



ARTS IN UNUSUAL SPACES PROJECT EVALUATION REPORT

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1.1 Terms of Reference

This report aims to provide an analysis of the Arts in Unusual Spaces 26 month programme developed and delivered by Tamworth Arts and Events team and jointly funded by Tamworth Borough Council and Arts Council England's Grants for the Arts programme. This document is based on the evaluation conducted and carried out over the duration of the Arts in Unusual Spaces (AIUS) programme.

The evaluation report will use the evidence collected to identify the successes and areas to strengthen, based on the original aims set out in the project plans.

It is divided into sections which describe each of the 10 projects within the programme and provides evidence of the impact of these arts and creative initiatives from the perspectives of artists, arts and community organisations, audiences, participants and strategic partners.

1.2 Context and Aims

Our key aims for this programme of work were to deliver a large scale arts programme which in addition to the aims set out below, also capitalises and builds on our recent work, specifically the 'I am Tamworth' arts programme and responds directly to the recommendations of the evaluation of that programme.

The programme included a number of indoor and outdoor performances and activities, which target areas of growth and identifies areas for development in our arts and cultural provision, that are placed in an unusual space for the art form, but familiar settings for the Tamworth community. We have worked with local, regional and national artists, creatives and arts organisations that have further raised the profile of this work in Tamworth. The programme has engaged in key national projects such as World War 1 Remembrance and The Big Draw.

Our developmental aims for this programme were to:

- ▶ Create a sustainable future for the arts in Tamworth and surrounding areas
- ▶ Sustain, maintain and develop a relationship with our audiences
- ▶ Work with high quality organisations including National Portfolio Organisations (NPOs)
- ▶ Program a range of visual arts activities/opportunities
- ▶ Continue to deliver our annual programme of events
- ▶ Develop our arts infrastructure

How we have achieved our original aims:

Create a sustainable future for the arts in Tamworth and surrounding areas

One of the key successes of the AIUS program has been the willingness and support we have received from artists who have worked with us previously and continue to want to work with us in the future. We have begun to identify the skills and experience of these artists and they are helping us to develop innovative ways to reach our existing audiences and develop new audiences. We have also seen an increase in the number of partners and artists collaborating in future projects and funding opportunities (see highlights and achievements).

Sustain, maintain and develop a relationship with our audiences

This programme has seen a massive growth in audiences numbers, participant numbers and artist employment days. It has built on our previous engagement and the opportunity to take the arts out of Tamworth Assembly Rooms and into the community. This has allowed us to develop a strong and robust relationship with our audiences in the community. Many residents have articulated that they don't like to travel out of their local area in the evening and the programme has offered them the opportunity to access the arts on their doorstep, such as the Touring Theatre strand.

Work with high quality organisations including NPOs

While not all projects were as successful as hoped, the successful projects have been those led by local artists who know and understand the local community of Tamworth. We would like to continue to develop links and ideas for future arts initiatives with local artists and continue to explore opportunities and initiatives through working with arts and cultural organisations. The Big Draw is a good example of an initiative which we can implement to our benefit.

Program a range of visual arts activities/opportunities

We have been successful in programming and delivering a broad range of visual arts. This includes the Mercian Mosaic, Catch Art, Roundabout Art and involvement in the National Campaign for Drawing's annual event 'The Big Draw'. We have worked with artists from a range of visual art forms including sculpture, mosaic, drawing, arts and crafts.

Continue to deliver our annual programme of events

The refurbishment of Tamworth Assembly Rooms has meant that we have had to develop and deliver our events programme outside of our usual venue. We have successfully delivered a programme of arts events in a variety of spaces in Tamworth, these include Ankerside Shopping centre, community centres, churches, schools and outdoor spaces such as the town centre and castle grounds. This includes the annual outdoor events programme of St George's Day, Bandstand programme and the outdoor cinema night. These programmed events have taken place alongside the AIUS programme. This demonstrates that the arts and events team, with partnership support, can bring a broad range of high quality arts events and activities to their local and wider community.

Develop our arts infrastructure

We have developed the range of partnerships during this project significantly and strategically. These have been fundamental not only to the success of the AIUS programme, but also the potential for future collaborative work with (for example,) other council departments who have a remit for economic growth, national arts initiatives (Big Draw) and Government initiatives such as the Cultural Education Challenge (CEC). These partnerships also give us more potential for future collaborative funding opportunities.

1.3 Highlights and achievements

Arts in Unusual Spaces held over **26 months**

Worked with **194** partners

10 arts projects

499 artists employment days (based on 7 hours per day)

Worked in **23** local venues

National and local recognition from the **BBC, ITV** and the Metro

43 new commissions

A number of international, national and local **awards** raising the profile of the programme

The project brought one of Arts Council England's National Portfolio Organisations to Tamworth

Over 26 months **16,753** local people participated in the programme

46 education, training and participation sessions took place

22,888 live audience viewers

99% of audience members said it had **inspired** them to attend future events in Tamworth

100% of respondents enjoyed the event and rated the experience as good or excellent (25% good, 75% excellent)

35% of audience respondents had never attended an arts event before

54% of respondents had never attended an arts event in Tamworth before

100% of participants and audience members were British

81% of combined participants and audience members were **female**, **19%** male

Ongoing good news stories

The flagship success story of the Arts in Unusual Space programme is undoubtedly the Roundabout Art and Mercian Mosaic projects which focused on the cultural heritage of Tamworth. The projects combined attracted over 10,000 participants and over 87,000 live and broadcast audiences.

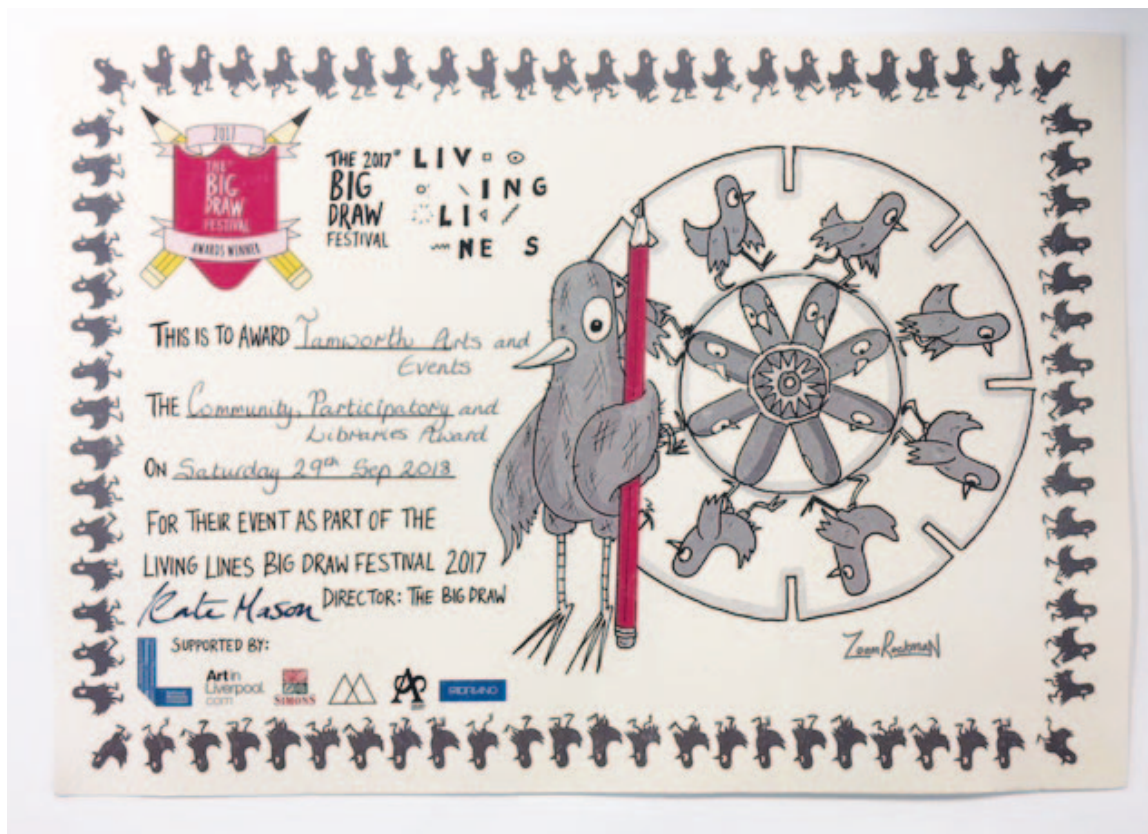
These projects have attracted national and local press, significantly raised the profile of Tamworth's heritage and supported us in our endeavour to work more closely with partner organisations.

Collaborations

Networking with artists has been successful in creating commissions additional to this programme, for example, Arts for Health and Andy Nash from South Staffs College have continued to work together following the Catch Art project and are applying for funding for future projects. Vic Brown (a Catch Art artist) has applied to Arts Council England for Grants for the Arts to create an arts trail and to expand his arts festival.

Awards and recognition

- ▶ The Big Draw: Winners of the international community, participatory and libraries award.
- ▶ The Purple Apple Award: A national retail creativity award - shortlisted.
- ▶ Catch Art project received national coverage on the BBC and ITV.
- ▶ Catch Art winners of the Royal Horticultural Society Award for Greening the Grey and also contributing to the Gold Award for Britain in Bloom.



Feedback from artists and creative facilitators

We asked artists 'What would encourage you to continue to work with Tamworth Arts & Events Team (TAET) on future projects'?

The responses focused on continued commissions and partnership working:

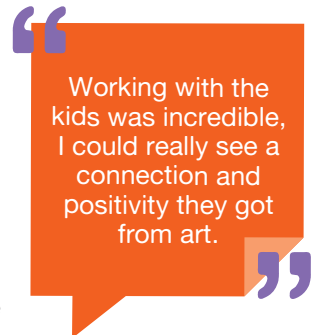
- ▶ Future commissions / partnership
- ▶ Just more information and chances to work with TAET
- ▶ Some income and continued support for imaginative project ideas
- ▶ Good support and great team spirit - lots of enthusiasm for the Arts in Tamworth
- ▶ Similar community projects
- ▶ Pushing the boundaries of what's possible within Tamworth and bigger bolder ideas
- ▶ The right opportunity to work with like-minded people on products that matter



We asked artists and creatives about 'What have been the successes of this project'?

Their responses demonstrated the positive engagement that has resulted from participants involved in the different strands. They included the following:

- ▶ Completion of a new piece (of music) which I hope the choirs are enjoying
- ▶ The organisation was amazing and the support from the Arts Team
- ▶ A success was capturing the imagination of passers-by so quickly. Rarely tentative, visitors got stuck in as quickly as they could! Given how popular it was and how long people stayed it would be great if this could become a regular gig over the winter, let me know if you are interested
- ▶ Engagement with the public of all ages. Successful completion of a section of the Mercian Mosaic
- ▶ Community engagement and support
- ▶ The schools and community interaction and the general changing of local thinking on what's possible in the community
- ▶ Working with the kids was incredible, I could really see a connection and positivity they got from art



What have been the successes of this partnership?

- ▶ Flexibility and mutual respect and understanding. Community need being central
- ▶ Meeting other artists and seeing the public embrace such an activity
- ▶ The TBC team have been brilliant. Supportive from the start, right through to the finish. It was a great buzz working with you guys. Hope to again in the future
- ▶ Good communication, support in helping to realise the overall vision
- ▶ To have the opportunity to lead the project with support when needed
- ▶ The freedom to be creative and the trust we can produce high quality work
- ▶ It all came together really well and created something positive for the whole community



Personal and professional development

We are committed to working with high quality artists and creatives and want to support their ongoing development needs in relation to personal and professional development. We asked the artists about the effect of the programme.

Feedback was very positive:

- ▶ Time and space to develop new work for specific ensemble/audience
- ▶ I feel encouraged to get more involved with Tamworth arts scene
- ▶ I was proud to be associated with it. I've kept a copy of the leaflet and make a point of showing it around possibly to potential clients in the future.
- ▶ It has been and still is a huge challenge. It is the largest scale piece of art work I have designed and delivered with community groups
- ▶ Developing new skills by working with multiple departments and individuals
- ▶ Meeting new people, developing new creative solutions on each stop
- ▶ To really make me think about the kids and that as a kid their behaviour is a direct result of what the adults around them have done

Future development suggestions

- ▶ No, I love working with them and would love to continue to do so
- ▶ Communication with other departments that the project involves to be made at earliest possible stages
- ▶ Just keep pushing new ideas in partnerships with the artists
- ▶ Not really, I guess it is always nice to trust in the artist and what their vision is

Further comments: -

- ▶ The arts and events team are fabulous to work with they have great vision matched with the experience and efficiency to deliver great projects making their exciting visions a reality
- ▶ Fantastic work Tamworth Arts Team!!
- ▶ It's been a blast. Good luck this year. All the best, Jerry Trill
- ▶ Inspiring and fun to work with other artists in The Big Draw. The creative buzz generated by artists working together impacts on those participating in the project as a whole
- ▶ All our staff have enjoyed the project and hope to work with the team in the future
- ▶ Thanks for the opportunity

I was proud to be associated with it. I've kept a copy of the leaflet and make a point of showing it around possibly to potential clients in the future.

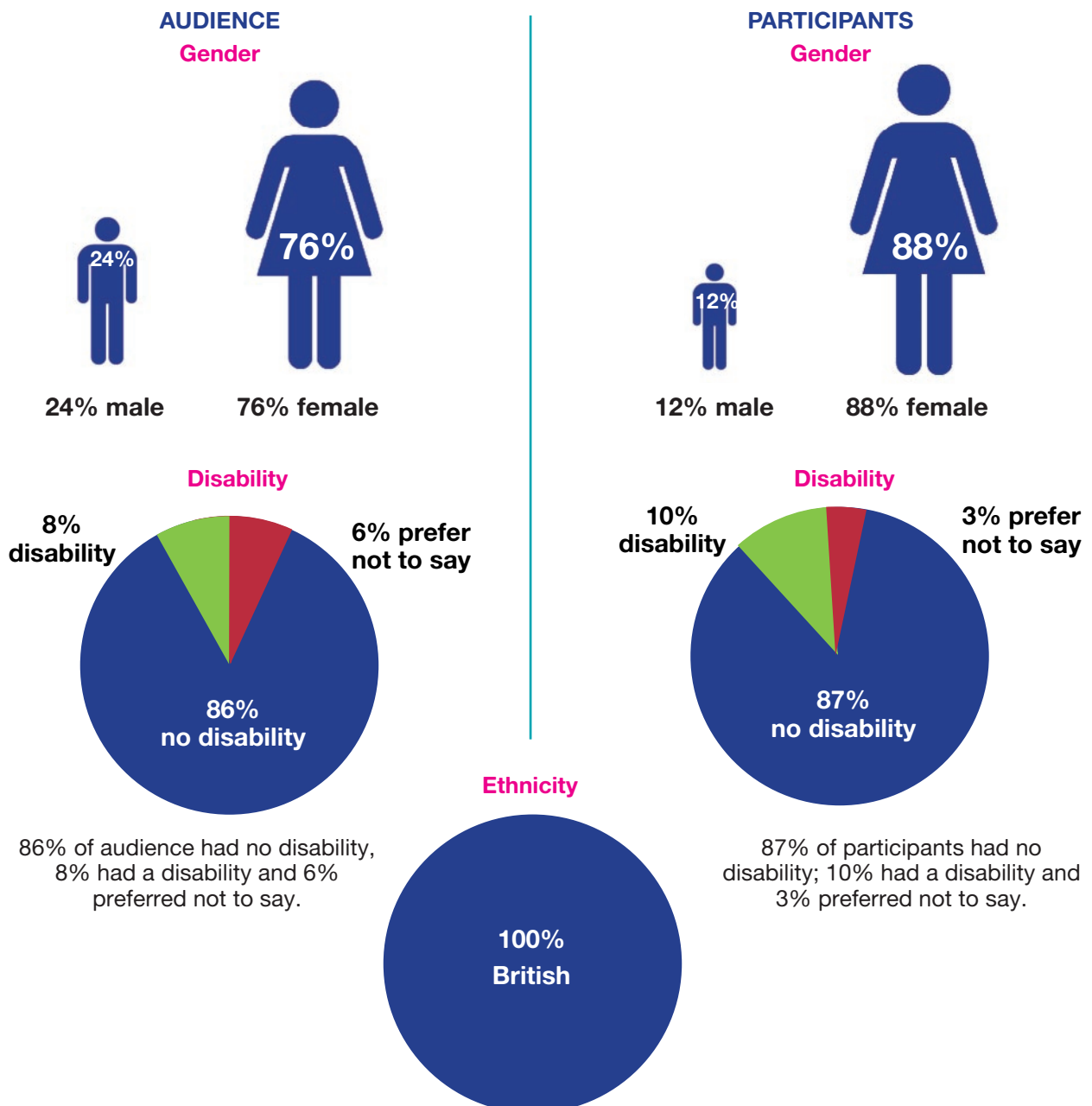
Just keep pushing new ideas in partnerships with the artists.

All our staff have enjoyed the project and hope to work with the team in the future.

1.4 Summary of key evaluation data

	Planned no.	Actual
Participants	4,890	16,753 (+242%)
Artist employment days	177	499 (+182%)
Performance/exhibition days	98	1725 (+1660%)
Education/training/participation sessions	101	21 (-79%)
Audience (live)	15,200	22,888 (+51%)
Audience (broadcast)	22,000	89,767 (+308%)
Artists	196	290 (+47%)
New commissions	16	43 (+168%)
Partners involved	62	194 (+212%)

Demographics of audience members and participants (based on completed evaluation forms)



100% of the audience and 100% of participants were British.

Levels of Participation

There has been an increase in participation levels of 24% regarding people from Tamworth and 30% for people who live outside of Tamworth.

The Bandstand live music programme in the Castle Grounds of Tamworth shows an increase of 300%.

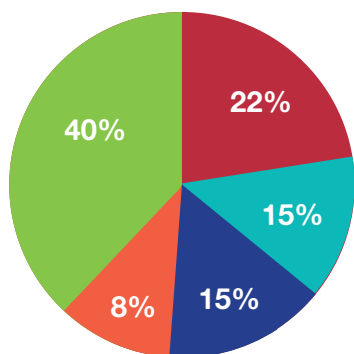
16,753 people participated in the Arts in Unusual Spaces programme of arts activities. This is 236% more than anticipated.

40% of participants attend arts activities on a weekly basis although only 24% are attending Tamworth-based activities, this means local people are accessing arts activities outside of the town.

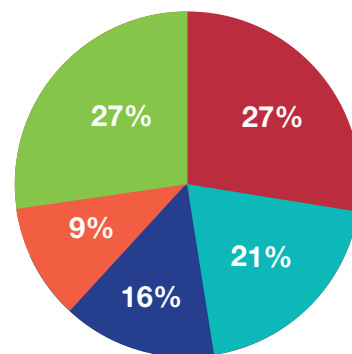
A significant number of people participated in the activity to try something new (46%) this shows that there is an aspiration for local people to explore new opportunities.

16,753
people
participated
in the
Arts In Unusual
Spaces
programme

How often do you attend arts activities?



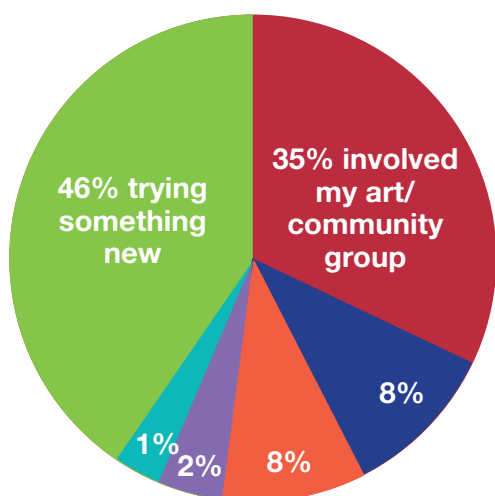
How often do you attend arts activities in Tamworth?



Key

- Never
- Annually
- Every 6 months
- Monthly
- Weekly

Main reason for attending



Key

- Involved my art/community group
- Socialise with friends
- Meet new people
- Learn new skills
- Trying something new
- Something to do with kids

1.5 Descriptors of Arts in Unusual Spaces project strands



We Will Remember – Two concerts to signify the centenary of World War 1 including an original piece of music for Tamworth and a gigantic poppy installation on Tamworth Castle with the Women’s Institute.



Art Attack – Two days of free, fun arts activities linked to the international programme, The Big Draw. Exposing the local community to high quality art provision in familiar and loved environments.



Music Outside – An extension of the annual summer bandstand programme; This programme included CPD days delivered by Mr Wilson Second Liners and a programme of opportunities for young people delivered by Make Some Noise.



Roundabout Art – A permanent piece of Visual Art in the town centre highlighting the town’s cultural and heritage significance. The piece of art was created from public consultation and linked into international historic events.



Focus 24 – An inclusive participatory photography project themed on the place, Tamworth, offering basic workshops for the everyday photo and a 24 day exhibition in the town centre shopping centre.



24 hours in Tamworth – Local videographers came together to produce a short film that represented their home town, Tamworth, within 24 hours. Attending a series of workshops, participants learnt how to edit and shoot a film and see their production exhibited for 24 days in Tamworth town centre.



Touring Theatre – A project in partnership with Live and Local that aimed to up skill the local community to provide art events and concerts in local, hard to reach communities.



Mercian Mosaic – The creation of a large scale mosaic that included 1400 yard square tiles decorated by over 10,000 participants. The mosaic represented the heritage of Tamworth and signified the importance of key members from its heritage.



Catch Art – This project brought art into people’s every day whilst improving the quality of street furniture. Up-cycling local bus stops by the community and professional artists generating community pride in the place they live.



Creative Network – An online platform and network to highlight work in Tamworth. The newly formed webpage acts as an artist database for local artists and national artists wanting to work in Tamworth. Bridging the gap to local venues, schools seeking artists and high quality artists wanting to work in Tamworth. The network will be utilised by the newly formed Cultural Education Partnership in Tamworth.

Highlights:

A new piece of music composed by professional musicians and performed by local choirs

100% rated the quality of the event as good/excellent

Inspiring collaborative performance

100% of participants were inspired to take part in a similar activity

We Will Remember

This project saw national exposure from the BBC and ITV. We worked with a wide over the 26 months into a significant and powerful tribute to the 100 year remembrance

2016

Lead Artist: Gladstone Wilson (Musical Director at Tamworth Voices) Sophy Smith (Composer) Dan Watson (Conductor)

Artist days: 28

Participants: 825

Partner organisations: St Editha's Church; Tamworth Voices; Tamworth Male Voice Choir; Tamworth Ladies Choir, British Legion, Tamworth Arts Club and local schools.

Project Description:

The previous arts programme, 'I am Tamworth', brought together individual local choir groups for the first time. This successful project has seen further collaboration of these choirs, who have once again worked with professional musicians, Composer, Sophy Smith and Conductor Dan Watson to produce a new piece of music to celebrate the 100 year commemoration of World War.

“I would like pass on our thanks to both of you for all the hard work you put into arranging this concert and making it possible. We will certainly remember it. Looking forward to the next event!!” *Tamworth Male Voice Choir- Steve John Daniels (Chairman)*”

“The project boosted confidence and self-belief, working alongside adult choirs. Inspirational”
Flax Hill Primary School Teacher”

“It was a tremendous privilege to be able to take part with Tamworth Voices and the rest of the ensemble. I hope we did Tamworth proud, it made me feel proud to be a part of it. It was wonderful.”
Linda Padgett from Tamworth Voices”



range of partners in this project strand, which developed and evolved commemorations taking place nationally.



2018

Lead Artist: Lady Meadow Women's Institute

Artist days: TBC

Participants: 4,000

Partner organisations: St Editha's Church; Tamworth Voices; Mercian Singers, Tamworth Ladies Choir, British Legion, Ankerside Shopping Centre, George Bryan Centre, Sheltered Housing, Arts for Health, Tamworth Air Cadets, Tamworth Girlguiding, Tamworth Community Together CIC, Tamworth Scouts, St John's Ambulance, Tamworth Army Cadets, Tamworth Navy Cadets, local schools and Oceans Fish Bar.

Highlights:

Over 4,000 poppies made by Tamworth

Part of Midlands Today Remembrance Feature Film

7,000 audience figure

Project Description:

Thousands of people lined the streets to support an extended Remembrance parade and gathered in Tamworth Castle Grounds as choirs sang and poppy confetti was fired into the air. The parade assembled in front of the amazing poppy cascade on Tamworth Castle. The poppy cascade and the Remembrance event attracted widespread attention, with comments and interaction from thousands of people on social media, as well as being featured as part of a special Midlands Today Remembrance film. This project coincided with the growing campaign to re-use plastic and involved the creation of more than 4,000 poppies made from used plastic bottles.

Local communities embraced the project of "Poppyfying" Tamworth, this included Oceans Fish & Chip shop in Belgrave that partnered with us to support the campaign. The business provided anyone who brought in a poppy a free cone of chips to promote the project. Ankerside Shopping Centre also provided a base/ hub for workshops and delivery of home made poppies alongside an exhibition by the British Legion.

Comments:

Very proud day for our town and I can just imagine the joy that the news of the armistice brought to the town.
Marj Tomlinson

I have been a faithful chorister here and now in my 46th year as a chorister. I have never seen St Editha's Close or St Editha's Square, let alone the church, so full!
Philip Hope

This is a really nice gesture of remembrance, just as nice as the one at the Tower of London. We will remember them.
Neil Fortnum

Amazing display and well done to everyone who helped make and paint them. A really lovely tribute to those we remember today.
Roselynn Evans





Art Attack

Lead Artist: Tracey Flynn, Si Wingfield, Andy Nash, Jeremy Trill, Hannah Noble, Hayley Brooks, Jessica Allen, Al Howard.

Artist days: 15

Participants: 2,000

Broadcast Audience: 7,020

Partner organisations: Streetscene, The Big Draw, Ankerside Shopping Centre, Cultural Education Partnership, education sector.



Highlights:

Tamworth has received its first international arts award as a result of this project strand. The Big Draw's Community, Participatory and Libraries Award.

100% of participants rated the activity as good or excellent

67% of participants are not currently part of a Tamworth Arts or community group

72% of participants attend arts activities less than twice a year

Project Description:

A community arts project working with a range of visual artists on activities linked to the nationally acclaimed Big Draw annual campaign. The arts activities included using different mediums such as chalk drawing, painting, tape, land art and utilised indoor and outdoor spaces across the town centre. During this project we have worked with over 60 volunteers / ambassadors from South Staffordshire College who supported in facilitating activities during both 2017 and 2018's event. Art Attack was shortlisted for the Purple Apple Award which is a Shopping Centre's specific Creativity Award. This is a national competitive award.

Comments:

“ Thank you for the opportunity, I loved every minute of it. Putting Tamworth on the creativity map is so important.

Andy Nash, Artist ”

“ Inspiring and fun to work with other artists in The Big Draw. The creative buzz generated by artists working together impacts on those participating in the project as a whole.

Margaret Carney, Artist ”

“ I've been waiting for this all year. Eloise – 10 year old participant (Tape That room)

”





Mercian Mosaic

Lead Artist: Maggie Carney
Artist days: 232
Participation: 10,140
Broadcast Audience: 16,138
Partner organisations: 34
***Exhibition Days:** 526



Highlights:

1,400
 yard square tiles,
 250 litres of paint,
 50 litres of PVA glue,
 100 rolls of sticky
 tape used

20 devoted
 local volunteers
 spent
820 hours
 working on
 the mosaic

More than
10,000
 local people from
 schools, churches,
 sheltered housing
 and community
 groups contributed
 to creating the
 Mosaic

Featured on
**ITV's
 This
 Morning**

Project Description:

The Mercian Mosaic project consisted of the creation of a large scale mosaic representing the heritage of Tamworth and signifying the importance of key members from its heritage.

The Mosaic covered the lower lawn of the Tamworth Castle Grounds. Members of the community were invited to decorate/upcycle their tile to create a large image of Tamworth.

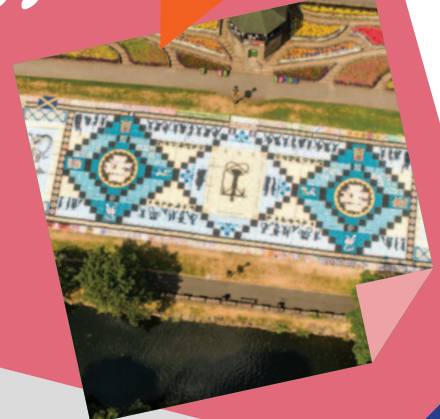
The Mosaic took 18 months to complete, utilising 232 artist days and involving 34 volunteers and more than 10,000 people from the local community and a dedicated volunteer team of 20 who devoted 820 hours of their time. The project has attracted an audience of over 16,000 people and involved 526 exhibition days.

“
 Very good job, hats
 off to all of those
 who contributed
 100% brilliant
 Mark Harper
 ”

“
 A great
 community project
 all involved should
 be proud
 Simon Rose
 ”

“
 Fantastic work by
 all involved!
 Well done!
 Sally Arnold-
 Jones
 ”

“
 This project has been a
 huge challenge. It is the
 largest scale piece of art
 work I have designed
 and delivered with
 community groups
 Margaret Carney, Artist
 ”





Roundabout Art

Lead Artist: Luke Perry

Artist days: 113

Participants: 170

Live Audience: 4,700

Broadcast audience: 66,609

Partner organisations: The Gateway Project Team, Staffordshire County Council, StreetScene.



Highlights:

89% of respondents liked the sculpture

Travelled more than **250 miles** in construction

Worked on by more than **40** specialists

International Campaign
“#DoTheAethel”

Project Description:

The striking six metre Aethelflead public art sculpture is the result of 2 public consultations which resulted in a Saxon focused figurative design. “Our Aethel” is situated in a prime location next to Tamworth Train Station acting as a signpost to the town centre.

The project received press coverage regionally from the BBC and ITV and locally from Tamworth Informed, Touch FM, Radio Tamworth and Tamworth Herald who covered interviews of Roundabout Art throughout the project gaining local press. The “DoTheAethel” campaign reached international attention, creating a fun way to raise awareness of the project.

“ The effective management of trust in the artist and the Council team allowed for a maximum expression of sculptural creativity at high value to cost and an incredible amount of added value due to TBC's Blitz like PR and Social Media giving the people locally a feeling of involvement that was greater than the sum of its parts.

Sculptor, Luke Perry ”





AethelFest

aethelfest

Partner organisations:

The Gateway Project Team, Staffordshire County Council, StreetScene. Tamworth Castle, Gloucester Council, Keele, Chester and Manchester Universities, Tamworth Civic Society, Tamworth Literary Festival, The Last Kingdom, Tamworth Library, Tamworth Guild of Town Guides, Tamworth Brewing Company.

Highlights:

Raised local history awareness with a collaborative project campaign

60 delegates from across the globe

HRH Prince Edward, Earl of Wessex, in attendance

Inspired modern artist interpretations of Aethelflaed

Project Description:

This project is a direct result of Tamworth Borough Council's decision to promote the 1,100th anniversary of the death of Aethelflaed as its chosen heritage topic for 2018, with the primary objective being to promote the town's rich Saxon heritage.

Alongside the Roundabout Art and Mercian Mosaic project which celebrated the anniversary of Aethelflaed's death, a 3 day academic event took place in Tamworth in July 2018 in collaboration with Keele, Chester and Manchester Universities. Through joint consensus, Tamworth was chosen as the location for a high profile event, being the recorded place of Aethelflaed's death, therefore holding much significance to her life. This event would see some of the world's most eminent historians and authors present lectures in Tamworth over 3 days.

The university academic event based around the anniversary of Aethelflaed's death, presented an opportunity to promote Tamworth's history working alongside high profile university and heritage partners, encouraging and inviting the wider local community to take part and make this a memorable year for Tamworth.





Focus 24

Lead Artists: Acquis Media Producers, Ming de Nasty, Kate Green, Andrew Jackson, Chris Cuthbert, Rachel Gillies, Ines Elsa Dalal.

Artist days: 9

Participation: 427

Audience: *24 Day Exhibition attracting Ankerside Shopping Centre Footfall.

Partner organisations: Community Together CIC, Ankerside Shopping Centre, Tamworth Herald, Tamworth Photography Club.



Highlights:

24 photos selected to form part of the exhibition alongside the videos

More than **100 images and video clips** were produced as part of these two project strands

Project highlighted the strong impact social media has on public engagement and provided the perfect medium to create the project's content.

This project gave participants the opportunity to work with professional photographer Ming de Nasty and filmmaker Rachel Gillies.

Project Description:

A photography project based on Tamworth using Tamworth's people and places as inspiration. Local people took part in a range of workshops and activities to learn new skills based on the medium of photography and film.





24 hours in Tamworth

Lead Artists: Acquis Media Producers, Chris Cuthbert, Kate Green.

Artist days: 9

Participation: 111

Audience: *24 Day Exhibition attracting Ankerside Shopping Centre footfall.

Partner organisations: Community Together CIC, Ankerside Shopping Centre, Tamworth Herald.



Highlights:

All those that took part were not part of an art group

Drew Jackson, who worked as a videographer for this project strand, has as a result of his involvement in Arts in Unusual Spaces become a professional videographer

Project Description:

'Highlighting the beauty, the unusual and the norm of everyday life in Tamworth.' Working in conjunction with Focus 24, communities and local people provided videos and commentary to create a 24 hour digital art project of Tamworth. The film will act as a lasting legacy for future generations. Giving current generations a sense of pride of place and future generations a taste of what everyday life was like at this current time.

A series of workshops took place where individuals worked with industry experts.





Touring Theatre

Lead Artist: Live and Local

Artist days: 50

Audience: 10,188

Partner organisations: 36 including Tamworth Community Together CIC, St Editha's Church, St Francis Church, Sacred Heart Church.



Highlights:

A notable development is a community church are now planning to commit a theatre space to their venue as a result of being involved in this project strand, in order to offer opportunities for local users to access theatre and arts programming.

100% of audience respondents enjoyed the events

All respondents rated the experience as good/excellent

7% of audience members were under 25, 40% were aged 26-45, 53% were aged 46-65+

Project Description:

This project featured a range of theatre shows performed in unusual but familiar locations such as churches, parks, community centres and village halls across Tamworth. The Arts Council England National Portfolio Organisation 'Live and Local,' a regional touring company, worked with voluntary groups and professional artists to create new audiences for the arts and create stronger communities through upskilling community leaders to develop future programming in their venues. Touring shows included artists and genres never seen before in the area. Including: German expressionistic silent cinema with live music and fusion music bands.





Music Outside

Lead Artist: Make Some Noise, Mr Wilson's Second Liners and local musicians
Artist days: 7
Participants: 30
Audience: 8,000
Partner organisations: Make Some Noise, Community Together CIC Tamworth Castle.

Highlights:

The Music Outside programme has seen an increase in audience figures at the bandstand concerts which local people have responded well to

3 of the Tamworth Jam participants have been accepted by Birmingham Ormiston Academy of Performing Arts

100% of audience members are inspired to attend future events

95% of young people who took part have moved onto another music project to further develop their skills, supported by Make Some Noise.*

Project Description:

Music Outside is an extension to the Bandstand programme which is located in Tamworth Castle Grounds. This project has included Continued Professional Development Days delivered by Mr Wilson's Second Liners and a programme of music opportunities.

Tamworth Jam is a music project to connect with and develop the musical skills for young people in partnership with Make Some Noise. The project involved 8 young people participating in 3 performances. All young people involved successfully auditioned and took part in a 1-year music industry programme 'Positive Labels' involving performance mentoring and recording.

The evaluation feedback from the 8 young people who were involved in this project demonstrates that this has supported them to develop and improve skills, boost confidence, gain experience performing in front of new audiences and explore progression routes into the music industry sector.

Comments: * Further feedback from young people and parents is included in the case study section of this document.

“ Meeting new people and learning new skills. My skills and techniques have improved as a result of the project.
Tom ”

“ It's good that it's taken place over a longer period. Good opportunity to develop skills confidence and friendships.
Parent ”





Catch Art

Lead Artist: Si Wingfield, Vic Brown, Andy Nash and Helen Martin.

Artist days: 16

Participants: 2,750

***Exhibition days:** 420

Partner organisations: Arts for Health, The George Bryan Centre, StreetScene, South Staffordshire and Shropshire Healthcare Trust, Arts Recruitment Tamworth and South Staffs College.



Highlights:

We received the **Royal Horticultural Society Award** for Greening the Grey and also contributing to the Gold Award for Britain in Bloom

The project received national coverage on the **BBC and ITV**

Schools have said that the arts activities have contributed to their **school improvement plans**

This project has been a springboard for additional funding for to add further bus stops to the **Catch Art trail**

Project Description:

Working with local groups and artists to improve Tamworth bus shelters. This project brought art into people's everyday lives, working with local artists to design a trail of colourful new bus shelter makeovers by local children, schools and community organisations.

Comments:

“ The children benefitted from being taught drawing techniques from a current/relevant artist.
School teacher ”

“ This fantastic project enabled participants to be part of a local community project that will be regarded as a piece of public art. This gave them the opportunity to work with a professional artist and learn new skills, as well as boosting self-esteem. The completed panels look grand and colourful in the bus shelter and we're very proud of what has been achieved.
Helen Wilson, Arts for Health Project Worker ”

“ It has been a great way for children to be valued as contributors to their community
School teacher ”





Creative Network

Partner organisations: Cultural Education Partnership; Cannock Chase Creative Hub; Staffordshire County Council; Appetite; ArtSwitch



Highlights:

We have created an online portal of artists, venues, hirers, suppliers education providers and creatives wanting to explore the arts in Tamworth. Focusing on events, funding opportunities, resources and networking opportunities, the network will feed into Tamworth Cultural Education Partnership as well as provide links to possible funding which will give members more access to opportunities within the area.

Promotion of the CEP
(Cultural Education Partnership)

Increase in event applications

Videos have been created to inspire, encourage and illustrate how local artists can get involved

Project Description:

Building on our work to support and boost opportunities for local artists and creative industries. The creative network strand has involved successful consultation sessions with our arts network community (ArtSwitch), which has identified their professional development needs. The new network replaces the existing ArtSwitch network which has been bringing town artists and groups together for several years. Initial open evening 'Art after Hours' saw a huge variety of artists, venues and practitioners attend and sign-up to the network. As a result we have designed a website that will act as an artist database for artists and creatives wanting to work in Tamworth and for organisations and groups wanting to source artists from a range of different art-forms. We will post up-to-date opportunities and initiatives on the site based on the needs of the creative network.

This platform is designed to raise the profile of artists in the local area; create networking opportunities; increase art programming in Tamworth; support development; provide a communication tool for the education sector and cultural providers and grow strong relationships between artists, venues and the community.



3 Outcomes

3.1 Marketing and Public Engagement

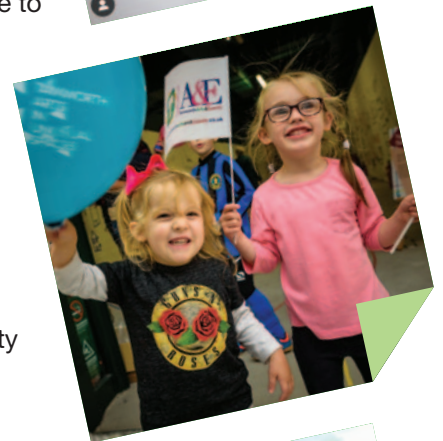
Prior to Tamworth Arts in Unusual Spaces we worked with the Audience Agency to implement Audience Finder. This was to assess our position nationally in relation to our data capturing. The findings from this data allowed us to implement an audience strategy that encompassed the whole of the arts team's objectives, the local authority and Arts Council England. This gave us a structured approach identifying key audiences marked against the national grid. Utilising this data we marketed to our targeted audience finder segments using Audience Finder recommendations in our hard to reach wards, adapting the programme accordingly.

Targeted audiences included "Dormitory Dependables" that we attracted with a heritage and DIY twist. An example of this would be "Poppyfying" Tamworth Castle. Allowing people to engage with the project from the comfort of their own home. This is something we have had a similar experience with before. Supporting the initiative with additional online DIY tutorials of "How to make a poppy" and providing more outreach locations to drop off your home made art work allowed more people to engage and understand the project more clearly. We partnered with a local Fish and Chips restaurant as a Poppy drop off centre, a cone of chips was given free of charge to every participant. This encouraged more participants in one of our lowest engaged wards. The combination of all these elements created a huge community pull and enriched the town with local pride when the project came together; producing a large increase in social shares.

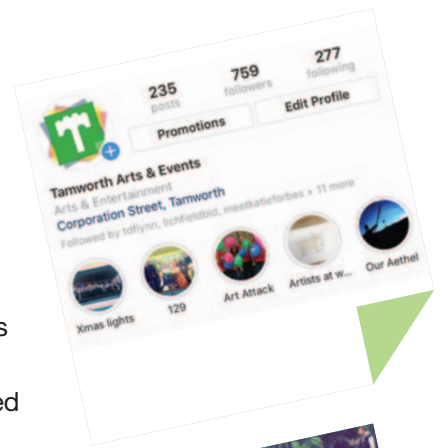
Free, fun, family events such as "Art Attack" gave us the opportunity to link up with the international campaign "The Big Draw" expanding our exposure and building international partners and worldwide artistic recognition. We were awarded with the "Communities, Participatory and Libraries Award" for our 1st year's event. This activity attracted our targeted demographics 'Facebook Families' and 'Trips and Treats'. Providing a fun, free creative day out for all the family.

Projects such as Roundabout Art that lacked a practical input from its audience were approached in a different way as we took to social media to raise the profile of the project strand and encouraged people to "Do the Aethel." This involved asking audiences to mimic the pose of our new figurative statue and nominate friends/ businesses to take part. This playful way of highlighting the project allowed us to expand our reach and develop business partners in our area such as John Lewis, B & Q and Tamworth Brewing Company, all whilst exposing the project and heritage of the town. International reach was also captured from the actors from Netflix hit show "The Last Kingdom" that portrays the story of Aethelflaed. This campaign was complemented by videos that illustrated the life of Aethelflaed in a playful way and a documentary of the journey of the Roundabout Art statue to Tamworth with playful fun facts. These videos proved very successful in educating people on their heritage; allowing audiences to feel part of the journey.

Videos have held a big significance in Tamworth Arts in Unusual Spaces as it has allowed us to visually demonstrate the quality of our events and articulate our heritage in a fun and engaging medium that made it easy for all to understand. Drone footage was captured for the first time for our arts activities at the Mercian Mosaic project. The impressive footage was played to promote Tamworth the place on ITV this Morning plus an onsite broadcast from BBC Midlands where we featured on the 6pm news.



Social media played a big role in Tamworth Arts in Unusual Spaces and proved a successful tool to market and illustrate our activities to online audiences. At the start of the project we introduced an Instagram account that has proved to be a successful way of communicating on social media with a different audience. We also introduced Instagram and Facebook stories that allow people, businesses and partners to instantly follow and engage with the activities in a fun and engaging way.



Brand recognition was something that we focused on throughout all of Tamworth Arts in Unusual Spaces. Such as, branded deck chairs that raised the profile of our Music Outside strand and improved the quality and comfort of the experience. Other branded equipment included, flags, bags, pens and balloons that attracted more evaluation responses and a brand legacy.

Information A frames, social media branded photo frames and large flags were used at events to improve the quality of the event and build brand recognition and trust.



Following on from the success of the 'I am Tamworth' brand recognition, Tamworth Arts in Unusual Spaces had its own brand as an overview and individual strand logos that always linked to Tamworth Arts and Events.

Partnerships held a significant role in our marketing process and allowed us to strengthen our brand and reach with joined up branding and a structured campaign. This approach created one voice with many strands, allowing our message to reach a wider audience. An example of this was our campaign and event "Aethelfest" that allowed us to combine Roundabout Art, Mercian Mosaic, banquets in Tamworth Castle, international talks in Tamworth Council and Tamworth Town Hall, alongside Town Tours and a church service that included international recognised historians, actors and HRH Prince Edward.



This joined up activity allowed us to have a local voice that celebrated Tamworth warrior Queen "Our Aethel" whilst having a national and regional voice that celebrated "Tamworth's Lady of the Mercians". Ultimately, the same outcome but targeted to identify each audience that captivated hearts and minds.

This sort of segmentation of audience was filtered out to postal and online direct mail. Sending multiple messages targeted to the variation of audience. For example heritage, arts and outdoor audiences.



Moving forward we want to take on board what we have learnt and use it to drive forward our arts engagement and audience levels in the future. We've learnt that our audience have a very good visual understanding and we will be delivering more short videos and images in the future to support this.

Partnerships have been imperative to the huge success of the individual projects and we will seek to work with partners more in the future to deliver more impact, exposure and reach of campaigns.



3.2 Issues and actions

The community arts programmes we have implemented in Tamworth over the last 4 years have led to an increase in our engagement with local communities. Building on this, within the Arts in Unusual Spaces programme, this has resulted in an increase of between 15-22% in our hard to reach wards in Tamworth.

We have seen an overall increase in engagement of 24% within Tamworth and 30% outside of Tamworth. Our aim now is to continue to identify the areas of low engagement in Tamworth and develop a strategy for ensuring that all sections of the community have access to high quality arts as participants, audience members and arts leaders. This includes:

School Arts Education

The evaluation has evidenced that schools involved aren't Arts Council England's Artsmark Schools or delivering the Arts Award in their schools. This is an area that we will seek to address as part of our developing relationship with Tamworth schools, Arts Connect and our local CEP.

Sustain links with artists, arts organisations and strategic partners

2/3 of artists have worked with Tamworth Arts and Events Team prior to this programme. Most have expressed an interest to continue developing and delivering innovative arts projects with the arts team that promote Tamworth as an area of creative opportunity and develop community working with the local population.

Participation

Increase the number of people that attend an arts activity in Tamworth. We have seen a good level of increases in participation and audience numbers but currently only 24% of those who took part attend an arts club.

Continued music opportunities for young people (with Make Some Noise) to build on the Positive Labels work.

Suggestions of activities/events at newly refurbished Assembly Rooms:

- ▶ More music theatre and more of the local band scene
- ▶ Comedy nights
- ▶ Magic shows
- ▶ Live bands of the week once a month to generate income for the Assembly Rooms and bring people into the town

4 Case studies

To enable Tamworth Borough Council's arts and events team to fully understand the impact of the programme on a range of individuals and organisations in relation to the Arts in Unusual Spaces programme. We asked evaluation questions based on the following:

- ▶ How they felt about partnership working with Tamworth Arts and Events team
- ▶ What they felt were the particular successes in relation to their involvement
- ▶ The overall effect of the programme both personally and on their work
- ▶ Feedback regarding future development
- ▶ Areas for growth

Case Study One:

Individual Artist – Public Art

Luke Perry – Lead Artist Roundabout Art

Luke Perry was commissioned to lead the artistic development, consultation, design, fabrication and installation of the Roundabout Art Public Art installation representing Tamworth's culture and history.

Partnership working

Mutual enjoyment of a complex process for Tamworth Council and myself with an incredibly satisfying outcome for the artist and I believe for the people of Tamworth.

Successes

The effective management of trust in the artist and the council team allowed for a maximum expression of sculptural creativity at high value to cost and an incredible amount of added value due to Tamworth Council's blitz like PR and social media giving the local people a feeling of involvement that was greater than the sum of its parts.

Personal/professional development

It has given me greater confidence as an artist to expand the possible limits of my practice and sets a precedent for how councils should work with me to get the best value from my work.

Future partnership development

Tamworth Arts and Events team are a highly professional team who balance efficient management with creative freedom for the artist better than any team I have worked with in the UK over a decade of public art practice.

Areas for growth

I would only encourage them to keep up the high level of enthusiasm and effort they have for their jobs and to ensure that their work is visible to those whom they are accountable to or could learn from their example.

It has been a pleasure working with the council as a whole and refreshing to see that there are still councils in the UK who value the impact of culture, heritage and creativity in the health of the local area. These services are often cut leading to lower morale and inevitable lower standards in local areas driving down the value of property and communities in spite of efforts to save money short term. All departments of Tamworth Council worked together and with myself incredibly well to ensure that my vision, that of the people and what everyone wished for could be attained.

Case Study Two:

Individual Artist: Maggie Carney (Visual Artist)

Maggie has worked as a mosaic artist for the last 15 years. Maggie has been awarded the Tamworth Business and Community Awards Citizen of the Year award for her work on the Mercian Mosaic.

Partnership working

Working harmoniously and enthusiastically together to achieve what was a challenging enterprise. The team members are pleasant and supportive. I am allowed to use my initiative and creativity and feel trusted and valued. Good communication and support in helping to realise the overall vision has contributed to the success of this project.

Successes

Engagement of approximately 10,000 members of the local community in creating a piece of art work that inspired them and those who saw it. Many people had not previously engaged in anything like this and the ripples of pride and confidence have percolated through this.

Personal/professional development

Meeting a challenge of this enormity and realising work on a scale I had not done before. Engaging with so many people and seeing them flourish. Gaining knowledge of Anglo Saxon history which is ongoing. Feeling a sense of belonging to the Tamworth community. It has been a huge challenge, it is the largest scale piece of art work I have designed and delivered with community groups.

Future partnership development

I am always happy to work with the Arts and Events team. We have already started to discuss ideas for the re-opening of the Tamworth Assembly Rooms and the Lantern Parade for 2019.

Case Study Three:

Partner Organisation – Ankerside Shopping Centre – partner/venue organisation - Lucy Harvey, Centre Administrator

Partnership working

We have worked with Tamworth Arts & Events Team on a number of occasions and activities, and this was the 2nd year of hosting Art Attack within Ankerside. The events are professionally organised and run, with great communication both in the run up to and also during the event. The team are also very understanding with regards to which units could be used, and they appreciate the fluidity of the situation, with units possibly being potentially let, but they always manage to work around this.

Successes

The events that are run by Tamworth Arts & Events Team are always well received by visitors and customers to Ankerside. This provides the centre with activities that all ages can join in with and the feedback was extremely positive again this year, in fact so much so that visitors asked for the events to be held on a more regular basis.

Personal/professional development

Ankerside has a close working relationship with the Tamworth Arts & Events Team, and we try to accommodate and support wherever we are able to and this benefits the centre, its retailers and visitors. From a personal side, I always enjoy and look forward to working with the team, who are all a pleasure to work alongside.

Future partnership development

We would look to continue and where possible develop and improve future activities alongside the Arts & Events Team.

Case Study Four:

Artist and Partner

Andy Nash – Visual Artist and Course Leader, Lecturer in Art & Design

Partnership working

Working with Tamworth Arts & Events Team as part of The Big Draw 2018 in Tamworth has been a fantastic experience. The team consists of a group of hard working, conscientious professionals who are passionate about enabling public interaction in order to promote creativity, supported collaboration and positive cultural development. The project was planned and organised effectively, with full inclusivity and equality at its heart. Inviting members of the general public from diverse backgrounds, all ages and mixed abilities to enjoy a safe environment, allowed for interactive creativity to flourish in various, unusual spaces throughout the town. Opening up and modifying, otherwise vacant retail spaces and historic venues, created a vibrant and dynamic atmosphere bringing families and friends together to share an amazing experience, enriching and raising the quality of life for all who took part.

Successes

As a practicing artist participating in the event, I identified numerous successes. Measuring footfall and number of people participating in the event, despite cold, wet, inclement weather, was itself a reflection of the need for such activities to take place. Advertising leading up to the event, on websites, public and social media, clearly illustrates 'a following' that TA&E is quickly establishing with the general public from Tamworth and surrounding districts. My personal involvement with the project has taught me that there is a huge want and need for these events, through my interactions with all participants. Art & Design students from the local college have gained real and relevant industry work experience, as they developed their transferable skills in team work, leadership and communication. Working with diverse communities, I have seen first hand their confidence increase and raised standards in their art portfolios.

Personal/professional development

As a Tamworth resident, engaging in this project has been instrumental to raising my own confidence and creative aspirations when collaborating with a diverse range of individuals throughout the day. To witness the excitement, smiles and enjoyment from all of the participants has demonstrated and reaffirmed just how the creative act can break down barriers between everyone. It has been truly inspirational to watch. As one of the lead artists I think above all, it has been the sheer variety of different activities that has fed my own creative practice. Building on the experience from last year's Big Draw has allowed me to test my own professional development, not only taking creative risks with organising, testing and delivering new and exciting public art workshops; this year's theme of 'play' worked well, lending itself to the development of an excellent opportunity to re-invent this principle, as a way of creating unusual art in new and innovative ways. With RC painting, Pendulum Art, spirographics, paint splat and so much more besides, as a tutor of art & design, my teaching, learning and evaluation skills have been tested and improved, to the point that I was simultaneously considering the numerous successes, while assessing and planning improvements for future projects.

Future partnership development

Moving forward and thinking about 'what next?' I feel as positive and successful as this event was, there would be other aspects that I would like to add, in order to help make the project go from strength to strength. These could include fine tuning some of the tried and tested activities that have proven to be very popular e.g. 'Charcoal and Chalk - Urban Canvas' and 'Art in the Dark - UV Painting' to include an additional element of collaboration. This would be in the form of a team work exercise, where each participant would be given a discrete activity to be individually created, that would then be combined to create a larger scale group art piece. The principle being that 'a collaborative piece would be greater than the sum of its individual parts'.

It may also be worth considering expanding the event to run over a whole weekend, or perhaps on one day, but twice throughout the year. This would create further opportunities to working externally (weather dependent) as well as sustain the positive momentum that the event has created. The other consideration I would like to consider would be to use the artwork created during the event and my experience as a gallery curator, to install a large scale public art presentation. We identify an appropriate space that could accommodate an open exhibition, inviting all participants to visit and view their art work as part of a major art show.

Case Study Five:

Drew Jackson – videographer

Partnership working

I've really enjoyed my interaction with the team during the project. They are all very friendly and seem to be passionate about making a difference with the work they are doing. I found this enthusiasm helpful when it came to creating my film for them as I tried to capture the pride and passion they had for the event in the video which I think came across.

Successes

The project gave me more confidence in myself as an artist as the feedback I got from the film and the experience was very positive.

Personal/professional development

I was able to try new techniques in the film I did so it helped me develop my skill set. As I was just starting out it was also amazing to have the opportunity to demonstrate my skill set with an organisation and event that was bigger than anything I have ever done before and helped me secure future work due to using it in my portfolio.

Future partnership development

I really enjoyed working with the team and after seeing first hand what impact they have on the community I felt like I was a part of that working with them. I think the more they could work with local artists like myself it could really benefit them, so I would say helping to raise more awareness of the programmes they run would be great and continuing to put different ones on to help all types of people.

Comments from young people and their parents. (Music Outside project)

Emily Y10 (BOA): Yukelee and Vocals; Tom Y8 Guitar and Vocals; Brandon; Thea

Young participants

Q1. What have you enjoyed?

- ▶ 'Getting the experience of playing with other musicians. The project has helped with developing experience of playing the ukulele in a group situation.' Emily
- ▶ 'Meeting new people and learning new skills. My skills and techniques have improved as a result of the project.' Tom
- ▶ 'Being with people and playing music, there's nothing for me locally, so this was good. Project has been good to 'mainly get people to listen.' The project has 'boosted my confidence.' 'I wouldn't have got on stage if I wasn't doing this.' Brandon
- ▶ 'Making friends. It's like you step out of yourself and realise what you can do. Your music taste changes. Doing this has really built my confidence to do other gigs. It has gone from being a hobby to thinking of it as a profession.' Thea

Q2. Next steps?

- ▶ 'I would like to now do song-writing, this project has focused on performing covers and I'd now like to be able to develop my own song-writing skills.' Emily
- ▶ 'Tom is just in the process of choosing his GCSE options and will be choosing music. He would like to become a musician (professionally). Think this sort of participation would look good on a CV and help to get into college.' Tom
- ▶ 'See where it takes us. Could go out with group on streets.' Brandon
- ▶ 'Thinking of taking A Level music. TamJam has pushed me towards the idea.' Thea

Q3. What do you need to progress?

- ▶ 'More opportunities like this.' Emily
- ▶ 'Youth club, somewhere open for anyone who wants to take part.' Brandon
- ▶ 'People around me, the group has helped to push/support me. It's made me feel powerful. The songs (we have covered) are empowering.' Thea

Other comments

'There's been lots of encouragement as I found it very nerve racking to perform in public.' Emily

'Just really good, really enjoyed it. I used to have stage fright now I'm much more confident.' Tom

Parents

Jane Woods - Parent of Emily

What have been the benefits and/or changes?

This has been 'really great for her. She's quite shy and it's done her so much good. It's allowed her to share her love of music with other people her age'. At school this is difficult as her peers aren't interested (Emily's comment)

It has been a great outlet for her creativity and she's sad that it's ending. To get this expertise is wonderful as it doesn't happen at school.

Hope for the future?

She hopes that the kids will keep in touch. This time last year she would never have done something like this.

It's good that it's taken place over a longer period. Good opportunity to develop skills confidence and friendships.

Thea's parent – Kate Green

"Thea took up music in December, she'd never had the confidence (to perform) before, she was encouraged to apply for the project by her teachers.

She's gone from strength to strength, has written songs and started doing gigs on her own. She's now performing at charity events. She's had a very difficult year (health wise) and this has developed a lot of confidence in her."

Kate Green was very supportive of the project and said that she would pay for this sort of programme/provision as it's had such a valuable effect. Maintaining links with other local musicians has been really helpful.

Thea didn't take GCSE music but is now considering taking A-level music.

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