

news

national lottery good causes consultation

At the beginning of November, to coincide with the renewal of the licence, the government will be launching a consultation on the future of the lottery good causes to determine how lottery money will be spent over the coming seven years.

We're very keen for organisations, artists and local partners who have benefited from, or hope to benefit from, the lottery, to engage with this consultation and help communicate the importance of maintaining the arts as a National Lottery good cause beyond 2007.

Further information on the consultation will be available from National Lottery Day, 5 November, at www.artscouncil.org.uk or www.culture.gov.uk

cultural observatory

Culture East Midlands is currently considering the benefits of setting up a Cultural Observatory for the East Midlands which will allow organisations to share and access constantly updated research information on a wide range of cultural issues.

For the observatory to be useful, Culture East Midlands has asked Comedia and De Montfort University to discover if this could be beneficial.

They want to find out:

- what sorts of research would be useful?
- how would you submit and access information?

- what sort of involvement you would like to have with the observatory?
- would you like to take part in a research network?

There is a meeting on Tuesday 1 November at De Montfort University, Leicester, please contact jenniejordan@ntlworld.com

audience development

A free resource designed to increase and sustain audiences has been launched for arts practitioners and organisations in the East Midlands.

www.auem.org.uk is the recently launched website for audience development and marketing practitioners in the East Midlands region. The site aims to create a virtual arts marketing community, where practitioners and organisations can network to make new contacts, share experiences and best practice, and get ideas and advice about increasing and sustaining audiences.

The website includes:

- a library of case studies and toolkits
- a directory of practitioners and organisations
- directory of professional service providers
- news and events diary
- online networking.

news

from arts council england, east midlands

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news

from arts council england, east midlands



**sustainable
communities
need arts at
their heart**

arts and communities

All over the East Midlands the arts is helping to create vibrant communities and encourage economic growth. This issue highlights some of the success stories which shows how the arts can develop a sense of pride and inject new life into communities.

sustainable communities need arts at their heart



sustainable communities

There are many arts developments and projects in the East Midlands, which have helped to breathe new life and energy into communities. In one of the latest additions to the landscape, Arts Council England has been one of the partner organisations that has financially supported the building of the new Peepul Centre in Leicester, due to officially open in late October 2005, as well as funding the arts programme which is taking place inside it. Details of this exciting new multipurpose community focused venue appears later in news.

Another exciting project, working with people in communities, enabling them to have control over improving the places where they live is led by Groundwork. Here the arts is engaged in the project work from day one, as artists work alongside communities, builders and landscapers to help make communities better for everyone to live in, increasing a sense of local pride and belonging. The arts are used to put communities back in touch with their environment.

These projects, together with many others, are linked by a desire to create prosperous, inclusive and sustainable communities for the 21st century, places where people want to live, that promote opportunity and a better quality of life for all. The work funded by the Arts Council is helping to make this happen.

The creative industries are crucial to developing sustainable communities and are growing rapidly, with the UK becoming a world leader, and are key to the country's future prosperity. From the solo jewellery maker to the larger design houses, creative businesses are vital to develop a vibrant cultural life and economy.

Arts Council England supports and encourages artists to become successful creative businesses. We have formed many innovative partnerships including those with the East Midlands Development Agency (emda) and local authorities, as well as many others. The regional work with the Prince's Trust has proved to be so effective in putting over 100 artistic creative businesses on track, that this process is being looked at to become a national model. All the partnerships illustrate how seeing artists and their work is vital to the mix of a community. Creative people are from creative places and every regional business and community wants to have creativity at its heart.

The arts and Arts Council England help to make communities truly sustainable. They help communities to aspire to the best quality of life possible; to improve the built environment they live in; to put the cultural needs of the community alongside the delivery of core public services; and to promote community participation, social inclusion and foster the creativity of citizens.

Laura Dyer, Executive Director, Arts Council England, East Midlands, said: 'The arts can make such a difference to our lives. It's not just about seeing a performance or visiting an art gallery. The arts can play a vital role at the heart of all communities, helping bring them closer together, creating local prosperity and enhancing civic pride.'

This issue of news will illustrate some of these stories and show how arts at the heart can help make the blood of a community pump round.

sustainable communities

After more than 25 years of work, planning and fund raising a major new community resource and arts centre is opening in Leicester. The Peepul Centre is a national flagship project, which provides a range of arts and leisure activities, social welfare, childcare, healthcare, education and training.

peepul centre

The Peepul Centre is a national flagship project providing local people with incredible resources within their own community.

Arts Council England, East Midlands awarded the capital project more than £1.4 million and will fund the ongoing artistic programme. A full programme of arts and activities is being designed to specifically reflect and engage with the culturally diverse communities of Leicester.

The project has been developed and driven by the Belgrave Baheno women's association.

The £17 million building is a three-storey development on Orchardson Avenue in the St Matthew's area of the city. It features a huge glazed central atrium, a 350-seat auditorium and community facilities, including a recording studio, dance studio and a wet and dry arts workshop space. A special light wall, designed by Nayan Kulkarni, in the main atrium is the focal point for the building.

Laura Dyer, Executive Director of Arts Council England, East Midlands, said: 'It's fabulous that all these years of planning have finally come together and the opening of the Peepul Centre is upon us.'

'This fantastic new centre will deliver a variety of services which will be used by the whole community. The Arts Council are thrilled that the arts have been embedded as one of those services, from the beginning.'

'We know that the arts can help bring communities closer together, developing a sense of belonging and pride. The Peepul Centre is a fine example of an organisation using this approach.'

Artistic Director Pawlet Warner said: 'We are offering an artistic programme for the whole community. Performances include Steven Berkoff's Shakespeare's Villains, integrated dance group Candoco, Danny Hoch, American Hip-Hop Artist and the South African Dance company Tribhangi Dance Theatre Company plus an Asian contemporary film season. There will also be a wide range of workshops and activities, including the Peepul Choir.'

Further details can be found at www.peepulcentre.com



Image: *Blue glass wall installation with LED*, courtesy of Peepul Centre
Artist: Nayan Kulkarni

sustainable communities

Groundwork (East Midlands), the charitable environmental regeneration agency, is working with five nationally recognised artists to embed an art ethos into their work across the East Midlands.

changing places, changing lives

Groundwork received £95,000 lottery funding from Arts Council England, East Midlands and developed a project that will inject arts into the valuable work being carried out by the agency's creative regeneration team. Six artists are working across the five trust areas of Ashfield, Mansfield, Newark and Sherwood, Creswell, Erewash Valley, Greater Nottingham and Lincolnshire. The team will focus on subjects that will include *Wandering*, a programme of art walks, the built environment, allotments and open spaces.

Discussions are underway to cover Leicester, Derby and Corby in partnership with other agencies that would enable Groundwork services to be delivered in 99% of the region's 10% most deprived wards. The regional arts strategy would cover this expansion.

Groundwork is a leading environmental regeneration charity making sustainable development a reality in the UK's poorest neighbourhoods.

Lead artist Heather Connelly said: 'We are now half way through this three year programme which aims to integrate arts into the regeneration process and it's been great being part of such a thorough planning process. Now we are starting to see things really happening and it is so exciting.'

One of the first projects is an interactive light installation by Dutch artist Simon Heijdens of Rotterdam. His work *Tree* will tour the East Midlands as part of Groundwork's 25th anniversary celebrations in 2006.

'*Tree* will highlight Groundwork's urban renewal work and the existence/persistence of nature in a controlled environment. The trees are projected onto buildings and grow, move and change in response to their location,' said Heather Connelly.

Teresa Jackson, regional development manager, Groundwork East Midlands said the programme is part of a larger arts strategy, which has received lottery funding from Arts Council England: 'The artists are helping the five trusts shape and exploit their own skills in new ways. We hope this consultancy will increase Groundwork's capacity for innovation and reposition us in the arts landscape.'

This project is part of a major regeneration focus that provides places for people to live that are considerate to the environment. By working in this way the arts help to breathe new life and energy into communities.



Image: *Creative Consultation Day* run by artist Jo Dacombe

Photographer: Paula Moss

sustainable communities

Groundbreaking artist-led consultation projects in Leicestershire and Northamptonshire are informing new housing development plans at the earliest stage. Arts and culture are being placed at the heart of regeneration in sustainable communities.

arts at the heart of regeneration

Hallam Fields

Hallam Fields near Birstall in Leicestershire is the centre of a unique arts and sustainable communities project which will be a major flagship development.

Over the next ten years, 900 homes, schools and community buildings will be developed on land that has been sold by Charles Palmer-Tomkinson to Jelson builders.

Thanks to Arts Council England, East Midlands, £28,000 of funding, public arts consultants Orange Dot have now been commissioned to devise, fund raise and coordinate a programme of public art for the development.

Orange Dot consultant Paula Moss said: 'We are keen to implement a programme which is part of the very fabric of the development rather than simply individual artworks which are added afterwards.'

The community consultation phase *towards a bigger picture* begins in mid October, and will develop an identity for the whole of the public artwork:

'We intend that the final artworks will reflect the interests, stories, histories and aspirations of the people who already live in Birstall, as well as new

people moving in. We will also want to gather ideas from people about what kinds of artworks they might like to see at Hallam Fields, and get their feedback on some of the proposed artists who might work on site,' she added.

Orange Dot will be consulting with people who might not usually go to arts workshops, including working in shops, pubs and clubs, as well as in established community groups, residents' associations and schools. Information about the projects will then be circulated using text, image and other artforms, including on site hoardings, postcards and other printed materials and also a new website which lets people contribute online.

The information gathered from this consultation programme will be given to all the artists who are involved in the public art programme in the coming months and years, and the artists will be asked to incorporate this in their final art works.

Corby

Corby is part of the Milton Keynes South Midlands (MKSM) growth zone, one of a number of areas in the Midlands and south of England looking at the high demand for housing at the start of the 21st Century. Corby, Kettering, Wellingborough and Northampton alone can expect to see 64,000 houses built by 2021 and potentially a further 45,500 by 2031.



Ensuring that large developments like this are attractive and sustainable for communities, both new and existing, is a major challenge. Partnerships across the public and private sector have resulted in ground breaking new consultation procedures, which will shape and define how communities and artists can be involved in building and regeneration programmes for the area.

Artists' group pro/POSIT worked on behalf of the regeneration partners in Corby to produce a culture and regeneration study that will have input into the developments. Partners include Corby Borough Council, Catalyst Corby (the regeneration company), Opun, developers, artists and Arts Council England. This study will lead to an artist-led team working within the community to test out ideas and take forward the planning and visioning process.

Earlier in 2005, Opun commissioned creative community consultation in Oakley Vale, a large new residential area that is set to have a purpose built community facility to support new residents. Experienced public artists Jayne Murray and Jo Roberts carried out consultations to find out exactly what local people wanted from the community facility – before any development takes place. The results give a vision for the new facility based on the aspirations of the people

who live in the area and the site itself. This will now become part of the package of consultation material used to brief architects.

Tina Smith, Resource Development Officer, creative industries and regeneration, Arts Council England, East Midlands, said: 'The Arts Council is delighted to be part of these groundbreaking projects which see how arts and culture can be embedded into the planning process and help to breathe new life and energy into communities. These projects bring artists and residents into the development of well-designed housing at a very early stage of the MKSM developments.'

Opun is the architecture and built environment centre for the region who work strategically with partners to improve the design of the built environment. They put a high value on excellent design, culture and creativity. Opun is part of Regeneration East Midlands, the regional centre for excellence for sustainable communities. www.opun.org.uk

Southwell Artspace

Thanks to more than £100,000 from Arts Council England, East Midlands and partnership funding from Newark and Sherwood District Council and Nottinghamshire County Council, a run down shop in Southwell, Nottinghamshire is being transformed into artists' workspaces and a gallery.

Located in the former Allwood's building in Westgate, it will be a hub for artists and an attraction for local people and visitors from across the region.

Five artists will be selected to fill the new studios that will be opening shortly as Southwell Artspace. The demand for more of these kind of spaces can be seen by the number of applicants for places. 150 artists and individuals registered an interest in the space and more than 20 applications were sent out locally and nationally to interested artists, from which the five will be selected.

Central to the space will be a state of the art gallery, *Drawing Space* which will exhibit contemporary drawing. The gallery will be fully accessible and is being designed and built to an extremely high specification.

Executive Officer of Southwell Artspace, Henrietta Clavering said: 'We are set to open in November. This is a very exciting time for the creative industries, individual artists and the community. Our aim is to encourage the use of artspace as a base from which artists and the creative industries can flourish while giving the public access to a programme of contemporary drawing exhibitions and the associated events.'

Tina Smith, Resource and Development Officer for creative industries and regeneration, at Arts Council England, East Midlands, said: 'It is fabulous to see all the years of planning finally coming together with the opening of the artspace. Creative businesses and a healthy cultural life, which Southwell Artspace will offer to the area, are key to sustainable communities and can stimulate cultural tourism which can also boost the local economy.'



world summit on arts and culture

The World Summit on arts and culture, hosted by Arts Council England, will take place at the Sage Gateshead, between 14 and 17 June 2006, with optional cultural events on 18 June 2006.

The Summit, organised in partnership with the International Federation of Arts Councils and Culture Agencies (IFACCA), will focus on the theme of regeneration through arts and culture *transforming places, transforming lives*.

The World Summit 2006 follows the previous World Summits in Singapore in 2003 and Canada in 2000 and provides a unique opportunity to share global best practice and to discuss the issues affecting arts and cultural regeneration.

As well as hearing from international keynote speakers and panellists, the summit will feature case studies from across the world and inspirational examples of the transformation of places and people's lives through the arts and culture.

The Summit is expected to attract an international audience of around 500 cultural leaders, policy makers and regeneration managers, drawn from IFACCA membership, and cultural, regeneration, and heritage agencies from over 80 countries.

Bookings are now being taken and demand is expected to be high. For further information and details of how to book, simply visit: www.artsummit.org

The London Mozart Players

Louth in Lincolnshire is the place where some extraordinary music making is going on. The UK's oldest chamber orchestra – the London Mozart Players (LMP) – has been working with East Lindsey District Council to deliver concerts to rural communities and also hold workshops and sessions for children, young people and the elderly.

The LMP is committed to developing new audiences in easily accessible venues such as community halls and churches, both in outer London boroughs and more rural locations nationally. The orchestra first came to Lincolnshire in 2002, performing three concerts a year and also running workshops.

The project proved so successful that this year Arts Council England, East Midlands and East Lindsey District Council funded a further three year residency. The orchestra works with local promoters to bring concerts to rural areas. The musicians then work within the community, running workshops and sessions in schools, community centres and old people's homes.

LMP marketing manager, Jo Towler said: 'In East Lindsey there are no orchestras nearby and not

many orchestras that perform in Lincolnshire due to lack of concert venues. Our concerts will often be in smaller spaces – say a church hall holding a 100 people – and we'll perform and then have a chat... the communication with the audience is immediate and intimate.'

In October, LMP will give three main concerts and a further two schools concerts. The school sessions will reach 400 Lincolnshire young people and the musicians will also hold a series of workshops: 'The workshops are very interactive. Wherever the musicians go they are interacting with children or elderly people, working with them to communicate and getting them to enjoy the music,' said Jo Towler.

For further information about the LMP residency contact Jo Towler on 020 8686 1996.

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young people go for new arts awards

Arts Council England has announced a new arts award for young people. The Arts Award will be run wherever young people enjoy the arts – in arts organisations, schools, youth arts projects, youth clubs or community groups. It is aimed at young people in their teens and early twenties, from different backgrounds and cultural interests – whether they are into opera, performance art, painting or hip hop.

It is the first award scheme to recognise young people's development through the arts and is an accredited qualification developed in partnership with Trinity College London.

Arts Council England, East Midlands has commissioned a team from Derbyshire's Local Education Authority to run the award scheme for the region. After the national launch, the regional

team will begin selecting the advisors and mentors who will then be trained to oversee the award scheme and work with the young people.

The Arts Award can be taken at bronze, silver or gold levels and encourages young people to develop in their chosen artform, to review the work of others, to make use of arts resources in their communities, to share their skills and to run arts projects with others.

Peter Knott, Director of Arts and Development at Arts Council England, East Midlands, said: 'We welcome these awards and hope that they will prove that an amazing artistic experience as a child can provide an inspiration for life.'

creative industries

Arts Council England is highlighting the Own Art scheme, which offers an interest free loan which is designed to encourage people to buy contemporary arts and crafts work for their homes.

own art, without interest

The scheme aims to encourage new, and first time buyers of arts and crafts and increase audiences at all participating galleries. It supports creative industries and helps to develop the local economy by increasing the sales of artists' work. Own Art supports a breadth of practice from the traditional to the innovative, encouraging purchases from artists at all stages of their career.

Own Art makes it more affordable to buy art by offering interest free loans ranging from £100 to £2,000 from any of the participating galleries across the East Midlands.

Alison Lloyd, Head of Visual Arts and Literature at Arts Council England, East Midlands, said: 'Many of the galleries in the region have Christmas fairs coming up, selling gifts to suit all pockets.'

'By encouraging sales of a wide range of contemporary art including: painting, sculpture, photography, furniture, jewellery, glass and ceramics you are supporting local artists. As well as investing in the fast-growing creative industries sector which is key to this country's future prosperity and the local economy.'

For full details of all galleries taking part, in the East Midlands and nationwide, please log on to www.artscouncil.org.co.uk and click on Own Art.

