



Lifelong Learning and Culture Communities & Neighbourhoods

INCLUSIVE ARTS Delivery Plan: 2010/13

Service Plan for: Inclusive Arts

Directorate: Communities and Neighbourhoods

Service Arm: Lifelong Learning & Culture

Service: Arts & Culture

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Section 1: Drivers and Aims

The background

Between 2004 and 2010 the community arts team (Arts Action York - AAY) supported by Arts Council England (ACE) and City of York Council (CYC) funding successfully delivered and secured a range of additional funding for a wide range of community arts based projects and programmes. The AAY programme was aimed at building the capacity of the community arts sector to delivery high quality arts provision for the community, targeting our particular priority groups.

The end of ACE funding in April 2010 coincided with a refocus of team and the adoption of the name Inclusive Arts.

An element of the Inclusive Arts delivery plan will be a consultation period with partners and stakeholders about the priorities set out in this plan and its proposed delivery. This will take place towards the end of 2010. The team will seek to identify how they can work with existing and potential partners to support its delivery and development over the next three years.

The context

The Inclusive Arts plan refers to the following priorities and objectives:

- The Lifelong Learning and Culture Service Plan (LLC Service Plan) mission: 'to make lifelong learning and culture opportunities available to More People, More Often' and its four core objectives:
 - ⇒ Active Lifestyles - increasing participation rates in active lifestyles;
 - ⇒ Learning - increasing adults participating in informal learning opportunities;
 - ⇒ A Cultural Offer for Young People - young people in York will tell us that the city is among the best places to live in the country
 - ⇒ Vibrant People, Places and Spaces - local communities directing their own cultural activities, enjoying high quality events, facilities and open spaces.
- CYC Without Walls with a focus on the Inclusive City and the Culture strands; as well as contributing to the YorOK Children Young People's Plan and the delivery of York's Young People's Cultural Entitlement.
- The developing One City Strategy action plan's three distinct strands: Participation, Fairness and Inclusion, and Community Cohesion.

The focus

Inclusive Arts' key aims over the next three years are:

To enhance the quality of life for York's residents through participation in arts & creative activities especially those living in deprived neighborhoods or who are in other ways disadvantaged.

To remove barriers to ensure residents can share in the city's cultural, economic, environmental and social well being.

The team will actively work with its partners to deliver the following Without Walls priorities:

- Encouraging and nurturing the creative potential and energy of children and young people

- Promoting inter-generational understanding
- Valuing and making the most of the experience and knowledge of older people
- Promoting and supporting good citizenship through volunteering and contribute to the development of the role and capacity of the third sector
- Fostering greater understanding and positive contact between different cultures and communities
- Responding positively to the changing black and minority ethnic (BME) population in the city

Particular attention will be paid to disadvantaged groups, gaps current in provision and making the best use of current resources. The team will seek to increase access to high quality arts and creative activities of the following:

- People with mental ill health, learning difficulties, physical or sensory impairments.
- Young people in care or living in transient families, young parents, young people who are bullied, and those who have low skills or are not in education, employment or training (NEET).
- Older people, particularly those living alone.
- Rough sleepers, homeless people.
- Carers and people on low incomes.
- People from BME communities, including asylum seekers, and Travellers
- People living in the eight most deprived neighbourhoods of York

As the priorities focus shifts we will continually evaluate the context of delivery to ensure our programme stays focussed on helping the identified target groups in our city.

The how

Inclusive Arts' delivery plan is based on the premise that community arts projects and programmes are able to bring people together in non- threatening, inclusive and positive way and contributes to community cohesion and social inclusion agendas. It does this by encouraging participation and a sense of achievement whatever a persons ability.

In addition to directly running projects and programmes in partnership with CYC departments and external partners, Inclusive Arts offers a range of professional services for the benefit of residents, the arts and creative sector, schools, institutions, businesses and individuals.

These services include: Consultancy; project management; evaluation; training; organisational development; volunteering programmes; promoting good practice; signposting and advice; fundraising advice and support; networking opportunities; facilitation and advocacy.

This plan also sets out the financial budgets for the team at this moment in time. We know these may have to be adapted as the funding climate changes over the next few years. However, our commitment to reducing the proportion of council financial contribution to the teams work still stands.

Section 2: Delivery plan

A. CURRENT PROGRAMME

Active Lifestyles - There are currently no projects or programmes that primarily contribute to the 'active lifestyles' outcome.

Learning

Programme Name & Aims	Partners	Target groups
The Big Draw 2010 - An annual project - groups in community activity and learning through the medium of drawing.	Campaign for Drawing, BME groups	BME groups, tbc – identified on annual basis
Seeing Green Initiative - Combating isolation and recovery from mental health distress. New arts based workshops using green spaces as inspiration and resource. Volunteer opportunities, annual event as part of Resident's Festival	York and District Mind, The Retreat CYC Recovery Services, Brunswick Organic Nursery, CVS	Adults with or recovering from mental health issues; Adults with learning disabilities
IDAS Arts - Artist in residence programme at York & Harrogate women's refuges and outreach centres - Arts based learning opportunities & supports social cohesion.	IDAS, Artist co-ordinator (leading on bid)	Victims of domestic abuse and their children
Our Celebration - Creative digital media. Adults with mental health problems, develop personal, social and practical media skills, integration in mainstream activities. volunteering opportunities.	Creating Spaces for You, Khaoz Media, York CVS	Adults with or recovering from mental health issues
Able Radio - Community internet radio with adults with learning difficulties and disabilities. Enable sharing stories, disseminate relevant information to others with disabilities in York. Provides volunteering opportunities.	Accessible Arts, Khaoz Media.	Adults with Learning difficulties and disabilities
Explore Media initiative - Community media delivered by volunteers to community & voluntary community organisations.	Libraries, Khaoz Media, CVS, community and voluntary groups.	Voluntary and community organisations.
Community Facilitators - Digital media project - vulnerable adults' stories about community inclusion opportunities through voluntary placements.	CYC Housing & Adult Services, various community organisations	Vulnerable adults

Cultural Offer for Young People

Project or Programme Name & Aims	Partners	Target groups
<p>INVOLVE Under 5s initiative - Training, placement and mentor scheme.</p> <p>Targeted pilot projects engaging under 5s and families, (particularly those identified as disadvantages). Increase knowledge of cultural and care providers of the benefits of incorporating creative programmes in to their work.</p>	<p>Cultural Entitlement team, CYC children's centres, schools, childcare providers, artists, creatives, community and cultural organisations</p>	<p>Under 5s and families, artists; those living in identified areas of need. i.e. children's centre areas.</p>
<p>Story Catching Initiative – National initiative involving 5 areas aimed at capturing inspiring stories illustrating early years cultural activities with 0-5s</p>	<p>CCE, CYC; NYCC, children's centres, schools, childcare providers, artists, community and cultural organisations</p>	<p>0-5s, early years' providers, artists and creatives, cultural organisations</p>
<p>Saturday Arts - Developing a resource for YP referred through Relate Teen & York carers centre, using creative activity as a vehicle for support, and targeted therapeutic group work.</p>	<p>Relate York and Harrogate, York Carers Centre.</p>	<p>Young people experiencing family breakdown and/ or family health issues plus those in a caring role at home.</p>
<p>Upfaders - Citywide accessible community youth music initiative for YP aged 13 – 18 using music technologies, increasing access to music opportunities through an outreach programme and regular weekly sessions.</p>	<p>YOT, Access To Music, Young Carers York, Young People's Services, Bandstrand & various youth projects.</p>	<p>Young offenders, YP with mental ill health, learning difficulties, Young people in care, Young people who are bullied, NEETs</p>
<p>Khaoz Media - Youth led voluntary media production team (16-25), Providing media resources, services and support. Giving a voice to CVS using new media.</p>	<p>CVS, CYC Libraries and Heritage, Accessible arts, Various community groups on a project by project basis</p>	<p>Young offenders, YP with mental ill health, learning difficulties, in care, NEETs.</p>
<p>Art & Media (Ways out of poverty) - Pan European project involving all ages using media & art to create debate about their poverty & culture.</p>	<p>Khaoz Media, Nowy Staw Foundation (Poland), Samsen Cultural Centre (Norway), Int University College Dobrich (Bulgaria), Tatawor, (Jordan), Old City Youth (Palestine), Bennohaus (Germany), local partners tbc</p>	<p>Young offenders, YP with mental ill health, learning difficulties, Young people in care, Young people who are bullied, NEETs, Older people</p>
<p>Project 92 - Participatory visual arts project providing safe & supportive environment enabling alternative ways of providing information, advice and guidance to participants to build confidence and self esteem</p>	<p>CYC Housing and Adult Social Services, Young People's Services</p>	<p>Teenage parents, Young people in hostels NEETs, Young Offenders</p>

Shine (Cultural entitlement pilot) -10 --hour cultural entitlement for CYP aged 0–19 that incorporates the two national strategies: Sports Offer and Find Your Talent Cultural Offer.	LLL&CS service teams, Me Too subsidy steering group, Various community partners.	Children and young people aged 0–19
Me Too - Providing arts & cultural activities as part of after school extended services to hard to reach children & young people aged 5–16. The programme aims to improve well being, raise attainment, narrow the attainment gap & make out of school activities a reality to everyone.	LLL&CS service teams, CYC, Extended Services, City wide primary and secondary schools, arts & cultural providers/organisations	Targeted children & young people aged 0–16 identified through Me Too fund.

Vibrant People, Places and Spaces

Programme& Aims	Partners	Target groups
Discus Public Art Project – Inter-generational community public arts project, 3 sites over 2 years - St Annes Arts, Richmond Street Arts, Regent Street Arts	CYC adult Services, Southdales Construction, Fabrick Tees Valley York Housing Association, local schools, youth groups etc.	Elderly residents, Children & YP living locally in Fishergate, Walmgate, Guildhall ward, Tang Hall and Heworth.
Watermarks - An annual visual arts project using York’s river as inspiration and resource. Community project as part of The Festival of Rivers	Isara (York’s community boat project), various tbc	Those with little or no access to the waterways, participate in the festival

B. PLANNED PROJECT/ DEVELOPMENT WORK to April 2011

Project and Aims	Funding, timescales & priority groups (where already identified)
<p>Parks and Arts Initiative – Develop strategy using participatory & public arts to meet objectives around community engagement with York’s green spaces. Develop in consultation with CYC parks and open spaces and friends groups across the city. Develop funding strategy to implement plans.</p>	<p>Action Plan for consultation by Mar 1. Priority Groups: getting priority groups to engage with parklands in their area</p>
<p>Volunteer Initiative - Support and develop Volunteer support structures and recruitment within CAN with focus on inclusive volunteering. Representation on internal steering group. Attendance on CVS training and information events as appropriate. Disseminate good practice, funding opps as they. Develop voluntary initiatives/opportunities to support York Year of Volunteering 2010 & European Union Year of the Volunteer 2011.</p>	<p>Updated guidance and forward plan by mar 2011. Funding application(s) for specific projects which provide voluntary placements/opportunities e.g. CVS Voluntary funding, Community Action voluntary pilot fund. Priority Groups: All selected groups</p>
<p>Involve Initiative - Evaluate lessons learnt from Story Capture. Training and bursary placement scheme. eDevelop local and regional network to share good practice, ideas and funding opps. Partnership with national early years network and link with AEON</p>	<p>Evaluation and forward plan complete By Mar 2011 Priority Groups: Under 5’s, Teenage parents, traveller groups</p>
<p>Shine (Cultural Offer for Young People) - Cross working group – Inclusive Arts will contribute to LLLCS outcome plan for Cultural Offer for Young People</p>	<p>Plan for 2010 – 2011 Priority Groups: Young people</p>
<p>Learning outcome group - Inclusive Arts will contribute to LLLCS outcome plan for Cultural Offer for YP.</p>	<p>See above Priority Groups: All selected groups</p>
<p>Bandstrand - Strategic review, consultation with music providers and CYP to feed into a 2-5 year Bandstrand plan</p>	<p>Use review previous delivery to draft options for consultation in October 2010 in partnership with Arts Education. Plan drafted by February 2011 Priority Groups: Young people</p>

<p>Khaoz Media - Phase 1 Develop and plans to pilot Khaoz Media as an independent organisation of community interest (e.g. social enterprise).</p>	<p>Consultation with network members and project team leading into business plan. Business proposal for pilot; identify key partners/stakeholders & investment for pilot. Sep 2010 – Apr 2011 Priority Groups: Young offenders, YP with mental ill health, learning difficulties, in care, NEETs.</p>
<p>Explore Media - Establish and develop local area network of partner organisations to develop community media on a strategic and sustainable level within York.</p>	<p>Nov 2010 – Establish core partners to local area network Nov 2010 – April 2011 - Develop strategy & recruit additional partners to network, Develop & deliver projects/activities with partners.</p>
<p>Festivals and Events - Actively seek and undertake opportunities for events and festivals to include community project participants through celebration, presentation and/ or performance. Work with festivals and events to ensure more barriers to culture are removed in partnership with inclusive arts and their partners.</p>	<p>Dialogue and participate in planning for 2011-12. Use of existing resources Priority Groups: All selected groups</p>
<p>Fundraising Plan/Strategy - Draft a fundraising plan based on delivery plan, including partnership initiatives & projects. Work with Simon Town's team to identify potential funding streams and draft selected applications. Maximise income for delivery and overheads. Add value to existing resources</p>	<p>Complete plan by March 2011 Achieve funding target for 2010-11</p>
<p>Monitoring & Evaluation - Work in partnership with major institution to identify and develop effective monitoring and evaluation processes</p>	<p>Complete draft proposals March 2011</p>
<p>Review of Small Grants - Review grant making processes and priorities to bring in line with new Inclusive Arts requirements</p>	<p>Complete by March 2011 for roll out</p>
<p>Upfaders - Work towards securing long term sustainability of project</p>	<p>Lessons learned/good practice from July to Nov 2010, Consultation with stakeholders, Business plan developed/drafted - Sep 2010 to Dec 2010, funding and investment identified & applications Jan 2011 – Apr 2011, Research into potential venues/spaces identified– Sep 2010 – Apr 2011 Priority Groups: Young offenders, young people with mental ill health, learning difficulties, in care, those who are bullied, NEETs</p>

PLANNED PROJECT/DEVELOPMENT WORK (APRIL 2011 - MARCH 2012)

Description /outcome	Funding & timescales
<p>Involve Initiative - Develop resource in partnership with key city cultural orgs around best practice to achieve inclusive approach involving U 5s and families – particularly disadvantaged. Target min one grant to extend work with partners</p>	<p>Look at a pooled approach to funding with partners and external grants Resource complete by Dec 2011. Grant funded project complete by Jan 2012.</p>
<p>The Big Draw Programme - Advise others eg. schools on using Big Draw as a community engagement tool. Investigate possibility of Inclusive Arts taking the lead in creating a Campaign for Drawing hub in the north.</p>	<p>Establish city leadership role by October 2011</p>
<p>Volunteer Initiative - Develop European volunteering project with Youth4media Network members. Explore funding opps to develop volunteering management infrastructure and programme.</p>	<p>Co-ordinate, collect and disseminate case studies of Inclusive Arts' volunteer placements across a range of projects from 2010 - 11</p>
<p>Parks and Arts Initiative - Recognition of opportunities arising from Olympics 2012. Focus on York's open spaces as hubs of community engagement/action</p>	<p>Consultation completed by Sept 2011. Funding bids developed and submitted by Jan 2012.</p>
<p>Watermarks - Develop visual arts community engagement projects within Festival of the Rivers programme in partnership with Isara</p>	<p>Forward plan for inclusion in FOR 2011 and FOR 2012</p>
<p>Monitoring & Evaluation - Consult with sector on proposed monitoring and evaluation processes, roll out & establish new evaluation framework for A&E.</p>	<p>Consultation completed by Sept 2011</p>
<p>Khaoz Media - Phase 2 Pilot Khaoz Media as an independent organisation of community interest.</p>	<p>Funding applications & business proposals to secure external investment for pilot Apr 2011- Sep 2011, Deliver pilot Sep 2011 – Sep 2013 (2 years)</p>
<p>Upfaders - Move towards establishing project as sustainable community youth music initiative. Accessible and flexible city centre space/venue secured.</p>	<p>Funding & investment secured Apr 2011, delivery of sustainable citywide programme Apr 2011 – Apr 2012, develop business plan Sep 2011 – Apr 2012, Venue space for project identified Sep 2012 – Dec 2012</p>
<p>Explore Media - Local area network established with cross sector partner supporting integrated activities programme, facilities and resources, training education and lifelong learning.</p>	<p>Mapping, strategy development Apr 2011– Sep 2012, Delivery phase of plan Sep 2011 – Apr 2013</p>

Youth4media Network – Develop and deliver European youth media projects. Volunteering European media project, Media trainer e – learning platform & training programmes delivered, web TV platform.	EU funding applications for programme delivery from 2011 – Jan 2011 Programme delivery minimum 2 x media training programmes Apr 2011 – Apr 2012
Shine - Delivery based upon LLL&CS Service plan for 2011 – 2012	See opposite
Seeing Green Initiative - Eco-minds funded project with identified partners enabling adults recovering from mental ill health to create an art garden/ recovery space in public park/green space Emphasis on volunteering.	Completion of funded project Jan 2012. Plan to ensure on-going maintenance and use of the space. Plan for future of the seeing green initiative with key partners.
Discus - Complete the third site based project	Plan for the running of the café gallery space, develop ongoing workshop programme at the extra care centre & other discuss sites. Advocate for project model rolled out across York with existing & new developers/ housing asco.

PLANNED PROJECT/DEVELOPMENT WORK (APR 2012 – MAR 2013)

Description /outcome	Funding & timescales
Volunteer Initiative - Co-ordinate, collect and disseminate case studies volunteer placements across a range of arts projects from 2011 – 12	Completed resource by Mar 2013.
Parks and Arts Initiative - Delivery of programme with community and CYC partners	Funding bids developed and submitted by Jan 2012 for a 3 year programme completed mar 2014
The Big Draw - Strengthen and formalise partnership with Campaign for Drawing.	Take on regional hub role by Oct 2012.
Watermarks - Inclusive community project connecting as part of Fest of Rivers	Deliver community involvement project for July 2012
Discus – On-going café gallery space & workshop programme, Inter-generational community development on housing sites.	Advocate for this project model to be rolled out across York in partnership with existing and new developers/ housing associations.
Khaoz Media - Phase 2 & 3 delivery and review pilot, Development and delivery of 3 – 5 year business plan	Review pilot and update develop business plan Apr 2013 – Sep 2014, Identify, submit funding and business proposals for long term sustainability Sep 2012 – Apr 2014
Upfaders - Development and delivery of 3 – 5 year business plan to securing venue space on a long term basis	Update business plan, submit funding and business proposals by Sep 2013
Explore Media - Long term strategic plan for city wide community media	By Jan 2013

development	
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ON-GOING NETWORKS / DEVELOPMENT

<p>Voluntary Arts (Celebrate) - Support and development for voluntary arts groups across York and North Yorkshire</p>	<p>Seat on Y&NY VAN steering group overseeing the regional initiative. Liaise with CREATE to deliver CELEBRATE programme across York.</p>
<p>Inter-Generational Network - Ensure this aspect of community development increases across the service approach</p>	<p>Remain member attend Yorkshire and Humber Intergenerational network meetings/training events as appropriate. Disseminate information on good practice and funding streams as they arise. Feed in case studies and good practice reports to network.</p>
<p>Youth4media Network - European network of youth and media organisations developing volunteering, citizenship, local democracy, inter-cultural understanding.</p>	<p>Founding member and representative from York/UK. Development and delivery of pan European projects on a local and international level. Strategy development and promoting good practice.</p>
<p>Explore Media local area network - Network to develop community media initiatives and strategy</p>	<p>Coordinator to develop area network of partners for community media and links with Explore media centre at central library</p>
<p>AEON - A York network of cultural organisations providing arts and education activities</p>	<p>Coordinator of network, which meets two to three times a year. Review role in 2010-11 as part of Inclusive Arts consultation.</p>
<p>Involve - A York network early years providers providing creative activities for 0-5s</p>	<p>Review the network of early providers and agree future development or role along side AEON</p>

Section 3: Measures and targets

Inclusive Arts contributes to a range of targets and priorities across the Council. However, although the impact on individuals, communities and organisations involved is and can be significant the numbers engaged with in relation to NI and LI targets is relatively small. The service therefore has selected a number of bespoke measures and targets, which more effectively reflect the outputs, and outcomes of Inclusive Arts.

Inclusive Arts collects a range of qualitative and quantitative data for external and internal funders – including new works, artists employed, volunteers, audiences, etc. and they will contribute case study data to the Lifelong learning and Culture Database. Whatever the agreed evaluation methodology for any one city and neighbourhood area working pilots Inclusive arts will contribute resources and data.

Inclusive Arts will seek to form a partnership with York Universities (and/or regional, national organisations) to develop effective monitoring and evaluation procedures that will be used to measure relevant (SMART) qualitative & quantitative data, over time impacts and effectiveness of projects and programmes. This evidence will be used to inform future planning for Inclusive Arts and will be disseminated to partners.

	Measure	Data to be recorded over 12 mth period (Apr-Mar)	Baseline 2010/11	2011-12	2012-13
1	Adding value to the investment in Inclusive Arts	Target % income levered against core costs (staff costs)	10%	10%	10%
2	Increasing inward investment in community arts projects in York	Target total amount of external and internal funding	£25,000	£30,000	£40,000
3	Increasing partnership working	Nos internal & external partners worked with delivering IA projects or programmes	Use 2009/10 as baseline		
4	Engagement in arts and cultural activities	Total nos participants and audiences in IA projects & programmes (backed by data on target groups)	Use 2009/10 as baseline		
5	Supporting and promoting best practice	Total nos of good practice case studies publicly published (electronically or otherwise)	6	10	12
6	New or pilot initiatives	Total nos of new live projects and initiatives developed with partners	2	3	4

7	Perception of Service user's/stakeholder's	% feedback developing skills % accessing arts/cultural activities, and/or services for first time (e.g. removing barriers) % feedback access further activities/services % feedback satisfaction Feedback from support worker's, partner's	To be agreed		
8	Supporting work force development	Nos of artists' hours Nos of volunteering hours	To be agreed		

Section 4: Resources

INCLUSIVE ARTS BUDGET 2010-11 by project

PROJECT FUNDING		Budget	Base Budget	Internal Funding	External Funding
Seeing Green					
TU001/12110	Funding to be secured for 2010-11				
Involve 0-5s					
TU004/30110	External Funding	19,078			19,078
Khaoz Media					
TU005/61100	External Funding	1,500			1,500
989TU005/61110	Internal Funding	4,896		4,896	
TU005/61210	Reimbursements	2,179		2,179	
Upfaders					
TU007/61100	External Funding	17,200			17,200
Story Catchers 0-5s					
TU008/61100	External Funding	15,000			15,000
Discuss					
TU009/69100	Internal Funding	6,660		6,660	
Big Draw (additional funding to be secured)					
TU015/69100	External Funding	2,000			2,000
Inclusive Arts Grants					
TU025/	Base Budget	5,000	5,000		
Arts Action Initiative					
TU027/61110	Internal Funding	7,840		7,840	
Youth4media European Projects					
TU0??/61100	External Funding	10,048			10,048
TOTAL PROJECT COST		£91,401	£5,000	£21,575	£64,826
INCLUSIVE ARTS CORE COSTS					
Inclusive Arts Support					
TU035/	Base Budget – Salaries	68,053			
TU035/61110	Base Budget – Overheads	10,000			
TU035/63100	Income Target	7,840			
TOTAL INCOME		£177,294			