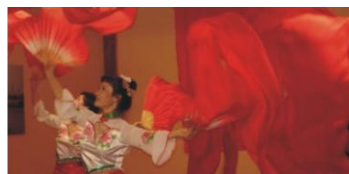
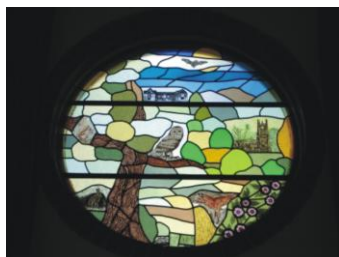


Arts East Staffs Arts Strategy 2010 - 2013



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Foreword

As Deputy Leader for Environment and Leisure, I am delighted that Arts East Staffs is within my portfolio.

I strongly believe that the “arts” have a firm place within our Council Services and are an integral part to the delivery of Council Objectives directly linking to the “can do culture” that East Staffordshire Borough Council is striving to deliver for the Borough.

We are lucky to have within the Borough two exceptional venues that can deliver a range of arts programmes, The Brewhouse Arts Centre and The Civic Function Suite. These venues, led by a dedicated arts team, encourage a range of participants to not only enjoy events and performances but also to enjoy diverse community arts programmes to stimulate and inspire.

It is clear to see that the arts reach many people for many different reasons and contribute effectively to healthier and happier communities, reaching all ages and abilities without restriction.

The Arts strategy presents an exciting new three year programme that will continue to build on existing work and will increase specific areas that have been highlighted through public consultation to ensure that we continue to deliver what the community want and need.

Councillor Bernard Peters

Deputy Leader for Environment & Leisure

Executive Summary

Arts East Staffs (AES) consists of The Brewhouse Arts Centre, Project Wired, Arts Development and, more recently, the Civic Function Suite which is based within Burton Town Hall. AES has a track record of delivering high quality arts development projects that provide opportunities for participation in the arts and support development of professional artists throughout the Borough. The Strategy provides some examples, via case studies, of projects which outline some previous achievements, including:

- Music for the Masses
- Creative movement for older people
- Brewhouse events
- “Pitch”
- East Staffordshire Dance Collective
- Project Wired.

We are also very fortunate in having a very active voluntary sector, notably led by Burton and District Arts Council (BADAC) which supports the voluntary arts community in East Staffordshire.

Four development priorities of Arts Council England provide some national context to the new Strategy and these are: digital opportunity, visual arts, children and young people and the London 2012 Olympic and Paralympic Games.

National Performance Indicators show that, in East Staffordshire, 45.3% of adults in the Borough visit museums and galleries at least three times in the last 12 months and 47.2% are engaged in the arts. A new Strategy should aim to increase those results. However, the impact of the recession may adversely impact on Brewhouse box-office sales, for example, but there are also opportunities such as London 2010 and the Cultural Olympiad to engage young and older people in the arts.

The new Arts Strategy has been fully informed by a comprehensive creative consultation exercise which involved asking consultees for their three wishes for the arts in East Staffordshire. The most popular wishes were for more:

- Live events, from a regular comedy club or music venue, to borough-wide annual celebrations and festivals.
- Professional drama, shows, artist exhibitions, and visiting artists.
- Opportunities to participate directly in arts activities.
- Opportunities for specific audiences, including adults, rural communities and minority ethnic cultures.
- New facilities or improved & better use of existing facilities.

The above wishes were further tested with stakeholders leading to the development of a Draft Arts Strategy which was widely distributed for a final consultation opportunity.

As a result of the consultation, the following priorities should underpin future arts development work in East Staffordshire:

1. To expand the provision and support the development of live events and festivals.
2. Provide an arts service that is accessible for all.
3. Improve marketing to increase effective communication to reach wider audiences and participation.

An action plan providing further detail on how these priorities can be followed is included in the Strategy.

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1. Local Context

1.1 East Staffordshire: The Place

The role of local authorities everywhere is changing. Council's are no longer just providers of Council services but are expected to be "place shapers". We are held responsible for the well-being of an area, the people who live there and we must promote their interests as well as their futures.

East Staffordshire Borough Council (ESBC) is in a strong position to shape a borough that will look and feel very different in the next ten to twenty years. Approximately 12,900 extra new homes may be built in East Staffordshire by 2026, attracting a younger and more diverse population. With growth comes new businesses, retail and leisure facilities and new employment opportunities.

1.2 East Staffordshire: The People

People who live here expect excellence from their public services, good schools with good results and low levels of crime etc. These achievements can only happen by working in partnership.

East Staffordshire's Sustainable Community Strategy 2003-2020 sets out a shared vision for East Staffordshire, based on consultation. The strategy was produced by the East Staffordshire Local Strategic Partnership (LSP) which includes the main suppliers of public services in the borough such as the Police, Primary Care Trust, Burton College, CASES and of course ESBC.

We will continue to work side by side with these key partners making sure that our roles are clear and our services are effectively co-ordinated. We want our services to meet the needs of all our residents, businesses and visitors. While East Staffordshire is generally successful, there are areas of deprivation. For example, the Index of Local Deprivation 2007 revealed there are two areas of the borough that are in the top 10% most deprived areas in the country: Eton Park and Shobnall wards. Over the next four years we intend to strengthen our ward and neighbourhood focus.

East Staffordshire is rich in diversity. We estimate that over 10% of our residents belong to a minority ethnic community. We believe that in order for communities to be cohesive, good services must be provided fairly to all and this is what we must do. We are committed to working with faith and black and minority ethnic groups to identify and address community tensions or any threats to cohesion. We are also committed to making East Staffordshire a place where disabled people can lead fulfilling lives and play a full part in society. To help deliver these commitments we

want to improve our understanding of how different communities are affected by the delivery of our services.

1.3 East Staffordshire: The Organisation

East Staffordshire Borough Council employs around 426 full time equivalent staff. Our annual gross revenue budget for 2010/11 is approximately £16 million. We therefore have to be fit for purpose and run along sound and efficient business principles. Better value governs everything we do and we have made lots of cost savings over the years (for example £1,200,000 between April 2007 and March 2009). Our medium-term financial strategy will help us achieve our priority of “an increasingly well run Council”. We will use different methods of service delivery to identify and achieve increased efficiencies across the Council and will deliver high quality services whilst keeping Council Tax increases as low as possible.

To respond to the local agenda and challenges set out under “the Place, the People and the Organisation” our three priorities are:

- 1. A cleaner, safer, healthier and happy environment in which our population live and work.*
- 2. Encourage and develop local prosperity.*
- 3. To become an increasingly well run Council influenced by local people.*

2. Arts East Staffs

Arts East Staffs: has a track record of delivering high quality arts development projects that provide opportunities for participation in the arts and support development of professional artists throughout the Borough. This is achieved through directly managed projects, partnership working with a wide range of organisations and consortium initiatives.

Arts East Staffs consists of the following resources:

2.1 The Brewhouse Arts Centre

The Brewhouse has a theatre with a seating capacity of 210 with a range of productions being staged from amateur dramatics to professional productions. There is a range of activity on offer within the centre ranging from Dance to Drama to Visual Arts Workshops. There are also three exhibition spaces offering a variety of work on display.

2.2 Project Wired

WIRED consists of multimedia workshops: a video production house which includes the Red Door Animation Studio and a cinema that seats 48. There is a music recording studio providing workshop access to musicians, DJ's and visual artists to work with digital sound, video and music production.

2.3 Arts Development Team

The Arts Development team works in partnership with local people, community groups and organisations to create opportunities for people to take part in arts activities. The team develops projects and support events, which enable people to get actively involved in the arts, learn new skills and achieve. This is partly achieved by working in partnership with a range of partners, which includes Live and Local, an arts organisation that delivers a range of professional theatre and events across the Borough to take the arts to rural communities.

2.4 The Civic Function Suite

The Civic Function Suite based within Burton Town Hall is a hireable venue with the ability to host a wide variety of events. The versatility of the venue is reflected in both the size and character of the individual rooms which are suitable for a variety of events. The Civic Function Suite comprises of the Main Hall with stage and balcony, the Dove Room, Lingen Room, Trent & Rangemore Bars, Green Room, and Catering Kitchen.

2.5 Burton and District Arts Council (BADAC)



Burton and District Arts Council (BADAC) plays a highly important role in supporting arts locally.

BADAC is a registered charity, is non-commercial and run entirely by volunteers. It exists to support the voluntary arts community in and around the town of Burton upon Trent and the East Staffordshire district. BADAC is financed by grant aid from East Staffordshire Borough Council, member's subscriptions and local sponsorship.

The services on offer are:

- Promotion via their Website, Newsletter and Arts Directory.
- Young People's Arts Bursary Award Scheme
- Grant Aid
- Lighting Equipment and AV Hire Library
- Help and Advice.

Arts East Staffs has a continued commitment in supporting this agency and values its role within the artistic community. The partnership with BADAC could be more formalised in the future through the development a service level agreement to ensure transparency and to agree on priorities and actions to develop arts for local communities, arts organisations and artists for the Borough.

2.6 Burton College

Burton College has been using the Brewhouse as extra accommodation for its performing arts courses for a number of years, which provides partnership support for the centre.

Courses currently running are:

- Introductory Diploma in Performing Arts - Level 1
- First Diploma in Performing Arts - Level 2
- National Diploma in Performing Arts - Level 3
- First Diploma in Dance - Level 2
- National Diploma in Dance - Level 3

The College also has excellent accommodation within the town, which contains a modern Centre for Creative Studies, new University Centre, and a sixth form centre, sports hall, and Automotive and Engineering Skills Academy.

To ensure sustainability and encourage a growth of performing arts and specialists within our area, it is essential that Arts East Staffs looks to the future and works with the college to develop a 3 year programme and service level agreement. The aim is to develop and implement this within the strategy period.

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3. Arts East Staffs Case Studies

The following projects provide an example of what the arts service has previously achieved.

3.1 Music for the Masses

This was a music project targeted at Extended Schools East Staffordshire Cluster. Within their after-schools programme, the team hoped to train new workers, with mentoring from professional musicians in a safe environment, before introducing them more widely into the community arts programme with the possibility of working with the Youth Service, Community Groups and Voluntary Services.



	Number
Artists	11
Participants	4868
Audiences for performance	455
Number of performance	5
Number of new song produced	13
Period of employment for artists (in days)	216
Number of sessions (in days)	273

Outcomes

Community Arts Team has five experienced music leaders on our database who were lead musicians previously unknown to us and we also have four newly trained music workshop leaders on our database, one of whom is also a visual artist able to deliver workshops in visual art.

As a direct result of Music for the Masses, creative music workshops have been introduced into holiday activities at leisure centres, at the Brewhouse Summer School and within the Staffordshire Youth Service summer workshops programme. Also, the Arts and Health music workshop programme has developed further to include song writing and music making.

This project introduced music into the Arts East Staffs programme of activities for the first time. It was, however, very ambitious on many different levels and this led to challenging circumstances that were resolved by drawing on the experience and

expertise of all the management staff and the partners involved. The values of these exercises in problem solving are numerous; it has led to many opportunities, not least a strengthened relationship and trust in the honesty of all partners involved.

In summary, Music for the Masses was a successful project that reached over 1000 children and young people in East Staffordshire that may not otherwise have had the opportunity to experience live music making. The project journey was akin to a roller coaster ride of successes and achievements as well as challenges and disappointments but the management and partners involved are determined to learn and build on those experiences, both negative and positive to improve and develop plans for future new and exciting music projects.

3.2 Creative Movement for Older People

Under a partnership with the Primary Health Care Trust (PCT), a weekly session operates from the Brewhouse. After having a fall, those clients that the Physiotherapist think would benefit are referred to a 12 week programme, after this they may continue with the sessions. The PCT provide a Physiotherapist who attends the sessions and the Clinical Development Facilitator for Older People oversees the medical care. Due to the success of this programme, it is planned to continue this and develop further. During 2009/2010 36 classes were delivered with a total of 462 clients.



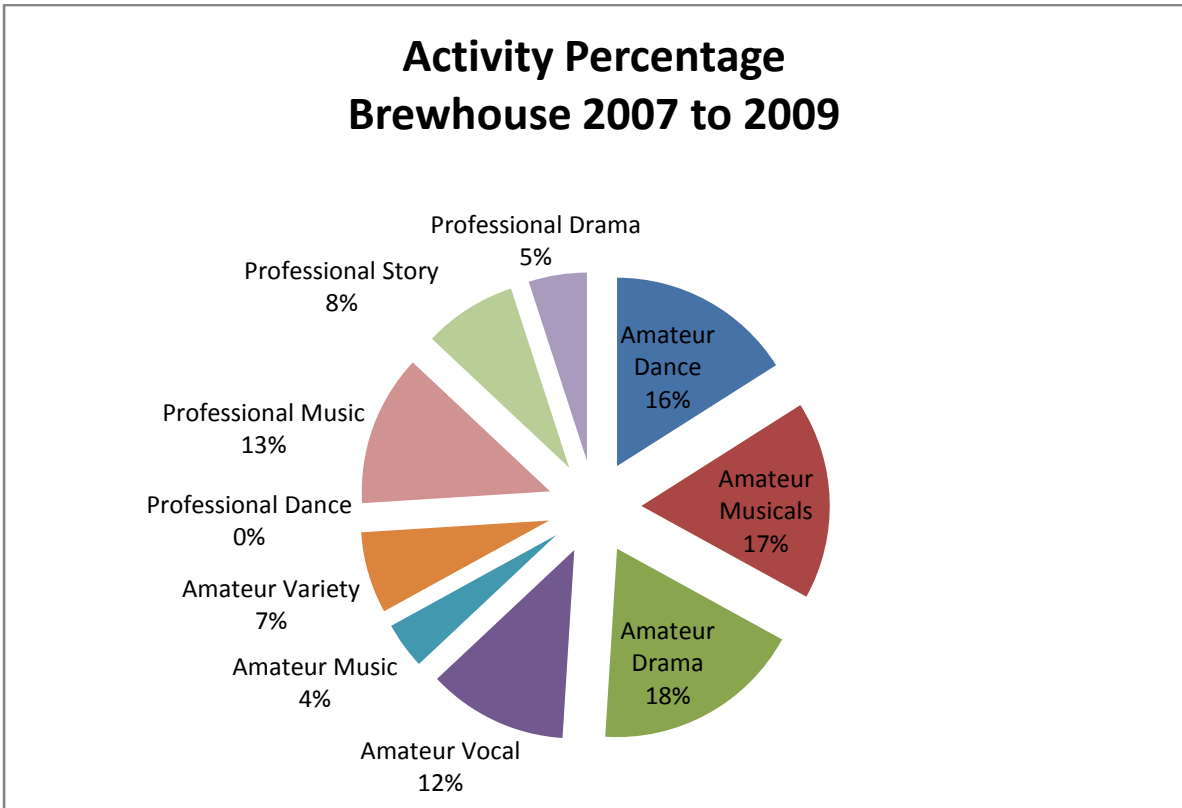
3.3 Brewhouse Events

An analysis of Brewhouse events from January 2007 to December 2009.

Activity	Number of Events	Percentage
Amateur Dance	31	16%
Amateur Musicals	32	17%
Amateur Drama	33	18%
Amateur Vocal	22	12%
Amateur Music	7	4%
Amateur Variety	14	7%
Professional Music	24	13%

Professional Story	15	8%
Professional Drama	9	5%
Professional Dance	1	0%
Total Events	188	

- *Figures represent events at the Brewhouse; in some cases an event would have more than one performance. E.g. a week long production with six shows is counted as one event.*



3.4 Pitch Exhibition

“Pitch” was an exhibition to link with the Cultural Olympiad and celebrates the quality and expertise of both local artists and sportsmen and women within Burton. The aim of the project was to link art and sport together through a series of photographs. 20 artists placed their work in the homes of 20 sports representatives. The participants had to live with the piece of work for a month and the exhibition comprised of these results both good and bad! At the official opening in July 2009 over 170 people attended the launch that also included youth dance performances and a unique piece of dance choreographed for 3 professional dancers and 3 sportsmen. “Pitch” was awarded the Inspire Mark from the London Olympic Committee being one of only two projects to receive this in Staffordshire.



3.5 East Staffordshire Dance Collective (ESDC)

Youth Dance had been an area of work that has been ongoing to a number of years within Arts East Staffs and recently a Service Level Agreement (SLA) with East Staffordshire School Sports Partnership (ESSSP) was agreed to provide opportunities for the development of an infrastructure providing clear lines of progression for long term development concentrating on young people aged 11 – 16 to engage with dance on a regular basis. This work under the banner of East Staffordshire Dance Collective (ESDC) provides every secondary school in the borough with an after school dance club, weekly sessions at the Brewhouse, in Uttoxeter, and then youth dance companies for those that want the next level of work. Some professional development has taken place and we are looking at future initiatives with Youth Dance England (YDE). The end of year forecast for youth participation is 7800 young people accessing dance with the Borough.



3.6 Project Wired

David Jones Caribbean, attended WIRED at 18 years old – custodial sentence, up at court, WIRED gave character references, part of the Virus Crew Gang in Burton. Developed music, did BTEC at Burton Col and is now starting foundation course at Burton University in music – came to WIRED again in 07 for advice on funding through Community Champions at CASES to do a Good Life Bad Life film and with help was awarded £1000 to create a film role lead to show Caribbeans in Burton how a good life of studying, getting a job, loving your family being friends is better than a bad life of stealing cars and property, arguing and being aggressive.

Now 21 years – David still contacts WIRED for advice and direction for funding as he and his brother are organising a Burton talent contest for young people in November 2007 at the Belvedere Club. Good Life Bad Life film was accepted onto the ITV Central website August-Sept 07.



Update for 2008, David visited WIRED last week, Nov 08, to ask to be put on the books to work at WIRED. He has a partner, is an expectant father and studies part time music technology at Burton University.

Update 2009 David is a father to a beautiful daughter called Destiny. David did work experience with Project WIRED on the Gun and Knife Crime Project and helped young

people express their concerns over gun and knife crime in lyric creation, recording and track building which was performed live at the WIRED gig in 2009.

Update for 2010 David has recently been in prison, is out and is working with the Intermix Project and a Staffordshire prison giving talks to young people about the consequences of being in prison and how to cope when you get out. David still pops in to WIRED to talk through his problems when he needs to.

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4. National Context

4.1 Arts Council England

Arts Council England (ACE) is the national development agency for the arts and supports a range of artistic activities from theatre to music, literature to dance, photography to digital art, and carnival to crafts.

Arts debate

In 2007 ACE carried out an arts debate across the country, one of the largest pieces of research into the arts and their funding ever undertaken. The research involved in-depth qualitative and deliberative research, debates, focus groups, interviews with the arts sector, and an open consultation with the public.

In the West Midlands as many people as possible were encouraged to have their say, with the help of ACE's regularly funded organisations, and the region's media, local authorities, schools, galleries and libraries. It was clear that most people believe the arts can play an important part in the lives of individuals and in society. People mainly see the arts as valuable in:

- building people's capacity for understanding the world around them
- enriching people's experience of life and offering an important emotional connection
- creating links between different communities – one example of many wider benefits

The early findings of the arts debate have informed the shaping of ACE's mission and priorities for 2008–2011. The mission of ACE is "great art for everyone" and it has identified four development priorities for 2008-2011:

- **Digital opportunity** - digital media technologies are affecting every aspect of our society, economy and culture. Artists can therefore connect with audiences in new ways, bringing them into a closer relationship with the arts and creating new ways for them to take part.
- **Visual arts** – ACE has a ten-year strategy, launched in 2006, for strengthening the contemporary visual arts. It aims to increase the activity, reach and engagement of the visual arts and to secure a national network of venues and development agencies providing high-quality visual art programmes.
- **Children and young people** - ACE wants all children and young people in England to have contact with the arts – as participants and audience members. When children and young people experience high-quality arts, it helps them to develop not only their own artistic skills and cultural understanding, but also encourages the development of their talents in other aspects of their lives.
- **London 2012** - The London 2012 Olympic and Paralympic Games offer an unprecedented opportunity for the UK to reinforce its reputation as a world leader

in culture. The four-year Cultural Olympiad leading up to the Games began in September 2008 and celebrates imagination and creativity, inspiring individuals and communities to take part in the arts, and raising the aspirations of young people for years to come. The Games will also offer an opportunity to develop the festival, street theatre and circus sectors in order to host ambitious, high-impact outdoor events.

ACE aims to judge its work by the following outcomes:

- Excellence – high quality art and high quality arts experience
- Reach – more people attending and taking part in the arts
- Engagement – more people feel that there are opportunities to enjoy and get actively involved in arts activities that are personally relevant to them
- Diversity – arts that reflect the diversity of contemporary England
- Innovation – artists have the freedom and are challenged to innovate.

4.2 National Performance Indicators



These statistics on National Indicators (NI) 9, 10 and 11 produced by the Department for Culture, Media and Sport (DCMS) were released on 17 December 2009.

NI 9 Use of public libraries

NI 9 measures the percentage of adults in a LA who have used a public library service in the past 12 months. Use is for leisure purposes, including informal learning and studying or research for personal interests.

NI 10 Visits to museums and galleries

NI 10 measures the percentage of adults in a LA who have visited a museum or gallery in the past 12 months. Visits are for leisure purposes, including informal learning and studying or research for personal interests. (Online access to collections and outreach services are not counted.)

NI 11 Engagement in the arts

NI 11 measures the percentage of adults in a LA who have either attended an arts event or participated in an arts activity at least three times in the past 12 months. Engagement must be for leisure purposes.

East Staffordshire results were as follows:

NI 9 Use of public libraries	44.8%
NI 10 Visits to museums and galleries	45.3%
NI 11 Engagement in the arts	47.2%

**These figures are above average for the county.*

4.3 The impact of the recession on the arts nationally

Although it is too early to assess accurately what the impact of the economic recession will be, experience from the last one in 1990/91 suggests that there is a time delay before the impact on the arts is fully felt. Early national analysis demonstrates a serious effect on box office income, sponsorship and donations that is likely to cause significant difficulties for arts organisations and for artists. It is expected this impact to be felt increasingly in 2010.

It is also clear that arts organisations and funders will need to respond flexibly and creatively over the coming period. Maintaining levels of core public funding will become increasingly important in order to protect the investment that has already been made and to ensure the arts can grow after the recession and to support the economic recovery.

Effects on Box office Sales

Box office income could be affected in a number of ways: it might simply be a matter of fewer people attending, for example, or it might be that people trade down to cheaper-priced tickets. Evidence from the last recession suggests that there is a time delay before the impact on box office is felt. Arts attendance held up in 1990/91 but there was a sharp fall in 1991/2 and 1992/3 before a recovery in 1993/4¹.

There is already a trend of people booking later: over recent months advanced bookings have fallen but late bookings have increased, offsetting this fall. National organisations have also reported falls of around 10% in catering and retail sales, although these have not yet been reflected at the box office. The expectation is that box office will come under increasing pressure in 2010.

¹ Source: Audiences South TGI research.

Voluntary and amateur sectors

The recession may provide opportunities for the voluntary and amateur arts sector to grow as people increasingly look to stay closer to home and play a more active role in their communities.

Although many amateur arts organisations also depend on box office income, they rely much less on external funding and more on membership subscriptions and local volunteers. Organisations with investments will be affected by falling interest rates, however, and that will affect budgets.

Impact on Young People

Young people seem to be particularly disadvantaged by the recession. For example, youth unemployment levels in 2009 are three times the national average and are rapidly heading for the 1 million mark, with young people under the age of 25 likely to account for around 40% of all unemployment by the end of 2009.

*Source – Arts Council England The impact by Jonathan Treadway, Director of Regular Funding.
www.artscouncil.org.uk/about-us/investment-in-arts/action-recession/about-our-research/of-the-recession-on-the-arts*

4.4 The impact of the Olympics on the arts

The largest public contribution to the Olympic Games will be £1.5 billion raised through the National Lottery. This money will come from new Olympic Lottery Games, established Lottery distributors to sport and changes made to the shares of Lottery funding given to good causes, beyond 2009 if necessary. According to the Culture, Media and Sport Select Committee, 'cannibalisation' (sales of new tickets in place of ordinary ones) could lead to a reduction in arts funding of around £68 million until 2012, or £22.8 million per year. On the positive side, there are plans for cultural programmes in major cities, presenting the UK arts to the world in the run-up to 2012, and online showcasing of British artistic talent.

Arts East Staffs is a major partner in the Cultural Olympiad, where we have been given funding to engage with young people in dance across the Borough. Also we are a partner in developing a dance strategy for the county, which will ensure an exit strategy when funding from this source ends.

4.5 Recession Response from Arts East Staffs

Arts East Staffs is looking to increase new opportunities, for example by pursuing a wider range of co-producing partners from different sectors and generating income from assets in new ways. An example of this is; weddings at the Town Hall Function

Suite, increased ticket sales at the Brewhouse and the possibility of a Borough wide festival.

Box office sales are to be monitored and initiatives will have to generate to encourage early sales and research the possibilities of internet sales. As all ticket prices are the same there is no threat of the more expensive seats being empty.

There is a necessity to develop partnerships to help resolve the situation the recession is having on young people, whom have been hardest hit. By ensuring we react to this situation we will guarantee the future of arts within the region and ensure that young people consider the arts as a career for their future. This could possibly be resolved by developing projects with Staffordshire Youth Service, Connexions Staffordshire and Pupils Referral Unit Staffordshire. Through this development, Arts East Staffs would be able to help achieve the Corporate Priority of encouraging and developing local prosperity.

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5. Arts Strategy Consultation

(For a full report please see Appendix 01)

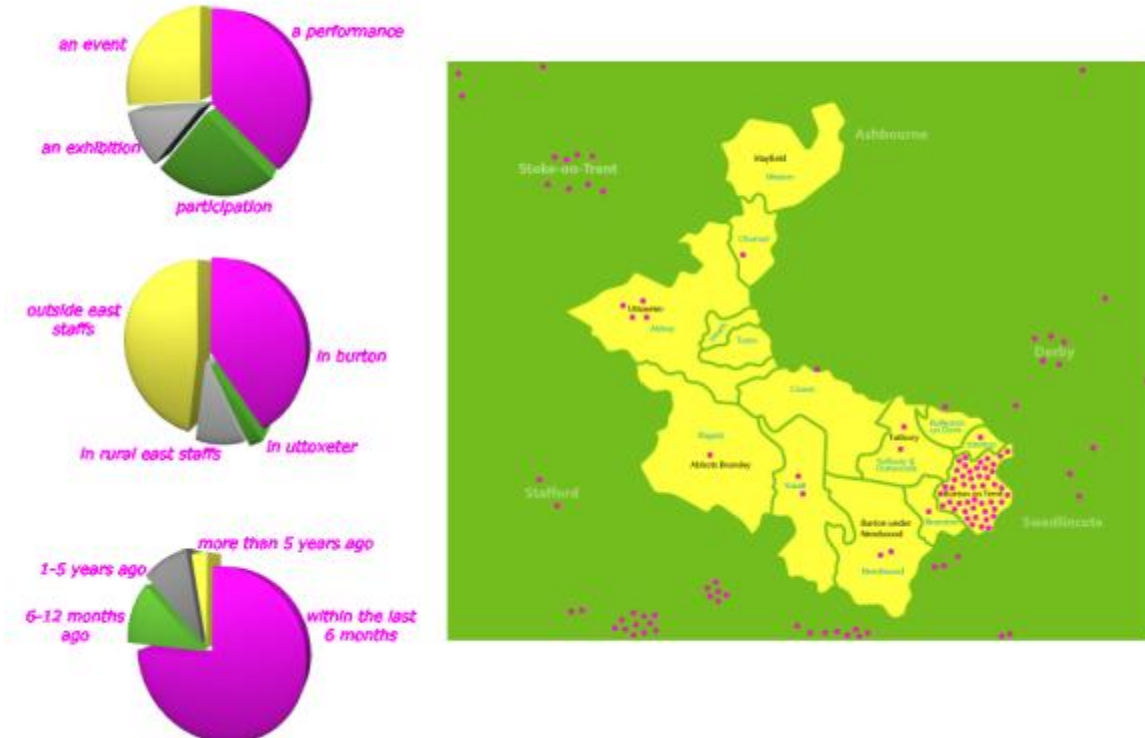
Arts Consultants, Orange Dot, were commissioned to undertake a creative consultation exercise designed to inform the priorities for a new Arts Strategy for East Staffordshire.

5.1 What Orange Dot did

Orange Dot talked to a wide range of people; from people who don't yet take part in any arts related activities and people who do. They included both amateur and professional artists, arts volunteers, staff at cultural and community venues, and students and teachers.

They asked people to tell them their three wishes for the arts in East Staffordshire, and in total 350 wishes were collected. It was also asked what was the most recent arts activity or event they attended. This enabled Arts East Staffs to build up a picture of what people hope for the future of the arts in East Staffordshire, as well as map current activity.

what was the last arts event attended?



what did people wish for?



5.2 The top 5 of what People wished for:

- **24%** of wishes for live events: from a regular comedy club or music venue, to borough-wide annual celebrations and festivals
- **14%** of wishes were for more professional drama, shows, artist exhibitions, and visiting artists
- **13%** of wishes were for more or different opportunities to participate directly in arts activities
- **12%** of wishes were for more opportunities for specific audiences, including adults, rural communities and minority ethnic cultures.
- **11%** of wishes were for new facilities or improved & better use of existing facilities

5.3 Further Consultation

(For a full report please see Appendix 02)

Over the period of October and November 2009, Arts East Staffs consulted with Stakeholders concerning the findings of the Orange Dot Report and the above “wishes” from the public.

During this phase Stakeholders were asked:

- 1 Do any of the wishes spark off any ideas or thoughts of your own?
- 2 Do you have an art ‘wish list’/requirement in your own priority areas?
- 3 Can you see any immediate art links with your work at present?
- 4 For the future are there any priorities/targets that the arts could support you in achieving?
- 5 Are there any wishes you might be particularly interested in co-developing or being involved with?

(For a full report and specific answers please see Appendix 03)

Summary of response

Most were in agreement with the top wish for live events: from a regular comedy club or music venue, to borough-wide annual celebrations and festivals.

It was discussed that the festival would have to be for the whole Borough to create an identity for the area. The festival could be themed around the heritage of the area and what we have to celebrate. To achieve this ‘wish’ it will be crucial to develop a partnership with many agencies to ensure success and an audience. For example Staffordshire Youth Service and Make Some Noise have expressed an interest in this development to showcase their work with young people. It would be essential that a working partnership is formed with any provider of a future festival in the borough. The consensus was the two venues that Arts East Staffs manage would be fundamental in providing a focal point for a festival within the Borough.

It will be proposed that the programming for both the Brewhouse and Town Hall Function Suite should include more live music and shows. To ensure we meet this ‘wish’ completely, target figures have been set for the Brewhouse and these proposed figures for this are in Appendix 4 on page 46. This model will also be used to inform the programme in the future and is linked to action plan, professional performances page 31. The programming of these venues is vital in fulfilling this ‘wish’ and it is being considered to review current programming process and having a pantomime at Christmas, which is what the public may want and could generate sufficient income to offset any costs involved in creating a new events programme.

Most agreed with the wish for more professional drama, shows, artist exhibitions, and visiting artists. This would have to be carefully considered to ensure that there is an audience for this type of activity as there will be a cost implication and it will be

vital in creating a balance between cost and expectation. Therefore a viability study will have to be carried out to establish how this can be accomplished.

One of the main recurring themes from this process was the need to change the public's views of Arts East Staffs and reach a wider audience. It was considered that one of the ways to achieve this is by improving marketing of the service. This would incorporate using technology more effectively and should include:

- Updating the current website to give a professional image and include an online sales application;
- using internet networking sites such as Facebook to create a forward thinking image of the service and making more people aware of what the service delivers; and
- use of e-mail to provide information more effectively and steer away from relying solely on the printed brochure.

Due to the recent recession and to meet the corporate objective of “encourage and developing local prosperity” it was wished from most of the partners consulted that there is a real need to support local artists and helping to sustain them in the local area. This is something that has already been achieved in projects such as Sing up Burton, Music for the Masses, Dance Development and the Brewhouse Exhibition programme, where artists have received on the job training, encouragement and development. Therefore it is even more important that the local trained artists are continued to be supported by Arts East Staffs and future projects are developed to train more local talent.

During the consultation it was acknowledged that the arts are a great tool in helping to build communities and creating healthier communities. Arts East Staffs will need to ensure that there is a continued commitment to community lead projects through workshops and providing family shows.

5.4 Creative Arts Mapping Report

In addition to the above consultation, Arts East Staffs contracted a freelance coordinator to undertake a mapping exercise of arts activity in the Borough of East Staffordshire. The aim of the project was to identify local artists, creative industry businesses, arts venues, and community art groups to establish what arts activity is in East Staffordshire and to identify any gaps in provision.

Scope of the Study

The mapping exercise comprised of qualitative research by individual interviews, group interview and telephone interviews with a number of different categories of people:

- Arts East Staffs members of staff;

- Artists living in the East Staffordshire Borough;
- Arts Organisations in the East Staffordshire;
- Training and Support organisations throughout the East and West Midlands region.

Summary of consultation

Several gaps in provision emerged that would assist in supporting artists living and working in the borough of East Staffordshire. Many concerns were common to all participants, regardless of whether they represented an artist or creative practitioner and regardless of their level of experience.

The first of these is, perhaps unsurprisingly, access to information. There is a need for a first point of call and a mechanism for 'signposting' artists to available resources and opportunities in the region. It would be helpful if a directory of resources were made available along with useful information in the form of printed Information packs or downloadable as a web resource.

From discussions with staff and artists there is a real need to re-appraise how the Artist Register functions and how it is used by the team.

There is a need to change the perception that arts professionals have about the Brewhouse, so that it is not only seen as a resource for the arts but as a place where high quality arts can be showcased and experienced. There is a need to develop further the view that Brewhouse is becoming a preferred destination for the arts and as a place artists who live in the region can meet and network. The Brewhouse does fulfil the need for exhibition opportunities and events specifically aimed at professional artists and creative's living in the borough, including organised low-key networking and social events for artists that could eventually become artist-run.

There is an expressed desire for affordable business premises and studio spaces for artists and creative businesses to work.

Artists want to develop opportunities to promote and market their work.

Stronger links with current providers of businesses support would assist to encourage start-ups and support the development of mid-career professionals.

Stronger links with agencies and providers in the region who are supporting artists' practice would increase the quality of work produced.

Recommendations

Based on the above findings, the following recommendations were made:

- Establish a series of continued networking events for artists living in the borough.
- Support artists living in the borough to market and promote themselves.
- Explore the feasibility of a group exhibition of professional artists living in the borough.
- Explore the feasibility of increasing studio space in the borough

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6. Arts Strategy Priorities

As a result of the consultation outlined in this document, the following strategic priorities are proposed to underpin future arts development work:

Arts East Staffs Priorities:

1. *To expand the provision and support the development of live events and festivals within East Staffordshire.*
2. *Ensure Arts East Staffs provides a service that is accessible for all.*
3. *Improve marketing to increase effective communication to reach wider audiences and participation.*

The actions in support of the above priorities are detailed in the following table. Success of the strategy will be measured and assessed by the following outcomes:

- Quality of arts experience.
- Access for all within the arts – all ages, abilities, ethnic backgrounds and cultures. (Equality Impact Assessment is progress)
- Engagement of activity is for all and diverse to meet needs and gaps in provision.
- Innovative to ensure artists have the freedom to be creative and challenged.

6.1 Arts Strategy Action plan

(To be reviewed every 12 months)

(For details on projects please see Appendix 03)

	Where we what to be – Aspiration	How we are going to get there – Method	Who are we working with - Partners	Timescales	Arts East Staffs Priorities Met
<u>Dance Development</u> - Youth Dance	<ol style="list-style-type: none"> 1. Confirmed Budget for a Youth Dance Development Worker to provide stability to the programme. 2. Capacity and funding to extend the programme to both older and younger pupils. 3. Additional project funding to invest in large scale performance projects and bring in a range of guest artists. 4. Primary Healthcare Trust (PCT) funding for targeted projects. 	<p>1 to 4 – By partnership working and securing long-term outside investment from a range of different partners/organisations by furthering advocacy of this project area.</p> <p>1 and 2 – Source funding for the next 3 years to develop a dance action plan to ensure stability, employ a temporary Youth Dance Development Worker for the next 3 years and extend the programme to wider participation.</p> <p>3 and 4 – Advocacy in developing further partnership with the Cultural Olympiad and Primary Healthcare Trust.</p>	<p>The East Staffordshire School Sport Partnership</p> <p>South Staffordshire Primary Healthcare Trust</p> <p>Staffordshire Arts Development Officers Group</p> <p>Cultural Olympiad</p>	<p>This priority area is ongoing within this strategy period for the next 3 years. It is intended to have external funding and a 3 year plan in place by April 2011.</p> <p>How do we know when this is Achieved</p> <p>A lot of the work we have achieved has been through relationships with key individuals what we need to be striving for is an infrastructure strong enough to withstand any loss of theses key individuals.</p> <p>Ability to commit to and develop work on at least a three year cycle.</p>	1 and 2

<p><u>Dance Development</u> - Dance General</p>	<p>1. Increase dance access across the borough.</p>	<p>1 - Advocacy in developing further partnerships with stakeholders and organisations</p>	<p>The East Staffordshire School Sport Partnership Staffordshire Arts Development Officers Group</p>	<p>This priority area is ongoing within this strategy period for the next 3 years.</p>	<p>2</p>
<p><u>Dance Development</u> - Dance with Older People</p>	<p>1. Further provision to increase access within this group. 2. Secure long term funding. 3. New programme for older people that wish to perform.</p>	<p>1 - Advocacy in developing further partnerships with stakeholders and organisations 2 and 3 – To be part of a 3 year plan for Dance within the Borough.</p>	<p>South Staffs Primary Healthcare Trust Staffordshire Arts Development Officers Group</p>	<p>This priority area is ongoing within this strategy period for the next 3 years. It is intended to have external funding and a 3 year plan in place by April 2011.</p>	<p>2</p>
<p><u>Arts and Health</u></p>	<p>1. To develop a Borough wide engagement project with health organisations working within the community. 2. Train health care professionals in the delivery of arts projects. 3. Train Artists in the delivery of art projects in health care settings. 4. Raise the profile of arts and its benefits in health settings. 5. Gain quantified evidence supporting benefits to participants.</p>	<p>1, 2 and 3 – Develop of a funding bid and partnership to enable Borough wide arts in health settings project to help to train health care professionals and artists. 4 and 5 – Structure the proposed project to include the gathering of information, which supports the evidence that supports the benefits in participating in arts projects.</p>	<p>Staffordshire University Burton Hospital South Staffordshire and Shropshire Healthcare Trusts South Staffordshire Primary Healthcare Trust Arts Council England</p>	<p>Bid completed in April 2011 Project delivered by 2014 How do we know when we have got there – Achieved A raised number of trained artists and health care professionals able to deliver Arts Projects Quantified evidence supporting benefits to participants taking part in arts projects.</p>	<p>2</p>

<p>Public Art</p>	<ol style="list-style-type: none"> 1. Further involved in public art projects to raise the profile of Arts East Staffs and Borough council. 2. Form a closer relationship with other ESBC departments such as planning and regeneration to ensure involvement in projects 3. Completion of the Uttoxeter Gateway Commission. 	<p>1 - The role of Head of Culture has to ensure that Arts East Staffs is informed of any developments/projects in Planning and Regeneration that the service could be involved.</p> <p>2 - It must be ensured that the service champions its success and ensures the whole council is aware of what the service can deliver in public art.</p> <p>1 and 2 - Advocating what the service can achieve within public art and using the Uttoxeter Gate Commission as a model of good practise.</p> <p>3 – Ensuring deadlines are met to ensure project is delivered to deadlines.</p>	<p>ESBC</p> <ul style="list-style-type: none"> - Planning - Regeneration - Greenspaces <p>Staffordshire County Council highways.</p> <p>Staffordshire Arts and Museums Service</p> <p>Arts Council England</p>	<p>This priority area is ongoing within this strategy period for the next 3 years.</p> <p>Uttoxeter Gateway commission to be completed in October 2010.</p> <p>How do we know when we have got there – Achieved</p> <p>Increased involvement in public art projects</p> <p>More public art in the Borough</p>	<p>2</p>
<p>Early Years Development and Sing Up</p> <p><i>This area of work has merged with Sing Up Burton, which ended December 2008 and result in a project which delivers music sessions to all ages.</i></p>	<ol style="list-style-type: none"> 1. To develop a music programme that every young person within the Borough can engage in 2. To run a training programme for local artists 	<p>1 and 2 - To develop a project brief and finalised and further funding gained.</p>	<p>Make Some Noise</p> <p>Community Learning Partnership – Staffordshire County Council</p> <p>Arts Council England</p>	<p>This priority area is ongoing within this strategy period for the next 3 years.</p> <p>Project Brief finalised in March 2010</p> <p>Funding gained in April 2010</p> <p>How do we know when we have got there – Achieved</p> <p>Project has been delivered and secured comment from</p>	<p>1 and 2</p>

				partners to maintain activity by self funding.	
Project Wired	<ol style="list-style-type: none"> 1. Develop marketing capacity to reflect internal and external partners 2. Increase publicity and encourage regional participation and awareness. 3. Further development of Bronze, Silver and Gold Arts Awards as well as the WIRED Experience Accreditation which is a bespoke set of accreditations for film and music accompanied with a portfolio of evidence for each client to use for evidence of media abilities for interviews and college applications. 	<ol style="list-style-type: none"> 1 – Visibility plan to establish what the needs of our internal and external partners are. 2 – Development of a marketing plan to be part of the services marketing strategy. 3 – Ongoing commitment in providing staff time within these areas and sourcing funding to deliver this work. Also bespoke programmes for each client. 	<p>Schools</p> <p>Connexions</p> <p>Pupil referral Unit</p> <p>Staffordshire Police</p> <p>Make Some Noise</p> <p>Staffordshire Young Offenders</p>	<ol style="list-style-type: none"> 1 – Visibility completed by April 2011 2 – Marketing Plan completed April 2011 3 – This priority area is ongoing within this strategy period for the next 3 years. <p>How do we know when we have got there – Achieved Partnership recognition and increased public awareness through developed marketing. Perception change to reflect understanding of service in line with corporate priorities.</p>	1, 2 and 3
Civic Function Suite – Burton Town Hall	<ol style="list-style-type: none"> 1. Having a programme of Concerts, weddings and professional and amateur events. 2. Creating a closer link with the Brewhouse to ensure a unified service. 	<ol style="list-style-type: none"> 1 – Development of a marketing strategy for the venue that is linked to Arts East Staffs and this will include: Venue leaflets & Wedding Fayres Radio Advertising Marketing within ESBC. 1 and 2 – Developing a 	<p>Staffordshire County Council.</p> <p>ESREC.</p> <p>Burton Mail.</p> <p>Coors Brewers. Burton & South Derby's Camera Branch.</p> <p>Burton Schools & Colleges.</p> <p>International Brewers.</p> <p>Burton Bridge Brewers.</p>	<ol style="list-style-type: none"> 1 – Development of a marketing strategy April 2010 2 – Programme Policy and new booking system April 2010. <p>How do we know when we have got there – Achieved Booking analysis and</p>	1,2 and 3

		<p>programming policy in line with the Brewhouse.</p> <p>2 – Having the same booking system as the Brewhouse to give a uniformed system.</p>	<p>Sports Partnerships Internal ESBC Local dance & Drama groups. Local Wedding planner.</p>	<p>evaluation of services with increased events in line with budget settings.</p>	
Brewhouse	<p>1. To provide a balance of affordable arts activities and events for the entire Borough.</p>	<p>1 – In conjunction with a marketing strategy to promote more events which will then increase Performance Indicators (Pi'S) and so provide a lever for Professional Events. Development of a Programme policy in conjunction with the Town Hall Function Suite.</p>	<p>Community Arts groups/companies and societies.</p> <p>Burton College</p> <p>Professional companies and agents</p> <p>Voluntary sector</p> <p>Schools</p> <p>Artists</p> <p>Arts Council England</p>	<p>Programme developed and implemented by April 2011</p> <p>This priority area is ongoing within this strategy period for the next 3 years.</p> <p>How do we know when we have got there – Achieved This will be achieved by performing detailed evaluations and feedback received from the community and increase in Performance Indicators.</p>	1, 2 and 3
Professional Performances	<p>1. To achieve a balance of Community and Professional Events that are realistically targeted and within budgets.</p> <p>2. To set targets of amounts of professional performances over the next 3 years. Please see appendix 4 for detailed information.</p>	<p>1 – Increase sponsorship and external funding. Responding to Communities feedback forms as to type of events wanted at both Centres.</p> <p>2- Will monitor bookings and manage programming to ensure targets are met.</p>	<p>Professional agents/promoters</p> <p>Arts Council England</p> <p>Live and Local</p>	<p>Consultation and results complied by April 2011 Programme developed and implemented by April 2011</p> <p>How do we know when we have got there – Achieved Via community feedback and higher Performance Indicators (Pi'S)</p>	1, 2 and 3

<p>Arts Mapping - Response to Recommendations</p>	<ol style="list-style-type: none"> 1. Establish a series of continued networking events for artists living in the borough. 2. Support artists living in the borough to market and promote themselves. 3. Explore the feasibility of a group exhibition of professional artists living in the borough. 4. Explore the feasibility of increasing studio space in the borough. 	<p>1 and 2 – Will arrange an artist’s networking event every 6 months for the next 3 years. This will be a mechanism for supporting artists in promoting themselves and giving them the necessary tools in marketing their practice professionally.</p> <p>3 – Will commit to programming this in 2011 and will evaluate to establish if this will be an annual exhibition.</p> <p>4 – Will undertake a feasibility study to establish what type of space is needed and for which art forms. This will be initially explored within the networking events.</p>	<p>Artists</p> <p>Burton College</p> <p>Voluntary sector</p> <p>Staffordshire Arts and Museums Service</p> <p>Music Leader</p> <p>Arts Council England</p>	<p>First networking event will take place in October 2010 and will continue every 6 months until 2013.</p> <p>Group exhibition will take place in 2011.</p> <p>Feasibility study for studio space completed by April 2011.</p> <p>How do we know when we have got there – Achieved Networking event will be come artist lead and run. Established professional group exhibitions. Artists need for studio space fulfilled.</p>	<p>2</p>
<p>Exhibitions</p>	<ol style="list-style-type: none"> 1. To create a strategic Exhibitions Programme for the whole of Arts East Staffs. 2. To evaluate specific exhibitions at Arts East Staffs. All evaluation will be completed through the completion of the exhibitions’ evaluation 	<p>1, 2 and 3 – To establish an Exhibitions Management Group to create a programme. This group will also evaluate exhibitions and research further exhibition opportunities.</p> <p>4 –The Exhibitions Management Group will</p>	<p>Staffordshire Arts and Museums Service</p> <p>Arts Council England</p> <p>Artists</p> <p>Burton College</p> <p>Schools</p>	<p>To have established the Exhibitions Management Group by October 2010.</p> <p>Programming policy implanted by April 2011.</p> <p>How do we know when we have got there – Achieved</p>	<p>1 and 2</p>

	<p>form.</p> <p>3. To research further exhibition opportunities.</p> <p>4. To increase audiences to exhibitions and generate further revenue.</p>	<p>creating a dives and creative programme to ensure these targets are achieved.</p>		<p>Exhibitions costs are self funded.</p> <p>Audience figures have increased.</p> <p>Perception by artist community that the Brewhouse is significant great venue to exhibit.</p>	
Storytelling	<p>1. To follow up the 2 year Arts Council England funded project with a heritage programme. Funded by Lottery Heritage Fund.</p> <p>2. Continued building of audiences for this art form to include annual storytelling festival.</p> <p>3. To continue support of programming of storytelling event at the Brewhouse.</p> <p>4. To develop a partnership scheme to work with Young People and diverse cultures. To increase confidence and to create better self confidence.</p> <p>5. To support emerging and professional storytellers.</p>	<p>1 and 2 – Develop a bid to the Lottery Heritage Fund include, 18month pilot project which will support the Storytelling Festival and develop audiences.</p> <p>3 – To seek continued advice and support in programming from external agents.</p> <p>4 and 5 – To develop external funding bid to ensure activity.</p> <p>5 – To provide support and advice.</p>	<p>Lottery Heritage Fund</p> <p>Arts Council England Awards for All</p> <p><u>Staffordshire County Council</u></p> <ul style="list-style-type: none"> - Library Service - Staffordshire Arts and Museums Service - Community and Learning Partnership <p>Schools</p> <p>Tales from the Bridge</p> <p>Local Community Groups</p>	<p>Lottery bid result know by August 2010</p> <p>Development of an external bid by April 2011</p> <p>How do we know when we have got there – Achieved</p> <p>Sustainable programme, which is self funded.</p>	1, 2 and 3

7. Appendices

7.1 Appendix 01

Public Consultation Report completed by Orange Dot

See attached

7.2 Appendix 02

Consultation

Summary of Consultation with CMT and Councillors

- 1. Do the wishes spark off any ideas or thoughts of your own?**
 - Music Festival indoor and outdoor
 - Professional acts performing at Town Hall Function Suite and Brewhouse, for example musicals, comedy and drama.
 - Better utilisation of our arts facilities
 - Form better links to regeneration tourism
 - Arts need to be part of the larger policy framework
- 2. Do you have an art 'wish list' / requirement in your own priority areas?**
 - Live music
 - Links to public art provision e.g. current work in Uttoxeter
 - Having better working partnership working with regeneration, planning and recycling
 - Branding and Marketing of East Staffordshire Borough Council
 - Promotion with CSC/TI to market activities etc.
 - Partnership working with Neighbourhood areas projects linked with community cohesion
 - Create a better partnership with the National Forest
- 3. Can you see any immediate art links with your work at present?**
 - Climate change
 - Reasserting waste
 - Customer service
 - Cohesion agenda
 - Neighbourhood working
 - Links with Asian population
 - Development of Planning policy and WDF
 - Delivery of public art
 - Links with the markets
 - Street performers etc
 - Staff and member entertainment team building

4. For the future are there any priorities/targets that the arts could support you in achieving?

- Contact consultants Taylor Young CABA
- Spend % for Art a requirement of planning person
- Positive marketing of the good work the Council is undertaking
- Cohesion – ‘mela’
- Community Groups and Imans etc
- (QUICK WIN) – NEXT SUMMER

Consultation with Councillor Leaders

1. What are your wishes for the arts?

- Music/Arts Festival
- Museum or exhibition celebrating Burton e.g. a museum of brewing
- More live performances, professional theatre shows, street shows, gigs, and comedy clubs. Events to attract greater and wider attendances.
- Better use of facilities
- Support and training for local groups involved in arts and drama

2. Can you see any immediate art links with your portfolio over the next few years?

- Cultural links
- Opportunity to satisfy and deliver to community or wider range of activities – diversity related
- Public art
- Links to youth engagement, arts development, corporate service and efficiency savings
- LDF and core strategy
- Tourism enhanced through to arts
- Open air concerts/performance
- Week long arts festival

3. For the future are there any priorities/targets that the arts could support you in achieving?

- Uttoxeter Public Art
- Support young people’s and foster talents
- Health benefits
- Enhance income/revenue through bringing in visitors, residents to events/festivals
- Specifically affordable events during current economic climate – improved range of type of events
- Public engagement and cross the board council efficiency savings sharing space utilisation of resources

Councillor Feedback

Meeting held on Wednesday 28th October 2009

What was the last arts event you attended and where?

What	Where	How long ago	Ward
Hendy VIII	Rolleston	October 09	Rolleston
Thoroughly Modern Millie	The Brewhouse	September 09	Branston
Barton Art Fest	Barton	June 09	Needwood
Brass Band Concert	Bretby Cone Centre		Winshill
Brassed Off	The Brewhouse		Tutbury and Outwoods
Talon Eagles Tribute Band	Conkers Centre – National Forest		Stretton
Thoroughly Modern Millie	The Brewhouse	September 09	Brizlincote
Thoroughly Modern Millie	The Brewhouse	September 09	Branston
Asian Arts Event	The Brewhouse	2002	Shobnall
Middle Yard	The Brewhouse	September 09	Eton
Recital	Repton School		Stretton

There was a mixed response, but over half have attended an event at the Brewhouse and recently.

Could you please prioritise the wishes to your 1st, 2nd and 3rd choice?

Wish	Shobnall	Eton Park	Horning low	Stratton	Brizlincote	Winshill	Stratton	Rolleston	Branston	Need wood	Tutbury and Out woods	Branston
1. 24% of wishes for live events: from a regular comedy club or music venue, to borough-wide annual celebrations and festivals	1	1	1	1	1	3	2	1	2	2	2	2
2. 14% of wishes were for more professional drama, shows, artist exhibitions, and visiting artists		2	2	3	2	2	3	2	3	1	1	3
3. 13% of wishes were for more or different opportunities to participate directly in arts activities	2											
4. 12% of wishes were for more opportunities for specific audiences, including adults, rural communities and minority ethnic cultures.	3	3		2	3	1		3	1	3	3	1
5. 11% of wishes were for new facilities or improved & better use of existing facilities			3				1					

Councillors voted wish 1 (Live events) as the top priority, with wish 2 (more professional arts activity) second and wish 4 (opportunities for specific audiences) third.

Do you think we are delivering any of these wishes in your ward already? If yes state what they are and by whom.

						None, but would like to have them all.
Branston						
Tutbury and Out woods	Yes	Yes, live & Local				
Need wood			None			
Branston			None			
Rolleston	Yes	Yes, live and Local	Yes, but would like more			
Stratton	Yes					
Winshill	Limited. In Schools		Adult Education	Very Limited		
Brizlincote			None			
Stratton	Yes, French Society					
Horning low			None			
Eton Park						None, but could go to the Brewhouse
Shobnall, at Town Hall	Yes, limited		Yes limited	Yes limited		
Wish	1. 24% of wishes for live events: from a regular comedy club or music venue, to borough-wide annual celebrations and festivals	2. 14% of wishes were for more professional drama, shows, artist exhibitions, and visiting artists	3. 13% of wishes were for more or different opportunities to participate directly in arts activities	4. 12% of wishes were for more opportunities for specific audiences, including adults, rural communities and minority ethnic cultures.	5. 11% of wishes were for new facilities or improved & better use of existing facilities	

It was felt that some of the wishes were being met, but only in a limited way and most who were present felt that their community were able to go to the Brewhouse and Town Hall Function Suite.

What would you like to see?

- More 'Live and Local' to more venues and villages. Live and Local provided to be popular and would like it expanded.
- Further youth provision in wards
- Create a better link with Burton College adult classes programme
- Information sharing with councillors.

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Do any of the wishes spark off any ideas or thoughts of your own?

Professional shows!! More please

Youth festival borough wide bring to the people

Marketing of services

Food and music festival

** Better partnerships with ethnic cultures

Branding current activity as festival

Individuals wishes asked for rather than a group/community partnerships wish

Encourage community participation for festivals within own area

Bigger representation of wishes (more peoples wishes)

Gap between arts in arts east staffs and what happens in the community - they would like to see

Comedy night – stand up comic

Old time music hall

Quiz – county competition

Brewhouse in partnership with similar venue to attract wider audiences and learn good lessons

Talent competition

Christmas/Craft/Fair/Market

Attracts up-and-coming acts. Venue of choice for acts and performers to get recognised

Partnership working with major venues i.e. Nottingham/Birmingham theatres/concert halls

Capitalise on current trends i.e. for dance (come dancing)

Dance festival/events

Arts websites don't always work

Outdoor arts festival

More street theatre

Joint up/partnership approach to funding e.g. Staffordshire Arts and Museum Service arts/grants

I would like to get dance involved in the Gardening Olympics by putting a tutor into the schools and bringing them all together for a joint performance at the event

Community groups coming together to produce joint public art in shared spaces

Celebration of our local heritage – issues with brewery/beer (excludes children/ ethnic minority groups)

Programme of arts workshop sessions

Cultural Olympiad

Shared project support of *** dissemination of information

Shire hall gallery/shared partnership exhibitions of outreach programmes

Be prepared to do less, but better – and share communicate outputs ‘together’

More natural art in parks and public open spaces

Utilise TH as venue for larger attractions. Bigger name

Link with other departments to celebrate festivals

Festival

Art in shops – link to new heritage museum

Badge festivals – dance, music, drama but not just young people

Street art

1. Do you have an art ‘wish list’/requirement in your own priority areas?

Make arts affordable for all people

Different venues are available, not making best use of

Marketing in all areas of the arts. Make use of the gardens/parks

Locality working - developing communities

Youth festival in partnership with youth service

Exhibitions – open/trails/galleries

Marketing what we do

More multicultural entertainment at our park events

New ways of celebrating our local history (not a beer festival!!!)

Clarity of vision

A wider variety of events to appeal to a wider audience

Clearer vision – and concise approach – do not try and do everything

Help with identifying groups organisations for partnerships

More outdoor theatre involving the community

Live and local touring across the Borough – assess travel restrictions – rural/urban

ES News – link for groups outside Burton

ESBC website overhaul through WIRED

More feedback from tourist info from groups across the Borough

BADAC requesting link to events at Town Hall

Minimum standard of arts for all people regardless of where in the borough you are situated

2. Can you see any immediate art links with your work at present?

BADAC – continue to support AES through communication

Burton in Bloom – celebrating our local history through performances and more permanent features

Dance strategy – shared arts policy themes and priorities

Funding for local communities groups to create a performance or art as part of a public event

Celebrating our community with performances, floral art features and art exhibitions/installations

We have beautiful parks for performances, temporary exhibition and permanent art work (vandal proof!)

Art Grants – internal-external

Shared strategic priorities – and identified

Small scale ‘positive impact’ project delivery

Arts and Health – youth arts – SADOG

Gardening Olympics – more performances by schools or joint art work linked to healthy living

Art links – exhibition space (library/health authority) Client group (youth) Finance and resources (youth) Venue (library)

Use of Facebook/UTube – Project WIRED

Sport Links

Links to NHS –PCT issues

Using art to educate – all age groups

Climate change – art shows

Positive activities for young people/remove the nothing to do factor

Educate across generations – bring together old and young e.g. via dance

Community cohesion engagement and consultation

Using art to ‘decorate’ buildings (graffiti)

Dance as a form of exercise and physical activity

Art to promote the work of the council and partners

Street type dance activity

AM – Dram Kids Club Party Brand

3. For the future are there any priorities/targets that the arts could help you achieve?

Use/match local funding resources

Directory information

We would like help celebrating our local history

We would like help building the confidence of local people to perform at local events

Arts and health youth arts – other priority areas from SCC/SAMS

Strategic commissioning

Shared/communication on priorities – use of resources for delivery

We would like help with making our cultural events more representative of our multicultural community

Youth festival

Arts award

Older people and dance to see show – south Derbyshire

Youth engagement priorities – use the venue

Develop links with youth service further

Improve marketing and publicity

Scouts – use venue to promote

Public arts across Borough

Climate change CO2 levels

Giant TV screen – market or Washlands

Under 16's activities – such as drama groups and dance activities

Craft type classes/sessions for children and adults

Reduce perceptions of ASB

Teenagers off the street

Health & well being

4. Are there any wishes you might be particularly interested in co-developing or being involved with?

Work with venues across Staffs and Derby's – share ideas, lessons learned

Art as a method for community cohesion/engagement/consultation

AES/BADAC link to develop festival

Develop classical music programme

Develop am/dram and profs together

Develop workshops prof teaching am dramas

Youth service – available to support suggestions and ideas across all areas

Library has resources are they used enough?

Developing with groups within the health authority

I would be happy to help with any outdoor events taking place on our parks and open spaces

Strategic commissioning

Dance development – led by arts with support from active partners

Youth arts network

Arts and Health – creative remedies 'community'

7.3 Appendix 03

Project Information

Dance Development

Dance projects have been used to deliver on a number of Council objectives and national agendas. These projects proved to be very successful on a number of different levels; however, although they left a legacy in terms of personal development and stronger partnership's, a more strategic approach to dance development was the next step.

Through evaluation of dance development projects we know that young people want access to youth dance provision, that having that access is a positive influence in terms of social, health, lifestyle and diversity issues and that demand for youth dance activity exceeds what is available.

The last two years has seen a partnership with the ESSSP (East Staffordshire Schools Sports Partnership) and now with a Service Level Agreement in place the development of youth dance activity has grown.

Movement for older people has also progressed with a partnership with the PCT to deliver weekly sessions as part of its falls prevention programme.

In addition the Cultural Olympiad in particularly it's "People Dancing Programme" looks likely to have a major influence on dance in the region.

SADOG have recently commissioned a "Dance Strategy for Staffordshire" which will recommended a targeted bid to the People Dancing programme and look at strategic development for dance throughout the county.

Youth dance

The Service Level Agreement (SLA) with East Staffordshire School Sports Partnership (ESSSP) has provided opportunities for the development of an infrastructure providing clear lines of progression for long term development concentrating on young people aged 11 – 16 to engage with dance on a regular basis. This work under the banner of East Staffordshire Dance Collective (ESDC) provides every secondary school in the borough with an after school dance club, weekly sessions at the Brewhouse, in Uttoxeter, and then youth dance companies for those that want the next level of work. Some professional development has taken place and we are looking at future initiatives with Youth Dance England.

Creative Movement for Older People

Under a partnership with the PCT, a weekly session operates from the Brewhouse. After having a fall, those clients that the Physiotherapist think would benefit are referred to a 12 week programme, after this they may continue with the sessions.

The PCT provide a Physiotherapist who attends some of the sessions and the Clinical Development Facilitator for Older People oversees the medical care.

Arts and Health

Arts East Staffs has had a lot of involvement in arts and health within the region and has a very good relationship with Burton Hospital and South Staffordshire Primary Health Care Trust and Combined Health Care Trusts for South Staffordshire and Shropshire.

Arts East Staffs is working in partnership with Staffordshire University in providing training for artists to be able to work in Health Care settings. We are able to offer placements for artists studying on the Arts and Health course.

Currently developing projects with Burton Hospital and the Combined Health Care Trust to engage with the community

Arts East Staffs is currently working on a young carer's project to provide support and a network for these young people whom are looking after relatives.

Public Art

Arts East Staffs has undertaken a few public art projects, which include the sculptures on the Washlands, Malt Shovel, the seat at Mayfield, glass panels at Burton Hospital and street art on New Street. These have been varied in success in how the public has received them.

More recently Arts East Staffs have been developing public art further with the completion of a piece at Tutbury Park, which was done in partnership with Greenspaces Team – East Staffordshire Borough Council, where we conducted public consultation with youth group users of the park.

Arts East Staffs is part of partnership in delivering 2 pieces of public art for Uttoxeter. This is a major project with a budget of £100k where planning permission is needed, roads closing and public consultation.

Early Years Development and Sing Up

This project was established in 2006 as part of Story Telling Development involving a storyteller and dance worker. This proved to be an expensive workshop, due to travel costs for the Story Teller. This resulted in consultation with participants and partners and resulted in running sessions in Dance/Movement and singing.

This project will provide and promote creative activities for parents and their very young children to support pre-school learning and early year's development within the Borough. This will be achieved by providing music and dance workshop sessions for participants and their young children in their care at local community/children's centres across East Staffordshire.

Project Wired

WIRED is a project that consists of a professional team of multimedia digital freelance staff (film, music, animation and graphics) working within a production house environment with quality production Apple Mac equipment and software. WIRED Staff are experienced at handling workshops for agencies, schools and commercial businesses to accreditations in Arts Awards and the WIRED Experience Certificate.

Promotional Films: At WIRED we produce quality films on demand: Action/drama, animation, educational, marketing/promotional, documentary's, music videos which can be created within a workshop environment using industry standard hardware and software e.g. Logic Pro 8 in our music recording studio, Final Cut Pro 5.1 in our video editing suite and IStop motion and Adobe 8 plus Flash in our Animation studio.

The WIRED Red Door Animation Studio: offers a wide range of animation courses and workshops within a working studio environment and also undertakes commercial work which includes market branding, e-cards, e-flyers as well as e-forum programmes and web sites.

Individual sessions: Individual recording studio bookings, track building sessions, animation sessions, and film creation sessions are available on request.

Civic Function Suite – Burton Town Hall

Grade II listed building venue for hire within the community and beyond. This is a reasonably priced venue for hire within the community and hosts many sporting and school community events.

Increased bookings within the community, to ensure a continued balance between cultural diversity provision, develop the need to establish a proposed wedding service, enabling weddings to take place in the Council Chamber, using the facilities effectively to provide a unique and complete wedding service. Working increasingly for the Council on internal bookings.

Brewhouse

The Brewhouse Arts Centre is a multipurpose venue. Opened in 1991 as a Charitable Trust. Operated until 2002 when the Trust went into liquidation.

ESBC assumed control after one month's closure with the intention of becoming more of a community based arts provider.

With two performance areas (Auditorium and Bar) Galleries and workshop spaces, it also houses Project Wired and Arts Development Team.

The Centre has 3 seasons of programming. January to April; May to August and September to December

Mainly a hiring venue than a producing venue, we are currently developing the professional programme of events. The Brewhouse also has a gallery exhibitions area, which has expanded over the past two years.

Professional Performances

Since ESBC took control of the Brewhouse and Arts East Staffs expanded, Professional Performances have been in a minority as the Council felt the re-opening of the Centre (following the closure as a Charitable Trust) should have a community priority.

From Consultation (Orange.dot) it showed there was a need for more professional theatre/music etc and during the past year there has been a conscious effort to promote more professional events.

Now Town Hall events are working alongside the Brewhouse Events we intend to have joint programming sessions to create a balance of performances/events including professional arts activities.

7.4 Appendix 04

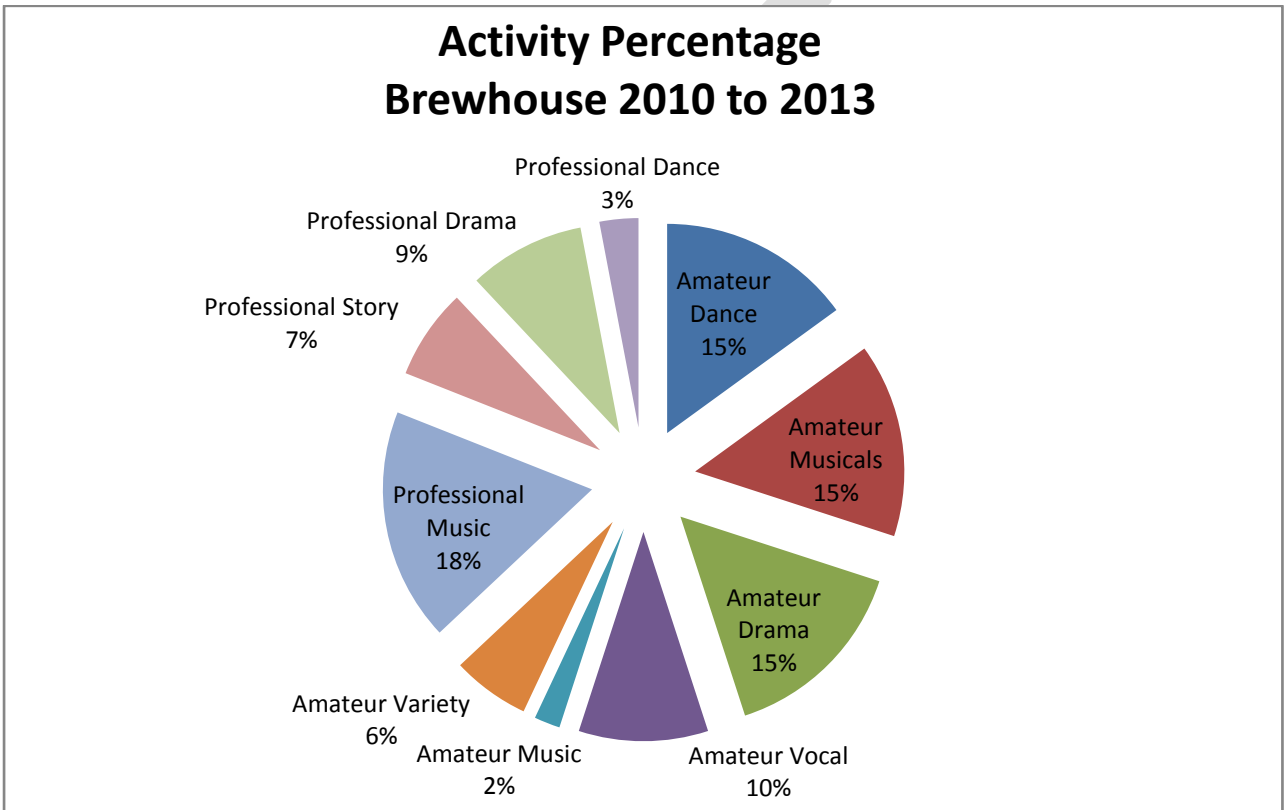
Brewhouse Programme

Given that there was significant stakeholder interest revealed during the consultation process for live events and professional performances, an analysis of Brewhouse events from January 2007 to December 2009 has been undertaken and is shown below.

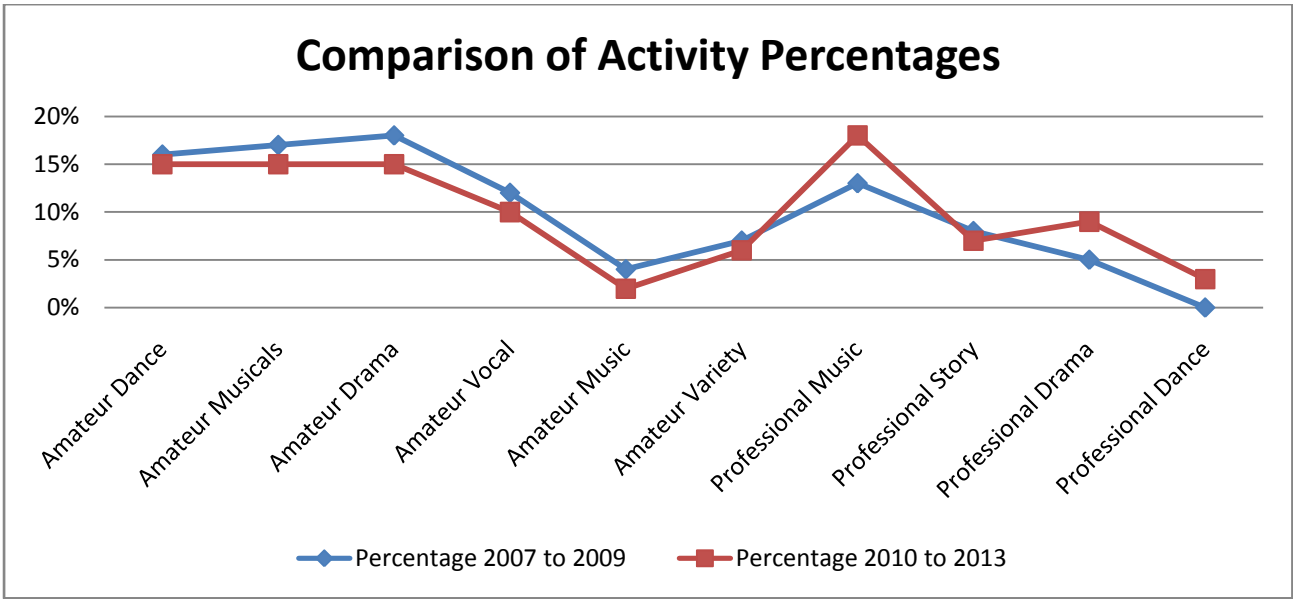
Proposed Activities for the next 3 years:

Activity	Number of Events 2007 to 2009	Percentage 2007 to 2009	Number of Events 2010 to 2013	Percentage 2010 to 2013	Difference
Amateur Dance	31	16%	30	15%	<u>Down 1%</u>
Amateur Musicals	32	17%	30	15%	<u>Down 2%</u>
Amateur Drama	33	18%	30	15%	<u>Down 3%</u>
Amateur Vocal	22	12%	20	10%	<u>Down 2%</u>
Amateur Music	7	4%	5	2%	<u>Down 2%</u>
Amateur Variety	14	7%	12	6%	<u>Down 1%</u>

Professional Music	24	13%	36	18%	Up 5%
Professional Story	15	8%	15	7%	Down 1%
Professional Drama	9	5%	18	9%	Up 4%
Professional Dance	1	0%	6	3%	Up 3%
Total	188	100%	202	100%	Up 7%



- *Figures represent events at the Brewhouse; in some cases an event would have more than one performance. E.g. a week long production with six shows is counted as one event.*



Events will rise over the next 3 years to an average of 6 a year. This will generate further revenue to pay for the investment in more professional music and theatre.

Consultation resulted in the wish for more professional events at the Brewhouse and due to capacity of the building and budgets this has resulted in a fall in amateur areas. Also it has been acknowledged that support should still be continued with the amateur sector. Therefore this has resulted in a small fall amateur performance and a small rise in professional performances, which will be reviewed annually.