



The FREE Digital Sensory Series

# Phoebe's Festive Favourites

CHRUMBLESENSE

An Accessible Immersive Sensory Exploration



For Kids

# Evaluation Report

# About Christmas For Kids

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

Our audiences are unique in 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, their families, teachers and carers.



# Aims of the Project

Most of the children in the audience for the shows have complex needs such as profound multiple learning disabilities and/or life limiting illnesses which require palliative care and round the clock medical treatment

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

- In the short term, children with complex needs in hospices, SEND schools and mainstream schools with SEND provision, and their carers, enjoy themselves and have fun
- Our shows encourage increased engagement and communication in the children who experience them
- Through their participation in the show, children feel more valued and understood, and their carers feel less isolated and stressed

These outcomes contribute to improved wellbeing and quality of life for these children and their carers.



# Christmas for Kids 2024

This year, we delivered two impactful shows, one live and one digital. **'Chrimblesense'** was delivered live across the South-East and North of England, whilst **'Phoebe's Festive Favourites'** was our digital offering nationwide.



Live Tour

+



Digital Show

# Our 2024 Digital Show

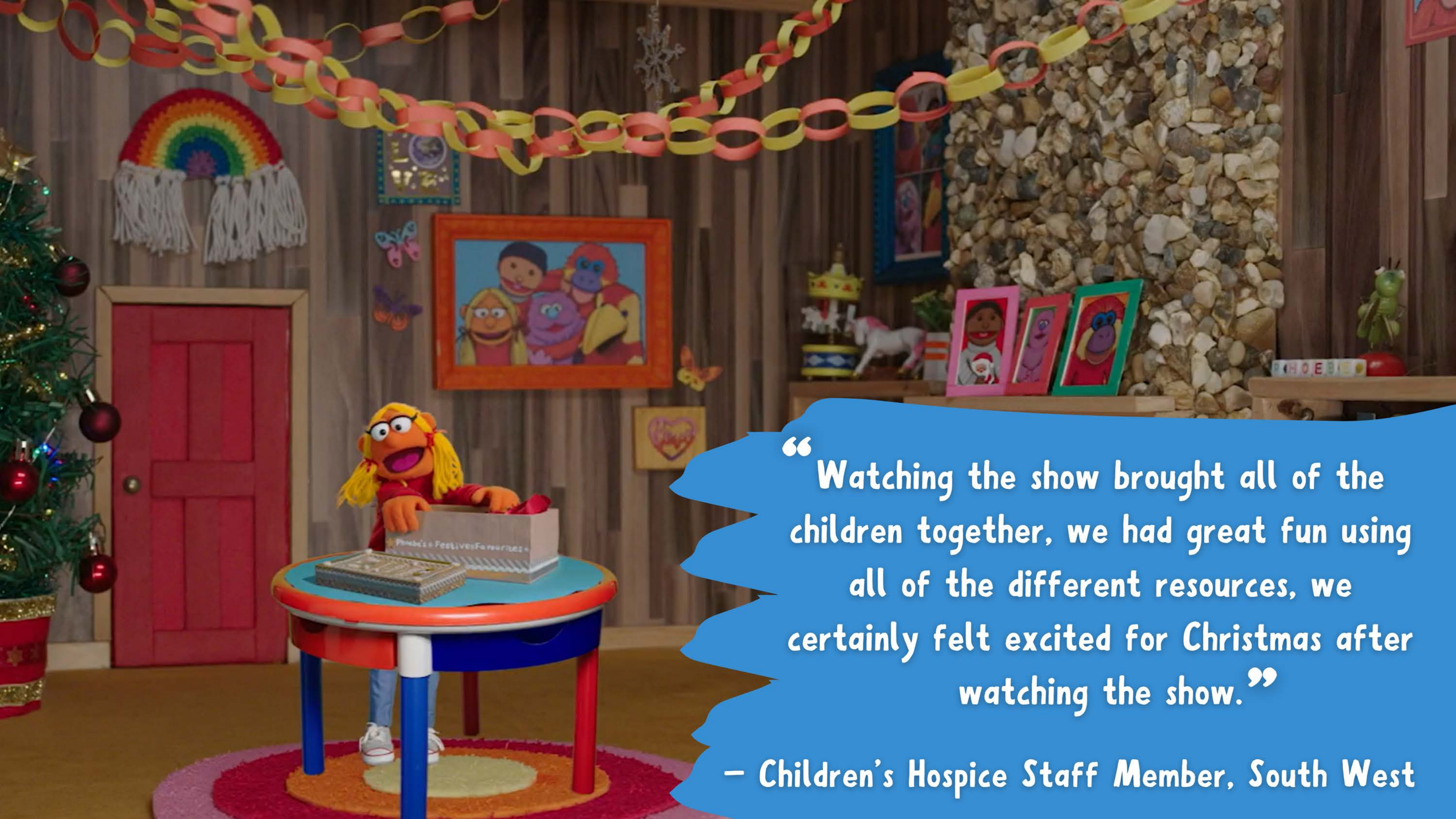
'Phoebe's Festive Favourites' followed lovable puppet Phoebe as she shared her favourite elements of the Christmas season. From reindeer to gingerbread, in each episode Phoebe took audiences on an exciting sensory adventure as she shared cherished memories from festive seasons gone by.

Released for the first time in an episodic format, the digital show was available to watch for free from 11th November, and throughout the festive season until 10th January. The final episode and a full-length version of the show (all six episodes in one) was released on 1st December.

Each episode featured accompanying resources to help carers, teachers and parents facilitate the show and its interactive sensory moments. These resource packs were made in collaboration with leading SEND professionals. They included craft, speech and language, and play ideas that corresponded to each episode's theme.

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





“Watching the show brought all of the children together, we had great fun using all of the different resources, we certainly felt excited for Christmas after watching the show.”

– Children’s Hospice Staff Member, South West

# Our 2024 LIVE Show

'Chrimblesense' was an accessible, multi-sensory exploration of Christmas ('Chrimble') and the senses, delivered live in children's hospices, in mainstream schools with SEND provision and in SEND schools.

Featuring festive characters Frosty, Joy and a facilitator, the show used C4K's unique blend of sensory play, storytelling, music and song. This year, our team of six actor-facilitators formed two casts (Team Frosty and Team Joy) taking the show to 60 venues across the South East and the North of England. The show was delivered entirely for free and brought festive magic to 2,298 audience members across 63 performances.

The show was highly interactive, with the actors learning the names of the audience members and involving them in the show throughout. A key strength of 'Chrimblesense' was its adaptability, with actors changing their delivery to cater for each audience and their specific needs.

The live show experience was described by its audience members as inclusive, valuable, engaging and magical.



Photo credit: Eden Valley Hospice. Used with permission.



**“WOW! The inclusiveness was amazing. Our children have so many needs but they were all so well catered for.”**

**- Teacher, SEND School, Yorkshire**



# Project Impact

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

'Chrimblesense' was performed live in 60 venues (63 performances) and reached a total audience of 2,298, compared to 37 performances and an audience of 1,359 in 2023.

For the first time, audiences had the choice of watching the digital show in six episodes, or as a full length film. 'Phoebe's Festive Favourites' had a total audience of 10,509, compared to 10,590 in 2023.

The 2024 Christmas for Kids projects reached a combined audience of 12,807 beneficiaries – a 7% increase on 2023 and over a 100% increase on the audience in 2022.





**'Chrimblesense' was  
performed LIVE in 60  
venues**



**The tour reached 30  
venues in the North of  
England and 30 in the  
South East**



**The show reached  
a total audience of  
2,298 people across  
63 performances**



**'Phoebe's Festive Favourites' was played 1012 times in total**



**'SLEIGH' was the most popular episode, with 212 total views**



**The number of parents signed up was 190, nearly double the number in 2023**

# Feedback

**92%**

digital viewers said

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

**99%**

live viewers said

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

**100%**

live viewers said

**"I enjoyed the show"**

**92%**

digital viewers said

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

**95%**

digital viewers said

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

**99%**

live viewers said

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

**99%**

live viewers said

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

**99%**

live viewers said

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

**97%**

digital viewers said

**"I enjoyed the show"**



“It was beautifully and thoughtfully presented. The best show for children with complex needs I have seen in 30 years plus of working in this area.”

- Department Head, SEND School, South East

# Summary

In 2024, the Christmas for Kids team produced two highly engaging shows that met the needs of both live and digital audiences.

Key factors behind the success of our shows include:

- Their interactive nature: allowing the live actors to engage on a one-to-one level with audience members and involve them in the show.
- Repetition in the digital show meant that children could become more familiar with the show's material and join in with the songs.
- The adaptability of our performances: actors in the live show could change their delivery based on each audience and their specific needs

Almost all respondents surveyed felt that our shows were engaging for children with complex needs. Overall, it's clear that the fun and multi-sensory experience provided in our shows lead to an increased sense of well-being amongst the children in our audiences, their carers, teachers and their families.

Both shows have met their key desired immediate outcomes, helping Embracing Arts towards its overall goal of producing **'Inclusive arts, accessible to all'**.



‘The pupils found the show hilarious and were laughing throughout! Some pupils made comments using language that I have not heard them use before – “fantastic!”, “wow, that is so cool!”.’

– Teacher, SEND School, London



Photo credit: Small Steps. Used with permission.

Photo credit: Eden Valley Hospice. Used with permission.



“It was tailored to them personally by the actors, so all pupils benefitted.”

– Assistant SEND School Headteacher,  
South East

**“It has shown me that the children in my care can and will focus for longer than I expected. Really engaging for my complex learners and I loved the prop prompt ideas. Also, the fact that the sequences were repeated to allow engagement.”**

**- Teacher, SEND School, Yorkshire**



**“Watching the show brought all of the children together, we had great fun using all of the different resources, we certainly felt excited for Christmas after watching the show.”**

**- Children’s Hospice Staff Member, South West**



