

New Audiences Regional Challenge Projects

Organisation	Description	Priority Area
Arts About Manchester	Finding out if improved accessible information would lead to first-time attendance by Blind and visually impaired audiences and if these could be converted into repeat attenders.	Disability
Liverpool Biennial of Contemporary Art	Researching effective ways that contemporary visual arts can enhance curriculum based teaching in special needs schools.	Disability
Lancaster Arts and Events	Looking at ways of generating a large and sustainable new audience of disabled people in the Lancaster area.	Disability
Cartwheel Arts	Looking at increasing participation in arts activities by adults with learning difficulties.	Disability
North West Disability Arts Forum	Evaluating the impact of DaDa Fest 2001 on disabled and Deaf people.	Disability
The Rose Theatre — Edgehill University College	Working with young people and adults with learning disabilities to create a performance piece.	Disability
Cornerhouse	Developing access to film for hearing impaired and Deaf people by investigating specific issues and needs related to accessibility.	Disability
National Library for the Blind	Project that enabled visually impaired people in the North West to take part in an online writers residency.	Disability

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Manchester Poetry Festival	Targeting the hearing and visually impaired through their network organisations, to raise the awareness of the Manchester Poetry Festival and live literature in general, and to increase attendance at events by visually and hearing impaired people.	Disability
Merseyside Council for Voluntary Services	Why do people with mental health problems and people with learning difficulties not visit galleries in their local area despite having an obvious interest in producing their own artwork?	Disability
South Ribble Borough Council	Exploring new audiences' needs for Worden Arts Centre, particularly focusing on disabled people, older people and excluded young people and looking at the barriers to attendance.	Disability, young people, social inclusion
Manchester Art Gallery	Increasing attendances at Manchester Art Gallery by Manchester's Chinese communities assuming the low attendances were demonstrated by a lack of awareness rather than a lack of interest.	Cultural diversity
Manchester City Galleries — Gallery of Costume	Developing and 'showcasing' the work of adult learners throughout Manchester through a series of textile workshops and an exhibition of completed work at the gallery.	Cultural diversity
Community Arts North West	Testing the assumption that Asian young people are willing and able to take part in arts work but have few opportunities that they consider relevant.	Cultural diversity, young people

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Rais Academy	Researching the attitudes among the North West's Asian community towards attendance at museum and art galleries to test whether they are not regular visitors because of lack of interest or because of a matter of ownership and physical and mental access.	Cultural diversity
Oldham Coliseum Theatre	Is there a demand in Oldham for good quality theatrical activities for Asian individuals and groups? The project sought to find practical ways of increasing audience numbers from culturally diverse communities and to increase the attendance of the theatre's traditional audience.	Cultural diversity
CAPE	Are young men, particularly from Asian and African-Caribbean communities, reluctant to participate in arts projects involving dance?	Cultural diversity, young people
Bolton Octagon Theatre	Testing the barriers to attendance by the local Asian community and identifying measures that will attract members of the community to attend the theatre.	Cultural diversity
Kino Film	Developing a Black and Asian audience for short films and to look at 'conversion rates' between other artforms/film genres to short film.	Cultural diversity
Gallery Oldham	Exploring ways in which young people from ethnic minority backgrounds in Oldham interact with cultural venues both within and outside the borough and the North West region as a whole.	Cultural diversity, young people