



The FREE Digital Sensory Show

# Phoebe's Green Christmas

**CHRIMBLESENSE**

An Accessible Immersive Sensory Exploration



**For Kids**

# Evaluation Report



# About Christmas For Kids

Christmas for Kids (also known as C4K), is part of the Embracing Arts family and is a charity which devises and performs shows for free at children's hospices and SEND schools. Our shows are specially written and designed to be multi-sensory, interactive, fun and accessible – comprising singing, storytelling, puppetry and lots of silliness!

Our audiences are unique in their range of disabilities and their needs: from life-limiting illnesses to Profound Multiple Learning Disabilities (PMLD). The unifying factor is that they are unable to attend the theatre at this magical time of year, so we bring the theatre to them, to their families, teachers and carers.





# Aims of the Project

Most of the children in our audiences have complex needs such as profound multiple learning disabilities and/or have life-limiting illnesses which require palliative care & round the clock medical treatment. There is a distinct lack of arts provision which is affordable and accessible for our audiences. We believe all children deserve the magic of live performance, so we bring our shows to them, wherever they are, whatever their access needs.

The aims for both the digital and live Christmas shows include:

- In the short term, children with complex needs in hospices and SEND schools, their carers and teachers, enjoy themselves and have fun.
- Through their participation in the show, children feel more valued and understood, and carers will feel less isolated and stressed.
- Increasing access to the arts for all
- Stimulate engagement and interaction
- Making important memories for families and carers

These outcomes contribute to improved wellbeing for the children and families, teachers and carers.





# Christmas for Kids 2023

We expanded our reach this year with two new impactful shows. 'Chrimblesense' delivered live performances across the South-East, whilst 'Phoebe's Green Christmas' was our digital offering nationwide.



**Live Tour**

+



**Digital Show**



# Our 2023 Digital Show

'Phoebe's Green Christmas' told the story of Phoebe the puppet as she thinks about her footprint – and not just the one she leaves in the snow! From making special gifts, to putting a new spin on classic traditions, join Phoebe as she tries to give her friends the best (and kindest) Christmas ever!

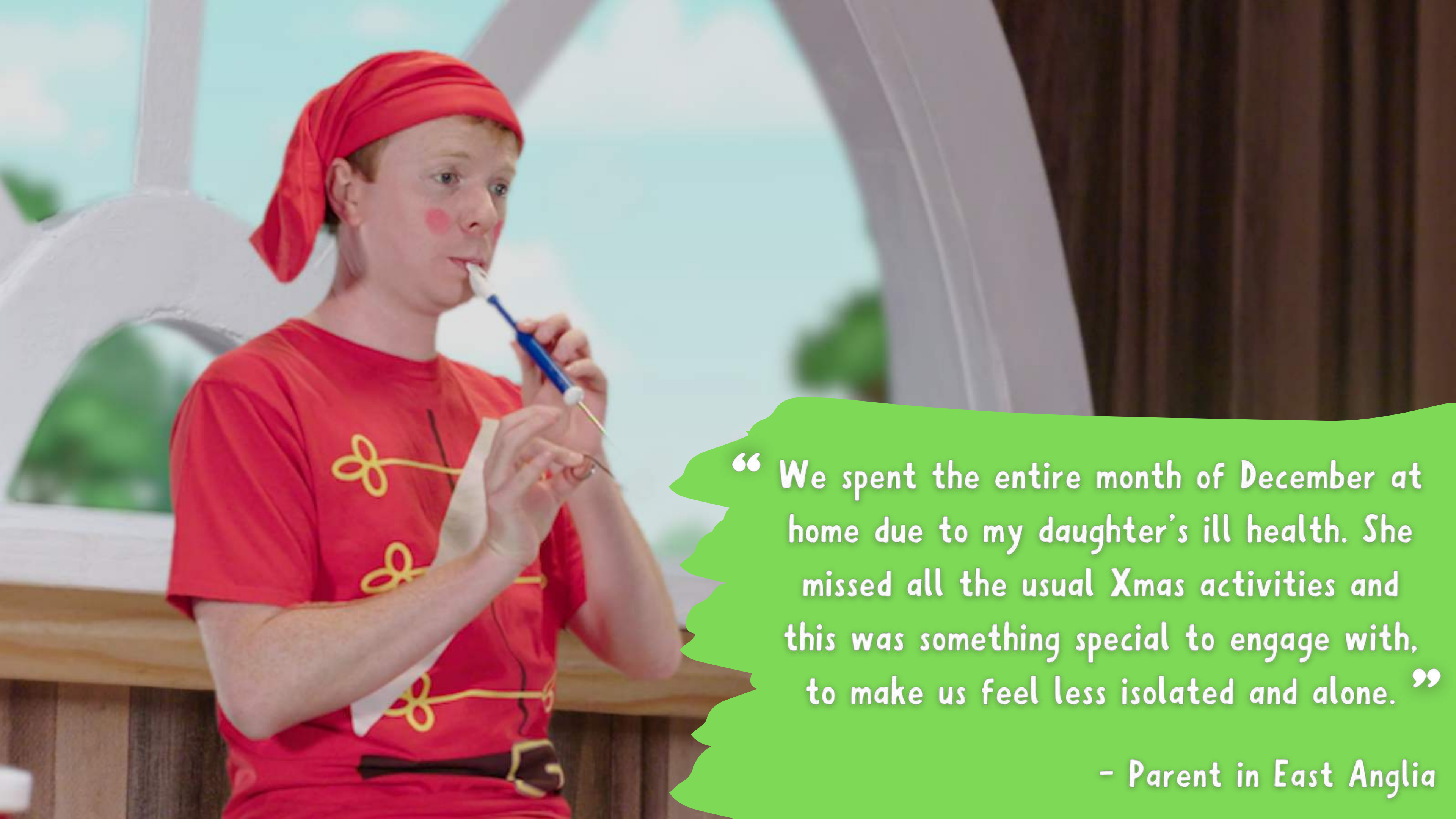
This digital show was available to watch for FREE from 20th November & throughout the festive period, and featured accompanying resources to help carers, teachers and parents facilitate the show and its interactive sensory moments.

Sensory elements of the show were guided by a Resource E-Pack made in collaboration with leading industry professionals to aid with sensory facilitation and provide craft, speech & language and play ideas throughout the festive period.

The show reached an audience of over 10,000 beneficiaries in children's hospices, SEND schools, mainstream schools with SEND provision and related community groups across the UK.







“ We spent the entire month of December at home due to my daughter’s ill health. She missed all the usual Xmas activities and this was something special to engage with, to make us feel less isolated and alone. ”

- Parent in East Anglia



# Our 2023 LIVE Show

'Chrimblesense' was an accessible, immersive sensory exploration of Christmas ('Crimble') as festive characters Frosty, Joy and Glow explored their favourite elements of the festive season.

The show featured C4K's trademark blend of sensory play, storytelling, music and song. Performing in person, our team of three actor-facilitators toured to 31 venues across the South East of England throughout December 2023, playing to a mix of children's hospices and SEND schools. Our performances were delivered entirely for free, and we played to over 1,350 audience members across 37 performances!

The show was not only designed to be fun and silly, but also to promote communication and stimulation through sensory play for children with complex needs.

The overall live show experience was described by the audience as engaging, fun, and magical, with a strong focus on meeting the children's unique needs through the sensory and interactive elements.







“ First time my child actually watched and engaged in a show. It was brilliant. Thank you! ”

- Parent of child in hospice care, Kent



# Impact of the Project

The Christmas for Kids team expanded their reach this year with two new impactful shows.

'Chrimblesense' was performed live in 31 venues (37 performances in total) over the 2023 holiday season reaching a total audience of 1,359 across all 37 performances, compared with 622 for Phoebe's Green Christmas in 2022 (across 19 performances).

'Phoebe's Green Christmas' was released digitally this year with a total audience of 10,590, compared with 5,518 in total for Benson's Christmas Letter in 2022.

The 2023 Christmas for Kids projects reached a total audience of **11,949** beneficiaries - a 95% increase year on year.







'Chrimblesense' was  
performed LIVE in 31  
venues



The tour reached 14  
Children's Hospices  
and 16 SEND Schools in  
the South East



The show reached  
a total audience of  
1,359 people across  
37 performances





'Phoebe's Green Christmas' was viewed 534 times in 333 venues



A 29% increase in the number of registrations totalling 629 sign ups



The show reached an estimated audience of 10,590 beneficiaries



# Feedback

**95%**

digital viewers said

**"The child(ren) in my care enjoyed the show"**

**98%**

live viewers said

**"Watching the show had a positive impact on the wellbeing of the child in my care"**

**95%**

digital viewers said

**"The resource packs were easy to follow"**

**87%**

digital viewers said

**"This show demonstrated an understanding of children with complex needs"**

**98%**

live viewers said

**"Watching the show had a positive impact on my wellbeing"**

**100%**

live viewers said

**"The child(ren) in my care enjoyed the show"**

**100%**

live viewers said

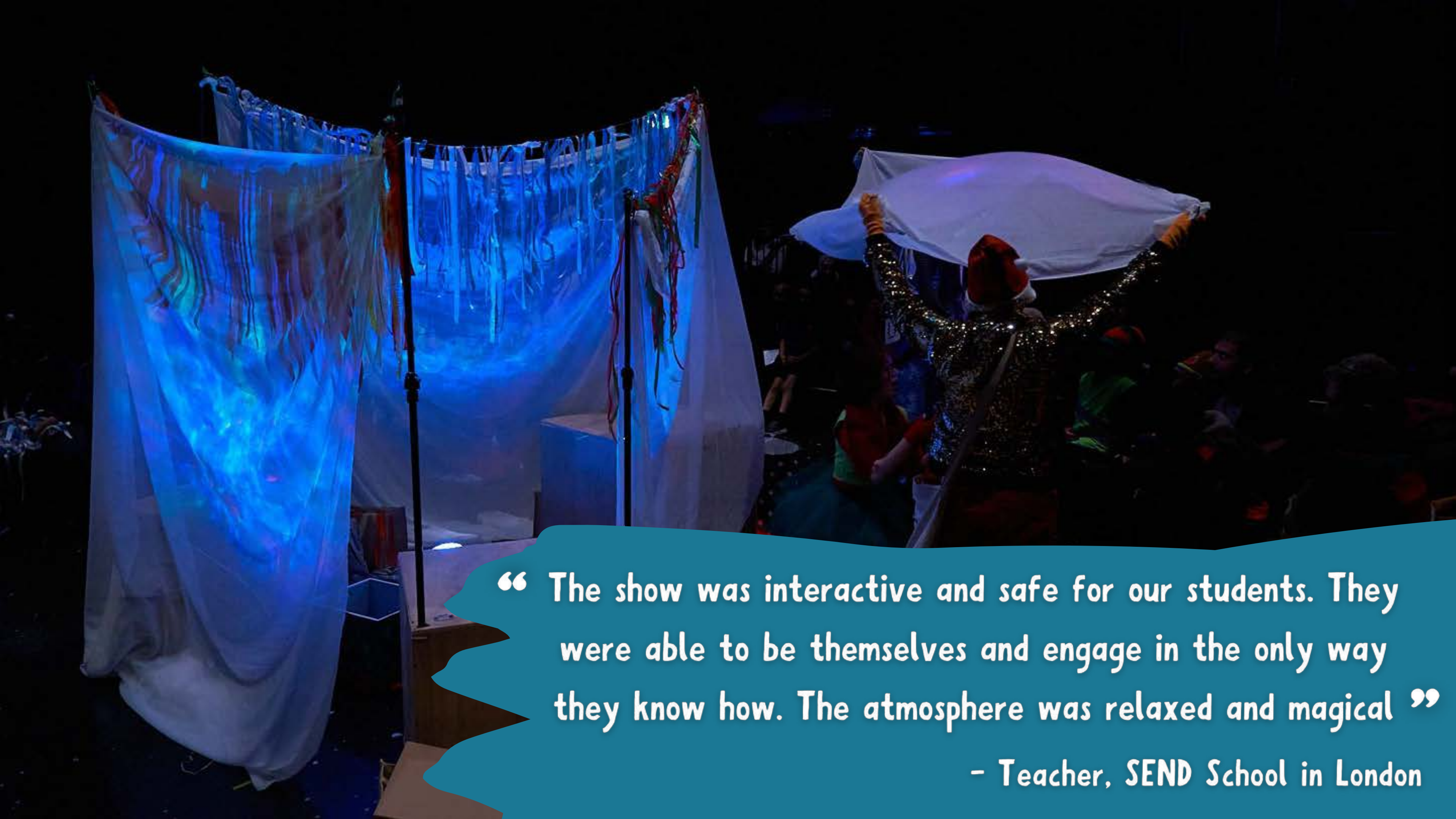
**"The child in my care found this show engaging"**

**97%**

digital viewers said

**"I enjoyed the show"**





**“ The show was interactive and safe for our students. They were able to be themselves and engage in the only way they know how. The atmosphere was relaxed and magical ”**

**- Teacher, SEND School in London**



# Summary

The expansion of Christmas for Kids' reach has not decreased the impact of our shows. The C4K shows continue to be seen as highly interactive, accessible and engaging for children with a range of complex needs.

Key factors behind the success of our shows include:

- The flexibility of our actors in the live show; adapting each show to meet the needs of the different audiences they meet throughout the tour.
- The flexibility of delivery that comes with our digital show; allowing children to enjoy the show at their own pace and wherever they are most comfortable.
- The availability of captioned and signed versions of the digital show for our audiences who require this.

Overall, we have seen that providing an enjoyable and fun experience with opportunities for interaction and participation, results in an increased sense of wellbeing amongst the children in our audiences, their carers, teachers and their families.

For us, both shows met their key desired immediate outcomes, demonstrating that the Christmas for Kids project is furthering Embracing Arts towards its overall goal of **'Inclusive arts, accessible to all'**!





“The understanding of the children’s needs by the actors was fantastic – the best I have ever seen. This made the atmosphere so relaxed and enjoyable. The chill out area... was such a great idea and it really helped two of my children to enjoy the show. Thank you so much!”

– Teacher, SEND School in the South East



“It is so lovely to have shows centred around the young people we have staying with us.”

Play Team Member,  
Children’s Hospice in South West



“All of the children in my class were engaged throughout the show because of all of the sensory props, and the quick change from one item to the next helped keep them focussed... The support packs were brilliant too.”

- Teacher, School with SEN provision in North West



“I appreciated the multiple versions and the resource ideas. My students appreciated the ability to re-watch multiple times to support their processing times and develop anticipation.”

- Teacher, SEND school in North East



