

W I AM A M W O R T H PROJECT EVALUATION REPORT



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1 I am Tamworth overview

1.1 Terms of Reference

This report aims to provide an analysis of the 'I am Tamworth' 18-month programme developed by Tamworth Arts and Events team and jointly funded by Tamworth Borough Council and Arts Council England. This is based on the evaluation conducted and carried out over the duration of the 'I am Tamworth' project.

The report is divided into key projects that were delivered and aims to provide evidence of engagement in the arts in Tamworth, which can be used as a springboard to inform and give direction to future activities and the strategic development plan.

The evaluation report will use the taster sessions and the 'I am Tamworth' projects to identify what worked well, against the original aims set out in the project plans.

1.2 Context and Aims

October 2014 marked the 125th anniversary of Tamworth Assembly Rooms, the home of arts and events in Tamworth. To mark this occasion, Tamworth Borough Council, with the support of Arts Council England and a range of cultural partners, has delivered a structured programme of activities and projects over 18 months, working with a range of cultural organisations and local artists. The project has focused on the community of Tamworth and supporting people to access and create high quality art using a theme with which themselves are familiar.

The programme gave local people access to a range of arts activities and events including dance, drama, music, creative writing, dressmaking, sculpture, visual arts and professional development.

Key aims:

- ◆ To enable Tamworth Assembly Rooms to identify, engage and develop new audiences
- ◆ To create opportunities to develop programmes of work with audiences
- ◆ To focus on tackling low engagement and participation with identified targets of access to provision including disability access; cost of attending arts events; lack of information and confidence in attending arts events

Highlights & Achievements

I am Tamworth
was held over
a period of
18 months

12 weeks
of taster
sessions

93 arts
taster
sessions

Worked with
35 partner
organisations

Employed
68 artists/
organisations
over
759 days

1,075 local
people
participated
in taster
sessions

Over the 18 months
7,341
local people
participated
in total

I am Tamworth
received an
audience of
109,605
members*

Worked in
32 local
venues

39% of
respondents
had never
attended an
arts event

42% of
respondents had
never attended
an arts event in
Tamworth

96% of
audience members
said it had inspired
them to attend
future events in
Tamworth

68% were
interested in
accessing new
activities and
developing
new skills

The project
brought two of
Arts Council
England's National
Portfolio
Organisations to
Tamworth

National
and local
recognition
from **BBC &**
ITV news

1.3 Descriptors of the 'I am Tamworth' Programme

The programme of work included a range of arts participatory events; an overview of these is provided below.



I am Dance / Tigress: A project that involved local schools and arts groups to develop a site specific performance involving Motionhouse based on the story of the Saxon Queen Aethelfleda and performed in the grounds of Tamworth Castle.



I am Ballet: A project in partnership with Birmingham Royal Ballet that introduced young people to ballet. The project engaged local young people from a number of Tamworth schools to experience ballet, with the aim of breaking down barriers and encouraging physical activity and personal development for local dancers.



I am the Beat: A series of drumming events throughout the town and in local schools. Creating drumming groups and opportunities to learn new skills. Focus on family learning and a family activity. Creating an enjoyable inspiring arts experience.



I am Music: The creation of Tamworth Live Music Trail to raise the profile of the existing music scene. I am Music will be used as a platform to develop Battle of the Bands, which is a 19-year old programme to support local music talent.



I am Drama: Developing from the taster session, a drama group was established to create a short piece about the area the participants live in. This was called Tales of Tamworth. In addition, a number of drama workshops were delivered in local schools.



Trotters Trail: Pop Up Pigs! Using the 'Tamworth Two' as inspiration to create an arts trail of pigs throughout the town. The pigs were created and designed by Luke Perry. Community groups, schools and even local businesses had the chance to design and paint their pig, which are sited in different locations in Tamworth.



I am Visual Arts: A project providing access to free arts workshops held during the 18-month programme, aiming to inspire and excite the local community, expose them to new artists and work in familiar and loved environments. This included the opportunity for local people to exhibit their artwork in public spaces.



I am Heroes: A schools-based project which saw a stained glass visual artist working with local school children to produce stained glass windows to honour heroes of World War One. This included an unveiling event focused on remembrance with poetry readings and an arts exhibition.



I am Performance / This is Tamworth: The 'I am Tamworth' project launch event that showcased Tamworth artists and groups at Birmingham Symphony Hall.



I am Art: A showcase of all the work and events that happened during the 18 month programme, highlighting the fantastic work achieved by all involved in 'I am Tamworth'.



I am Words: Working with the first Staffordshire Poet Laureate Malcolm Dewhurst. I am Words was a creative writing and poetry project. The project focused around the theme of 'I am Tamworth'.



I am the Great Outdoors: A series of events held in Tamworth Castle Grounds and other open spaces in Tamworth for local people. These include St George's Day festival, outdoor cinema screenings and open-air theatre events.



I am Tamworth Assembly Rooms: In-house programme to expose audiences to a range of diverse and original arts activities. The programme was punctuated with a range of ticketed performances throughout the year.



I am Development: A series of events and courses to support our local artists to share knowledge and develop their skills and understanding of the regional framework. The development programme consisted of a number of professional development courses aimed at the needs of local artists.



I am Taster sessions: 93 free arts workshops were held across the town over 12 weeks. Taster sessions were designed to encourage local people to have a go at developing a range of new skills through a broad range of arts workshops. Sessions took place in local venues and spaces and were facilitated by specially chosen artists and organisations.

1.4 Summary of key evaluation data

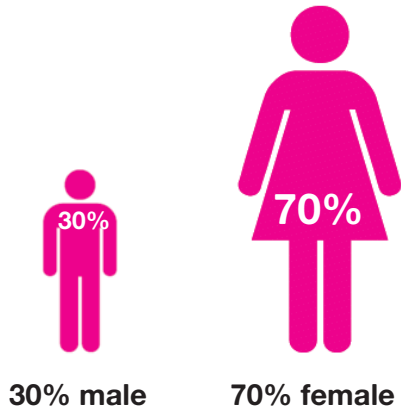
The table below shows data captured through our marketing programme. Spektrix, our box office system, benchmarked our initial aims and achievements. Below are our achievements over the duration of the programme.

Initial aim of the I am Tamworth programme	Achievement
10% increase in attracting new local audiences on the box office system in Tamworth.	27% increase in attracting new local audiences in Tamworth on the box office system within the last 12 months.
50% increase in three or more repeat bookers	94% increase in three or more repeat bookers
30% increase in children's shows bookings	69% increase in children's shows bookings
5% increase in show bookings from age range 18-35	103% increase in show bookings from age range 18-35
20% increase in engagement with the Belgrave Ward (One of the lowest engaged wards in our area)	56% increase in engagement with the Belgrave Ward (One of the lowest engaged wards in our area)
20% increase in engagement with the Stoneydelph Ward (One of the lowest engaged wards in our area)	43% increase in engagement with the Stoneydelph Ward (One of the lowest engaged wards in our area)
20% increase in engagement with the Glascote Ward (One of the lowest engaged wards in our area)	50% increase in engagement with the Glascote Ward (One of the lowest engaged wards in our area)
20% Increase in new audiences from outside of Tamworth	61% increase in new audiences from outside of Tamworth

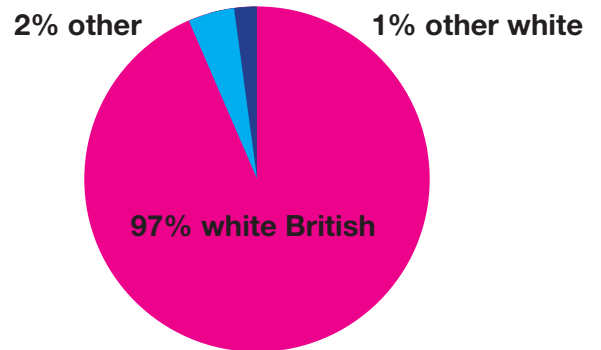
The information below is based on summative evaluation of all projects with the exception of taster sessions, which is detailed separately in 2.15. Individual evaluation is provided within each section of the 'I am' projects.

1.4.1 Demographics of our participants

Gender

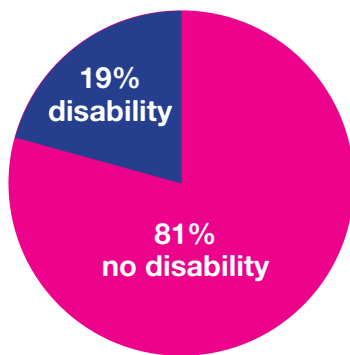


Ethnicity



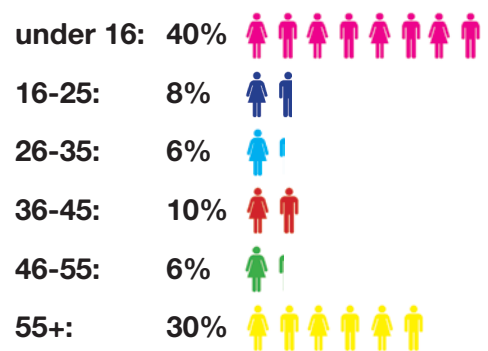
These figures are indicative of the national census, which shows that from a population of 76,900 in Tamworth, White British is the largest ethnicity at 97% followed by white Irish at 0.9%

Disability



While 81% of participants who responded to the questionnaire had no disability, providing access is a core aim of the programme. We want to be able to encourage people with disabilities to access the arts and clearly need to offer activities which provide access to the arts for all. As a result we have engaged with more participants with a disability this relates to working in better spaces with disability access. Disability access is a focus of the new Heritage Lottery Grant to redevelop the Tamworth Assembly Rooms and increase opportunities for working with disabled patrons.

Age Range



The high percentage of participants in both the under 16s and over 55 age groups related to the number of school and community choir projects. These included I am Dance and I am Ballet.

1.4.2 Levels of participation

To provide a benchmark of Tamworth residents' current levels of engagement in the arts, we evaluated people's participation by asking the following two questions:

96% of audience members said it had inspired them to attend future events in Tamworth

Q Is this the first arts event you have attended?

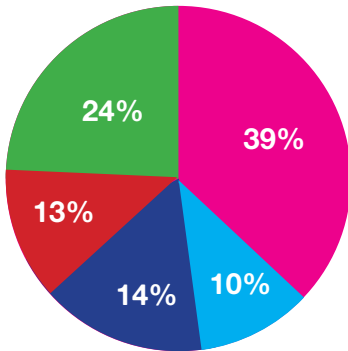
Q Is this the first arts event you have attended in Tamworth?

The results show that 39% of respondents had never attended an arts event.

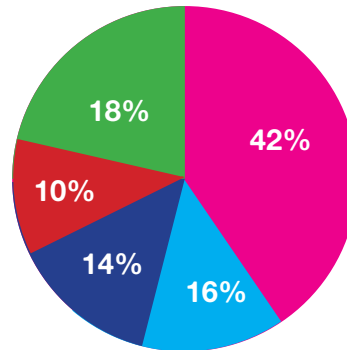
For 42% of participants and audience members, this was the first arts event they had attended in Tamworth. This is a significant number and backs up original participation data provided in the active people surveys. (See Appendix 6)

The responses showed that:

Attendance at an arts event



Attendance at an arts event in Tamworth



Key
 ■ Never
 ■ Once a year
 ■ Every 6 months
 ■ Once a month
 ■ Weekly

*this excludes I am Dance as most involved are already active arts attendees.

Approximately half of the people attending the projects had attended previous sessions (51%).

We asked all participants to state their reasons for attending, some ticked more than one option that they felt relevant to them. The options and results showed a higher percentage of participants (74%) were interested in engaging in new activities while a lower percentage (of 26%) were attending for social reasons. This demonstrates that while some of the individuals took part to spend time with friends and meet new people, the overriding

reason for taking part was to try a new art form or develop new skills. This demonstrates that local people have an appetite for trying something new and learning new skills.

Reason for taking part



74% were interested in engaging in new activities

1.4.3. Schools projects

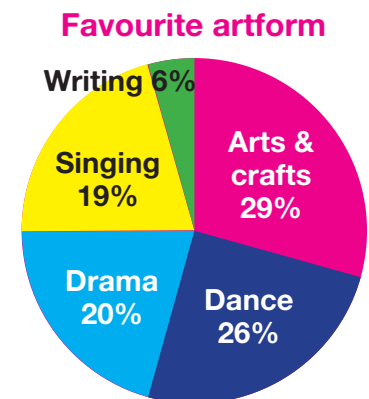
A number of projects involved local schools (Primary, Secondary and Sixth Form) this includes I am Dance/Tigress, I am Ballet, I am Words, I am Heroes, I am Drama, I am the Beat, I am Performance/This is Tamworth, Trotters Trail, I am Tamworth Assembly Rooms and I am the Great Outdoors.

97% of children who took part in a school-based project enjoyed the event

We asked children a series of questions to gauge their current involvement and appetite in the arts.

- ◆ 97% of children who took part in a school based project enjoyed the event
- ◆ 49% of children are involved in arts activities after school, 51% are not currently involved in any arts activity after school
- ◆ 94% said that they had learnt something new from the activity
- ◆ 99% of children said they'd like to take part in a similar activity again
- ◆ 76% said that they'd like to do a similar activity to the one they took part in outside of school.

We also asked children to state their favourite art form from a choice of Dance; Drama; Arts and Crafts; Singing and Writing. They rated their favourite art forms as follows:



Outcomes:

As a result of I am the Beat, an after-school club has been established at a local participating school. These sessions are delivered by I am the Beat artist James Barrow. This is a response to the outcomes of the evaluation collected for the project where experiencing a new activity and learning new skills was favoured out of all the outcomes. This contributes to providing a lasting legacy as a result of this programme.

100% of the children who participated in the I am Words workshop enjoyed the session. 99% of these said they'd like to have a similar activity again. These workshops were tailored to integrate creative writing within other popular art forms such as arts and crafts.



2.1 I am Dance
Lead artist: Motionhouse
Artist days: 149 days
Participants: 860
Audience: 5,000



Partners: Motionhouse; Tolsons Mill; Tamworth Voices; Tamworth Male Voice Choir; Tamworth Ladies Choir; Tamworth Sheltered Housing; Two Rivers School; Thomas Barnes Primary School; St Gabriel's Catholic Primary School; Dosthill Primary School; St Elizabeth's Catholic Primary School; Coton Green Primary School; Rawlett High School; Community Café; Tamworth Enterprise College; Landau Forte Tamworth Sixth Form Academy; Tamworth Wellbeing & Cancer Support Centre; Tamworth Castle; Tamworth Herald.

Highlights:

100% of audience members rated the performance as good or excellent with **77%** as excellent

For **51%** of audience members this was the first arts event they have attended in Tamworth

98% were inspired to attend future events

75% of participants rated the quality of the event at 8 or above

Project description:

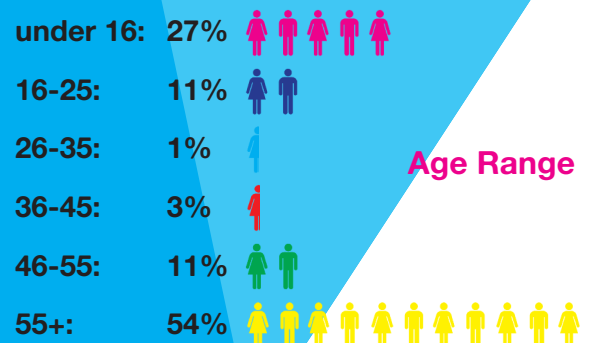
A multi-community project working with Arts Council England's National Portfolio Organisation, Motionhouse. Involving Tamworth arts groups and local schools, the programme culminated in a site specific performance at Tamworth Castle. The performance retold the the story of the Saxon Queen Aethelfleda who was responsible for refortifying the Saxon town of Tamworth. This project placed her as a modern warrior queen and created scenes from this fortification process. A modern telling as opposed to a historical re-enactment. This provided a powerful, visual impact that engaged participants, audience members and created a quality, high profile performance.

Demographics:

97% of participants were white British; 3% from other ethnic minorities.

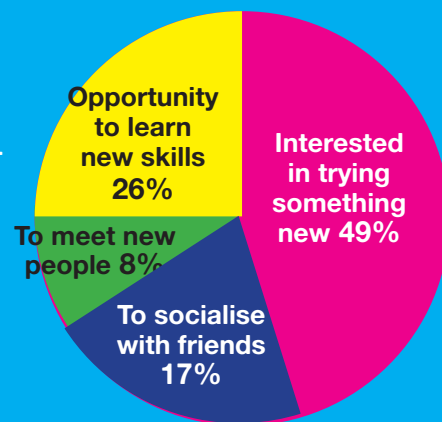
This graph is based on the pre-existing performing arts groups which includes Tamworth Voices, Tamworth Ladies Choir, Tamworth Male Voice Choir and a dance group. It also includes data from participating schools.

The data shows clearly that a higher number of participants are in the under 16 age group, which accounts for the schools taking part and the over 55 which refers to the choirs. Only 19% of those taking part within these groups were between the ages of 16 to 55. This demonstrates a need to identify strategies to target these age groups.



In order to use the evaluation process to programme future events, we asked participants why they wanted to take part in the 'I am Dance' project. 75% of participants who responded to the evaluation cited that the main reason for participating was that they were interested in trying something new or learning new skills.

Reason for taking part



Feedback provided from participants relating to their favourite moment of the process, linked into some common themes these related to:

Working with high quality arts organisations with professional artists

“Working with professional dancers”
 “Motionhouse coming into school”
(School pupils)

Working together with other local groups

“Working together with other choir and dance groups to put together a performance”
 “Working with the choirs”
 “Meeting and singing with other local choirs”
(Tamworth Ladies Choir)

Watching the whole production come together

As this production involved a number of performing arts groups rehearsing separately and then coming together for the final performance, many comments referenced this.

“Putting everything together at the end”
(school pupil)
 “Seeing it all come together”
(Tamworth Voices member)

See Appendices 2 & 2a for further statements.

There were some clear synergies in people’s responses to the activity. Watching the whole production come together, people clearly enjoyed being part of a big project event and seeing their role in the overall piece. This includes 187 community members from sheltered housing and the general public who collectively created the Mercian flag out of wool with more than 490 community members creating flags and banners. Many of the participants enjoyed playing a small, but important role in the overall project. Many choir members responded that they’d like to do more joint partnership work bringing the choirs together. Since the choirs worked together on I am Dance, they have performed together at Tamworth Assembly Rooms on a joint venture.

Comments indicate a clear desire from participants to access high quality regional venues as performance spaces.

School pupils particularly enjoyed devising the piece and having the opportunity to do this with a professional company.

- ◆ A total of 76% rated the quality at 8 or higher.
- ◆ 25% of respondents rated the quality of the sessions at 10 out of 10.

Audience evaluation

We aimed at drawing a diverse audience to break down barriers and pre-conceived ideas about contemporary dance. We introduced a diverse range of art forms such as knitting, arts and crafts, singing and drumming, that audiences had a social connection with, to complement the performance and engage an inter-generational audience.

We interviewed audience members who attended the open-air performances in the grounds of Tamworth Castle. Audience members were a mix of friends and family of the performance groups and schools, members of the public and passers-by. Most audience members returned for all three performances, highlighting the value and quality of the performances and the appetite for arts and heritage focused performances in a familiar and safe location.

- ◆ 100% of audience members rated the performance as good or excellent, with 23% rating it as 'Good' and 77% as 'Excellent'.
- ◆ For 51% of audience members, this was the first arts event they have attended in Tamworth.
- ◆ For 17% of audience members, this was the first arts event they have attended at all.
- ◆ All audience members who completed an evaluation form enjoyed the event and 98% were inspired to attend future events.

In relation to marketing; the Arts and Events team and Motionhouse worked together to target two different audiences, one for Tamworth people that concentrated on local heritage and one that attracted a contemporary dance audience and their current following.

Outcomes

- ◆ Bringing National Portfolio Organisation to Tamworth, forming a link with local dancers and audience members; creating a stronger connection to wider national and regional initiatives.
- ◆ Providing a high-quality arts experience for participants and audience members. Stimulating a need for future dance to be programmed in.
- ◆ Creating an innovative and exciting piece that attracting a hard to reach audience to a nationally hard to reach dance genre.
- ◆ Attracting new local audiences and new audiences from outside of Tamworth.
- ◆ Engaging hard to reach wards in contemporary dance
- ◆ Giving young people the opportunity to work with professional artists.
- ◆ Intergenerational project involving a wide range of demographics.
- ◆ Raised the profile of local heritage.
- ◆ Providing groups with the confidence to be able to work together.
- ◆ Internal partnership development within Tamworth Borough Council.
- ◆ Building trust and a high quality brand identity for the Arts and Events Team.





2.2 I am Ballet

Lead artist:	Birmingham Royal Ballet (10 artists)
Artist Days:	10 days
Participants:	146
Audience:	50

Partners: Tamworth Sixth Form Academy; Wilnecote High School; Stoneydelph Primary School; Coton Green Primary School; Birds Bush Primary School; Two Gates Primary School; Tamworth Herald; Birmingham Royal Ballet.

Highlights:

100% of those who responded enjoyed the event

71% rating the event as excellent and 24% as good.

96% of pupils stated that they would like to participate in an activity similar to this again

Project Description:

This project involved a week of school workshops led by Arts Council England's National Portfolio Organisation, Birmingham Royal Ballet (BRB), to introduce local schools to the art form of ballet. Initially we had intended to work with Ballet Theatre UK, but due to capacity issues they were no longer able to work with us. This gave us the opportunity to work with and build regional links with BRB.

Four primary schools, one high school and a sixth form academy took part. This culminated with an evening event, attended mainly by friends and family of participants of the school workshops. The event included performances from students of Wilnecote High School and Tamworth Sixth Form Academy and a master-class and performance from the Birmingham Royal Ballet company.

Audience feedback relating to the question 'What would encourage you to attend future events?' Includes the following;

“More opportunities to experience ballet and musical theatre workshops led by professionals.”

“Low price – on a budget, not too expensive.”

“Pupils being able to dance with the professional dancers.”

The comments clearly show that audience members understood and recognised the value of working alongside high quality arts organisations. Changing preconceived conceptions of ballet.

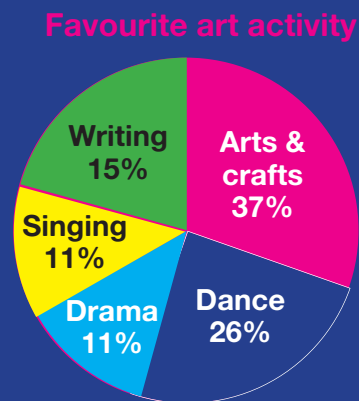
There were high levels of engagement with the Birmingham Royal Ballet company. 120 primary school children in Key Stage Two (between the ages of 7 and 10) took part in the workshops run by Birmingham Royal Ballet.

- ◆ 93% of the primary school children questioned enjoyed the workshop.
- ◆ 44% of primary school children are currently involved in after-school arts activities a higher percentage of 66% of pupils are not currently accessing arts activities after school
- ◆ 96% of pupils said that they would like to participate in an activity similar to this again
- ◆ 92% of pupils said that they had learned something from the session
- ◆ 88% of pupils said that they'd like to do this outside of school.



We asked primary school children to state their favourite art form from a choice of Dance; Drama; Arts and Crafts; Singing and Writing.

Among primary age children 7 to 10 consulted, the most popular activity was arts and crafts, followed by dance, writing and then drama and singing. There was an equal ratio of boys to girls.



See Appendices 3 for participant statements.

Outcomes:

- ◆ Bringing internationally renowned organisations to Tamworth forming a link between local dancers and audience members.
- ◆ Giving young people the opportunity to work with professional artists.
- ◆ Helping to build regional networks.
- ◆ Up-skilling and developing local dancers.
- ◆ Birmingham Royal Ballet would like to continue working in the Tamworth area with us. See Case Study 4.4.





2.3 I am the Beat

Lead artist: James Barrow

Artist Days: 11 days

Participants: 1,000

Audience: I am Dance and I am Performance/ This is

Tamworth audience members



Partners: St Gabriel's Catholic Primary School; Tamworth Enterprise College; Tamworth Herald.

Highlights:

The establishment of a new after school drumming provision

Raising the profile of Taiko drumming to schools and the local community

Project description:

I am the Beat consisted of a series of drumming events throughout the town and in local schools. The creation of drumming groups and providing opportunities to learn new skills. Focus on family learning and a family activity. Creating an enjoyable inspiring arts experience. 25 weekly drumming rehearsals were held during the project, which involved a local primary and local high school.

Outcomes:

- ◆ Developing new audiences and new levels of participation.
- ◆ Following the completion of the school workshops and due to the success of the workshops, one of the local primary schools, which is also a Gold Artsmark School, has set up a drumming after-school club led by the artist who facilitated this session. See case study 4.2 for I am the Beat partner statement.





2.4 I am Music

Lead artist: Make Some Noise, Tamworth Borough Council

Artist Days: 10 days

Participants: 66

Audience: 135* *excluding app usage

Partners: Local venues; Make Some Noise; Tamworth Herald



Highlights:

25 venues
signed up to
web app

31
positive
label
participants

Venues have seen an
increase in
participation
at music events due
to cross promotion
on the website

Audience levels have
increased
since the
app launch

Project description:

Tamworth Arts & Events team created a mobile website app which enables people to search for music events across the town. www.tamworthmusic.co.uk gives users the option to search by date, genre and venue. I am Music has created a platform to develop Battle of the Bands which is a 19-year old programme to support local music talent.

I am Music worked in partnership with make some noise to encourage new talent to come forward and to upskill the next generation of musical talent.

Outcomes:

- ◆ Raised the profile of local venues and their music events.
- ◆ Encouraged young musicians to perform locally.
- ◆ Young people received a background into working in the music industry including, promotion, marketing, song writing and team work.
- ◆ Developed young people's performance skills.
- ◆ Arts and Events team built a relationship with young performers.
- ◆ We provided an accessible platform to view music events locally.
- ◆ Creating a sustainable future for music in Tamworth.
- ◆ Project supported economic development in local businesses.



2.5 I am Drama
Lead artist: Simon Quinn
Artist Days: 11 days
Participants: 103
Audience: 200



Highlights:

100% of participants would take part again

100% rated the quality at 9 or above

83% rated the quality of the session at 10

Project description:

Developing from the taster session, we established a drama group to create a short piece about Tamworth, the area the participants live. This was called Tales of Tamworth.

The I am Drama Sessions provided opportunities for local people to develop their performance skills alongside experts from Fired Up Theatre Company and Tamworth Repertory Company during a series of free weekly 2-hour workshops.

The I am Drama project follows on from the successful Tigress I am Dance project and encourages local people to develop new skills such as improvisation, physical theatre and storytelling.

Participants ranged in age, with 67% being between the ages of 26 and 35. Reasons for attending were varied. The most popular reason was the opportunity to learn something new (45%)

Outcomes:

- ◆ Development of a range of theatre techniques for participants such as improvisation and physical theatre with professional theatre practitioners.
- ◆ Opportunity to perform in an unusual space.
- ◆ Access to extra curricular drama activities



2.6 I am Trotters Trail

Lead artist: Luke Perry

Artist Days: 53

Participants 336

Audience: Not possible to assess due to the nature of the installations.



Partners: Street Scene; Peel Society; Heritage Society; St Elizabeth's Primary School; Stoneydelph Primary School; Arts & Events Team; Dosthill Primary School; Coton Green Primary School; Thomas Barnes Primary School; Bird's Bush Primary School; Community Café; YOSH youth club; Two Rivers Primary School; Tamworth Herald; Tamworth Lions; Dosthill Rainbows and Brownies

Highlights:

The Trotters Trail received national coverage and caused local debate

An intergenerational arts piece which has engaged families

Raised profile of local Tamworth groups

100% of those who participated enjoyed it

Project description:

Pop Up Pigs! Using the Tamworth Two as inspiration, we created an arts trail of pigs throughout the town. The pigs were created and designed by Luke Perry. Community groups, schools and even local businesses had the chance to design and paint their pig. Below are a few key comments from the participants and community groups involved.

“The children are very proud of their pig.”
 “We wouldn't have been able to do this project due to funding so are really happy that we are able to join in the Trotters Trail.”
 Brownies

“The whole school has been talking about the pig and every child from the school has been involved in the project”
 St Elizabeth's Primary School

“It's a rare opportunity for us to focus on the creative side”
 “It's been an aspirational experience and is great to show the parents what the children have achieved.”
 Thomas Barnes Primary School

All participants and groups recognised that this activity wouldn't have been possible without the funding and provided everyone involved with an inspiring and exciting opportunity. All feedback provided was excellent with quotes from the children such as “epic”, “phenomenal” and exciting. See case study 4.1 for further artist and community statements.

Outcomes:

- ◆ Improved open spaces
- ◆ Generated community pride through shared ownership
- ◆ The project has allowed many people to engage with visual arts in Tamworth



2.7 I am Visual Art

Lead artist: Andy Nash

Artist Days: 12 days

Participants 650

Audience:

Exhibition 1: 14 days, average daily footfall: 18,267*

Exhibition 2: 14 days, average daily footfall: 14,704*

Exhibition 3: 7 days, average daily footfall: 550**

*Figures provided by Ankerside Management

** Figure provided by Tamworth Library

Partners: Ankerside Shopping Centre; Tamworth Library, South Staffordshire College; Two Rivers School; Two Gates Primary School; Tamworth Herald

Highlights:



Project description:

Throughout the year we created a programme of free to attend arts workshops with the aim to inspire and excite the local community, exposing them to new artists and work in familiar and loved environments. We encouraged local people to submit their work to be part of the bigger project. We turned empty shops and spaces across the town in to arts spaces. Using the “I am Tamworth” theme a portrait trail was created, turning disused spaces into bright colourful canvases and lifting the town in the process. We created a public art exhibition for the local community to enjoy and be involved in.

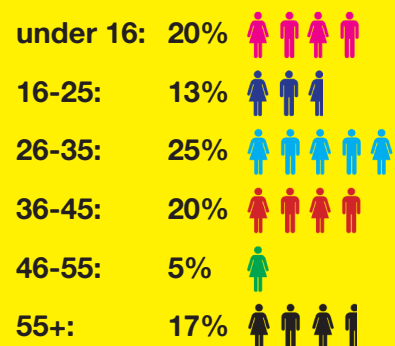
All the displays were created in an imaginative and appealing way, ensuring all the work created by the artists and local participants was displayed in a professional and quality manner.

Demographics:

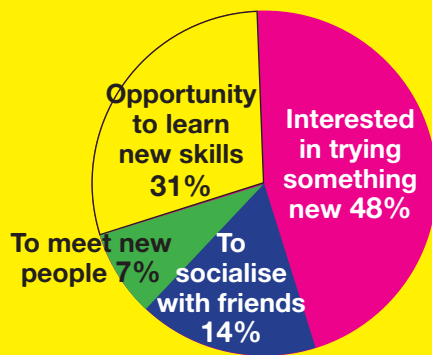
93% of participants were White British, 70% were female and 30% male which reflects the same statistic as the overall project’s gender balance.

There was a fairly even spread of age groups participating.

Age Range



Reason for taking part



We asked participants about their favourite moment and comments were common to seeing children enjoy the process and having fun. Participants stated that the reason for taking part was as shown in the pie chart.

Again this evidences that a higher percentage are interested in skills and learning 79% and 21% are attending for social reasons.



Outcomes:

- ◆ This was a successful project, which was supported by local businesses and offered opportunities for creative networking.
- ◆ The high street was regenerated through using empty shops as a means of marketing, promoting and showcasing the work.
- ◆ Providing a platform for local talent.
- ◆ Tamworth was awarded runner-up by the Great British High Street Awards with 'I am Tamworth' as a major focus for their application, particularly I am Visual Arts which took place in empty retail units and Tamworth library. Ankerside Shopping Centre has supported the I am Tamworth project by offering empty retail spaces in kind. This has enabled them to meet their social responsibility needs whilst the project supports economic development.
- ◆ As a result the third exhibition was moved to Tamworth Library due to the empty retail units being let.





2.8 I am Hero

Lead artist: Ester Naylor, Andy Farr and Tom Wyre

Artist Days: 15 days

Participants: 270

Audience: 50 at unveiling (average daily footfall of 550)

Partners: Tamworth Library, Tom Wyre, Andy Farr, Tamworth Herald, Staffordshire County Council

Highlights:

100% of pupils who took part **enjoyed** the workshop

89% of children would like to do the activity they participated in outside of school

100% of pupils would like to participate in an activity similar to this again

Project description:

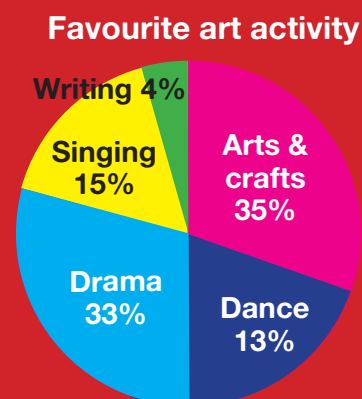
WW1 project which looked at the stained glass windows in St Editha's church which were funded by the people of Tamworth to honour those who lost their lives. Local primary schools used the theme of 'I am Hero' to create and design their own sun catchers, these were then used to design a stained glass window, which was installed in Tamworth Library. This window stands opposite the original stained glass windows in St Editha's church.

This project culminated in an unveiling which incorporated the lost generation exhibition, screening and readings from Tom Wyre, Staffordshire Poet Laureate 2013/14.

Pupils were asked to choose their favourite arts activity. Outcomes demonstrated in the following pie chart.

This may be influenced by the activity, which was visual arts focused.

The most popular activity for boys was arts and crafts. Girls were interested in all arts choices equally (dance, drama, singing and arts and crafts)



Feedback received from the pupils in relation to the question ‘Would you like to do more arts activities in and out of school’ (Appendix 4) demonstrated that the majority of pupils who took part wanted to do more art activities in and out of school.

Pupils were also asked ‘what was your favourite part of the project’ (Appendix 4). Children who completed the evaluation enjoyed both the design and the painting element of the art installation. Many of them stated that they enjoyed the process of painting the stained glass.

The project was created in partnership with Tamworth Library. The Library has benefited from the new installation from the improvement of its space and the approach to forging links with schools for future projects.

Outcomes:

- ◆ Partnership development between cultural venues and a strategic approach to future projects.
- ◆ Improvement of library, complementing landscape setting. See case study 4.5.
- ◆ Linking with the national commemoration of the centenary of the First World War, highlighted the project in the press and attracted more artists to get involved and join up with the project theme. Thus broadening our reach as this provided audiences with a mix of genres to suit all tastes, generating ownership and community pride on a larger scale.





2.9 I am Performance/This is Tamworth

Lead artist: Range of local artists

Artist Days: 70 days

Participants: 421

Audience: 1,000

Partners: Town Hall Symphony Hall; Tamworth Voices; Tamworth Male Voice Choir; James Barrow; St Gabriel's Primary School; Tamworth Herald; Tamworth Young Voices; Tamworth Arts Community Theatre; Impact; Two Rivers Primary School; Tamworth Repertory Company; Fired Up Theatre; Backdrop Drama; Just Perform Dance & Theatre School; Just Perform Tappers; Tamworth Academy of Musical Youth; Abbi Pretty; Alice Dix; Glen Chevannes; Malcolm Dewhurst; Grace Valente, Gladstone Wilson.

Highlights:

Regional links with Birmingham

Venue to venue links

Future partnership projects planned between participating arts groups

The largest arts performance to happen outside of Tamworth with Tamworth people

Regional recognition for Tamworth Arts Groups

Raised aspiration levels for Tamworth groups

Project Description:

This was the project's launch event, showcasing Tamworth artists and groups at Symphony Hall Birmingham. It aimed to create pride and a sense of occasion for the work they created. Further more it aimed to develop a relationship between our audience and cultural providers in Birmingham. Encouraging participants to challenge themselves and broaden their experience with our neighbouring multi-cultural city. We will work with providers in Birmingham to engage with our audiences and highlight other regional opportunities

Outcomes:

- ◆ Raising the profile of Tamworth on a national stage
- ◆ Raising aspirations of local arts community
- ◆ Creating direct links with other arts organisations
- ◆ Highlighting local arts groups within the community and providing the ability to network with each other during the process.

“

“It was a first time in Symphony Hall for many people in the audience. They may be encouraged to go to other concerts at the Assembly Rooms as well as Symphony Hall. I’m certain all those who performed will remember the evening for the rest of their lives.”

*Sheila Finnemore,
Audience member*

”

“

“I think it’s fair to say we all felt really proud to be part of such a great occasion.”

*Christine Thompson,
Tamworth Voices*

”



“

“You all did a fantastic job and should feel very proud indeed of your incredible achievement in staging such a magnificent, historic event and something that really put Tamworth on the map.”

*Glenn Knott,
Compare*

”

“

“Really appreciate this once in a lifetime opportunity you gave to so many of us. To sing in the Symphony Hall was truly wonderful and I and many others will treasure the memory for many years to come.”

*Steph Willis,
Tamworth Voices*

”

“

“It was a privilege to take part with such an array of talented acts and we thank you for the invitation and the opportunity to showcase ourselves in a world class venue.”

*John Egan,
Male Voice Choir*

”





2.10 I am Art

Lead artist: Sean Miller

Artist Days: 5 days

Participants: n/a

Audience: n/a*

*All groups involved in I am Tamworth and their social reach. Unable to quantify figure.



Partners: All partners involved in I am Tamworth

Project description:

A multi-media showcase of the I am Tamworth project.

Outcomes:

- ◆ Raise awareness of the I am Tamworth project.
- ◆ Creating a legacy for people to remember the project
- ◆ A tool to promote Tamworth as a creative place.
- ◆ Artists to use I am Art for their portfolio



2.11 I am Words

Lead artist: Malcolm Dewhurst

Artist Days: 9 days

Participants: 348

Audience: 8,051 based on social media interaction likes and shares



Partners: Tamworth Library; Ankerside Shopping Centre; Writing West Midlands; Community Together CIC; Birds Bush Primary School, St Gabriel's Primary School.

Highlights:

67% of participants had never attended an arts activity

78% hadn't attended arts events or activities in Tamworth

89% would attend/participate again

A social media reach of **51,545** with **8051** engaged

A successful, innovative approach to engage creative writing audiences and participants

Project Description:

I am Words was a creative writing and poetry project. As part of I am Tamworth the project was based on participants telling individual stories, feelings and thoughts about the area. The project includes the publication of a book. I am Words produced Writing Squads and reading and writing events in the area with the first Staffordshire Poet Laureate, Mal Dewhurst. The aim of I am Words was to develop an ongoing relationship with literature and the opportunity of hands-on experience.

A cross-section of participants attended these sessions ranging between under 16 to over 55. 67% of participants had never attended an arts activity and 78% hadn't attended arts events or activities in Tamworth. 89% would attend/participate again. Participants said the experience had helped develop skills and confidence and were encouraged to attend future events. Participants were asked what would encourage them to attend future events. Responses focused on further opportunities to develop writing skills and more sessions similar to those delivered. They were also asked to specify their favourite moment during the workshops. Responses included the following:

See Appendix 7 for further statements.

“Meeting like-minded people”

“Interacting with other people”

“Discussions with people”

“Realising the importance of action with dialogue”

Outcomes:

- ◆ Public were able to submit articles or join in workshops similar to visual art. This allowed the conservative at home arts goer to participate and engage from the comfort of their home too! Bringing art into the living room.
- ◆ Consequently we made it a more accessible art form to engage with.
- ◆ Children were able to access creative writing by cross referencing with other art forms such as arts and crafts.
- ◆ Filtering art into the social stream



2.12 I am The Great Outdoors

Lead artist:	Various
Artist Days:	152
Participants:	1,975
Audience:	92,149



Partners: Tamworth Herald, Tamworth Castle, Ankerside Shopping Centre, Community Together CIC, TCR FM, Touch FM, Tamworth Lions, Tamworth Christmas Lights Festival Committee, Street Scene.

Highlights:

99% of visitors surveyed rated the events as good to excellent

99% recommendation rating for events

Record breaking attendance figures

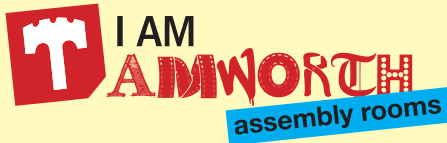
Fantastic response to new outdoor locations for events. In particular outdoor theatre.

Project description:

Annual Event Programme. The year's events were shaped around the I am Tamworth programme, all of the events linked in with the brand and theme. Some of the highlight events were the new additions to the programme including Beatrix Potter in Dosthill Park and a dynamic range of quality musicians performing in the bandstand throughout the summer.

Outcomes:

- ◆ The events enhance community pride.
- ◆ The events were tailored to attract young families, while breaking down barriers that previously restricted audiences to attend such as accessibility and cost.
- ◆ The programme was diverse and appealing to everyone to attract new audiences.
- ◆ The events developed secondary spend and supported economic development in the town.
- ◆ Successful partnerships: Due to the success of the 'We Love Tamworth' event, the Tamworth Lions were able to fund a defibrillator in the town centre.
- ◆ See Appendix 5 for details of evaluation from St George's Day event.



2.13 I am Tamworth Assembly Rooms

Lead artist: Various
(see partners)
Artist Days: 217 days
Participants: 35
Audience: 3,000



Partners: Tamworth Herald, Homestart, Fired Up Theatre, Tamworth Repertory Company.

Project description:

An in-house programme, which has exposed audiences to a range of diverse and original arts activities. The programme was punctuated with a range of ticketed performances throughout the year.

Free and discounted tickets were awarded to bring in low engaged groups such as Homestart, where 90% of those surveyed said that they would not have gone to Tamworth Assembly Rooms due to a cost barrier. This has allowed the theatre to present an open dialogue with this group and the less engaged wards in Tamworth.

The freedom to try new things has enabled the team to generate a better understanding of what programming works for our area. An example of this would be the drama programme in a conventional space that did not appeal to our area but consequently thrived when placed in an unconventional setting such as Dosthill Park.

A success to this programme was working with Oily Cart, who offered a high-quality experience for those with multiple learning difficulties. This partnership has developed our relationship with the local SEN Schools in the area, highlighting a need for this activity and event in our future programming with a successful two-year repeat booking from the local SEN schools.

Outcomes:

- ◆ Attracting young families with discounted admission.
- ◆ Promoting repeat bookings.
- ◆ Providing multisensory shows for children with profound and multiple learning disabilities.
- ◆ Looking after new audiences to make the newly engaged audience members feel valued while creating a sustained relationship.
- ◆ Providing our audience with a higher quality experience.

2.14 I am Development

Lead artist: Various (see partners)

Artist Days: 8 days

Participants: 56

Audience: 0

Partners: Writing West Midlands; Tamworth Borough Council; Birmingham Royal Ballet; Cause 4; Escape Tunnel Limited; Formation Training and Development Ltd

Highlights:

Up-skilling
local arts
groups and
practitioners

Developing
links with
training
providers

Provided a
network
and sharing
opportunity
with artists/
organisations

Project description:

A series of events and courses to support our local artists to share knowledge, develop their skills and understand the regional framework. The series offered support in business development in areas such as legal frameworks, cash flow and practical advice, as well as good arts practice guidance and developing artistic skills. We worked with quality and recognised education providers to support the skills development of local artists.

This was offered to local artists, Artswitch members and other local facilitators through a variety of marketing strategies.

The project comprised seven training sessions held at Tamworth Assembly Rooms and other arts venues including Birmingham Hippodrome. They included the following themes:

- ◆ Volunteering in the arts
- ◆ Customer care and communication
- ◆ Business development and building relationships
- ◆ Safeguarding
- ◆ Arts fundraising
- ◆ Dance development

The events were attended by a mixed age group, ranging between 16 to 55+. An equal number of men and women attended. The most popular session was arts fundraising. The most common reason for attending was the opportunity to learn new skills.

All respondents would participate in more of these sessions if they were offered. They agreed that the experience had given them more confidence and skills and had encouraged them to attend future activities.

The majority of respondents attend arts activities weekly, with an equal number accessing arts activities in Tamworth weekly. Just over half of those who attended hadn't attended any other I am Tamworth sessions.

Outcomes:

- ◆ Participants have gained a better understanding of opportunities available. See Appendix 8 for participant statements.
- ◆ Partnerships have been built between participants

'I am Development' progressed following consultation with Artswitch, in order to understand local artists' professional development. The programme was tailored to artists' needs, in relation to courses, timings and dates to maximize attendance. Unfortunately, despite the fact that these courses were free, accessible and aspirational, the turnout was poor. During this process Artswitch were surveyed again to source better ways of communication and to ensure the delivery of signposting opportunities. 100% of members surveyed requested a website to be created as a signposting tool with an artist database. This is something the team are looking into as the I am Development strand was not successful in comparison with all other strands. However those that did attend responded with great feedback and gained knowledge from a high quality programme of activities offered. Please see case study 4.3.





2.15 Taster Sessions

Lead artist: Various

Artist Days: 33 days

Participants: 1,075

Audience: 0

Partners: Community Café; St Francis Church; Tamworth Rugby Club; Wilnecote Library; Tamworth Library; Tamworth Community Fire Station; Tamworth Herald; Amington One Stop Community Centre; St Martin's Church; Glascote Library; Tamworth Assembly Rooms

Highlights:

88% were inspired to attend future events

97% rated the the quality as **8 or higher**

96% of participants rated the experience as **8 or higher**

Project description:

93 taster sessions were held over a period of 12 weeks. These arts and creativity workshops were facilitated by Tamworth-based artists and arts practitioners at a number of local venues. Venues included libraries, community centres and church facilities.

Facilitators were provided with workshop forms to capture demographics of participants (numbers, gender etc) for each workshop. They were also responsible for distributing and collating evaluation forms from participants.

The information captured from the evaluation process has provided a picture of which postcode areas participated and where the gaps are geographically; the age range of participants; the take-up of activities in a range of venues and facilitators who were particularly successful in engaging participants. This information can be tracked across all workshop taster sessions and provides us with vital information of successes and areas for development.

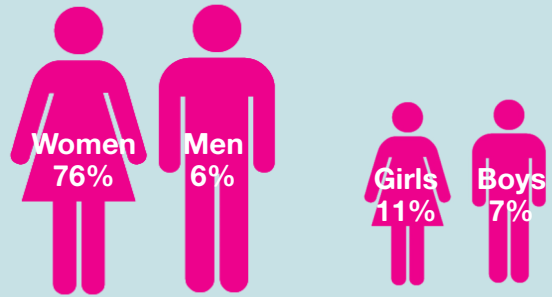
There have been some notable observations within the take-up of the taster sessions, such as the success of up-cycling, dress-making and adult tap dancing and some more generic arts activities such as guitar workshops failing to draw an audience. We have noticed a growth in relation to artists who have received positive feedback, and interest for further activities arising from their sessions. These artists are currently sustaining themselves with a regular income. The project has created a platform for artists to develop their particular skills and talents and to showcase these to new audiences, giving them the confidence to establish themselves firmly in the local community and arts sector.

The evaluation to date has provided us with the following information, which we aim to use to build on and develop our arts offer to local people.

Gender

Overall the breakdown is as follows:

Therefore by gender, there is a clear divide of participation showing females accessing 87% and males accessing 13% of the arts taster sessions.



Disability

Evidence collated shows that across all of the taster sessions, the participants who considered themselves to have a disability or long-term health condition represented 23%. Those people without a disability or health condition was 75% with 2% either not responding or preferring not to say.

Levels of participation

From data received as part of the evaluation of the 'I am Tamworth' Taster Sessions, we have had 1,075 people (adults and children) taking part across all taster sessions. This is based on information provided by facilitators. This figure is lower than expected but has acted as a springboard for further activities.

Breakdown of participants

In relation to the take up of sessions, 82% of activities were accessed by adults and 18% by children. It's important to note that this isn't an accurate indicator of general participation levels in Tamworth, as some activities were targeted specifically at either adults or children. In relation to the breakdown of taster session, activities for adults and children, 40% of activities were available for all ages and children up to 18, the remaining 60% were appropriate to age 18 +

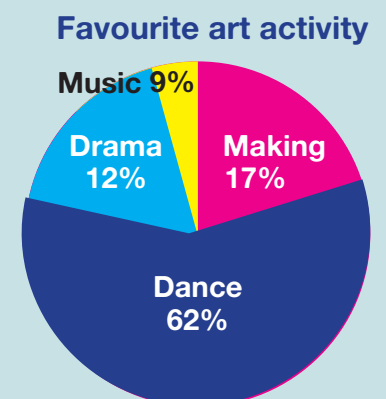
56 activities were targeted towards adults only, this included activities such as performance mentoring, beginners guitar, dressmaking and upcycling.

Take up of activities – Art Form

In relation to the take up of sessions across different art forms, the breakdown is as follows:

- Making 17% (Dress-making, arts and crafts, painting, up-cycling)
- Music 9% (Songwriting, guitar, vocal, musical mash up)
- Dance 62% (Tap dancing, ballroom, salsa urban arts etc)
- Drama 12% (Theatre, drama)

There has been a significant take up of performing arts sessions, particularly in dance. Seeing participation levels of 62%, this was due to the success of the tap dancing sessions accounting for 50% of participants.



The tap dancing has been successful, as participants have enjoyed the opportunity to learn new skills and take part in a fun and healthy activity. It is important to note that some activities were more successful due to timing and location. Tap dancing took place on Tuesday evenings at 7.30pm which could contribute to its successful uptake.

Making activities have also been very successful, despite not having as many sessions. The take-up has been good and has resulted in the facilitator of dressmaking, painting skills and up-cycling developing her current business and clientele. We have also received feedback from participants that they have carried on their activities at home following learning the new skills at the workshops i.e. dressmaking.

Take-up of activity - geographic area

The participation rate across postcode areas provides us with the information to proactively target households within a given area and develop stronger links with community groups and partners in those areas.

The postcode areas of Tamworth are B77 and B79. Evidence provided so far shows that 56% of participants are from the B77 area, 34% are from B79 and 10% are from outside of the Tamworth area.

Levels of participation

As referenced in 1.4.2. Levels of participation, we have asked participants the following three questions to gauge levels of current arts activity:

- Q1. Is this the first arts event you have attended in Tamworth?
- Q2. Is this the first arts event you have attended at all?
- Q3. Has this event inspired you to attend future arts events?

The questions were asked specifically to those attending as participants.

The response to this has been as follows:

For just below half of participants, this is the first event or arts session they have accessed in Tamworth. For 18% of local people this is the first arts activity they have attended at all and 88% were inspired to attend future events.

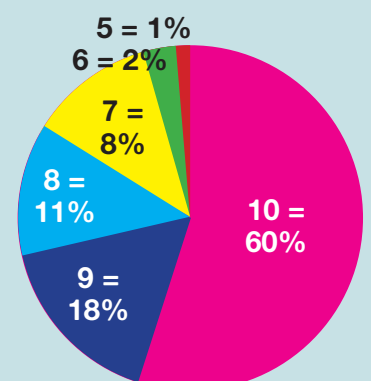
In relation to attending the taster sessions and evaluating participants' experience, the results so far are as follows and broken down by questions provided in the evaluation forms.

Location

All sessions were held in Tamworth venues, these included Tamworth Assembly Rooms, libraries, community settings, a fire station and church venues.

60% of participants rated the location of their taster session as 10 out of 10. A total of 89% of participants rated the location as 8 or higher.

Quality of the location rated out of 10



Venue and facilities

The questionnaire asked participants to rate the venue and facilities of the session out of 10 (1 being the lowest and 10 highest)

61% of participants rated the venues and facilities which hosted the taster sessions as a 10, with a total of 90% rating the venues as 8 or higher.

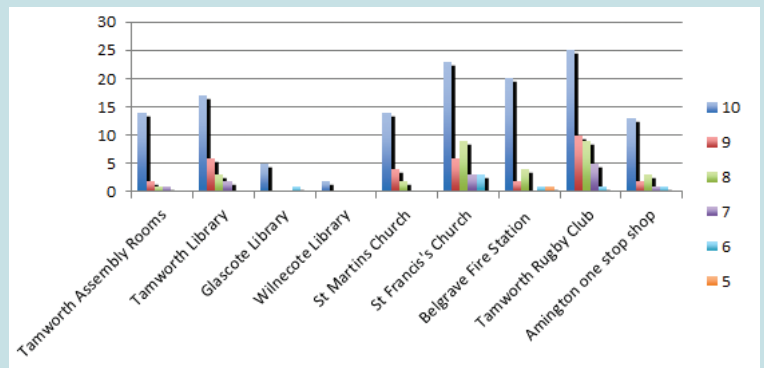
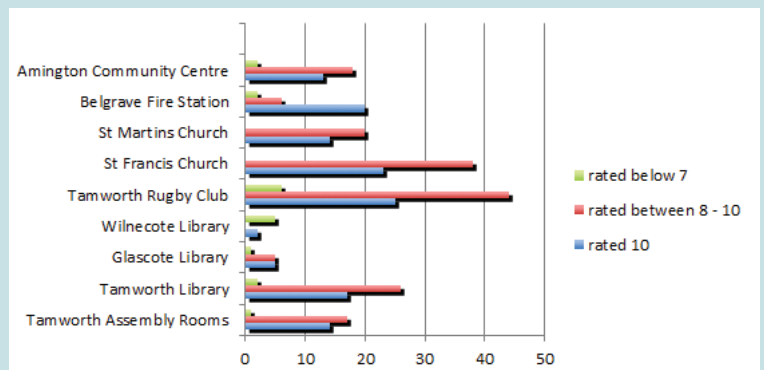
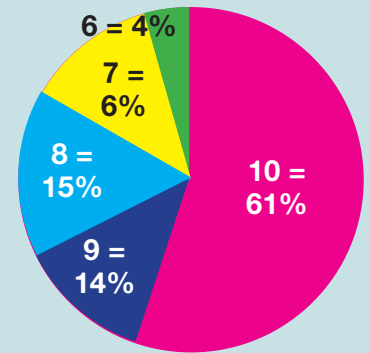
In relation to the most well-attended venues, we can see that libraries and church venues have averaged fewer people per event than community venues. There is an issue regarding opening times of libraries and church venues, with community settings offering slightly more flexibility.

Note - all rated questions asked participants to provide a rating of the session out of 10 (1 being the lowest and 10 being the highest)

A more detailed breakdown is provided in fig 1.3 which provides the ratings that participants gave to each particular venue.

This graph relates to the ratings participants attributed to the venues used during the taster sessions. It should be noted that some venues are higher than others due to the numbers attending particular sessions. In addition Tamworth Assembly Rooms only hosted one of the taster sessions.

Venue & facilities rated out of 10



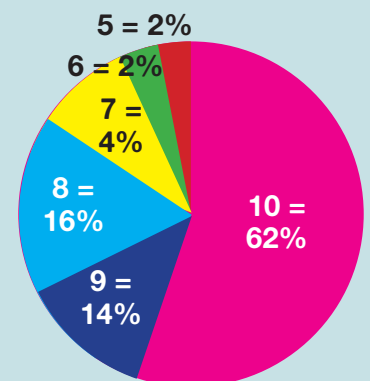
Duration of event

62% of participants were happy with the duration of the event, rating it at 10.

92% of respondents rated the duration as 8 or higher.

There was slightly more range in this section as some people would have liked a longer session, particularly in some of the 'making' activities, such as dressmaking.

Duration of event rated out of 10

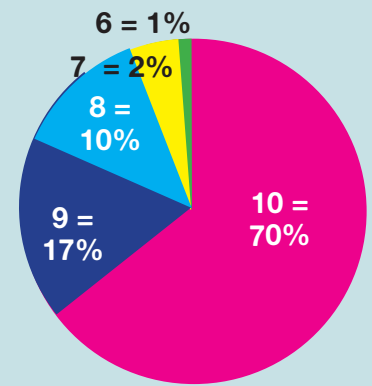


Quality of session

We asked taster session participants to rate the quality of the event.

70% of participants rated the quality of the sessions at 10, with a total of 97% rating the quality as 8 or higher. This response is very positive and demonstrates that those who have accessed workshops and sessions felt that it was of 'good' to 'excellent' quality.

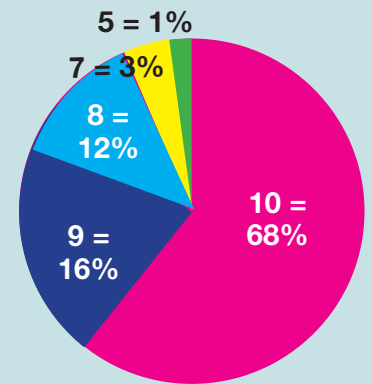
Quality of session rated out of 10



Experience of session

68% of participants rated the quality of the session at 10. 96% of participants rated the experience between 8-10

Experience of session rated out of 10



Reasons for attending

Participants cited the reasons for taking part in the sessions as follows:

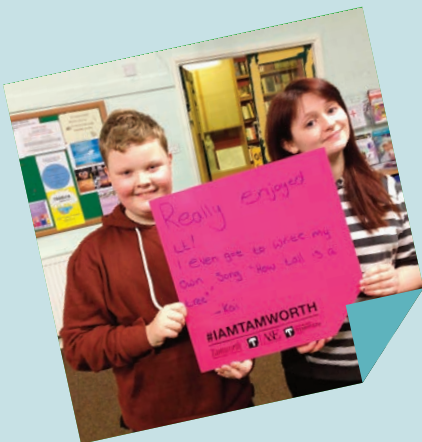
This demonstrates again that the first two options are most popular.

Reason for attending



Outcomes:

- ◆ Increase arts participation in lowest engaged wards by providing free workshops in the community's familiar spaces.
- ◆ Attracting new local audiences by signposting to relevant activities.
- ◆ Participants built a relationship with the taster session artists, venue and genre, to encourage continued participation.
- ◆ Raised profile for artists in the local area.
- ◆ Encouraged participation in the unknown.
- ◆ Broke down barriers as the sessions were free, accessible and in a familiar space.



3.1 Marketing and Communication

Marketing strategies

Our consultation prior to I am Tamworth identified how people wanted to interact with arts in Tamworth. We felt that we needed to approach our marketing in a creative manner and push the boundaries of arts engagement, as most people were not accessing them due to lack of appeal or information. In order to combat this we developed a momentum around the festival and captured residents' attention.

A major shift for the Arts and Events Team was building a festival brand and design that was fun and engaging, tying together all elements to the project. A clear visual message that all the strands were linked to. The brand was "I am Tamworth." Each element that sat underneath this had its own logo that related to the overall brand. Having this brand definition in place from the start of the project allowed our communication with the schools to be much clearer too. The brand throughout the project built trust and represented high-quality arts as previously unengaged schools and groups came forward to get involved and could easily identify how we would work with them and vice versa. The development of the brand profiling brought forward regional high-profile broadcasters such as ITV, which promoted the I am Tamworth activities and allowed us to strengthen our audience reach and marketing partners.

Segmenting the art forms to the brand allowed us to communicate with our current audience in their desired method of engagement. For example "I am Dance" targeted our audience with an interest in dance.

The project brand has allowed us to interlink with national campaigns such as BBC Get Creative, BBC Arts, Family Arts Campaign putting I am Tamworth and Tamworth as a place for the arts on the creative map. A major scoop for the I am Tamworth programme was generating a national creative debate with participants and the local community. Efforts led to an article about the project and debate going on the BBC News website. The project demonstrated a sense of community pride in the town, the art and the heritage of what the art stood for. Local media partnerships were strengthened during the project too, with the local paper including weekly press releases of things that had happened or were coming up. The brand allowed sponsors to repeat their support and hit our required sponsorship target.

New, fun approaches were put in place to tease word of mouth marketing such as walkabout taster butlers performing at busy retail centres in Tamworth and the town centre. Penetrating high footfall with crowd-pleasing tricks that creatively promoted the launch of the 12-week taster session programme.

We wanted to use the "I am Tamworth" theme in the marketing to invoke community pride so that the artists and participants themselves become the promotion and ambassadors of the project. This was heavily showcased in the taster sessions where the artists and venues promoted and spoke about the project in a positive way, leading to fantastic results for repeat engagement down the festival line as the community had found out about the festival from a familiar face or venue that they trusted. This consequently gained a positive recognition and trust in the brand "I am Tamworth." It also tackled an

issue highlighted from the Active People and Places Survey we had researched prior to the project where more than 41% of respondents didn't engage due to a lack of confidence and feeling intimidated. Using the artists of the taster sessions as their own cross-promotional tool, they subsequently empowered our community to embrace the arts and break down this barrier.

In response to consultation, different strands of the project were aimed at different audiences. A large cross platform complementing a large advertising campaign including posterboards, train panel advertising, social media adverts, website, magazine adverts, press releases, segmented e-newsletters and direct mailing to every household in Tamworth. This led to us exceeding all of our smart objectives set.

New approaches the team have learnt from marketing:

- ◆ Split marketing in poster/flyer design and cross-over audiences with Motionhouse. Combating two different audiences for the same event with two different visuals. In this case we targeted a heritage audience and a dance audience.
- ◆ Making the artwork the marketing and vice versa. We created a fun yet challenging daily word game on social networks to allow comfortable participation. Allowing the "I am Words" project to penetrate all media outlets in a safe, unthreatening environment.
- ◆ Everyone wants a sticker and a selfie! Evaluation made fun engages with more people.
- ◆ 'A little bit of silliness' goes a long way! Street performers help create word of mouth.
- ◆ Utilise artists and participants to talk about your brand.
- ◆ Building a brand people can recognize, engage with and trust.

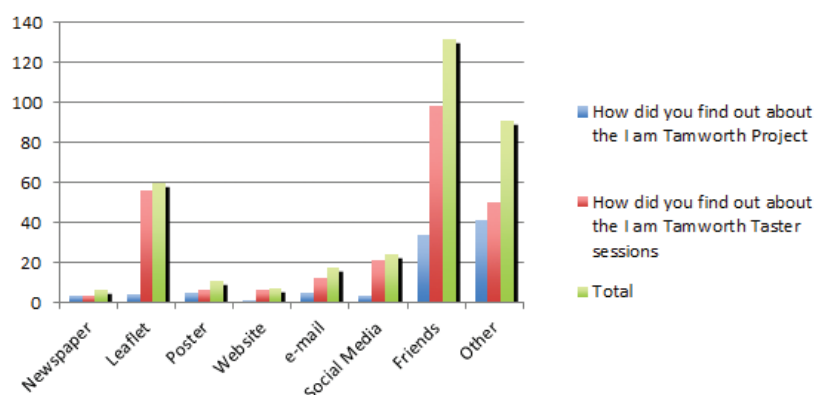
The results

We asked all questionnaire respondents how they found out about the events and workshops. The results show that "word of mouth" was the most successful; this relates to the number of people who had already participated in a previous I am Tamworth event (56%). Highlighting that the brand had delivered trust, quality and fun.

"Other" relates mainly to projects which were organized in partnership such as schools and community-focused projects.

In relation to the taster sessions, leafleting was particularly successful, 'other' relates mainly to people accessing information at churches, libraries and other venues. "Word of mouth" and finding information through friends has clearly impacted well and links to the diagram which shows that a significant amount of participants have accessed through friends.

There is a high response from friends. This could be due to the number of participants involved and their social reach.



3.2 Aims, Recommendations and Development Areas

3.2.1 Achieving Aims

The main focus for the project was to develop new audiences.

Breakdown barriers and change perceptions of arts activities

- ◆ Putting art into the everyday has allowed local people to experience arts subconsciously.
- ◆ Providing a familiar setting and space for arts activities allowed participants to feel confident to try something new and engage.
- ◆ Building a brand that provides something for everyone has broken down the barrier of what art is and how people can access and engage with it on a local and regional way.
- ◆ Producing a new brand identity and design inspired the unengaged and allowed people to easily identify what art is and how they could take part, allowing communication to be clear and open.
- ◆ Taking arts marketing to the people in a fun and engaging way. Introduced new audiences from comfortable high footfall locations. Allowing the marketing to become the artform itself and create a positive impact on the brand and produce an initial talking point for the project.
- ◆ The project was made relevant to the community involved, stimulating pride and ownership of the art work, which changed people's perception of what art is.

Increase longer-term participation levels in the arts

- ◆ Providing the activities for free has enabled people to “have a go” at something new, generating confidence to participate more in the arts and signing up to a longer programme. This also provided the artist a lasting, open dialogue with the community about arts provision within their area.
- ◆ From the box office system we've increased three or more repeat bookers by 94%
- ◆ 27% increase in attracting new local audiences currently on our mailing list
- ◆ Box office system has increased in particular wards by approx 50%
- ◆ Increased audience from outside of Tamworth by 61% on our mailing list.
- ◆ The development of community pride and ownership in the art forms allowed it to become more attractive to participants and encouraged longer term engagement.
- ◆ I am Dance complemented its art form by incorporating other art forms into the project, engaging a wider audience, allowing a dance participation project to be accessible to all. This model has been successful and utilized throughout the project.

To act as a stimulus for local artists

- ◆ I am Tamworth has been successfully used by the artists as a catalyst to develop partnerships in our area with funders, venues and participants.
- ◆ I am Tamworth has been used as a stimulus to generate more work and artistic income for artists.
- ◆ The project has allowed artists to develop their knowledge and understanding of their artform in our area.

To create stronger regional working partnerships

- ◆ The project has enabled us to work with National Portfolio Organisations, raising the quality of artistic work in our area.
- ◆ Venue to venue relationships have been strengthened.
- ◆ The development of the Cultural Education Partnership will strengthen regional partnerships while working on projects in a more strategic way.

To showcase the current artistic talent in Tamworth

- ◆ This is Tamworth and I am Dance gave the local artistic community the opportunity to work alongside National Portfolio Organisations and perform on a world class stage to demonstrate the creative offering in Tamworth.
- ◆ I am Art is being used as a lasting legacy for all participants, artists and partners to highlight the current artistic talent in Tamworth.

To expose Tamworth audiences to a diverse and wide ranging high quality arts programme

- ◆ Due to the high-quality arts activities and performances produced throughout the I am Tamworth programme, we have managed to change perceptions of the arts in our area, attracting new audiences and generating NPO relationships.
- ◆ Developing ongoing links with Birmingham Royal Ballet and Motionhouse to develop high-quality dance links and opportunities to schools and local communities.

Promoting greater collaboration between organizations to increase efficiency and innovation

- ◆ Following consultation with education partners it was highlighted that the creative and heritage sector was fragmented. (See case study 2) We are now in the process of working with the bridge organisation to create a cultural education partnership to increase efficiency and collaborative work.
- ◆ Linking with national initiatives such as BBC Arts, BBC Arts Get Creative and Family Arts Campaign to generate a wider reach and joined-up working in the creative industry.

Strengthening business models in the arts, helping arts organizations to diversify their income streams including private giving.

- ◆ I am Development gave the opportunity for artists to be mentored by professionals to shape the future of their business.

Improving the delivery of arts opportunities for children and young people

- ◆ Opened up a dialogue with local schools and artists increasing opportunities for future projects.
- ◆ Developed a better understanding of schools' needs and how we can work together.

3.2.2 Recommendations/ Developmental areas

(1)

Developmental area:

Local arts sector support

Action:

Develop and build Artswitch website

The take-up of professional development courses offered through 'I am Development' was poor. This is despite courses being targeted around local artists following consultation with them and a range of professional development courses being offered by a variety of organisations.

We have identified that better routes of communication are necessary to engage and support our local artists and develop our arts infrastructure. 'I am Tamworth' has identified a reliance on the Arts and Events Team to support and nurture artist development and a need to give artists the opportunity to stand alone, supported through signposting and access to developmental opportunities.

As part of this we need to build our *Artswitch programme. We are planning to develop and build a new Artswitch website to capitalize on the success of I am Tamworth and address professional development needs of local artists.

Following on from a survey with existing Artswitch members, 100% of respondents have asked for a dedicated website for professional development opportunities and an artist database.

*Artswitch is an arts network in Tamworth offering local artists opportunity to network and access professional development opportunities.

(2)

Developmental area:

Ongoing partnership development

Action:

New Cultural Education Partnership.

'I am Tamworth' has sought to highlight the role and work of the Arts and Events Team in a broad and engaging programme of arts provision. We have worked with a range of partners such as libraries, Tamworth Council departments, community groups, artists and arts organisations and have seen some promising partnerships emerge from the project.

The Arts Council England's 'Cultural Education Challenge' comes at an excellent time for us to develop our strategic thinking about how we strengthen, maintain and build new partnerships. We are delighted to be one of the Regional Bridge Organisations (Arts Connect) Cultural Education Partnerships which brings together representatives from across the Council and local area to develop our cultural and arts provision for children and young people.

This will not only support our education programmes but also help us to identify strategies for wider partnership development in relation to our developing arts infrastructure.

(3)

Developmental area:

Continue with inspirational arts programme

Action:

Creating a programme to complement the successes of the I am Tamworth project.

We will seek further funding to deliver outreach projects to continue engagement in low engaged wards.

We will work with the Audience Agency. We have taken part in audience finder and will put in place a new audience strategy that utilises our findings from the I am Tamworth project

Utilising the evaluation report, we will develop an action plan to continue to build our arts provision based on the areas that worked well and potential areas for development. This will be supported by the Heritage Lottery build grant and cultural quarter plans.

(4)

Developmental area:

School development programming

Action:

Continue to provide support and arts activities to complement the school curriculum, incorporating heritage activities.

We have significantly developed our profile with local schools as part of the 'I am Tamworth' programme. In order to capitalise on this momentum, we will continue to work with partners such as Libraries and organisations such as BRB and Arts Connect to identify ways to grow our work in this area.

(5)

Developmental area:

Linked programming.

Action:

Arts events working with local partners such as libraries and the local community.

This area is integral to combining all the developmental areas and will ensure that partnership working is at the heart of all of our strategic planning. This work will be supported by the developments made through the Cultural Education Partnership.

To enable Tamworth Arts and Events team to look a little deeper into the involvement of key individuals and organisations in the project, we asked questions based on:

- ◆ How they have found working with Tamworth Arts and Events team as part of this project
- ◆ Particular successes of working on 'I am Tamworth'
- ◆ The overall effect of the programme, both personally and within their work
- ◆ Comments regarding future development and or working with the Arts and Events Team in the future
- ◆ Areas that they feel need to be further developed

Case Study One – Individual Artist

Luke Perry - Lead Artist on Trotters Trail

Industrial Heritage Stronghold; Manufacturers and Designers of Public Artworks

Luke Perry was commissioned to lead the artistic development and facilitation of the Trotters Trail project. Luke is now working with Tamworth Borough Council's Heritage team to develop a heritage trail linking the town centre with the local large retail park.

Partnership working

"The team were helpful and vibrant, a young team with energy and vision to deliver projects efficiently for their community. It was a smooth process, seemingly without compromise anywhere in the commission. All parties were able at an early stage to define their roles and fulfil the obligations each party had so that the project was completed on time, in budget and more than reaching expectations.

Successes

I feel that the levels of community engagement were a great success, reaching a full cross section of the community. This in turn meant that the pigs represented a very wide representation of society and in consequence pleased a wide audience, as well as connecting with the hundreds of people involved in the actual painting workshops.

Personal/professional development

The project allowed me a great deal of freedom as a craftsman to develop mixed media sculptural installations successfully. It has also allowed me to develop a link with Tamworth Council that is progressing to larger projects which will have a long-lasting positive effect on the town.

Future partnership development

I feel that the team at Tamworth are one of the most effective arts teams that I have ever worked with, this is in a career spanning over a decade and working with more than 20 arts teams nationally, including much larger/ better funded teams such as those in Brighton, Belfast and Birmingham. The Tamworth Arts Team are a prime example of people who are well suited to their roles, being able to use skill and initiative to appoint artists who will work well within an environment of trust and professional respect.

Areas for growth

A greater funding resource through the town and Arts Team will allow these people to increase on their current successes and broaden their range of projects, other than this I have no criticisms.

Thank you for your help on the project, it was a pleasure working with and continuing to work with Tamworth Council”.

Supporting comments on Trotters Trail and Luke Perry’s role:

Jill – Brownie pack leader

“Our Brownies really enjoyed the workshop with Luke. We asked them to let us know what they thought of it and they came up with: wonderful, brilliant, exciting, epic, phenomenal and excellent. Their best bits were the actual painting of the pig and being able to splatter paint on it to symbolise mud. They couldn’t come up with anything they didn’t like about it.

They added that they really liked Luke and thought he was generous to come along and work with them as well as being creative and funny! They felt he was excited to work with them.

They are very proud of their pig.

Our leaders really enjoyed and appreciate the opportunity you have given us. It’s been great to watch the girls make decisions on the design and we’ve all been caught up in their enthusiasm for the project. The parents of our girls have also been interested in the development of the pig and are not only looking forward to seeing it on its completion but to viewing in situ once it’s placed on the Trotters Trail”.

Mrs Stacey Dee - Dosthill School

“It’s fantastic, bringing community into school. The children all go to Dosthill Park where their pig is going to be placed for the Trotters Trail which is amazing as they will get to show it off to all their family and friends in their natural environment. “

“The kids love getting messy”

“It’s a real benefit having Luke, the professional artist in the school as we never have been able to do anything like this.”

Siobhan Moran (Reception Year Teacher) St Elizabeth’s School

“It’s been great fun. The whole school has been talking about the pig and every child from the school has been involved in the project. It’s also been a talking point for parents when they pick up the children to and from school as the pig is situated under cover outside so they too can see the progress of our pig.

We wouldn’t have been able to do this project due to funding so are really happy that we are able to join in the Trotters Trail.”

St Elizabeth’s ran a competition for the name of the pig and the design of the pig.

Each class from the school had a winner for the design of the pig and we have put all those designs together. The school behaviour policy is a rainbow chart and the children have used this theme for the pig and made the pig very colourful.

Thomas Barnes Primary School, Head Teacher: Kelly Williams

“The children are all very excited and inspired. It’s a rare opportunity for us to focus on the creative side as we could never have afforded this. It’s been fantastic having Luke Perry, the professional artist in the school working with the children. Having that great expertise and friendly approach with the children.

It’s been an aspirational experience and will be great to show the parents what the children have achieved”.

Case Study 2 – School Arts Co-ordinator

**Sarah Minton – Lead teacher on a range of participatory ‘I am Tamworth’ projects
St Gabriel’s Catholic Primary School**

Partnership working

‘As a school, we have found working with the team to be a really successful partnership. The sessions they have provided have been great and they have always been professional and efficient.

Successes

The children have had opportunities to take part in things they may not have had a chance to do, this has given them a range of experiences, a chance to gain new skills and have fun.

For me as a teacher, I have been able to see my children in a range of different experiences, which has shown different interests and skills. As I have not been leading the sessions it has been fascinating to watch the children and their interaction with each other and the session’s leaders. The quality of work they have produced from it has been wonderful and everyone has been able to access it with no cost implications.

For me also it has led to opportunities to work with the team in their other educational projects, which has been great to use my teaching skills in a different context. I am really enjoying working with the team.

Let me know if we can take part in anything else! I really hope that our school can continue to work in this successful partnership.

Case Study 3 – individual artist/I am Development participant

Malcolm Dewhirst - Poet - Writer - Film Maker

Joint Artistic Director - Fired Up Theatre.

Staffordshire Poet Laureate -2012/13.

“Tamworth Arts and Events team have been very efficient and easy to work with, both as project stream leader (I Am Words) and as a participant in the activities (I Am Development)

I much appreciated the promotional and organisational tasks that they provided in support of I am Words, allowing me to concentrate on developing and delivering the workshop activities. I found the team easy to communicate with and very responsive to the ideas I put forward to develop the I am Words project. The I am Words workshops attracted many attendees and showed that there is a demand for creative writing workshops within Tamworth, with a particular focus on people writing of their memories in growing up and living in the town, which could provide both a sense of creative fulfilment for the participants and a primary source of social history for the town.

Creating the word maps of Tamworth Past, Present and Future as prompts for creative writing enabled me to engage with several groups whose interests lay in their crafts (sewing, knitting, painting, historical research, theatre workshops, gathering words from the participants and introducing to them the ideas of using their words as creative writing prompts.

The I Am Development courses were excellent, I especially gained some really useful knowledge advice on the discovering and developing business future, which I am using as I move forward both as an individual writing practitioner and as an Artistic Director of Fired Up Theatre.

I have developed a series of creative writing exercises that get people started on their literary journeys. These are available in a book produced from the project as a legacy and continuing aid to new writers, I plan to continue to use this book as part of my future workshops and would like to develop future versions for other towns. I have linked up with the local library and I am in discussions with them regarding running a series of creative writing workshops with a focus on autobiographical writing.

The business development workshops have resulted in the redevelopment and relaunch of Fired Up Theatre’s website. I am developing a new more flexible approach to my business planning for both my personal creative writing practice and Fired Up Theatre. I have more focus on “completing the deal” when negotiating contracts.

Future developments

I would like to see more on-going projects, working with the arts team.

Consider collaborations between art forms making use of multi-media with a performance in an unusual space.

More outreach opportunities.

More opportunities for creative business / practitioners to meet and discuss opportunities or issues for the mutual benefits.

Areas for development

Affordable spaces for workshops and rehearsals.

Equipment loan schemes to aid the development of events in the community”.

Case Study 4 – Arts Organisation

Pearl Chesterman – Director of Education

Birmingham Royal Ballet.

“Birmingham Royal Ballet were very pleased to be involved in this project. The partnership working between Tamworth Arts and Events team and Birmingham Royal Ballet has been very good. Good communication has ensured a successful project in which aims and shared outcomes has been very clear.

For BRB, there have been benefits to being involved with I am Tamworth. This has provided us with the opportunity to work in an area of the region, where we previously have had little exposure, therefore raising the profile of BRB in the area of Tamworth, with local schools and the arts team. We are fortunate to work with a local authority arts team, with many of these services being cut by local councils.

In relation to the I am Ballet project, the workshops and performances went well, there was a good vibe between our education team and participating schools. It was a little disappointing that there was a small audience, although questions asked to our ballet company during the Q&A seemed to be of benefit.

The BRB company dancers who attended and performed at the evening presentation also benefited from seeing the work and gaining a better understanding of the education outreach work at BRB.

In relation to areas for development, the professional development day that we ran in Birmingham was very poorly attended. The two people that attended benefited from the day, however it would be useful to look into whether a local development day would be more productive.

We enjoyed working intensively in Tamworth over a week and felt that this model of partnership working was an effective strategy for partnership working. We would be happy to work with the arts and events team in Tamworth again”.

Case study 5 – Partner venue

Ian Burley, Library Development Officer

Tamworth Library

“Staffordshire Library Service was delighted to be involved in this project. Tamworth Library works closely with Tamworth Borough Council on a number of projects throughout the year, but this particular project stood out as one with a particularly strong community basis, with local children working with sculptor Ester Naylor to produce a commemorative stained glass window to honour the war dead. We are thrilled that Tamworth Library was asked if we would be the venue for the window to be installed in, and we were delighted to be able to say yes. The unveiling of the window was a wonderful occasion and we have received so much positive feedback already from local people about what a stunning piece of art it is and what a welcome addition it is to the library”.

Appendices

Appendix One - Partnerships

Venues/partners:

Amington One Stop Community Centre
Ankerside Shopping Centre
Arts Council England
Arts & Events Team
BBC Get Creative
Creative Contrast
Community Together CIC
Glascote Library
Heritage Society (Margaret Clark)
Homestart
Motionhouse
Peel Society
South Staffordshire College
St Editha's Church
St Francis Church
St Martin's Church
Staffordshire County Council
Street Scene (TBC)
Support Staffordshire
TCR FM
Touch FM
Tamworth Assembly Rooms
Tamworth Borough Council
Tamworth Castle
Tamworth Community Fire Station
Tamworth Herald
Tamworth Town Hall
Town Hall/Symphony Hall
Tamworth Library
Tamworth Lions
Tamworth Rugby Club
Tolsons Mill
Wilnecote Library
YOSH youth club children (Age 9-10) Sacred Heart
Sacred Heart

Primary Schools

Birds Bush Primary School
Coton Green Primary School
Dosthill Primary School
St Elizabeth's Catholic Primary School
St Gabriel's Catholic Primary School
Stoneydelph Primary School
Thomas Barnes Primary School
Two Gates Primary School
Two Rivers School

High Schools

Landau Forte Sixth Form Academy
Tamworth Enterprise College
Rawlett High School
Wilnecote High School

Community Groups

Dosthill Rainbows and Brownies
Tamworth Cancer and Wellbeing Trust
Tamworth Sheltered Housing
Tamworth Voices
Tamworth Male Voice Choir
Tamworth Ladies Choir
Tamworth Voices
Tamworth Male Voice Choir

Artists and Arts organisations

James Barrow
John and Barbara
Craig and Rachel
Adam Speers
Margaret Jackman
Vicki Hewins
Simon Quinn
Mal Dewhirst
Josie Mason
Gladstone Wilson
Jane Allen
Barry Hunt
Luke Perry
Tom Wyre
Andy Farr
Birmingham Royal Ballet
Cause 4
Escape Tunnel LTD
Formation Training and Development LTD
Just Perform
Motionhouse
Make Some Noise
Shoebox
Writing West Midlands

Some venues used for the taster sessions only held one type of event. Tamworth Assembly Rooms hosted the event and Tamworth Rugby Club hosted the tap events. The other venues hosted a range of activities

Appendix Two

I am Dance – Tigress project - Participant statements

Q: Why did you take part – (written responses to ‘Other’)

Options to this question were: interested in trying something new; opportunity to learn new skills; to meet new people and to socialise with friends.

- ◆ “I enjoy it”
- ◆ “To take part in our heritage with Tamworth Voices
- ◆ “To promote Tamworth”
- ◆ “To support Tamworth and their ventures”
- ◆ “Invited to play, good opportunity to perform”
- ◆ “I was invited to play”
- ◆ “proud to be performing in my home town with talented people”
- ◆ “we were invited”
- ◆ “desire to support a major Tamworth arts event”
- ◆ “love dance”
- ◆ “experience:
- ◆ “I’ve really enjoyed taking a pride in helping to tell part of my town and England’s story”

Q: Favourite moment in the process – Written responses: (Key: TMVC=Tamworth Male Voice Choir; TV=Tamworth Voices; TLC=Tamworth Ladies Choir; SCH=School; DGP=Dance Group)

Comments	TMVC	TV	TLC	SCH	DGP
The performances – hopefully!			✓		
Learning in new ways					
Variation on teaching methods					
Seeing the whole production come together		✓			
Watching it come together			✓		
Singing at Symphony Hall		✓			
Singing	✓		✓		
Everything			✓		
All					
Enjoyed taking part with the choir		✓			
Working together with other choir and dance groups to put together a performance.			✓		
The anticipations of the final performance		✓			
The whole process was a moment to remember and take part in this production		✓			
Seeing it all come together		✓			
Singing and generally taking part	✓				
Working with the choirs			✓		
Singing the songs					

Comments	TMVC	TV	TLC	SCH	DGP
Meeting and singing with other local choirs			✓		
Watching everything come together					
Watching the dancers and other singing groups					
Working with other men	✓				
Representing the town of Tamworth			✓		
All of it	✓		✓		
Performing at the Symphony Hall		✓			
Learning new routines by experienced and talented people				✓	
Putting everything together at the end				✓	
Learning new thing				✓	
Being in the show	✓				
Joining everyone and being part of the whole thing			✓		
Performing the piece all as one				✓	
Actually performing the piece all together				✓	
Performing the piece				✓	
Working with other groups and a professional conductor and musician		✓			
Taking part				✓	
Working with new people and working together as one					✓
Meet new people from a worldwide company and getting to know them				✓	
To try new things				✓	
Getting to learn new things				✓	
Meeting the people and seeing the vision come to life				✓	
The battle					✓
Watching it all come together		✓			
Meeting new people and learning new stuff					✓
Motion house coming into school				✓	
My favourite moment in this piece was meeting new people and trying something new				✓	
Putting it all together				✓	
Creating				✓	
Creating and dancing in the piece				✓	
Creating it				✓	
Putting it all together towards the end				✓	
Working with professional dancers					✓
Working with sophie Kevin and dan and other choirs		✓			
Practicing things ive never done before				✓	

Comments	TMVC	TV	TLC	SCH	DGP
Making my own choreography with friends				✓	
Bringing everything together. The performance.				Taiko	
Playing the drums				Taiko	
The final performance		✓			
Tigress the process of bringing the whole event together of meeting the professionals who do this for a living exciting		✓			
Getting dry and seeing the children dance		✓			
The performance				✓	
Learning the dance and getting feedback from our performance				✓	
Workshops at the start of the performance					✓
performing	✓				
Getting together and seeing/hearing all the other performers AND taking part			✓		
Seeing it all come together, confidence to sing with music again, Dan a great Conductor Thank You		✓			
The whole project	✓				
Practices; as it was fun all together and the ones with just my group				Taiko	
The music				Taiko	
Putting everything together with everyone and everything				✓	
Being part of the putting together of the final production. Thank you to all the team – Sophie, Dan etc I've loved being part of this and challenging myself. Not forgetting the Arts and Events team		✓			
The whole experience of taking part in a production like this		✓			
Learning new music		✓			
Working with new people					✓
Working with new people					✓
Performing			✓		
The joy and proudness of finishing and doing really well				✓	
Meeting enthusiastic and talented people and learning with them					✓
Meeting new people and being inspired by others		✓			
Learning to sing		✓			
Hopefully the performances		✓			
Ongoing.. maybe the performance tomorrow!		✓			
Ongoing.. maybe the performance		✓			
Symphony Hall		✓			

Appendix 2A

Tigress: Tribal Banners Artist statement - Margaret Carney

Prior to the start of the project I visited each school to ascertain what was required of me. At these visits we established the age and ability of the groups I would be working with, how the time would be managed and the materials and resources needed. We also established the vision that each school had for their banner and drafted some preliminary ideas about how to implement them. At the end of the meetings staff appeared enthused and eager to begin the project.

All schools favoured the creation of banners that not only reflected the Anglo Saxon period but were also pertinent to the identity of their particular school. Many of the schools were studying the Anglo Saxons and the banner was seen as a valuable support to their learning programmes. I facilitated a different approach in each school to ensure that banners were distinctive by exploring various aspects of Anglo Saxon art and culture. Each school focused on one aspect as a design source, with the result that all the banners were different.

Due mainly to the pressure of SATS exams, planning was challenging in some schools as sessions had to be rearranged several times. Fortunately I had started this project quite early and I would advise fellow artists to do the same in future. Had I left it later, it would have been impossible to deliver.

Once the preliminary visits were complete, I continued my own in depth research into Ethelfleda and the Anglo Saxons, producing visual resources, activity worksheets, templates, patterns, stencils and bespoke materials for each school. The research was thoroughly enjoyable and I learned much that I was previously unaware of. I contacted authors of books on the period, researched the Anglo Saxon chronicle, investigated Celtic and Viking history, beliefs and artefacts. (I also worked on the Tigress project with the Tamworth Wellbeing and Cancer Support Centre to produce a giant portrait of Ethelfleda –my work there continues with the establishing of a mosaic group working on Anglo Saxon images to produce work for an exhibition at our local library).

Participating Schools:

St Gabriel's

I researched images in manuscripts at the time of Ethelfleda and found one of St Gabriel himself and used it as a design source for colouring sheet. All students involved were asked to apply colour of their choice to the design with the proviso that the colours had to be appropriate to the period and/or those evidenced in the manuscripts. We also used shapes from the school badge to adapt as Celtic motifs and produced Book of Kells lettering for the wording. Two Year 4 classes participated. There was plenty of space to work in and the management of pupils and work was well supported by staff.

Dosthill

After consultation with the teacher we decided to go with the house system which uses four of the big cats. I discovered a stained glass pattern for a lion similar to those found in writings of the period and adapted it to become a panther, jaguar and tiger then produced designs which could be coloured by pupils and the best ones chosen. Features from as many Year 4 pupils' work as possible were selected so that each pupil could see their contribution 'in action'. Lettering was also selected from appropriate fonts of the time. All students were pleased with the outcome.

Space to work was very much at a premium, partly because this is a very large school. It was difficult to physically work there and time was wasted finding areas to work in. I would recommend liaising with the head teacher in future.

Stoneydelph

I used the school badge to create 'Celtic modern' design based on their big mining wheel and shovel and pick motifs. Year 3 pupils collaged the wheels and classes of Year 4 pupils applied colour to the motifs. All pupils' work was included. Lettering was a central feature produced by the children and laminated to ensure waterproofing. The outcome was dramatic and staff and students were pleased with the outcome.

The staff and students at this school were welcoming and supportive of this project. Pupils were enthusiastic, hard-working and polite. A prolific use of washing-up liquid ensured that equipment and workspaces were without a shadow of a doubt the cleanest I have ever seen!

St. Elizabeth's

It was agreed that the banner here should be based on the house system represented by the four saints; David, Andrew, George and Patrick. The final design consisted of four Anglo Saxon/Celtic type patterns of national flowers; rose, daffodil, shamrock and thistle to symbolise the saints and adapted to suit group collage work. Smaller versions of these were created to use as a border pattern to ensure that every child had their work included. Classes involved were Year 4 and Reception. The outcome was bold and dynamic. Lettering was also collaged and made appropriate to the design. Very positive atmosphere and approach to the work from pupils and staff.

Thomas Barnes

As this school is adjacent to the canal we looked at waterways and how the Vikings used them to travel in land during the period. As Ethelfleda conquered the Vikings it was appropriate to 'include' them in the parade. Pupils were very keen to do this and their approach at all times was enthusiastic and creative. The background to the banner was a Viking sail and lettering superimposed in appropriate font. The motifs around the edge consisted of an abstraction of the canal bridge from the school badge together with Viking shield designs. I produced an information and activity sheet for pupils to design their own shields which they then went on to make. Pupils involved were Year 4 classes. There was plenty of space in which to work and members of staff were very welcoming and supportive.

Two Rivers Senior

Students in this school have a variety of special needs which makes it essential to plan in close consultation with staff. The agreed design was linked to the two rivers flowing through Tamworth; the Anker and the Tame. Pupils explored how the Anglo Saxons fished in the rivers. Then they looked at different types of fish to use as motifs for their banner. I facilitated materials and resources for this project and their teacher produced the creation of the banner with the pupils as it was executed over several weeks. I supported Tom when he gave a talk to students about Ethelfleda and showed pupils Anglo Saxon weapons. This was met with great interest and enthusiasm from pupils.

Two Rivers Junior

Working with Year 6 pupils, we produced a design using two intertwining Celtic serpents to represent the two rivers. These were painted and collaged by pupils in turn. All pupils created Celtic frog and dragonfly images that were then laminated and folded to create a 3D effect before fixing them to the banner as a surround to the serpents and lettering. Working in both of the Two Rivers schools is always a pleasure. Teachers are highly motivated to ensure all students working on a project get the most they can from it. Their ethos and practice are inspirational.

The Rawlett School

After consultation with the link teacher it was decided that much of the design for their banner had to be from the students as it was for their Duke of Edinburgh project. I talked to the students about Ethelfleda and briefed them regarding the design for their banner as well as providing appropriate resources and materials. They decided to make the lettering of their banner the main feature and focus on intricate illuminated lettering for the R and S. Over the course of several weeks I made monitoring visits to check progress and support where necessary.

Coton Green

After consultation with link staff, we decided to make illuminated lettering the feature of their banner. This was a less complex form than that of Rawlett and different in that pupils would create every letter of the words; 'Coton Green'.

Two classes of pupils were involved and the space provided was ideal as we were able to stretch the banner out, thus allowing pupils to work from both sides on rota. The work could be left to dry in between sessions.

The overall result was visually dynamic and effective and pupils and staff were pleased with the results. This school is very welcoming and all staff; teaching, administrative and ancillary are all very helpful. Pupils are courteous, hard working and considerate. 'Art' thrives here under a proactive leadership.

Community Café

Following on from consultation with the link person at the café and studying resources, it was decided to look at the theme of animals in Anglo- Saxon, Viking and Celtic art. Clients and volunteers at the centre had their own vision of how they wished to create their banner. I supported them by showing them the techniques and materials needed to achieve their aim. Over the next few weeks I made monitoring visits to actively support and reassure them. The result worked well. The backgrounds for each animal were done in a Rothko style of pulsating colour that worked very well as a combination of modern and (not so) Dark Age Art.

The outcome was a really pleasing and original vision from the Community Café artists.

Tamworth Wellbeing and Cancer Support Centre

Volunteers and clients wanted to design their banner in the colours of the Centre; purple and green with the addition of yellow to create a lively contrast. Anglo Saxon motifs were manipulated to resemble the cancer ribbon symbol and this was used over the surface of the banner. The lettering was applied in a Celtic font. Workspace was ideal and most of the time the banner could be left set up so that as many clients and volunteers could contribute to its creation. Approximately 20 people worked on the project. Many clients were moved to see their work on display at a public parade.

Appendix Three

I am Ballet - Participant statements

Would you like to do more arts activities?

- ◆ Majority 'Yes' response to this question.
- ◆ Yes, I would because I like sports
- ◆ Yes, I'd like to do it in school

What was your favourite part of the project?

- ◆ All of it
- ◆ My favourite part was jumping and leaping
- ◆ The bit where we ran and danced
- ◆ When we were being the swan
- ◆ Learning something new
- ◆ Everything
- ◆ I loved the warm up
- ◆ Every single bit
- ◆ Nice to get out of lessons
- ◆ I like the part where we race against the goblin
- ◆ I can't decide, I liked all of it
- ◆ My favourite part was where we warmed up
- ◆ My favourite part was the dancing at the end

Appendix 4

I am Heroes – Participant statements

Q: Would you like to do more activities (in and out of school)?

- ◆ Yes, because it is fun and it shows imagination - Benjamin
- ◆ Yes, I would - Riley
- ◆ Yes, I would – Alexis
- ◆ Yes - Tom
- ◆ Yes - Lucy
- ◆ Yes because it's fun – Katie
- ◆ Yes but my family is quite busy - Aofie
- ◆ Yes because I loved it – Emily
- ◆ Yes I would – Francesca
- ◆ Yes because I enjoy it - Destiny
- ◆ Yes I love art - Maddie
- ◆ Yes – Darcie
- ◆ Yes because I really like art because its lots of fun – Katie
- ◆ Yes – Maisie
- ◆ Yes – Niamh
- ◆ Yes I do – Ellie
- ◆ Yes I would – Oliver
- ◆ Yes please – Ethan
- ◆ Yes – Nathan
- ◆ Yes, I would like to do more – Daniel
- ◆ No because I already do lots of activities and I will not have time to do more – Annelise
- ◆ Yes I would – Matthew
- ◆ Yes I would because it was fun – Megan
- ◆ Yes I would - Kyle
- ◆ Yes – Emma
- ◆ Yes – Kiah
- ◆ Yes because I enjoyed it – Jacob
- ◆ Yes I would – Sam
- ◆ Only in school – Niamh
- ◆ Yes I would – Aaron
- ◆ Not really – Jordan
- ◆ Yes I would like to do something out of school – Cauan
- ◆ I would love to do more – Thomas
- ◆ Yes I would - Alexander
- ◆ Only in school – Ellie
- ◆ No - Isabel * note – answered yes to all other questions
- ◆ Yes because its fun – Niall
- ◆ Yes I would because I like doing all of it – Shannon

“Yes because I really like art because its lots of fun”

Katie

Q: What was your favourite part of the project?

- ◆ I enjoyed creating my window/design - Benjamin
- ◆ Everything – Cameron
- ◆ Painting the glass - Riley
- ◆ Painting the glass - Alexis
- ◆ Design - Tom
- ◆ Painting – Lucy
- ◆ Painting our stained glass window was the best! - Katie
- ◆ Painting my design - Aofie
- ◆ Doing the painting bit - Emily
- ◆ My favourite part of the project was painting the glass - Francesca
- ◆ Painting the stained glass window - Destiny
- ◆ My favourite part of the project was it- Maddie
- ◆ My favourite part was the design – Mikey
- ◆ Painting my design - Darcie
- ◆ Painting our nearly finished stained glass window – Katie
- ◆ My favourite part of the project was painting – Maisie
- ◆ My favourite part of the project was painting - Niamh
- ◆ Painting – Ellie
- ◆ Painting the glass - Oliver
- ◆ Painting it – Jack
- ◆ The painting - Ethan
- ◆ Painting the glass – Wikter
- ◆ Colouring the glass - Nathan
- ◆ Painting the stained glass - Daniel
- ◆ Painting the stained glass because in the end it looked beautiful- Rwaidhi
- ◆ When we painted the glass - Annelise
- ◆ Painting the stained glass - Matthew
- ◆ Painting - Megan
- ◆ Painting - Kyle
- ◆ Painting - Evie
- ◆ Painting the glass that we designed - Kiah
- ◆ Painting - Jacob
- ◆ How you make it – Hayley
- ◆ Designing it - Sam
- ◆ Painting stained glass - Niamh
- ◆ Painting – Ashton
- ◆ Doing our stained glass window - Aaron
- ◆ Painting – Jordan
- ◆ Make your own and painting it - Cauan
- ◆ Designing the stained glass window - Thomas
- ◆ Making my stained glass window – Alexander
- ◆ Painting the stained glass - Ellie
- ◆ Painting the stained glass - Isabel
- ◆ Painting - Niall
- ◆ Painting the stained glass window - Shannon

“Painting our stained glass window was the best!”

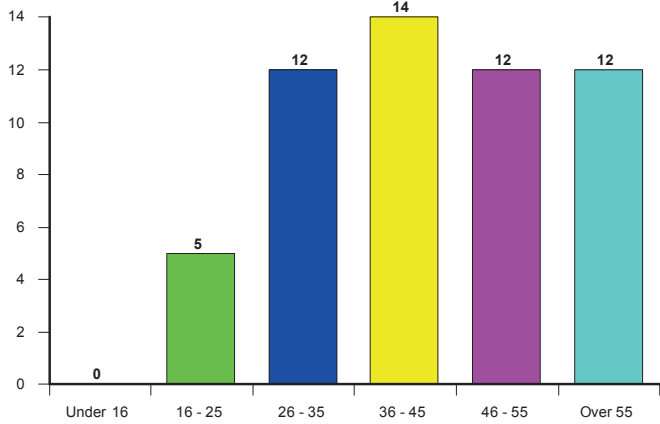
Katie

Appendix Five

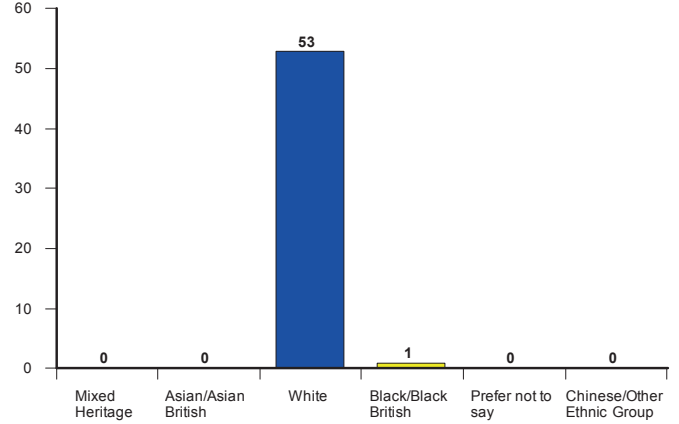
St George's Day Evaluation

St Georges Day 25/04/15 54 Responses

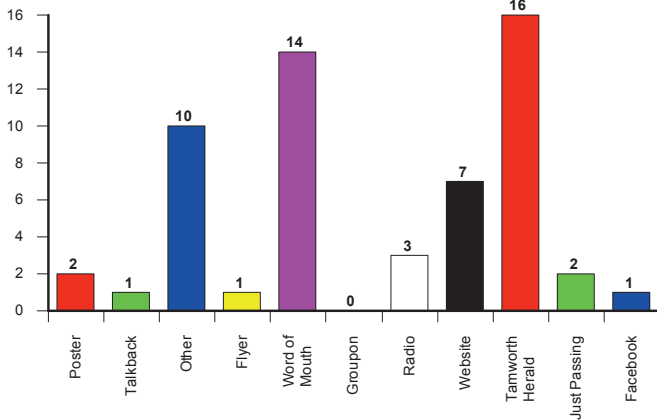
Age



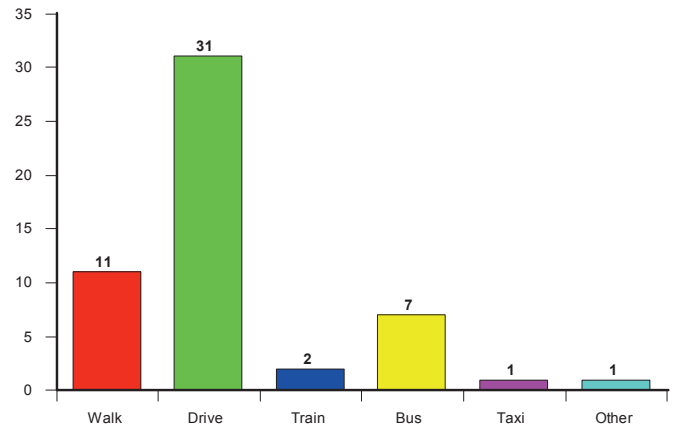
Ethnicity



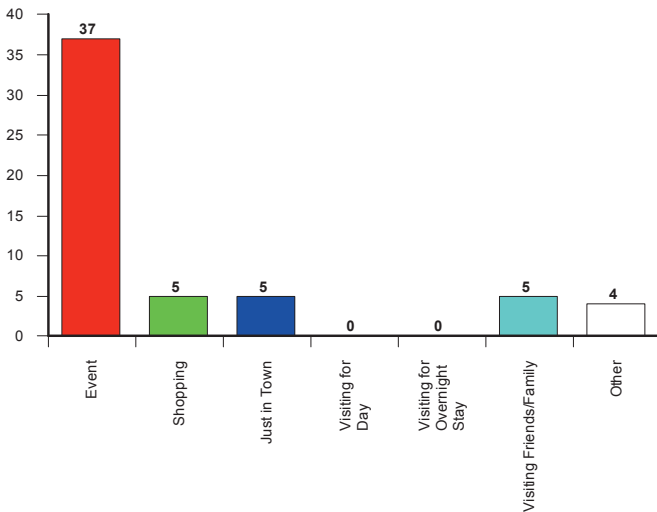
How did you hear of this event?



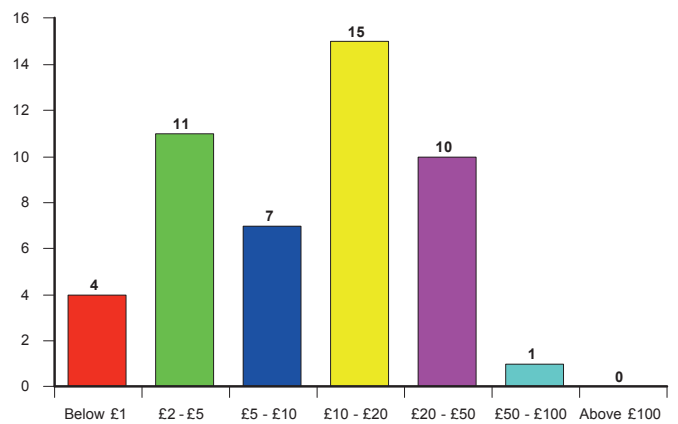
How you got here



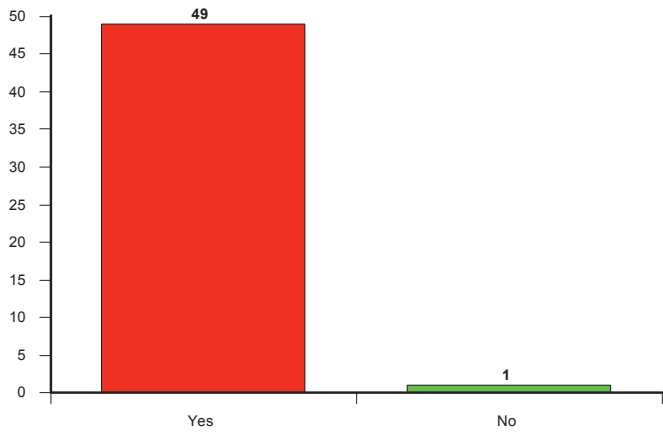
What prompted the visit?



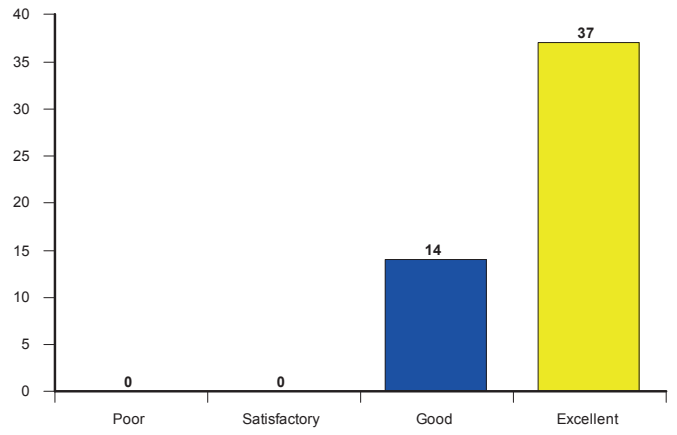
Money Spent on Visit (incl Travel)



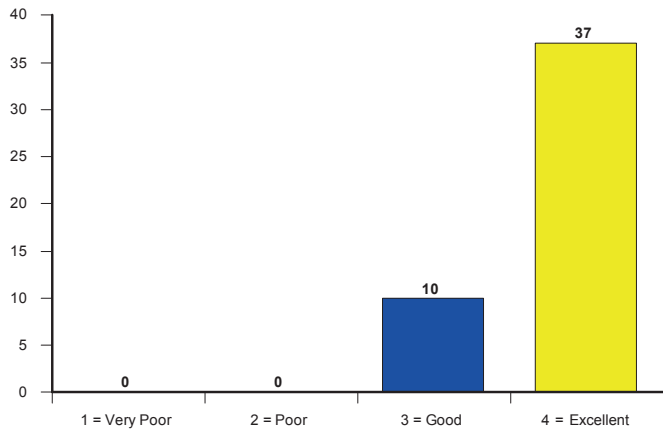
8. Would you recommend the event?



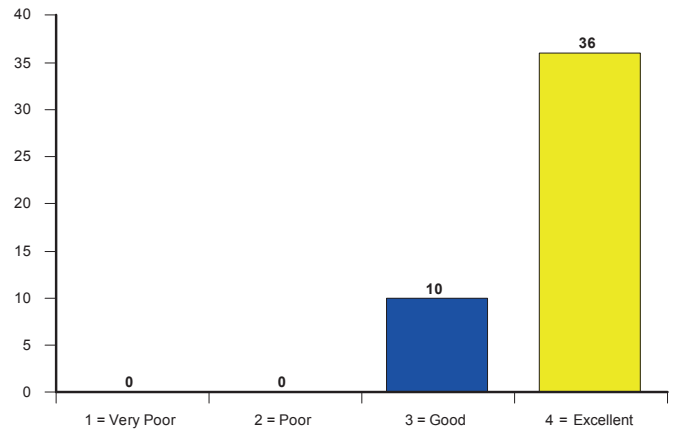
9. Did you enjoy the event?



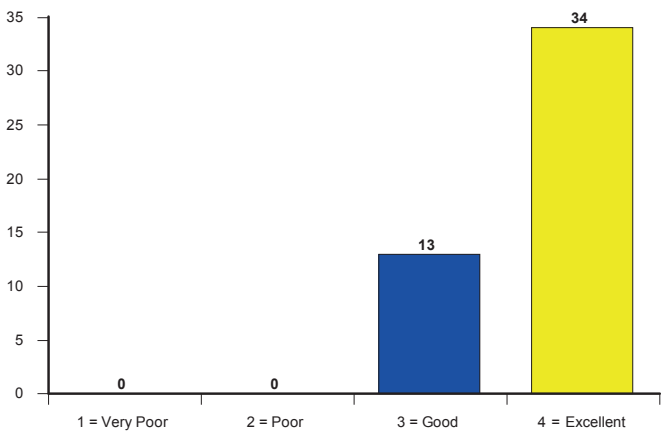
Show



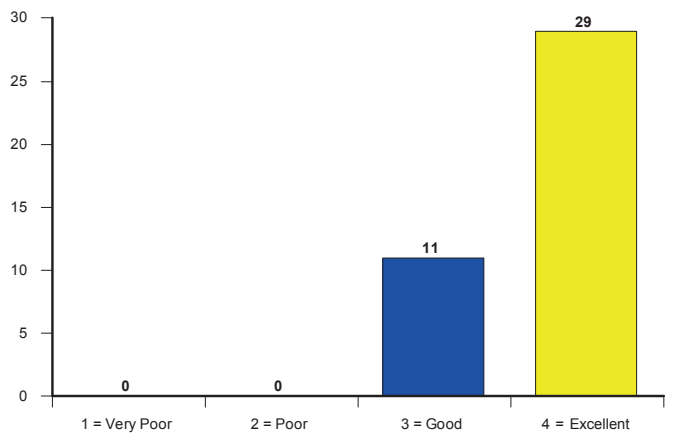
Venue



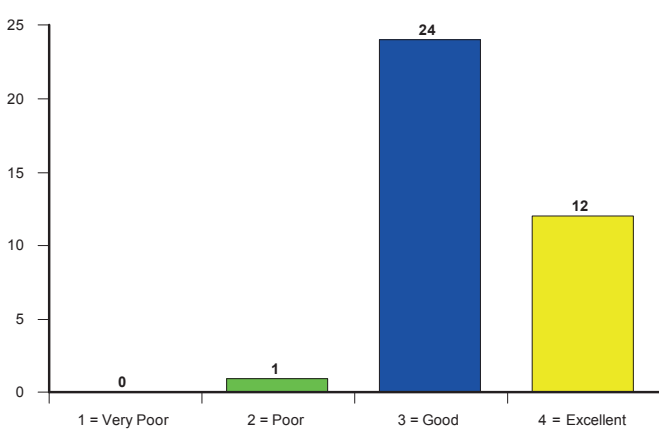
Value for Money



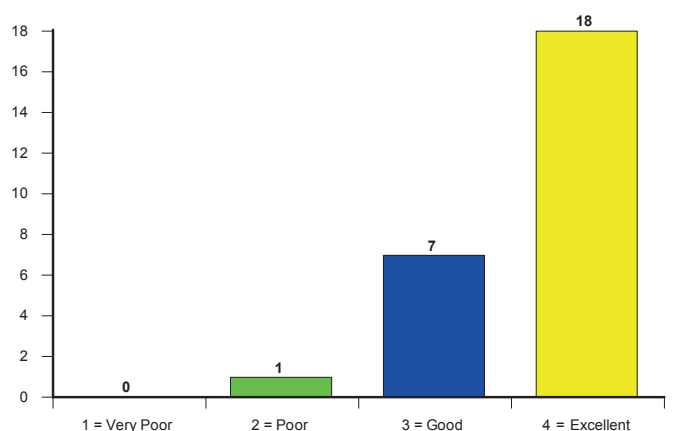
Customer Service

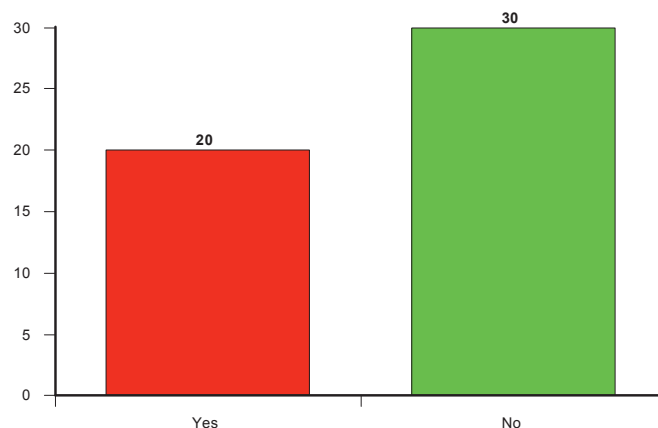
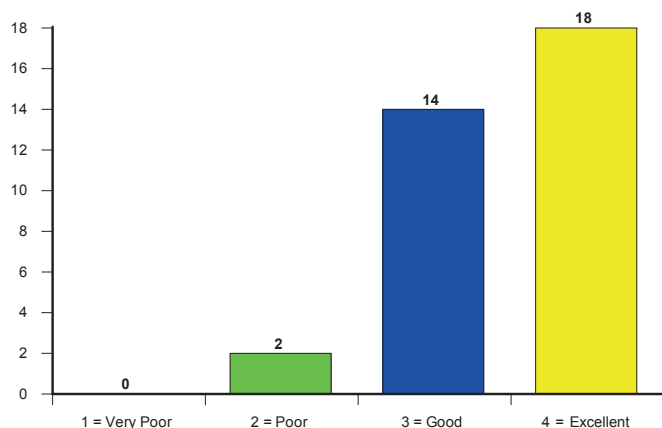


Bar & Refreshments



Ease of Buying Ticket





General Comments

Good day out	1
Excellent event	2
Very good, well done Tamworth Council	1
Great to celebrate all that is in Tamworth	1
Excellent event we come each year!!	1
Great event & Tamworth should be proud	1
Absolutely brilliant!!!	1
Really enjoying the day	1
Fab, love it	1
Great day out for families	1
Good cheap family day out, we need more things like this in Tamworth	1
Brilliant	1
Very good	4
We have come to this event for the last 4 years, excellent job.	1
A good show	1
Thanks for all the staff for giving up their time to make this a success	1
Excellent in Tamworth	1
Brilliant!	1
Excellent	1
Love Tamworth, keep up the great shows and events	1
Great	1
Excellent day out	1

Appendix Six

Active People Survey reference

The Active People Survey was conducted by Arts Council England to measure engagement.

Tamworth was identified in the active people surveys as an area of low arts engagement. A large research project was undertaken with artists and communities to understand how to tackle low engagement and participation. Three key issues came out of the research that was responded to by over 800 people. The first was access, with 48.9% citing this as a reason for not attending arts activities. Key factors included a lack of provision in local spaces and access needs due to disability. The second key factor was cost, 32.6% of respondents stated the cost of attending was too high and that due to low income attending arts provision was not a priority. The third was a lack of information and not knowing how to engage with the arts. Over 41% of respondents cited this as a key issue, generated mostly from a lack of confidence and feeling intimidated.

Appendix Seven

I am Words - Participant statements

What would encourage you to attend future events?

- ◆ Time
- ◆ Learning new writing skills
- ◆ More workshops – some help with writing a book, or where I can get my work published
- ◆ Developing my writing skills
- ◆ Interests in writing and theatre – performing arts
- ◆ More meetings at the library
- ◆ Having time
- ◆ More free sessions
- ◆ In making sure they have the funding to keep them going
- ◆ More regular sessions.
- ◆ More in my home town of nuneaton!
- ◆ Working with individual/experienced writer leading
- ◆ Knowing about them in advance
- ◆ To hear other writers story

Favourite moment

- ◆ Realising the importance of action with dialogue
- ◆ Writing dialogue
- ◆ My ideas and emotions coming down on paper, my work and experience becoming real
- ◆ A walk through the market, taking time to absorb the atmosphere and using my senses
- ◆ Group poem
- ◆ Meeting like minded people
- ◆ Writing about the market after collecting random words.
- ◆ Putting the words together
- ◆ Interacting with other people
- ◆ Discussions with people
- ◆ Poem at the end
- ◆ Informal conversations with the speakers and attendees
- ◆ Marketing and publicity online using social media
- ◆ Information re writing west midlands
- ◆ Listening to speakers advice and attendees questions
- ◆ Talks with info

Appendix Eight

I am Development – Participant statements

What would encourage you to attend future events?

- ◆ 'If something came up that I liked and was interested in' - Dean Jennings
- ◆ 'The arts activities in Tamworth are already good' – Maggie Carney
- ◆ 'Finding out about it' – Su Parker
- ◆ 'Development opportunities' – Mal Dewhurst

Favourite moment in the process

- ◆ 'The whole session was very informative' – Simon Quinn
- ◆ 'Whole presentation' – Mal Dewhurst
- ◆ 'Listening and learning' – Tina Williams
- ◆ 'Open discussion' - Anthony Poulton Smith
- ◆ 'Learning new approaches' – Maggie Carney
- ◆ 'Great day, very informative' – Su Parker
- ◆ 'Establishing the questions I need to ask about moving the business forward' – Mal Dewhurst
- ◆ 'I have enjoyed every session I have attended. I experienced a friendly and approachable experience' – Janice Tilsey

I AM TAMWORTH

PROJECT EVALUATION REPORT



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

