



Case studies: How can the arts and creativity support people who are shielding or vulnerable during Covid-19?

Project: Hey Clay!

Organisation: Wiltshire Creative

Region: South West England

Introduction

Participants were invited to take part in a Crafts Council Hey Clay! initiative at home. On Saturday 16 May 10am–noon we left free clay packets outside the Salisbury Arts Centre pottery door for people to collect. Work sheets were made available on social media and the Wiltshire Creative website and participants were invited to share clay creations on social media.

Funders

Wiltshire Creative

Who is it for?

We were hoping to reach people who like clay, people with young children, people who are on their own and are seeking out a meaningful activity.

What outcomes were/are you aiming for?

Promoting creativity, enabling access to clay as creative material, connecting in a positive and creative way with our community.

Where is it happening?

Salisbury and Wiltshire

How many people took/are taking part?

We estimate 80 people took part in our Hey Clay participation; we provided more than 80 clay packs and all were used.

For how long has it been happening?

Our involvement with Hey Clay event took place during the Hey Clay weekend (our other work is ongoing: <https://www.wiltshirecreative.co.uk/whats-on/>)

What were/are the main outputs?

Taking part in Hey Clay weekend we were hoping to enable the members of our community to get creative with clay. We provided some help sheets on our website to inspire and we requested for people to get back to use with their creations (some did):

<https://www.wiltshirecreative.co.uk/uploads/publications/320.pdf>

What have been the challenges and successes for you?

Initially we gave out around 35 packs but these disappeared in matter of minutes and we had to create more packs in order not to disappoint. All was performed observing the social distancing rules. My impression was that people were in desperate need to engage in creative activity and that they knew that this activity will bring value and enjoyment to them.

Further information

<https://www.wiltshirecreative.co.uk/uploads/publications/320.pdf>

Wiltshire Creative is a new pan-arts organisation that brings together the energy and ambition of Salisbury Arts Centre, Salisbury International Arts Festival and Salisbury Playhouse. It is an ambitious and innovative joint arts offer that secures a bright future for audiences, artists and participants. Wiltshire Creative is rooted in, and draws inspiration from, the city of Salisbury and works beyond its boundaries and draws audiences from across the county and further afield. The creation of new work is at the heart of its programme, as it builds new relationships with audiences, artists and participants. Wiltshire Creative is part of Arts Council England's National Portfolio of Organisations and also receives regular funding from Wiltshire Council and Salisbury City Council.