

**GLOBAL  
GOALS  
CENTRE**



# Annual Report

July 2022–June 2023

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## Introduction – Dr Steve Roser Chair of Trustees

The year to June 2023 has been transformational for the Global Goals Centre charity (GGC). The collaboration with Artspace Lifespace (ASLS) in developing the old Marks and Spencer building into the truly amazing centre of sustainability, the arts, learning and fun that is Sparks has changed everything. With the help of substantial funding from our partners and the National Lottery, we have been able to create a space which is financially viable and that we can use to further our charity's aims of reaching out to educate a very broad, and the sometimes difficult to reach, parts of the population in how we can all work towards a better, more sustainable world.

I would also like to draw attention to the wider reach of Spark's excellent website, and the innovative use of social media by the GGC staff and volunteers.

The impact of our educational work will become clearer as we develop our offerings to schools and other groups within Sparks, but even in the short time since the opening in May, we have found that being able to demonstrate good, working examples on the ground, in our spaces, has paid dividends.

We are all very excited about the future of the Global Goals Centre, whether within Sparks or as a standalone in the future. The lessons we are learning, the national coverage that we are getting and the potential that the building unlocks are immense.

Finally, I would like to pay tribute to the staff of both GGC and ASLS who have worked far beyond the expected, with humour, generosity and insight.

**Steve Roser,**  
*Chair of Trustees*



**69,700**

Number of people engaged with our projects



**415**

Number of young people worked with directly



**25**

Number of creatives and interns given paid employment



# Projects – Voices: Art is Refuge

## Aims of the project were

- To engage the public and school children with the stories, cultures and contributions of refugees and asylum seekers through direct cultural exchange (workshops), video and audio content, and a physical immersive experience.
- To inspire a more holistic engagement with the complexities of migration in the 21st century and how issues of inequality, climate change and war have a role to play in this.



# VOICES

We secured funding from Heritage Lottery Fund to deliver this project.

In March 2022 we ran workshops with artists with lived experience of migration from Iran, Syria, Sudan and Kurdistan, with children in Victoria Park Primary School. Film students from the University of Bristol filmed these interactions and helped to produce films about each of the artists which can be viewed here

<https://globalgoalscentre.org/project/voices/>

We were excited to create an interactive Voices installation which was open to the public in 2 high-profile locations; first in the M Shed for a weekend in October 2022, and then in the Galleries shopping centre for Fridays and Saturdays throughout November 2022. This installation celebrated the work and creative resilience of Bristol-based artists in the UK's migrant and refugee community. Art transcends language and cultural barriers, opening doors to new possibilities for sharing and expression.



## Outputs

**We worked with 11 artists from 7 different migrant and refugee backgrounds throughout the project.**

A total of 10 organisations were involved in planning and curating the installation. This includes 5 Film students from the University of Bristol from 4 different cultural backgrounds, and 4 Sound students from the University of West England.

The installation was staffed on a rota of 9 volunteers and paid staff throughout the month.

Virtually all of the materials and resources used were reused and repurposed, as was the empty area the installation took place in.

333 people visited the installation on the opening weekend (3 days) at the M Shed.

1342 people visited the unit on the 8 days we were open to the public, as well as 20 Ukrainian women attending craft workshops in Ukrainian, and 310 school children attending Voices workshops. Approximately 25% of public visitors were of non-white background.

42 people attended the workshop at Easton Community Centre (18/03/23) - 25 of these were young people (under 16).

The megaphone interactive art piece accumulated approximately 500 blocks.

As of 09/03/23, we have had 89 page views since the educational resources went live, and 49 clicks to download the resources at <https://globalgoalscentre.org/project/voices/>.

Our interactive map was overflowing with people's contributions; in the end, we had to tell people that there wasn't enough space on it to add any more!



## School workshops

9 school workshops were delivered to a total of 250 children from across Bristol.

The children discussed famous people who came to the UK as refugees, and what they knew about their stories. They then looked at the art in the exhibition, and found out about the artists by watching short films about them. Using poetry they then explored their own responses to both the art and to the stories they had heard, and were able to add their own artwork to the collaborative art piece at the centre of the exhibition.

### Kate Fitzgerald - Teacher, Holy Cross Primary School:

“Thank you for allowing us to visit your workshop. I have spoken with my class and the key learning they took from it was:

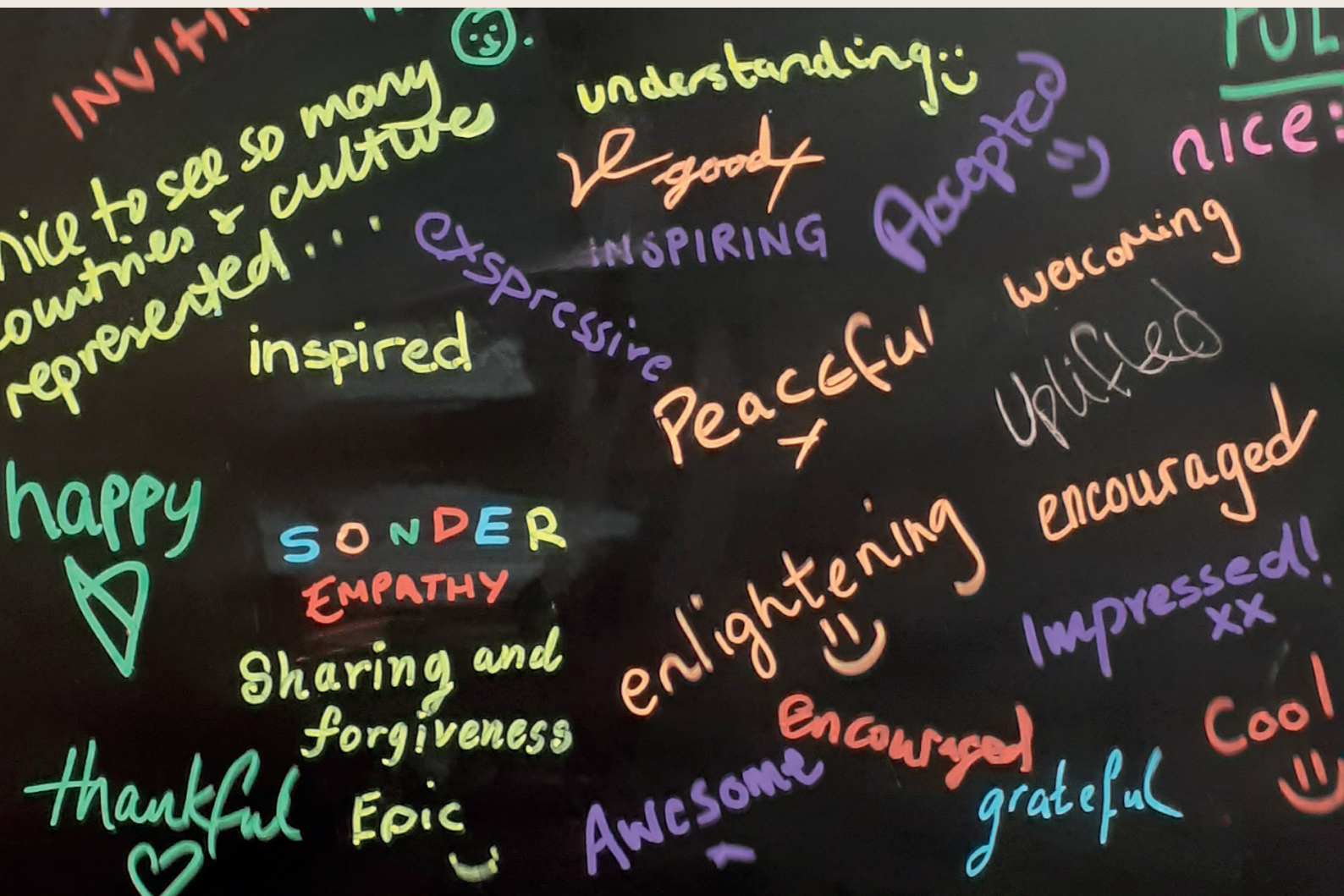
1. The importance of treating people fairly
2. That moving country is often not a choice people make - they have to do it to be safe.
3. To be yourself and even though every story is different, it is important we are proud of our own story.”

We created a set of education materials for teachers to use in class. In the first 3 months, we had 89 page views since the educational resources went live, and 49 clicks to download the resources at <https://globalgoalscentre.org/project/voices/>.





## Feedback



### 1. Artists

**Maria Faiomy** - I want to thank you all for the amount of effort you did for the artist's work to be exhibited in a spectacular design. The artists' statement gave me the feeling that you care about each and every one of us and give them the space they need to stand out and speak out about themselves. The project really valued input from artists and thought carefully about how to represent art and the artists' stories; it has been different from other projects I've taken part in.

**Ukrainian craft workshop leader** - I am emailing to say a huge thank you for providing us with the space, time and funding to put on two craft workshops aimed at and led by refugees. It was the first time we have had the opportunity to provide such workshops under the Migrant Business Support project and they were very well received by the community. I met up with one woman called Yulia after the workshop who had let me know that it was the best workshop she has ever been to in her life. She actually said those words!



## 2. Anecdotal feedback from visitors

I've never been to an art gallery before.

Thanks for doing this.

We need more of this to encourage more compassion.

I came here to do my shopping and have ended up gaining so much more!

This is great, we need more of it.

### Legacy

- We moved the megaphone into our new home - Sparks - and created more space on it for further blocks and contributions from the public.
- We are continuing to offer Refugee Voices workshops as part of our education offer in Sparks - see <https://sparksbristol.co.uk/wp-content/uploads/2023/03/Sparks-SDG-Workshops-Book-Now.pdf>
- 10 artist desks have been allocated for Bristol Refugee Artists Collective (BRAC) artists in Sparks, who made up the majority of artists we worked with.
- We are advertising and marketing the artists, their contact details and work via social media and our website to create further work opportunities for them.
- We have used many of our learnings from creating the Voices:Art is Refuge installation to inform us in creating Sparks.

# Sparks Bristol

GGC's long term ambition has always been to have a visitor centre to engage people with the SDGs. In August 2022 we had a chance of securing the empty M&S building thanks to the City Centre Regeneration team at Bristol City Council who supported our plans and saw the benefits that this would bring to the Broadmead area of the city. Then we heard an arts charity was also wanting to take over M&S; a really exciting collaboration looked possible – even more so when we met Artspace Lifespace (ASLS) and discovered what a great charity and people they were, and they had experience of running temporary buildings such as The Island and Ashton Court Mansion.

We met up to share plans and discovered that, while we at GGC wanted the ground floor to run a public-facing sustainability hub, they only wanted the upper floors for creatives! Our ambitions for the project were so clearly aligned, not just in terms of the use of the space but in terms of what we wanted to achieve – a space to promote creativity, sustainability, social justice and education in the heart of Bristol, bringing positive solutions to the challenges we face. This is what has made this partnership so successful. It must be the only time 2 charities have ever agreed immediately on a joint set of aims and code of conduct! We took on the space together under a MoU. Sparks was born!

In November 2022, ASLS was granted a lease for 2 years, but with a break clause in December 2023 so we needed to get the doors open as soon as possible!

We held an envisioning workshop in November 2022 with 50 local organisations and artists to make sure we delivered what Bristol wanted and needed, and to support the work of as many local charities and community groups as we could. Out of this workshop we developed the idea of a reimagined department store, working with a range of different partners to create each department. 10 of Bristol's diverse Community Champions were involved from January 2023, and worked with us to ensure inclusion of those local people who often don't get a voice in city centre developments.

It was a huge challenge as each floor of this building is 26,000 square feet, so we had to work out how to divide the space. Luckily ASLS's sister charity are legendary creatives Invisible Circus; they worked with us to design a coherent project with a motif of 'Home' and managed to build the departments out of 100% reused materials – reclaimed film and TV sets as well as office refurbishments.

We wanted to ensure that all the elements of the SDGs are included, in a way that's relevant to people – hence the Home motif – and ensure there were plenty of ways for people to engage not just by making different shopping choices. And, very importantly right now – to save people money and make it accessible to all – from clothing repair to fuel poverty advice. Obviously we couldn't have created such a variety of content and retail without a huge number of partnerships – luckily Bristol is one of the best cities in the world for collaboration!

We were also very grateful to the local, ethical businesses who provided vital sponsorship and pro bono support, as well as to The National Lottery Reaching Communities Fund that provided start-up funding.

Huge thanks to Van Neste, Quartet Community Foundation and John James Charitable Trust for their support for our work this year.

## Departments and partners

- Fashion – Sustainable Fashion Week
- Food – Yeo Valley, Bristol Food Network
- Nature – Natural History Consortium, 9 Trees, Avon Gorge and Downs Wildlife Protect, Bristol Parks, Bristol Water, Triodos Bank, Black 2 Nature
- Discovery – UWE, Burges Salmon, M Shed
- ReUse – Bristol Waste, Repair cafe
- Travel – First Bus, Travel West, Dr Bike, Bristol City Council
- Energy – Bristol City Leap, Bristol Energy Network, Centre for Sustainable Energy, Bristol Energy Co-op
- Re-Fuse – Sustainable Hive, Hubbub
- Community Champions Corner – Bristol City Council
- Imagination – Diverse Arts Network, Bristol Urban Forum, Arts Council

We opened the doors on 13th May. All key stakeholders cut the ribbon together to demonstrate that it is a collaboration project.



## Outcomes so far

NB : We are in the process of developing research into how Sparks impacts visitors' mental wellbeing and behaviour and this will be reported in our next annual report.



### 1. Visitor numbers

20,000 people came through the doors on the opening weekend. Since then we have on average 10,000 visitors a week.

Over 12,000 people visited the new Sparks website in the first 6 weeks. The footfall is highly diverse in terms of age, ethnicity and a high number of wheelchair users. We plan to collect more detailed data and gather feedback from visitors in the coming year.



### 2. High Street impact potential

Research into Sparks as a unique replicable model that can be replicated in other high streets to bring social value to our beleaguered high streets is underway from UWE. We have already had visits from 7 other cities looking to learn from our experience. The National Lottery has highlighted Sparks as a project of national importance.



### 3. Affordable opportunities for local traders and artists

Sparks is an incubator space, offering affordable spaces to enable small ethical traders and artists to try out their business. We have also enabled 10 free desk spaces for Bristol Refugee Artists Collective as part of our legacy from the Voices project.



### 4. Sustainability impact

In our first month of opening, we saved 1925 items from being disposed of or ending up in landfill.





## 5. School workshops



80 schoolchildren have attended workshops in Sparks, and they love it! “Visiting Sparks was a fantastic experience; looking at the independent shops in the departments was really exciting and contextualised the videos in the session, as well as giving us plenty to talk about back in the classroom.” Teacher feedback, May 2023.

Special thanks to UWE for enabling Dr Verity Jones to continue working with us one day a week to develop our education offer in Sparks.



## 6. Online presence

This year has seen a quantum leap in the quality of our online work - the website, the social media and the funding from AVAST have been really important to our development. Our Digital Lead created a Sparks website that reflects the inspiring, creative hub in digital form. In May 2023 we had over 8,000 visitors to the site. <https://sparksbristol.co.uk/>



## 7. Social impact

In the 6 weeks to the end of June, 213 people received travel advice and 525 received fuel poverty advice.

Many visitors have commented on what a safe and welcoming space Sparks provides, and how it is a really positive response to the climate crisis.

The old M&S in Broadmead has been transformed into something rather special. Each area has its own department, and there's a strong message of reuse and recycle throughout. It's very Bristol. Personally thought it was a great use of an empty building" Visitor on Instagram.

"It's so good you've got this space for us to learn about recycling and mending and technology. And I got to drive a bus! I love it!" (Yahya aged 8)

## Developing volunteers and interns

Our Voices project provided volunteering opportunities for 4 volunteers and 2 students on placement.

Sparks - in the 4 weeks since opening 39 volunteers have worked 487 hours on the project. Our new Volunteer Coordinator is planning socials, skills development and we offer travel and lunch costs.

We were grateful for the input of 3 students on placement who worked with us on school workshop design, launch event planning and social media.



# Conclusion and Looking Ahead

This has been a groundbreaking year for our charity. Both Voices: Art is Refuge and Sparks have given us a brilliant opportunity to reach a far wider audience and beyond the usual 'green' audience.

The engagement with the public and participants, and the tremendously positive feedback received, have illustrated the value these projects have brought, both through direct experience and on-line.

They have served to educate around the SDGs and challenge thinking and behaviour in everyday activity.

We would like to progress towards finding appropriate and feasible ways to ascertain the difference Sparks and related projects make to people's lives and the positive changes they bring about, and would apply this learning to any future activity and development.

The charity has gained so much in terms of

- Partnerships with community groups and organisations across the city
- Corporate sponsors
- Experience of commissioning creative work
- Experience of running a large public project
- Building a strong reputation and brand recognition in Bristol and beyond

Follow our progress [www.globalgoalscentre.org](http://www.globalgoalscentre.org)



Jenny Foster, Co-Director, on behalf of the team





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