

4. The Golden Glue Awards

Celebrating community makers who are sticking the community together.

[C]omedy, cake and a serving of homemade sparkle in this spoof awards ceremony, hosted by local mischief makers Maison Foo Theatre.

Make/Shift website²³



About the Project

The Golden Glue Awards was an event that brought together friends and collaborators in a celebration of (almost) a year of Make/Shift.

Project Activity

- One day - 12 November 2023
- 80 attendees
- 4 Golden Glue Awards presented
- Produced in collaboration with Maison Foo and Infinite Wellbeing²⁴

The Awards developed out of the Storyteller-In-Residence project – and was primarily a celebration of the groups that had taken part in that project.

There were three aims for the Awards:

- Celebrate the power of everyday making and creativity in people's lives.
- Celebrate and connecting communities.
- Illustrate Make/Shift's relational approach to working and what it could deliver.

The Awards was a live performance of the stories collected from the groups and they were at the centre of the event. Their families and friends were invited, along with other groups and

organisations who had been involved in Make/Shift over the previous six months.

The focus of the day was not promoting Make/Shift but rather people's creativity. It was also a way to highlight, and talk about, the importance of using a 'relational model': working in this way – slow and making time to build relationships - and the need to invest in it.

The format was a spoof awards ceremony, hosted by Val and Trev, the characters developed by Maison Foo through the Storyteller-In-Residence project. Groups won a Golden Glue Award – a Pritt Stick mounted on a wooden block and sprayed gold and made by the Men's Shed, one of the Storyteller-in-Residence partners. This was an acknowledgment of the way they were using 'making' as a means of 'sticking their communities together'.

Val (played by Beth from Maison Foo) recounted the (sometimes emotional) stories through a mixture of comedy and sensitive narration. Following the awards ceremony, there was an hour-long 'Over a Brew' – a 'making and meeting' session where people took part in different craft activities, chatted and engaged in creative ways of gathering evaluation feedback including stickers on the wall and a Virtual Reality feedback 'game' run as part of the evaluation.

Outcomes

A welcome sense of celebration

In their feedback people reflected on how great it was to gather together and share people's stories. Attendees were pleasantly surprised by the energy, enthusiasm and excited buzz in the room.

Well, we've had a thoroughly enjoyable day and its refreshing to know what's happening in the community. There're so many bad things happening in the world it's refreshing to come and enjoy something like this

SNADARC (one of the 'awardees') member, Golden Glue Awards film

A sense of validation

Everyone attending seemed very proud to be involved. Those receiving awards enjoyed being appreciated – both by others and those within their own organisations. This was particularly true where perhaps they normally got little recognition or had limited visibility.

The ladies at Sew Lovely [...] were getting very emotional because Tracy who runs it, I don't think she realises what she does [...] It was nice for her get recognition at the Golden Glues

Golden Glue attendee

Building connections

The event was an opportunity for different people to meet, share stories and create connections. People were able to find common ground, help one another – or just become aware of other projects.

I found myself crying listening to the stories of the Men's Shed. It's nice that men have somewhere to go to, and I didn't know that was there

Sew Lovely Member

Showcasing Make/Shift's way of working

Whilst the Awards weren't about 'marketing' Make/Shift, they were a way to explain its methods and demonstrating impact.

It's not just a case of, oh, yeah, we'll do this thing and then move on. It's about keeping everyone on a journey with you and growing up and seeing what can happen.

Platform Thirty¹

Learnings

- **Creating advocates.** Make/Shift now has some real advocates for its work in those who attended. They understand more about what the project is doing and what its delivered. Being part of Make/Shift's network – and being keen to take the ways of working forward in their communities – creates the potential for new projects, ideas and developments.
- **Showcasing the value of a relational approach.** Even though it requires lots of energy and care to nurture and grow, it can work, and the Storyteller-in-Residence project demonstrated this. The 'Award Ceremony' allowed people to understand the model and Make/Shift to build momentum in further developing the model.
- **The usefulness of a celebration and sharing.** The Awards brought people together to have fun, praise the work that's been done, share stories and connect. Thus, it provides a template going forwards – such events may be useful again at points where people need to be galvanised.

