust, the groups were the women's Joy group (supporting women who have been subject to domestic violence) and the community connectors group (supporting people with mental health needs).

In Regency High School the group were young people with mild to moderate learning and physical disabilities.

In the shopping centre, we reached all ages from teenage girls to an older couple.

If so, what did you learn about this group's attitude to loan sharks or reporting loan sharks?

The adults recognised the behaviours that we portrayed in the play – they had heard of similar situations, but they assumed that you would need to report to the police and many were sceptical about doing this. We, and Steve Newman, were able to let them know about Stop Loan Sharks, their specialism, anonymity and victim support and this gave them confidence, as reflected in their evaluation forms.

For the young people at Regency school, loan sharks was a completely new concept, and we felt the timing for this group of sixth formers was good as they were about to embark on entering the real world, but with their own vulnerabilities. They really engaged with both the visual arts and the play.

What one thing were you pleased with about the project?

We were so pleased to use the arts to deliver a really important message in a creative and memorable way, especially as the cost of living rises for everyone, impacting the vulnerable the most.

Having this project enabled us to access the additional funds from the CSP to deliver the further workshops. When we ran the further workshops in Forum Theatre style, inviting participation from the attendees to take the victim's place on stage, or guide him on what decisions to make, we found the messages were absorbed really strongly and this interactive approach is one we would like to repeat.

The most powerful moment was when an audience member suggested that two participants take the roles of the inner voices in the victim's head, giving him conflicting advice about whether to borrow the money or not. This resulted in a really powerful piece of theatre and showed what a difficult situation many people are in. It brought home the seriousness of the message and of the support that was available. Footage can be seen [here](#).

What one thing would you have changed or done differently?

On reflection, we would have given the Quiz Show (Cash-Back) a more positive ending when we performed it at Regency school. The messaging was serious and intended to make people think twice before borrowing money; it worked well in the shopping centre and it also went down well at Regency but we felt that a more positive ending would have been better there. We did share the support that was available for people.

We would not have changed anything else as all the different activities taught us about what worked best – we felt that we learned that of all the activity we did, the two person play with audience interaction Forum Theatre style worked best.

Do you have any quotes, anecdotal stories or photos from the project that you can share?

Some of the feedback responses we got from people – both staff and participants - on their evaluation forms from the workshops and game show were:

'enjoyed it and very helpful'

'superb - thank you - generated good discussion'

'very good - loads of ideas'

'insightful'

'beneficial to learn how loan sharks prey on vulnerable with problematical issues'

'brilliant presentation and insightful information'

'Thank you - I live in a care setting with care workers'

'Absolutely loved it!'

'Amazing!'

'Brilliant, informative and interesting - more aware of identifying and reporting, thank you'

'thank you - I have enjoyed it'

'great awareness session'

'really enjoyed the session'

'enjoyed today'

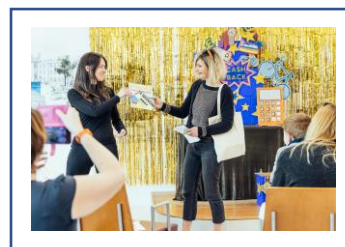
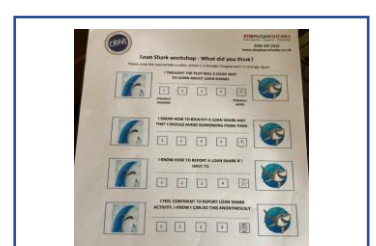
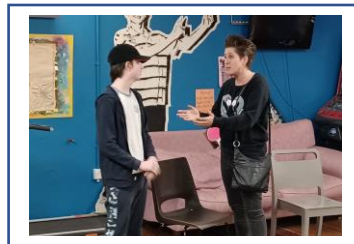
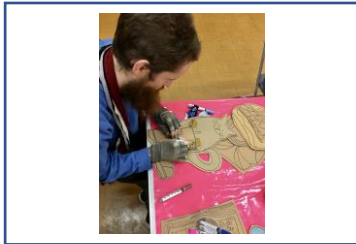
'wonderful performance by Steve'

'Loan sharks – beware of them – some people are not to be trusted I have learnt'

'it was good to learn about loan sharks'

'it was really educational and good fun'

'it is important to recognise a loan shark can be anyone'



Did you report any loan shark information as a result of the project?

We did not report any loan shark activity directly but the key-workers at some of the venues we delivered sessions at said that they had some concerns about certain individuals and were pleased to have been given the contact details for Stop Loan Sharks.

Any other feedback for the Illegal Money Lending Team?

Just a big thank you to the IMLT for the opportunity to carry out this project and for the hands-on support we were provided by Steve Newman in particular. We have been so pleased with the level of involvement of the funder in one of our projects – thank you!

Thank you helping to spread the Stop Loan Sharks message!

Please return this form by email to:

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