

OLDHAM PARTNERSHIP – COMMISSIONED ACTIVITY

LAA BLOCK:

SAFER & STRONGER COMMUNITIES

Project Name:	<i>Festival Partnership Activity</i>
Project Reference:	
Organisation Responsible:	Coliseum Theatre on behalf of Oldham Festival Partnership
Project Manager:	Liz Wilson Coliseum Theatre Fairbottom Street Oldham OL1 3SW Phone: 0161 624 1731 Fax: 0161 624 5318 Email: lizwilson@coliseum.org.uk
Project Start Date:	April 1 st 2007
Project End Date:	March 31 st 2008

Project Summary:

The aim of the Festival Partnership is to promote and celebrate cultural diversity and community cohesion in Oldham with the involvement and for the benefit of the community through the management of an annual Festival of Diversity and other similar events or activities.

The Festival Office achieves this aim by devising, programming and delivering a four week Festival of Diversity in Oldham during July and August. In 2007 the dates for the Festival are July 7th – August 5th.

The Festival Partnership aims to work with community groups to build capacity for more people in Oldham to get involved in their communities, celebrating cultural diversity through community-based cultural activity that includes people of different cultures and is open to all.

It is a partnership of people and groups, who are representative of the different communities in Oldham and who have joined together to manage the community-based Festival of Diversity and other events.

The Festival Partnership aims to promote diversity and community cohesion, bring communities together and increase understanding between communities. Through its activities, it is able to engage young people, families, older people, BME communities, White communities and hard to reach groups in a range of activities and create a positive identity for Oldham as a vibrant multi-cultural, multi-racial and multi-faith town. It aims to build and sustain good relations between different communities and

neighbourhoods, in order to celebrate diversity.

The Festival Partnership, through the staging of its events, aims:

- to give people a shared sense of belonging and common identity;
- to celebrate peoples own identity and respect for others;
- to promote a more equal Borough;
- to provide opportunities for people to relate to each other;
- to build the capacity for people to play their part.

The beneficiaries from the Commissioned Activity are:

- 18,000 attendees/participants of cultural events during the Festival of Diversity in Summer 2007;
- 5,500 adults participating in arts activities;
- 1,500 BME adults participating in arts activities;
- 75 Community organisations supported to take part in the Festival of Diversity;
- 230 individuals involved in volunteering;
- 100 artists/practitioners commissioned to take part in the Festival of Diversity.

The Commissioned Activity to be undertaken will be measured for its contribution to the following LAA stretch targets

- Increase the total number of adults (aged 16 and above) participating in performing and visual arts activity;
- Increase the total number of adults (aged 16 and above) from Black & Minority Ethnic Groups participating in performing and visual arts activity;

It will also be measured for its contribution to two other LAA targets:

- Proportion of adults who say that people from different backgrounds get on well in their area;

Number of people engaging in volunteering activities.

LAA Indicator:	Project work towards target:
<p>Number of adults, age 16 and above, who participate in performing and visual arts across Oldham</p>	<p>The Festival of Diversity will increase the range and quantity of culture and arts events in Oldham in which the population can participate. Because the events are predominantly devised and produced by community partners the activity offers many opportunities for people to participate. All the events will be open to everyone in the community. Some will be enjoyed as a participant and others as an attendee. Managing the Festival through both a professional office and the Community Event Organisers will ensure the widest possible coverage to encourage high participation and attendance at all of the events.</p>

<p>Number of adults, age 16 and above, from BME groups who participate in performing and visual arts across Oldham</p>	<p>The Festival Partnership actively seeks community partnerships with groups and individuals that represent all of the communities in Oldham. The Festival will be working towards creating new arts activity with groups including the African Caribbean project, the Asian Music Group and the BME Network amongst others.</p>
<p>Proportion of adults who say that people from different backgrounds get on well in their area: Ethnic Background Social Background</p>	<p>The main objectives of the Festival Partnership are to provide a wide variety of opportunities and activities to bring people from different communities, neighbourhoods and backgrounds together and to promote community cohesion and celebrate cultural diversity. All community groups who get involved in the Festival of Diversity and other activities must devise and create activity that works with groups and individuals from other social and cultural backgrounds. The Festival of Diversity will undertake evaluation to measure whether participation in Festival activity has improved understanding between people of different backgrounds.</p>
<p>Number of people engaging in volunteering activities</p>	<p>The activities organised by the Festival Partnership offer many different opportunities to volunteer in many different ways. These include, as part of the strategic management of the Festival, as an event organising group and as part of the organisation and management of each event. The Festival of Diversity has two graduate volunteers from the Groundwork Voluntary Project Assistant programme working on the Festival from February – June and then the Festival will form one of the key projects for the Groundwork VPA Team during the Festival activity. The Festival will be working with Voluntary Action Oldham to support a year-round, active network of Oldham volunteers.</p>