

# Swindon Does Arts Engagement Plan

## Action Plan 2009 - 2010



Theme	1. Major Events, Festivals, Exhibitions & outdoor activities					
What	Who/Lead	When	Objectives	Resources	Outcomes	Progress
a) Review and re-align support for Swindon Community Festivals & create a Festivals Forum	Culture Swindon Clarry Bean	June 09	3 & 4	Staff time Festival organisers & committees	Agree clear & sustainable levels of support from Culture Swindon for Festival delivery	
b) Develop and deliver a Swindon Does Arts Exhibition plan for the Arts Centre Gallery 2009 – 2011	Artsminds	July 09	1 & 3	Swindon Artists Arts Centre Gallery Artsminds Co-ordinator & Development Group	Swindon artists given more responsibility for programming exhibitions	
c) Think Swindon	SCP	April 09	1,2 & 3			
d) Swindon Festival of Literature	SFL Director	May 09	1, 2 & 3	SBC grant		
e) Old Town Festival including The Commonweal School Party on the Lawn and Art on the Fence	OTF	June 09	1, 2 & 3			
f) Bowl Concerts	Culture Swindon Liz Lavender	June – Aug 09	1, 2 & 4	Existing Culture Swindon	Family friendly series of outdoor concerts	

g) Swindon Mela	Mela Exec	July 09	1 & 3			
h) Pride	Pride	Aug 09				
i) Invincible	Steve Causer	Sept 09	1, 2, 3 & 4			
j) Swindon Does Pavement Art	Artsminds Helen & Steve	Aug 09	2 & 3	Artsminds	Mass participation esp families and local artists. Changing our environment, focus on cultural quarter	
k) Artsminds Exhibition programme at the Arts Centre	Artsminds Barbara & Marion	Sept 09 onwards	2 & 3	Artsminds	Programme of local artist curated exhibitions	
l) Swindon Dance @ the Big Screen Theme Urban Morris	Swindon Dance	4 May 09	1	Swindon Dance	Young people and families / folk dancers & musicians	
m) Swindon Dance Adult Summer School	Swindon Dance	24 – 28 Aug 09	1	Swindon Dance	Target Audience: Adult Community dancers, dance students,	
o) Public art & town centre regeneration	Diana Hatton The New Swindon Company	On going	1		Enhanced town centre, interactive and inspirational art works integrated within public realm schemes.	
p) Theatre In The Park – Wind in the Willows	Emma Valentine	7th Aug		Culture Swindon Staff time	Family friendly outdoor Theatre	
q) Theatre In The Park – Globe Theatre - Midsummer Nights Dream	Emma Valentine	30 / 31st July		Culture Swindon Staff time	Family friendly outdoor Theatre	
r) Community poetry	Tony Hillier				5x sessions	
s) Commonweal School						
n) Phantsamagoria film festival	Steve Causer	July 09				

o) Frequently in Swindon town centre events	Steve Causer	All year	1,2 & 3			
p) Free Comic Book Day	Steve Causer	May				
q) Think:Swindon – promoting a host of events and activities across Swindon, many of which are ‘arts’ based.	SCP/SBC	April 09	All four	Staff time Organisers & committees	Establishing Swindon as a caring place	
r) Swindon Music publication charting the history and extent of current music provision in Swindon.	SCP/SSEP	April 09	2 & 4	Staff time Design & Print	‘Bigging up’ the music of Swindon	
s) Event at Lydiard with community and arts engagement.	SCP/SBC	August 09	1, 2 & 3	Staff time Organisers & committees	Testing some of the principles of the big event of 2010	
t) Open Studios, including art in shops, businesses etc..	Linda, Bea, Benoit, Steve and SCP	September 09	All four	Staff time Organisers & committees	Better perception of arts in Swindon and more artists	
u) Various small scale actions responding to local cultural needs	SCP and SBC	Various	All four	Staff time	Quick wins	
v) Swindon Culture Club – providing tickets/deals to public attendees of cultural activities in return for feedback	SCC and partners	Various	2, 3 & 4	Staff time, tickets from providers	More people reached and concrete feedback	

<b>Theme</b>	<b>2. Marketing &amp; audience development</b>
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<b>What</b>	<b>Who/Lead</b>	<b>When</b>	<b>Objectives</b>	<b>Resources</b>	<b>Outcomes</b>	<b>Progress</b>
a) Develop Swindon Does Arts brand to include logo & promotional materials	Renaissance sub group Nicki Western	April 09	1 & 4	£5k ACE grant	All Renaissance partners to utilise logo and promo materials	
b) Develop and deliver Swindon Does Arts pr campaign	Renaissance sub group Nicki Western	Ongoing	1 & 4		Targeted pr campaign to raise understanding	
c) Develop & maintain Swindon Does Arts website	Renaissance sub group Nicki Western	April 09	1 & 3			
d) Free Theatre Tickets Scheme	Arts Centre Wyvern Artsmad	Ongoing	1, 2, 3 & 4			
e) Analyse & share data	Audiences SW Nicki Western	Ongoing	4	ACE national & regional support plan Audiences SW	Increased sustainability for arts organisations and programmes aligned to need	

f) Drama and Animation Workshops	REACH/Arts Centre			REACH/Local schools	These activities will use drama and animation skills to help young disabled people leaving full-time education make career and leisure choices for their future lives. It will also create an opportunity to extend our audience by creating an original production at the Arts Centre for supporters, friends and family members to attend.	
g) 4 marketing/audience development exercises with poetry booklets distributed	Tony Hillier					
h) Frequency Magazine Swindon does arts section each month	Steve Causer	All year				
i) Launch event issue (March)	Steve Causer	March				

j) Town Centre publicity at events	Steve Causer	All year				
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<b>Theme</b>	<b>3. Community arts &amp; participation</b>
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<b>What</b>	<b>Who/Lead</b>	<b>When</b>	<b>Objectives</b>	<b>Resources</b>	<b>Outcomes</b>	<b>Progress</b>
a) Commission 4 community arts participation projects with Swindon businesses	Culture Swindon Helen Miah	Mar 10	1, 2, 3 & 4	£16k S106 Culture & arts contributions	4 new commissions across range of art forms	
b) Develop plans for major classical music project 2010 – 2012	Culture Swindon Music Service Old Town Festival	Mar 10	1, 2, 3 & 4	Pipers Way S106 contributions		
c) Re-brand and re-launch Flux mobile “Swindon Does Arts”	Create Studios Shahina Johnson	Sept 09	1, 2 & 3	£5k ACE regional support programme	Develop a programme of activities targeted at hard to reach communities, young families and adults.	
d) Deliver schools Interfaith project and premiere film and performance	Create Studios	March - July 09	1,2,3	£8K Community Cohesion Team	New film launched and young people signposted to further arts activity.	

e) Launch interactive family games on the Big Screen	Create Studios/SW Screen	June 09	1, 2 & 3	SW Screen £2K	1 day launch event plus on-going game interaction over 12 months	
f) Big Hat Cabaret at the Arts Centre celebrating disability arts in Swindon	Swindon Dance/REACH	18 July	1, 2 & 3	Swindon Dance/REACH	Target audience adult & young people / carers, parents & friends.	
e) Arts activities	REACH	09/10		REACH/Wyvern	Drama and animation workshops. Partners Theatre Company, a group of actors who meet regularly in the Wyvern studio, will continue to produce highly entertaining work that addresses many important social issues.	

f) Deliver Arts Activities under the SDA banner as part of Lydiard Park Engagement Programme.	Kate Nash	09 / 10	2 &4	Culture Swindon Staff time	New audiences participating in Arts activity	
g) 20 sessions community poetry	Tony Hillier	09 / 10		Tony Hillier		
h) Family Sundays	Commonweal School Josie Williams	Monthly	1 &2	Commonweal School	Family participation in arts activities	

<b>Theme</b>	<b>4. Advocacy</b>
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<b>What</b>	<b>Who/Lead</b>	<b>When</b>	<b>Objectives</b>	<b>Resources</b>	<b>Outcomes</b>	<b>Progress</b>
a) nalgao Conference	nalgao Helen Miah	Oct 09	1 & 3	Wyvern Town Hall Sixth Sense	Ensure Swindon Does Arts and Swindon artists gain maximun exposure	
b) develop Swindon Does Arts Heros award scheme	Culture Swindon Helen Miah	Launch March 09	1	Existing Culture Swindon Sponsor?	Raise profile of existing arts activities especially in vol and comm. Sector	
c) REACH projects	REACH	09 / 10		REACH	Reach provide projects that enable disabled people, living in the area, to enjoy participation and enjoyment in the arts.	
d) Poetry sessions with disadvantaged groups	Tony Hillier	09 / 10		Tony Hillier		