

Creating the Future: The ASC Awards for Sustainable Communities 2006

Entries are invited for individuals, organisations, partnerships, projects and schemes across **England**. Please refer to www.ascskills.org.uk/pages/awards for information on the awards and each of the six categories available to enter. Entry may be made in any number of categories, providing a template is completed for each category entered. The closing date for entries is Tuesday 09 January 2007.

Once you have completed this template visit <http://firsthand.bura.org.uk> where you will see an option to upload your entry. If you have any queries regarding your entry please contact BURA on t: 020 7539 4030 or e: awards@bura.org.uk

1. BASIC ENTRY INFORMATION

Entry reference:	ASC-06- (for BURA use only)
Category: (Please use separate template document for each category you wish to enter)	<input type="checkbox"/> Leadership in creating sustainable communities <input type="checkbox"/> Well-designed and built <input checked="" type="checkbox"/> Cultural contribution <input type="checkbox"/> Skills, training, learning and workforce development <input type="checkbox"/> Partnership working across public, private and third sectors <input type="checkbox"/> Engaging young people
Entry name (specify below as appropriate):	
If entering the Leadership category specify individual or organisation	
If entering the Partnership category specify partnership	
If entering any of the other categories specify project , initiative, programme or scheme as appropriate	Art for All; All for Art

Please use a separate template for each category you wish to enter

Main contact

(This person will be the principal point of contact for BURA and the Assessment Panel)

Name:	John Eley
Organisation:	Oldham Partnership Support Team
Telephone:	0161 615 5041
Email:	john.eley@oldhampartnership.org.uk

Reference

(This person should have strong knowledge of what you are entering whether it be an individual, organisation, partnership, project or scheme, or a combination of these. A suitable referee might for example be a project delivery partner from a different organisation to your own. The nominated referee will be contacted at the panel's discretion during the assessment process)

Name:	Kevin Shaw
Position:	Chief Executive
Organisation:	Oldham Coliseum Theatre
Relationship to entry:	Programme manager
Telephone:	0161 624 1731
Email:	kevinshaw@coliseum.org.uk

2. DESCRIPTION OF PROJECT, SCHEME OR PROGRAMME

Please provide a description (in no more than 1,000 words*) of the project or scheme including reference to how it has achieved or is achieving the appropriate components of a sustainable community (for more information on the components visit www.ascskills.org.uk/pages/sustainable-communities).

With the exception of the 'Leadership' and 'Partnership' categories, each award will be made in recognition of a **particular** project, scheme or programme.

The 'Leadership' and 'Partnerships' award will be made for the **overall** performance of the winning individual, organisation or partnership. However, this must be set in the context of particular projects or programmes that have been delivered or are being delivered. Entries should therefore follow the same format as those for the other categories, with questions 2 and 3 describing the achievement of the project or scheme and question 4 explaining the contribution made by the leading organisation/individual or partnership.

* Note: you are not required to write 1,000 words but rather this is a maximum limit

Since the civil disturbances of 2001, organisations in Oldham have been working hard to improve the relationships between the various communities, ethnic and generational groups. The Oldham Partnership used the Local Area Agreement (LAA: a multi-agency delivery contract for Oldham signed with Government in March 2006) as an opportunity to initiate a programme of cultural activities to:

a) bring people from different communities, generational and ethnic groups together in a way that strengthens community cohesion and creates sustainable communities;

b) uses Oldham's multi-ethnic and cultural heritage as a platform for inspiring more individuals to get involved in the arts, generating economic growth and other benefits.

Kevin Shaw, Chief Executive of Oldham Coliseum Theatre, led our negotiations with HM Govt to formally stretch performance in the LAA on cultural targets to:

a) Increase the number of adults participating in the visual and performing arts by an additional 14,062 people over three years;

b) Increase the number of adults from BME groups participating in the visual and performing arts by an additional 2,023 people over three years.

Although our proposals were initially met with some scepticism by both local statutory agencies and civil servants, the Oldham Partnership (with the support of DCMS and the Arts Council) was successful in negotiating the only 'stretched' arts related target within a LAA nationally. This work has now been recognised regionally and nationally as an example of how to utilise culture as a tool for delivering Local Area Agreements (the key mechanism for the local delivery of national, regional and local policy).

The Arts Council has supported a study in Oldham to accurately measure baseline levels of arts participation. This work is helping us to better target resources and programme of activity, including the Art for All programme.

In Oldham, our success in utilising a multi-agency approach to the service delivery of cultural activities has been so successful that we have expanded the role of 'culture' within our strategic planning and now seek to:

- a) Develop Oldham as a sub-regional centre of excellence for culture and the arts;
- b) Utilise culture as a major delivery medium across a suite of policy areas such as health, community engagement and community cohesion.

We believe that our success in developing and delivering upon a unique 'cultural' LAA stretch target is a testament to the unique strengths and dynamism of partnership working in Oldham. Only by bringing together the skill sets and ambitions of a number of individuals and agencies were we able to formulate a complex and challenging delivery contract with Government.

Increasingly, we feel that this stretch target is providing an innovative mechanism for both building community cohesion and helping to address underlying issues of socio-economic deprivation. Perhaps as importantly, it allows individuals and communities to come together in a way which is both positive and enjoyable.

The arts have the power to transform lives and communities, to define and preserve our cultural identity, and to create opportunities for people throughout the borough. They contribute significantly to improving well-being for all, enabling self-expression, delivering basic and specialist skills and celebrating individual, community and national identity. The arts offer places to go and things to do, enhancing the environment, contributing to local pride and helping to build stronger communities. They can offer innovative and creative solutions to problems and connect with those who are hardest to reach.

Participation in community-based arts activities leads to a greater sense of confidence in individuals, the creation of friendship in the community, a reduced sense of isolation, a strong sense of community identity, people feeling better about where they live, people feeling safer and less fear of crime in the community, improved learning/education, an increased organisational capacity at local level, reduced truancy at school and reduced offending, increased social capital and participation leading to further training or employment in the creative industries

Accordingly, culture in Oldham is playing a key role in making our communities more sustainable by bringing people together through the arts, generating economic growth and enterprise, and inspiring the people of Oldham to move positively forwards into the future.

3. SUMMARY OF PROJECT, SCHEME OR PROGRAMME'S SUCCESSES

Projects and schemes should be advanced to a state where there is a record of success with demonstrable results. Please summarise the successes of the project or scheme (in no more than 1000 words*) quantifying these where possible and illustrating with examples.

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Art for All forms part of a formal delivery contract (Local Area Agreement) with Government to both increase the number of adults who participate in performing and visual arts; and increase the number of adults from BME groups who participate in performing and visual arts (using the DCMS definition). If Oldham successfully delivers on the above targets by attracting both an additional 14,062 adults and 2,023 adults from BME groups to participate in the arts then we will receive a reward payment of £625k to reinvest in future programmes of activity.

Delivery of Art for All is being co-ordinated through the Oldham Cultural Partnership which includes a wide range of agencies from the public, private, voluntary, community and faith sectors. The enthusiastic response and effective delivery of performing and visual arts by the Oldham Cultural Partnership has been noted locally, regionally and nationally.

Examples of successes to date include:

1. In July and August we ran the Oldham Festival of Diversity. This consisted of forty community events including 121 arts sessions designed to explore, share and showcase aspects of diversity. The festival of Diversity attracted over nineteen thousand participants; 14,465 of which were over 16 (75%). 37% of participants were from BME groups. Highlights of the festival included: The Oldham Mela, The Disability Awareness Day and the On the Street Finale.

2. The Oldham Coliseum Theatre has initiated a broad range of arts activities which have attracted over 3,000 adult participants. Examples include: StudioLab is an initiative to explore participant's creativity and provide access to different art forms. IndustryLab provides access to professional advice and industry information. PerformanceLab provides opportunities for students to experience the process of working with a professional director and emerging playwrights to devise and perform a performance. A Work Placement Scheme provides intensive training for people aged 17+. British Asian Next Generation offers playwrighting masterclasses and mentoring to new writers exploring the British Asian experience we hope that a new play will be professionally produced as a result of this project

3. The Carnival Arts Programme provides skills development, particularly for women living in the most deprived wards of Oldham. It has attracted 377 participants.

4. Chrysalis is a theatre company for people with learning disabilities. It has attracted 360 participants.

5. Oldham Theatre Workshop provides a programme of activities, workshops and performance opportunities for students aged between 16 and 25. It has attracted 60 participants.

6. Meninos de Morumbi is a Brazilian percussion, dance and capoeira project which attracts 70 plus participants weekly.

7. Connected is a creative arts and mental health project designed to assist and rehabilitate NHS patients. 650 people have participated in the project.

8. Gallery Oldham provides a lively programme of exhibitions, events and educational activities which have attracted 4,020 participants.

9. The Grange Arts Centre provides courses on the media and performing arts which have attracted 665 participants.

10. Oldham Music Service provides dynamic programmes of education and training predominantly for young people which have attracted 124 participants.

New groups have also emerged from community development and social cohesion projects. The Youth Inclusion Project has set up a range of imaginative projects using the arts as a crime avoidance strategy. New Roots is a music development agency, working particularly in the most disadvantaged wards, aiming to support young musicians into establishing micro-businesses.

In total, we have attracted 34,259 to take part in a variety of performing and visual arts which will help to build community cohesion and improve people's life opportunities. This performance far exceeds all our expectations and we are well on track for the early delivery of our stretch target with Government. This means that we are already looking at additional programmes of activity to resource during 2007/8.

Not only has Art for All brought the arts to the diverse communities of Oldham; its success has whetted our appetite and driven our ambitions to do more to use culture to create a more sustainable Oldham.

4. HOW YOUR ENTRY MEETS THE CATEGORY CRITERIA

For your chosen category please explain (in no more than 1000 words*) how the entry fulfils the assessment criteria for the category. As mentioned, entry may be made in any number of categories, providing a template is completed for each category entered.

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Oldham is a former mill town with a high proportion of terraced houses, a diverse population (14% from an ethnic minority group in 2001), and an economy which is still restructuring from a manufacturing base. Consequently, average weekly earnings are beneath the Greater Manchester and national average, and 43.1% of the Super Output Areas in Oldham are in the 20% of most deprived SOAs nationally.

The recent Cattle 'Review of Community Cohesion in Oldham' recognised the progress which has been achieved since 2001 "few cities, towns or districts in other parts of the country have done as much as Oldham in seeking to build community cohesion" but emphasised that more work needs to be done to address cohesion issues within the communities themselves.

Despite these significant challenges, the Oldham Partnership has the drive and ambition to transform Oldham and create a more aspiring, cohesive and sustainable community. Significantly the cultural sector in Oldham is well developed (there are 1,000 cultural enterprises in the borough which provide over 5,000 jobs, an annual turnover of £266m and over 5,000 volunteers). The cultural sector in Oldham is also well organised for delivery through a local Cultural Partnership. We also recognised the strengths and opportunities of an increasingly diverse population.

These factors inspired us to develop Art for All, a programme of activities designed to deliver against challenging Local Area Agreement (LAA) priorities. Significantly, this programme of work is deliberately intended to make a major strategic contribution to delivery of the LAA and Sustainable Community Strategy over a three year period.

In particular, Art for All builds upon Oldham's strong cultural heritage and:

1. Brings people from different communities, generational and ethnic groups together in a way that strengthens community cohesion and creates sustainable communities;
2. Uses Oldham's multi-ethnic and cultural heritage as a platform for inspiring more individuals to get involved in the arts, generating economic growth and other benefits.

Art for All is exceeding all expectations. Over 34,000 people have been attracted to participate in the visual and performing arts in Oldham. Our analysis shows us that the arts are making a difference - people are enjoying themselves, learning more and being introduced to different cultures and forming a more positive perception of their area and community. Participant surveys at the Oldham Festival of Diversity, for example, showed that:

- a) 91% of participants enjoyed the event;

- b) 78% learnt something;
- c) 79% thought that it improved understanding between people of different backgrounds;
- d) 72% thought that it introduced them to different cultures;
- e) 85% thought that it helps to improve the area.

Art for All is also helping profile Oldham sub-regionally and nationally. Both as a model of good practice for multi-agency delivery through the arts and as a programme of activities attracting individuals sub-regionally and even internationally! Participants have included Irish, Ukrainians, Phillipinos and French.

Once you have completed your entry please visit <http://firsthand.bura.org.uk> where you will see an option to upload your entry.

You will be asked to provide the following basic entry & contact details when uploading your entry:

- Entry name (note: this must match the entry name given in this template)
- Local authority area (district, borough etc) if applicable
- Region / wider location if applicable
- Contact details for the person who will be the primary point of contact for BURA in all communication regarding your entry. If this is a nomination on behalf of an individual or organisation, please provide your own contact details as the nominator and we will approach you at a later date as appropriate for the nominee's details.

PLEASE DO NOT SEND ANY ADDITIONAL INFORMATION SUCH AS IMAGES AT THIS STAGE

**Completed entries must be submitted online no later than
Tuesday 09 January 2007**