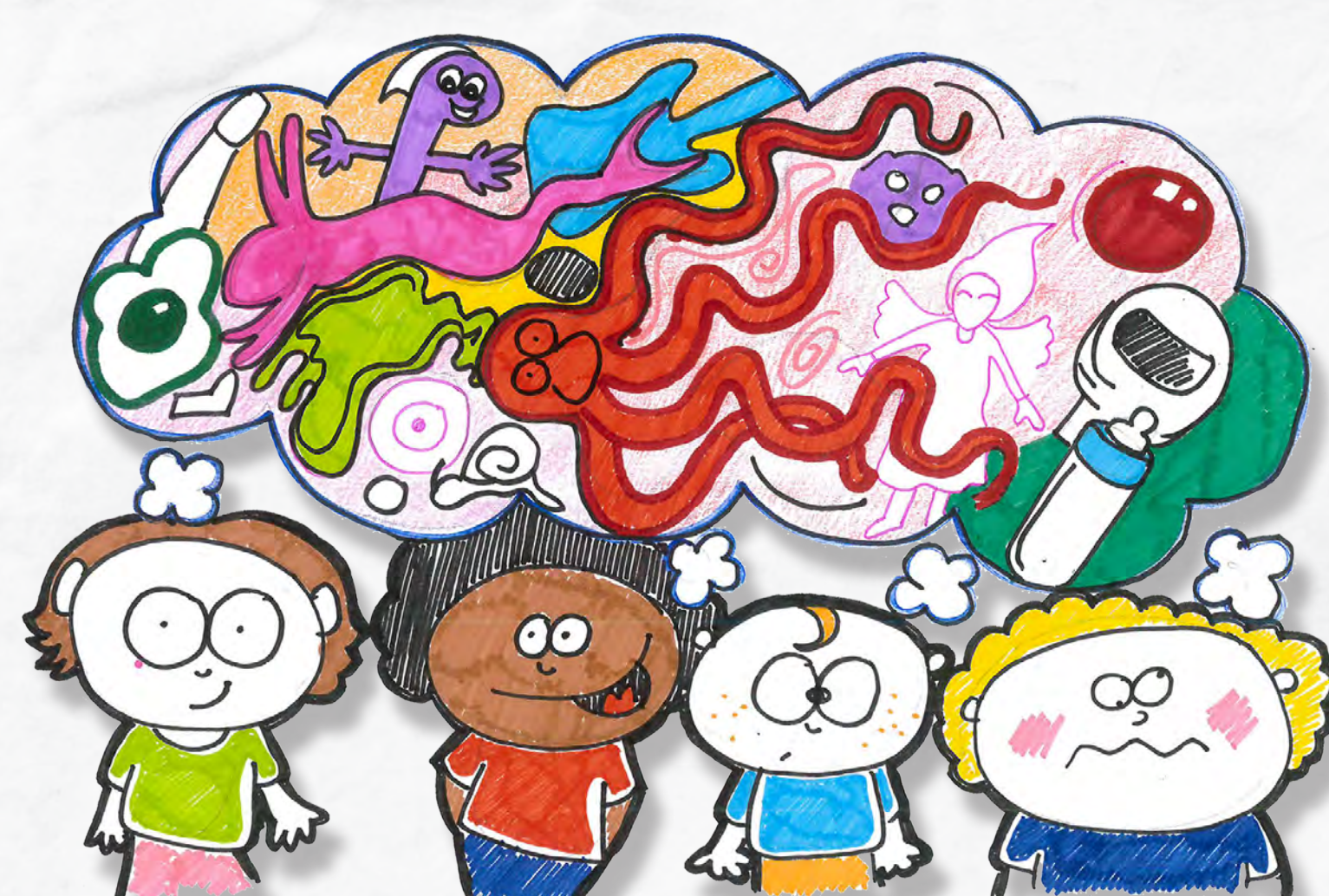


A BETTER START SOUTHEND MASCOT CREATION

Who's the?
Expert
2019 CONFERENCE

It's not a monster exactly, it's certainly not a super hero, it's a creature that has been melded together from the collective minds of children with as little interference from adults as possible. The mascot team, comprised of professionals from Southend ABSS, and its fantastic partner organisation SAVS, implemented, facilitated, consulted and generally had a great time during this iterative process throughout which we have kept co-production at its heart.

During our innovation workshops, children were encouraged to be creative and to experiment with a variety of art materials. We ensured there was little influence from adults during the creation of the work so that we would gain the ideas from the minds of the children themselves.



The mascot team had to relinquish control regarding the end point and instead put faith and energy into the process itself.

It was a journey that required many changes and adaptations and required engaged input from all involved.

We consulted over 1,000 members of the public online, at a gallery, shopping centre and supermarket.

We consulted with children all the way through right down to colour choices. We found the mascot project to be a really effective way of engaging the general public and spreading the message about A Better Start Southend.

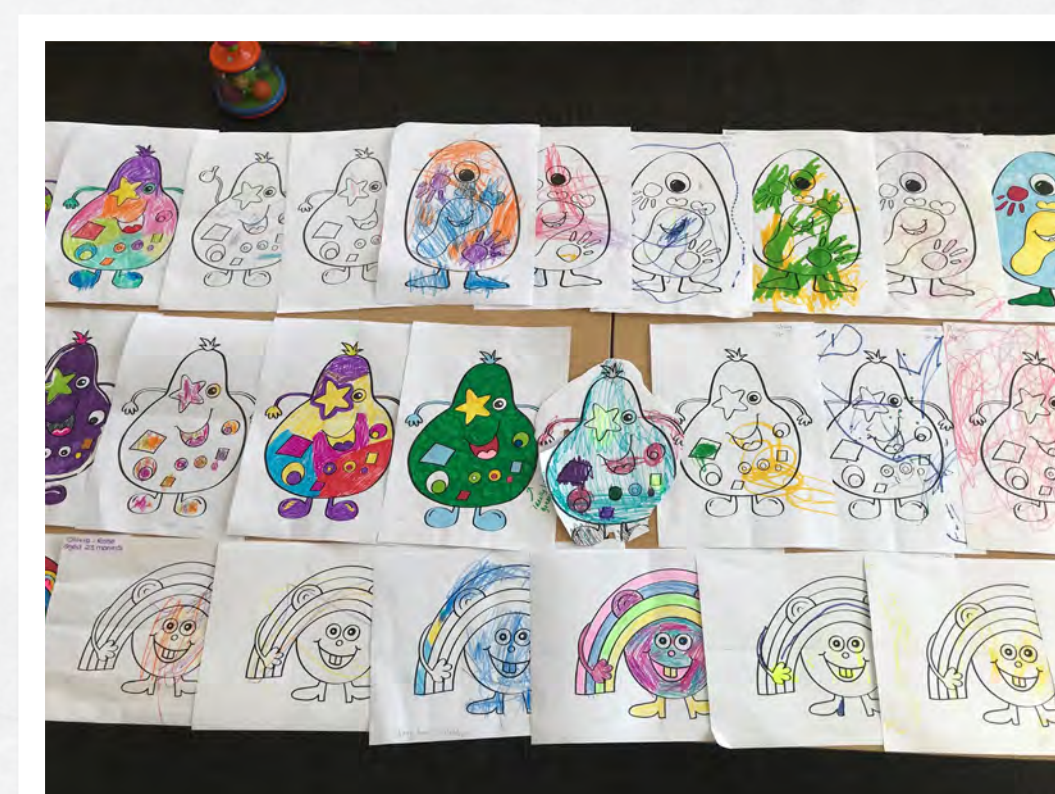
Because the subject was fun, it was an easy and unthreatening way of reaching people from all ages and walks of life.

The designer of the mascot costume itself is a local mum who is a professional in this field.

We have nurtured the mascot all the way through to birth as if it were our own baby. In fact the design process took nine months in total. So here it is, a character for the children of Southend created for children, by children.



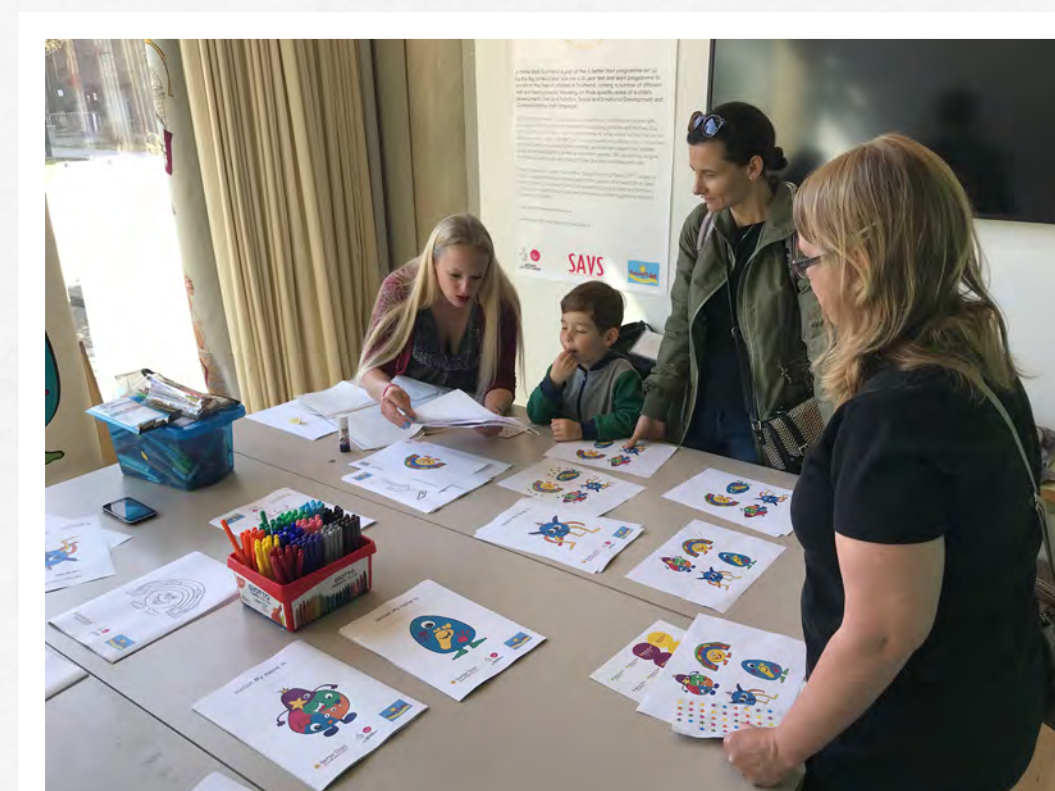
Children created over 100 different designs.



The colours were chosen by children at crèches.



Selection was done by a group of all ages.



There was great engagement at public votes.



Great awareness for A Better Start Southend.