

# Social Impact Report 2023

DUNDEE  
*Community*  
CRAFT - CIC

**CITY OF RECOVERY**

# Our Story

Dundee Community Craft CIC is a Community based Social Enterprise that works in partnership with public sector, third sector and criminal justice organisations to deliver free craft and design workshops to build skills, increase confidence and boost resilience to those who engage with us. We have two community production lines set up at the Bella Centre Dundee and at Just Bee productions which are made up of our community makers who co-design our commercial products and services.

Dundee has a proud history of Design, and our focus on Jewellery Design highlights the history and heritage of Dundee as a Design Centre, reminding those who work with us that they are rooted in a place with a proud history. That as part of our city, our culture and our history that they are valued as valuable individuals. Our history and our culture belongs to them as much as anyone else. Is their struggle the same as those who worked in Dundee's Jute Mills perhaps not, but it is of a kind – good people making quality products through a time of adversity.

DCC-CIC assists people effected by poverty, trauma and substance use in the process of healing and recovery by helping them to cocreate alternative futures and build new positive self identities - giving them the much needed foundations to start life again.

# Our Mission

We are on a Social Mission to make Dundee the recovery capital of Europe by providing collective healing through craft. We aim to provide craft and design education as a means of skills development, personal development, and resilience building in the communities which we serve. We aim to create communities and shared identities centered around the shared experience of being on a production line and as part of a workforce of talented craftsmen. We provide visibility, give voice and offer education, employment and volunteering opportunities to our community makers and nurture talent at the earliest opportunity.



# Our Core Values

**Community** – We value community, because we recognize the need to feel a sense of belonging, having a shared identity and a commitment to a greater good.

**Craftsmanship** – We value Craftsmanship because we believe craftsmanship teaches the virtues of discipline and patience.

**Empowerment** – We value empowerment because we believe that the transformational power of the individual will have ripple effects on the entire community.

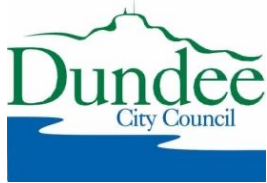
**Humanity** – We value humanity because we champion the things that make us human such as our capacity for kindness, compassion and love.

**Peace** – We value peace because we know the importance of safety and tranquility on the healing journey.





# Funding and Partners



We are a More Than Profit Organization, meaning that we generate our income through trading activities and any income generated is reinvested back into the business.

We generate our income through providing workshops for our beneficiaries through third sector, criminal justice and public sector services. We provide a multi-agency approach to improving overall mental well-being and empowerment through craft education.

We generate revenue through providing private tuition for bespoke craft classes to the public. We have a commercial range of products which have been co-designed and co-produced by our community makers at the Bella Centre Dundee and Just Bee Productions. These can be purchased online or at our stockists, Dundee Contemporary Arts and The Cambo Heritage Trust.

# Our Board



**Kate Pickering**  
Marketing and  
Communications Director

10+ years running a similar CIC to DCC-CIC in Glasgow, Entrepreneur, Jewellery Industry expert.



**Ryan Milne**  
Finance Director

20+ years accountancy experience, specialises in early growth startups.



**Stephanie Graham**  
Founder and CEO

Multi-award-Winning Jeweller, certified trauma responsive practitioner.



# Jewellery as Healing and Spiritual Care

By Co-Designing Jewellery alongside participants, participants are given a platform for self-expression in an alternative medium. The concept of craft as a method of holistic self-care is a well-established concept within the craft and design community:

*“In general, participants in arts on prescription workshops experience a significant increase in overall wellbeing, through reduction in nerves, stress and anxiety. Though seemingly different, the acts of baking, knitting, and gardening share characteristics that make them well-suited for self-care. These activities all help to improve mood and lower stress – the effort, multi-sensory engagement, repetitive actions and anticipation of satisfaction involved in making something are related to release of neurotransmitters that promote joy and well-being, while also reducing stress hormones.” (Crafts Council, 2020)*

Using Jewellery making as a method for self-care means that all those who participate in jewellery making will be able to wear a moment captured in time as a memory and a symbol of their healing journey and as a measurement of progress.



# Jewellery as Healing and Spiritual Care



Although Medical Models of Care are essential in the way that they meet the physiological needs of people on their recovery journey through the administration of medication, there are emotional and spiritual needs which need addressed. Jung States that:

*“a state of psychoneurosis must ultimately be understood as the suffering of a soul that has not yet found its meaning”*

&

*“it is in reality the priest or the clergymen who should be concerned with the problem of spiritual suffering but the sufferer will first consult the doctor because he deems himself physically ill, and because some symptoms can be alleviated by drugs”*

This literature communicates a clear need to accommodate for both medical methods of care and methods of care that meet the needs of the mind and spirit.



# Jewellery and Identity

Jewellery's associations with identity mean that jewellery can be used as a method for forging a new identity. Jewellery offers a unique platform for conversation between all those who participate in making and perceiving of the jewellery:

*“the aesthetic phenomenon of adornment indicates a point with sociological interaction the arena of man's being-for-himself and being-for-the-other where these two opposite directions are mutually dependent as ends and means” (Simmel, 1908 “*

Jewellery sits as a separate entity between all participants of the piece. The conversations that could potentially arise from the piece is what gives it its uniqueness as a method for perception shifting and identity reformation on a person's healing journey. It sits as a gateway for conversation and in turn, gives voice.



# Jewellery Making and Craftsmanship as Self Expression



Craft differs from art in the way in which it exists as platform for self-expression while also having the ability to pass on tools, skills and promote economic empowerment:

*“Craft-centered education creates a balance between theory and monotonous learning through creative stimulation and self-expression. It helps in reducing discrimination between manual and intellectual skills and overcoming prejudices through respect for socially meaningful work that meets the needs of urban and rural Indians. It makes one feel proud about earning a decent livelihood through sustainable sources of income and community initiatives that result in cooperative societies and micro enterprises.” (Dubey, M. 2017)*

Making Jewellery through traditional crafting serves as an educational experience as well as means of empowering through making. Empowering is a key component in helping individuals and in overcoming a negative self-image.



# Community Production Line at Just Bee Productions

The voices and opinions of the communities which we serve in Dundee are integral to shaping our services and meeting our social objectives. This means we constantly rely on feedback from our community makers for co-designing and co-creating our products and services. Our project at Just Bee has been growing for 2 years, and we are now in the process of training our community makers to be part of our core team and be part of our service delivery. In doing this, we will be giving our makers access to paid employment in order to grow as individuals. Through this project, they will be able to develop their CV, grow interpersonal skills, increase confidence and build on new employability skills. We have three makers at Just Bee productions who, going forward, will be given the training need to deliver teaching and continue to design and make new products.



# Linlathen Jewellery Project

" From February until April 2023 we ran a small 10 week introduction to Jewellery and Metal Design course for the Linlathen Community out of the Linlathen Community Library Hub. We did this collaboratively with Dundee City Council for 8 members of the local community . The course involved a trip to V&A Dundee to learn about the history of Scottish Design and how Design thinking can be used and applied to help solve some of Dundee's Most Complex Social Problems such poor mental health, poverty and substance use. We piloted a 10 week introductory course in Linlathen and asked them for their feedback and their opinions on how to better improve living conditions for those living through adversity in Dundee. "



# Voices of Linlathen & Social Impact

In the Dundee East, there used to be lots of things going on in the community and it was really good because when the school started and kids went to school, it meant we could go to the community centre and there would be loads of groups on which helped us fill up our time. It gave us structure and routine – over the last few years and especially since covid, the council restructured and changed all their jobs so everything changed. We are lucky here with the empowerment worker that we have.

Coming to the group has given me back some structure and routine in my life, getting to do things like this is amazing, it's not something that is usually offered to us out here. It's really good for my mental health because it lets me just switch off and escape for a little while.



# St Mary's Jewellery Project with Duncan of Jordanstone College of Art and Design

During our time at St Mary's, we have ran a variety of projects, however, one of our larger and more successful projects was our collaborative project with Duncan of Jordanstone College of Art and Design Jewellery and Metal Design Department. During the duration of this project, we were able to support one community member back into education – although we have since separated from our project at St Mary's, we were able to pilot the concept of having an apprentice and local community members valuable lessons were learned during our time there which we will take forward and make reference to in the future.



# Bella Centre Tartan Enamel Project inspired by V&A Dundee Tartan exhibition

For one of our 8 week projects





## Bella Centre Tartan Enamel Project inspired by V&A Dundee Tartan exhibition

" I have found that this is a really good group – I enjoy the banter that goes on. If I am struggling, everyone helps each other and we show each other what to do. I feel really good about myself when others in the group ask me for help and I am able to help them. I thought as I get older I would not be able to do things like this. I find the Monday classes really relaxing and stress free, a few months ago I would of never done this now I look forward to the group and encourage everyone to go each week. I wish I learned these skills years ago. I really like DCC-CIC they are good company, they don't judge anyone and are one of us. "





# Bella Centre Tartan Enamel Project inspired by V&A Dundee Tartan exhibition

" I have been coming to the Jewellery class since I came to the Bella Centre in July. I enjoy coming because I can be myself talk about my life as recovery is a big part of coming to this group. I have learned lots of new skills and at the moment I am making enamel brooches. I have really enjoyed making these. I feel the tartan represents the paths we have all crossed and the love hearts mean we all need to feel loved and love ourselves. "



# Bella Centre Apprenticeship Program

We initially piloted the concept of having an apprenticeship in one of our other projects and moved it to the Bella Centre and have had success in getting 3 women to engage with the work placement. On the work placement, the women make our commercial range of products as orders arrive and are involved with co-designing future pieces.



# Bella Centre Apprenticeship Program Testimonial

"Since working with DCC-CIC they have helped my confidence as at first, I actually ran out of the class as I have an underlying disability which limits my ability to participate in activities. I thought, ill never manage something like this because of my disability. Now 8 months later, I wouldn't miss DCC-CIC coming in. I have more confidence that I can help other people that come and join on Mondays that haven't done anything like this before. I now have extra tools which DCC-CIC got to help me. Now that DCC-CIC is here on Wednesdays for a work placement, I get to work on stuff for selling. Getting to show my family the website and the stuff I've made is even better. The staff at DCC-CIC are good to talk to because they're not a professional or family so I can talk to them and get things off my chest while working. "





# Our 2023~2024 Social Impact

- ~ We reached a total of 68 people in community and custodial settings.
- ~ We co-produced 8 commercial products and 6 commercial services with local people which are becoming increasingly popular.
- ~ We delivered 4 wholesale orders from our community production lines.
- ~ We are training 3 of our community makers to be part of our core service delivery and provided them with employment.
- ~ We have sold 11 Bangles, 12 rings, 3 pairs of earrings and 82 Bowls.

# Going Forward

Going forward, we will continue nurture our relationships with our partners within the community. We have made progress with our place within the tourism market and have had great support from the Dundee Tourism Partnership. In 2025, we will have our classes ready to welcome people from all over the world and showcase our skills and talents.