



East Durham Creates Business Plan Executive Summary plus Artistic Programme

1.0 Introduction & Purpose

A specially formed consortium of organisations with strong connections to East Durham has come together to create and deliver an ambitious programme of cultural activity, launching in May 2014 and continuing until summer 2016. The programme will be developed with and for the people of East Durham, inspired by the area's rich heritage and shaped in close consultation with the local community.

This project begins a new story of East Durham. Building on the area's traditions of cooperation and working together, wrought through the dangers, ingenuity and heroism of its industrial and mining past, and celebrating the epic, sweeping landscape of its reclaimed coastline, 'East Durham Creates' is a programme of activity that will connect and celebrate community, art, heritage, place and imagination.

Through a programme that engages communities with great art and artists, embeds skills development and training into all our activities, and remains continually responsive to local people, East Durham Creates will enable residents of the area, across generations, to imagine a new narrative for the locality.

The business plan has been structured in line with both Arts Council England (ACE) guidance for the [Creative People and Places](#) (CPP) consortia and project management principles and sets out how we intend to work with local people and partners to deliver the East Durham Creates programme in East Durham.

This plan has been developed not by paid consultants but by consortium partners - and shaped through consultation with local people. It can only ever be a starting point or 'working document' as we are committed to being responsive to feedback throughout the life of the project. The plan and outline artistic programme for the launch were scrutinised and approved by the East Durham Creates Community Panel in November 2013.

The artistic programme will continue to be shaped by local involvement and ongoing consultation with local people East and learning we gain from running projects.

2.0 Vision

Our vision is to put East Durham 'on the map' as a cultural destination. By the end of 2016 we want to have developed and nurtured an appetite for, and interest in, high quality cultural activity taking place in East Durham on an ongoing and sustainable basis, increasing levels of arts engagement.

3.0 Mission

To work with 21 local communities to devise and deliver a three-year programme of great art in East Durham. We will support and deliver world-class events and interventions by artists. We will work to demonstrate the impact and benefits of engaging with high-quality cultural activity. We will create a groundswell of interest and skills in the area to encourage and support ongoing engagement with the arts.

4.0 The partners and their roles

The project is managed by a newly-formed consortium of organisations:

- [Beamish Museum](#) – the lead organisation, responsible co-ordinating the running of the project, managing the CPP grant and employing the project team. The Museum's Community Participation team will also support consultation work with local people and has coordinated the community engagement strategy. Beamish is a registered charity and is the accountable body.
- [Forma](#) – overall responsibility for the artistic vision and programme.



- [East Durham Trust](#) (EDT) – a key role to play in ensuring the programme is shaped by local people, including research/ mapping activities capturing a picture of people, place and arts activity in East Durham. EDT has established the Community Panel.

The consortium is supported by [Durham County Council](#) (DCC) via the Arts Team and [East Durham Area Action Partnership](#) (AAP):

- DCC Arts Team – an advisory role, connecting East Durham Creates with existing arts provision and networks, accessing sources of support across the council and helping to secure funding.
- East Durham AAP – will embed the project within the East Durham Action Plan, linking to the community-based action groups that can influence funding. The AAP will play an important role in linking to councillors and local networks of community groups, assisting with community engagement activities and securing funding.

5.0 Aims

Our overarching aim is to achieve a sustainable change in levels of arts engagement in East Durham. To do this, we will:

- Develop an appetite for high quality arts activity through presenting – in partnership with local people and organisations - an artistic programme featuring local, UK and international artists.
- Create a legacy through exploring opportunities for future investment; building skills, knowledge and understanding to enable more people to run their own creative projects after the funding has ended.
- Experiment with a range of approaches and reach an understanding of the most successful ways of engaging people in great art.

6.0 Our values

To ensure we deliver a high quality, accessible and cohesive programme, we have set out some core values to help inform decisions:

Excellence – across both artistic programme and community engagement

We will deliver a programme of great art incorporating a range of artforms and engaging local, national and international artists of the highest calibre. An important part of our commitment to delivering a world-class programme will be our work with local artists and organisations to build skills and capacity. Innovations, continuing professional development, skills sharing, mentoring and encouraging collaboration all contribute to achieving and enhancing quality.

Participation

Central to the ethos of East Durham Creates is a commitment to empowering local people to have a say. Consortium partners EDT, East Durham AAP and Beamish through its Community Participation team have extensive experience of involving people in decision-making. We will create an approach that is open, fair and accessible to all. People can engage at the level which feels right for them - from being involved in decision-making, working with artists in making new artworks, taking part in projects or simply experiencing the programme as a member of the audience.

For everyone

We want to engage with large numbers of people through a programme which is physically accessible and developed with local people. We will work in an open and transparent way, encouraging people to get involved and reflecting the diversity of the 21 communities in East Durham. There will be routes for progression for those who are keen to become more involved.



Socially-useful/ wider benefits

Responding to consultation with local people, we will develop arts activity that has wider benefits. Consultation and feedback to date has indicated that skills development opportunities and apprenticeships are important, as well as helping to attract visitors to East Durham. Our programme can't solve everything but will be able to help in these areas.

Legacy

We will use learning and evaluation from East Durham Creates to demonstrate the value of investment in the arts and to assist people in East Durham to 'make the ask' for more investment in the future, and will work with the County Durham Cultural Partnership to help inform the county's strategy for culture. We will work closely with local people to explore ways of making East Durham Creates sustainable in the longer term.

7.0 Community engagement strategy – how local people can shape the programme

We are committed to meaningful engagement– creating a range of opportunities for people to have their say and make decisions. This will result in a rich and relevant programme unique to East Durham and accessible to all who live and work there. We believe this will help to build long term sustainability, inspiring and equipping more people to set up their own projects during and beyond the life of East Durham Creates.

We will be experimenting with a variety of approaches to decision-making. The project team – supported by Forma - will work within the community and with partners at EDT and East Durham AAP to build relationships with local people and organisations, encouraging individuals and groups to have a say in how the project develops.

We will be careful to ensure that people are not called on to make decisions without the relevant access to support and we will provide this where needed, including expertise, advice and training mentoring opportunities.

People can shape East Durham Creates in the following ways:

Community Panel

The Panel's role initially has been to scrutinise and constructively challenge the artistic programme and business plan, ensuring the project responds to the needs and interests of local people. We are keen to build on this good work and support the Panel to continue in the future. We are also excited by the role the Panel could have in helping to make the project sustainable once the funding has ended. It is anticipated the Panel will meet approximately six times per year. The group comprises of ten people from a range of backgrounds including two local councillors, representatives from local arts groups, community venues and East Durham College.

An initial programme of work has been developed for the Panel, including training and opportunities to experience and discuss art considered to be 'excellent'. Forma is ensuring that the Skills Development strand of the artistic programme will help support the Panel and Cultural Champions. Activities will include access to supported 'go and see' visits, opportunities to meet artists and the presentation of case studies and artistic works in progress within panel meetings.

Terms of reference for the Panel have been drafted and one of our first jobs for early 2014 will be to discuss these in more detail with members, including processes for recruitment and selection, how those with an interest can get involved and 'retiring' members who don't attend (for example those who miss three meetings in a row).



Cultural Champions (name to be confirmed)

We will encourage people who have been involved in East Durham Creates to become what we have temporarily called 'Cultural Champions'. Cultural champions will actively encourage and support people they know - friends, families and colleagues – to get involved in project activity and will help to ensure a two-way information flow.

Cultural Champions will be offered training on running their own arts projects and on how to develop and support cultural events. We are aiming for a minimum of 60 Cultural Champions to be active in East Durham by the end of Year 3, creating a legacy of people who have the skills, networks and confidence to make arts projects happen in the future.

Beamish has extensive experience of managing and developing a large volunteer base with over 300 regular volunteers and will support the development of the Cultural Champions programme and support links to existing volunteering initiatives. We'll be calling on Cultural Champions to help promote events, organise community access and support individuals and groups within their community.

As a matter of course, we will:

- Aim to meet people where they are: through providing a 'menu' of options for engagement, so people can choose to engage in the space and manner in which they are most comfortable.
- Build relationships with local people, organisations and networks, encouraging everyone to have a say in how the project develops.
- Continue conversations with schools, charities, care providers, churches, special interest groups such as the East Durham Heritage Coast and large employers such as Asda and Caterpillar UK.
- Actively seek out those not already engaged in in the arts or existing networks. The mapping exercise conducted by EDT will give us a starting point to build on and progress from existing groups and networks to reach new audiences.
- Ensure each project is project an opportunity for consultation and that learning is fed back into the development of East Durham Creates in the future.
- Sustain relationships through social media, email, post or face-to-face contact.
- Communicate in a targeted way, bespoke to the needs of particular groups, for example children and young people, groups with additional needs, families.
- Draw on the expertise of the partners and good practice to ensure diverse voices are heard and help to shape the programme, including children and young people and people with additional needs.

8.0 What consultation work have we done already?

Extensive consultation work has already happened - helping shape our application to Arts Council, the artistic programme and the business plan.

Our initial consultation with over 500 local people that took place during 2012 demonstrated clearly that communities in East Durham are ready, and want, the opportunities presented by CPP. Following many years of investment in regeneration and the ambitious reclamation of the stunning Durham coastline the new generation of communities across the locality is slowly rediscovering an identity that is not entirely bound up in its mining past; young people have no recollection of the pits and the sense of betrayal and bereavement that accompanied the demise of coal mining in East Durham is giving way to a new hopefulness and a determination to forge a fresh identity.

Key findings:

- A widely held and inspiring view of what people think the arts can achieve, 'Art brings the potential out in people... It's another option for the kids; it gives them a chance in life'.



- Appreciation for creative technical skills such as drawing, photography, painting and sculpture.
- Activity currently of most interest to local people includes cinema and film, carnivals/outdoor festivals, live music, theatre, comedy and visual arts.
- The people of East Durham, the heritage of the area and the magnificent coastline make the area a unique place.
- Arts activity should not be forced on people, 'I'd like to see it in the street, more chance of people seeing it....then it's your choice...'

Exchanges creative consultation project - incorporating taster sessions and our first artistic commission

Community research identified a clear interest in works of art that demonstrate a skill in the artist/maker. Drawing, painting, sculpture for example were all perceived as more 'valuable' than more esoteric art forms. Taking this feedback as a starting point, Forma identified contemporary artist Dryden Goodwin as an ideal candidate to make the first new work for this project. Dryden's highly-skilled work combines drawing and film, and he has been making a series of portraits in conversation with individuals from East Durham. His 12 'subjects' were nominated for possessing particular skills that involve hand-eye co-ordination. Dryden spent three to four hours with each person as they both undertook their personal skilled activity. He made multiple filmed drawings of each person and the conversations were recorded. This project has received some fantastic feedback from those who took part. The final work will be publicly presented as the centrepiece of the Season 1 artistic programme.

Dryden's work (provisionally titled 'Skill' in response to community feedback) is being accompanied by a taster programme of artist-led activities developed with and for local special interest groups and funded through the East Durham AAP Area Budget. Learning from the overall Exchanges programme is being fed back into the development of our business plan.

Consultation with the local/regional arts community

Building on the good work already happening and working alongside artists and organisations based here is really important to us. To help us develop the artistic programme we have met with regionally-based arts organisations, including those listed below, working within a structured format to a) clearly articulate the project parameters, b) develop a sense of their forward programming that may connect with East Durham Creates c) discuss potential projects/artists/artforms of interest and finally d) provide all consortium partners with a concise mapping of this infrastructure, activity and future potential.

These organisations include: Amber Films, Apollo Pavilion, AV Festival, Baltic, Barn Arts, Contemporary Art Society, Durham Heritage Coast, EDAN, Event International, Generator, Gem Arts, Helix, Highlights Rural Touring, Jack Drum, Kids 4 Kids, Live Theatre, MIMA, New Writing North, Northern Film and Media, Northern Stage, Regional Youth Work Unit, Sage Gateshead, The Forge, Tyneside Cinema, Without Walls consortium, Wunderbar Festival.

These organisations have been encouraged to sign up to our website for updates and we have entered into firmer conversations about artistic programme with those we are planning to partner with in Year 1.

9.0 Artistic vision and creative programme

Artistic Policy

The East Durham Creates programme will be a high quality, ambitious and innovative series of projects that is developed with communities and responds to their own interests and aspirations. Through a deep connection with the place and the people, it will enable East Durham to share its own stories with the world, to explore its past, present and future, and in doing so, to inspire and invigorate a new confidence and engagement with art, ideas and creativity.



We will commission new work and present selected existing work across a range of art forms including visual art, film, music, theatre, outdoor arts. Often projects will combine several art forms, and all will offer multiple ways for people to participate. The programme will bring new opportunities and activities to East Durham: it will not replicate or simply support existing activities.

What sort of activities will be happening, and when?

We are planning a seasonal approach, with performances and exhibitions mainly taking place in the spring and autumn of each year. There will be a total of five 'seasons', with each featuring one new commission of significant scale. The commissioned artists will span a range of art forms and will be selected for their experience in both producing excellent art and engaging broad audiences in their work. Each season will have a broad theme; with the theme for season one being 'Get Involved'. Later themes might include *Landscape, Story-telling, Architecture, and Imagination*. These themes have been developed through our conversations with local people. Further themes and ideas which emerge via ongoing consultation will shape the ongoing development of the programme.

Our aspiration is for the programme to develop over time. Incrementally more responsibility and ownership will be handed to the local community to devise and deliver the programme. This will be supported through structured skills development and training activity. The final season will be a 'festival' or 'carnival' of work, much of which will have been produced by local artists and organisations through our Community Commissioning initiative.

Structure of the artistic programme - strands

In response to research and feedback, the programme will comprise of seven 'strands', each of which will feature in every season:

1. New commissions

Exceptional artists will work with local people to create unique new artworks works that premiere in East Durham. These works will be accessible, thought-provoking and spectacular, and will help to put East Durham on the cultural map through significant, positive media coverage.

2. Touring projects

The programme will introduce new, high quality cultural experiences to East Durham, through presenting existing work that would not otherwise visit the area. We're aiming to work with local people to select and present across a wide variety of art forms, using spaces and locations across the area in a unique – and sometimes surprising ways.

3. Engagement programme

An exciting selection of opportunities to get involved, find out more and try things out – connected (though not always literally) to other projects within the programme.

4. Community commissioning

A micro-finance and mentoring scheme to provide support for local groups, organisations and artists to make new creative work. Managed by the project team with support from the Community Panel, Consortium members and regional partners.

5. Inspired by...

Some fantastic work takes place in East Durham already and we will help groups who organise new events and activities inspired by East Durham Creates themes, projects and activities to reach a wider audience.



Inspired by... will provide groups and organisations developing new arts activity with support via our marketing and profile resources.

6. Skills development

Structured training and development opportunities will equip people with enhanced creative and practical skills. Beneficiaries will be able to use the new skills within the East Durham Creates programme and we will provide the framework and support to pursue opportunities beyond the CPP context and timeframe.

7. Infrastructure initiatives

To present our programmes, we will focus on outdoor spaces, community venues, and pop-up events in empty buildings. However, we plan to develop some infrastructure – both hardware and networks – that will support our programme and a legacy of increased activity.

What will happen next?

The Lead Up (January – April 2014) There will be a range of opportunities to get involved from early 2014, where you can take part, contribute and get involved. Opportunities include public talk events, skills development sessions, 'Go and See' fantastic art happening elsewhere, as well as the remaining 'Exchanges' taster sessions. We'll also be offering training for people interested in becoming Cultural Champions.

Season 1– (May 2014) Launch Current plans involve the launch season taking place over one week (two weekends) and will include a wide variety of works to see and experience. We would like to work with the Community Panel and local people to finalise the structure, content and agree the title; which could be, 'Get Involved', 'Join in' or 'Take Part'. Activity we are proposing so far includes:

- Exploring connections with the national *Museums at Night* initiative and *Open Tide Day* taking place in Seaham
- Presentations of *Skill*, by artist Dryden Goodwin, across a number of sites/ locations
- The *Art Lending Library* exhibition with works installed in workplaces and people's homes
- An East Durham Artists Network (EDAN) curated exhibition in The Art Block
- *Give me back my broken night* - a mobile, outdoor site-specific performance that asks the audience to collaboratively imagine the future of East Durham. A totally unique experience, distinctive to East Durham – think a theatrical guided tour, not of the historic past but of the future of East Durham.

10.0 Communications and Audience Development

Marketing and communications are of fundamental importance to the success of the project - raising profile, getting the message right, keeping people informed and highlighting opportunities for involvement. We have developed an outline Communications Strategy which responds to consultation work to date and is informed by our collective learning from delivering projects in East and County Durham. Detailed communications, press and PR and digital/ social media plans will be developed for the overall three year project with sub-plans for each major project forming part of the overall programme. We are keen to work with the Community Panel on a range of aspects of communications activity, from getting the 'tone of voice' right, learning more about how people find out about what's on locally and on the branding and visual identity of East Durham Creates.

11.0 Project team and delivery arrangements

We will recruit a small project team based in East Durham to co-ordinate the project, build links, skills and capacity locally and be its public face. Work is currently underway to identify a suitable space/ venue for the project base. We have been careful to avoid setting up a new organisation, preferring instead to use the resources of consortium members where possible to enhance sustainability.



The project team will consist of:

- Programme Manager
- Audience Development and Communications Officer
- Programme Coordinator

We plan to offer six apprenticeships within the project team, subject to securing funding. We are also keen to offer further apprenticeships through partner organisations. These apprenticeships are likely to be in: administration, marketing, producing/event management, volunteer co-ordination and technical support.

12.0 Evaluation

We have developed an outline approach to evaluation that will be further refined with the support of our critical friend leading on this area, research/ evaluation expert Chris Bailey. Our evaluation framework will capture the impacts of East Durham Creates, measure success and build an evidence base to help secure investment for creative projects in the future. There will also be ongoing evaluation at a project level to ensure we are constantly learning from every little bit of delivery, striving to ensure the best possible quality of experience for everyone who encounters the East Durham Creates programme. We have also put measures in place to ensure we meet ACE's monitoring and evaluation requirements on CPP-funded projects.

13.0 Key dates/timeline

- Arts activity has already begun with the Exchanges project
- December 2013 – we expect East Durham Creates business plan to get signed off by ACE
- April 2014 – project team in place
- Late Spring 2014/May (tbc) – launch takes place
- Alternate Autumn/Spring/Autumn/Spring seasons – with a grand finale in Spring 2016
- December 2016 – ACE funding ends



Appendix A – East Durham Creates Artistic Programme

1. Overview

In response to research and community feedback, Forma has been developing ideas and proposals for a unique artistic programme for East Durham, which will launch in May 2014 and continue to spring/summer 2016.

We want to work with the people of East Durham to use art and culture to celebrate what is already in the area, we want to offer new perspectives on some familiar things, present some work people might find hard to imagine is even possible, and through cultural activity collectively and creatively imagine what a new future for East Durham might look like.

Performances and exhibitions will mainly take place in the spring and autumn of each year, in clearly defined seasons. However there will be year-round opportunities to get involved – by working with artists, taking part in performances or workshops, learning how to make films, how to curate exhibitions, how to programme and promote music events or how to become an art critic.

2. Background – how research and community feedback has informed our planning

People: We are attempting to ensure that we commission and programme activity that can appeal to all segmentation groups identified through consultation whilst understanding that not everything in the programme can be expected to appeal to everyone. Key commissions will be developed with the broadest possible audience in mind. Special events will be targeted towards certain segments. For the entire programme we will work with artists to ensure that the subject-matter, means of presentation or opportunities to take part are suitable for these different segmentations. For each significant work, there will be an engagement programme that will incorporate wide-ranging opportunities for different audiences segments to take part, join in, or find out more.

Themes: We suggested an initial list of themes, which have been added to thanks to the community consultation process. Key additions and notable ‘favourites’ include *dialect*, *mining heritage*, *fashion* and *cinema*.

Interests: We have heard from the community that people are interested in *heritage*, *nature*, *landscape* and the *coast*. *Family* is important and both *music (traditional and modern)* and *dance (street dance, hip hop etc.)* are clearly very popular. As well as the formal consultation via questionnaires and focus groups, we have been receiving some interesting ideas for new artworks and there are some consistent themes coming from many of these: *Folklore*, *story-telling* and *language* are popular examples. From meetings and conversations in the area, other characteristics are clearly highly valued - *community spirit*, *a sense of sociability* and an attitude of *‘We’ll talk to anyone’*.

Art forms and Artists: *Opera*, *classical music performance* and *ballet* have proved resoundingly unpopular with the East Durham community. Consequently, to date none of these art forms have appeared in our planning! In our very early stage consultation, we clearly heard that the kind of art most likely to engage or interest East Durham audiences needed to demonstrate a clear *skill*, and this is a value we are aiming to tangibly thread through the entire artistic programme. We know that it is very important both that local artists are engaged in the programme, and that our brief from the Arts Council is to commission and present ‘Great Art’ of the highest quality from national and internationally recognised artists. So we are planning activity and approaches that work with and benefit local practitioners, as well as introducing major artists to East Durham who previously haven’t encountered the area.



Venues/Locations: We have a huge list of venues, sites and locations that have been proposed by the community as places to present and experience work. Our intention is to ensure that something happens in each of the East Durham communities across the overall programme. We are currently in the process of scouting the long-list of locations to assess the best types of work we can present in the various locations – and are encouraging the local community to keep suggesting ideas as the programme develops. We would like to programme work in some places people might expect to experience it, and in some places where they might not.

Scheduling and Programming: We’ve heard feedback about how certain times of day are better or worse for key groups and will make sure we bear this in mind when we are scheduling activity. Similarly we know that lack of transport is an issue, so we will arrange transport to activity in harder-to-reach locations, we will programme work in places that can be accessed by bus (and bearing in mind bus timetables!) and, through the Cultural Champions will investigate car-pooling systems. We know that both cost and lack of time inhibit attendance at cultural events. Many events will be free, and where they are ticketed, prices will be reasonable and offers will be made available. We will take projects to schools, workplaces and community centres to help fit art and culture into peoples’ lives and routines, and to support inter-generational engagement with the programme.

3. Key programme elements

This document outlines a number of projects, artworks and ideas that are likely to feature in the first two seasons of East Durham Creates, as well as a selection of artists and ideas that are under consideration as major commissions for Seasons Three and Four. This summary was presented to the EDC Community Panel as a ‘menu’ of options in November 2013. Key elements of the first season are confirmed in principle, and conversations are continuing in relation to all other listed projects. Subject to Arts Council England approval, plans for Season One will be confirmed in early 2014.

3.1 The Lead Up (Jan – Apr 2014)

There will be a range of opportunities to get involved from early 2014. This ‘warm up’ activity will be designed to engage communities as audiences, participants and contributors to the on-going programme. There will be public talk events, skills development sessions, ‘Go and See’ opportunities, as well as the remaining elements of the ‘Exchanges’ programme of taster sessions targeted towards key groups. We will also engage and train participants and volunteers for some of the artworks that will feature in the launch season.

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| 3x Public Talk Events ‘Exchanges’ Skills development | Feb/Mar/Apr Remaining taster sessions 1 x critical writing workshop (for mixed ages) 2 community curating opportunities (Art Lending Library/EDAN exhibition) 2 x art object handling training sessions (Art Lending Library) Launch online critical writing portal 5+ ‘Go and See’ trips – including: AV Festival, The Miners’ Hymns, Baltic, mima, Northern Stage, Art Lending Library in Darlington Cultural Ambassador first training session |
| Project Engagement | Art Lending Library volunteers (librarians) Grub Crawl – local businesses and shopkeepers (nomination-process) Season one volunteers’ recruitment and training |
| Community Commissioning | Work with EDC Community Panel to clarify principles, guidelines and process |

First deadline for proposals in March

First supported projects confirmed and announced in April

3.2 Season 1 (May 2014)

Overview

The launch season will take place over once week (two weekends) and will include a wide variety of works to see and experience. This season should feel like an ‘ice-breaker’ and will be broadly themed along the lines of ‘Get Involved’, ‘Join in’ or ‘Take Part’ (We are currently developing the title in consultation with the Community Panel).

Launch events will take place on the Friday evening and Saturday daytime of the first weekend. The launch programme will include evening music performances and screenings, followed by a daytime programme, including *Art Lending Library* parade and multiple projects and activities of varying size/scale dispersed around the area on the Saturday. Throughout the following week works taking place across multiple sites include presentations of *Skill*, and on-going participatory opportunities. The *Mobile Art Lending Library* exhibition will continue as will an exhibition in The Art Block curated by East Durham Artists’ Network, with programmed events taking place each evening and weekday. Every three days, works from the *Art Lending Library* will be installed in people’s homes, community buildings and workplaces. The final weekend will incorporate a ‘village fair’ type event on the Saturday, including a Big Lunch-type dinner, further music performances and the beginning of development for commissions for Season Two. A draft, indicative calendar of events has been compiled.

Selected works

The following key works are presented as programme highlights and to offer case-studies demonstrating the range of projects likely to feature in the artistic programme, accompanied by the rationale for their inclusion

a) Major commission for Season One – already underway

Skill – Dryden Goodwin



Community research undertaken in preparation for the East Durham Creates funding bid identified a clear interest in and appreciation of works of art that tangibly demonstrate a skill in the artist/maker.

In response, Forma identified contemporary artist **Dryden Goodwin** as an ideal candidate to make the first new work for this project. Dryden’s highly-skilled work combines drawing and film, and he has been making a series of portraits in conversation with individuals from East Durham. His twelve ‘subjects’ were each nominated by the community for themselves possessing particular skills that involve hand-



eye co-ordination and an ability, through focused 'hands on' labour to craft and coax things into being. Dryden spent several hours with each person as they both undertook their personal skilled activity. He made and filmed multiple drawings of each person, and their conversations were recorded.

- The artwork will be a 50 minute (approx.) film with soundtrack. It will be presented as a cinema-style screening, and will also be installed in various 'pop-up' spaces, playing on a continually repeating loop.
- Each individual film portrait will be available online.
- A collectable series of free posters made using Dryden's drawings will be distributed widely throughout East Durham.

Feedback on Dryden's engagement with local people so far includes:

Edwina (cake making): 'It was brilliant- I was quite nervous but he was so lovely, it was loads better than I expected. He was really, really nice and overall it was a good experience.'

Michael (architect): 'I enjoyed it a lot, it's nice for someone not directly involved in the area to be open to talking about it and engaging with it, as well as valuing what I had to say.'

John (gardener): 'He's cool as owt! He was sound as a pound, he was a canny bloke and we had a good chinwag. I was expecting a wizened up old man to be honest but he was really down to earth, the kind of bloke you'd like to go for a pint with.'

Margaret (dressmaker): 'It was brilliant. I really enjoyed the experience.'

| Skill – Dryden Goodwin | |
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| Responds to: | 'Skill' emerges through consultation as valued Drawing is a popular and accessible art form, film also popular Conversation is seen as an important part of the culture in East Durham The project celebrates the people of East Durham |
| Community Involvement: | Nominations process for portrait subjects Twelve individuals engage with Dryden to make the work Recommendations on places to present <i>Skill</i> sought from community People encouraged to collect and display artworks as posters |
| Skills Development: | Dryden delivers portraiture session as part of <i>Exchanges</i> <i>Exchanges</i> taster session programme developed around ideas of portraiture across several art forms Dryden delivers masterclass and other sessions as part of launch programme |
| Target Audience: | The local community – all ages and interests. Age of subjects (currently) ranges from 17 to 80+ Online films possibly more likely to appeal to younger audiences, however choice of locations to present the work will be made bearing all three audience segments in mind. |
| Accompanying events | Artist talks as part of launch programme |
| Panel input required: | Further suggestion/recommendations of sites to present the work |
| Themes/Tags | Film, Drawing, Skill, People, Past, Future, Craft, Great Art, Conversation |

b) Touring Projects – selected examples

Visual Art: *The Art Lending Library* – Zoë Walker and Neil Bromwich



This project aims to enable anyone from East Durham to enjoy and share a piece of original art in their home or workplace. The library itself (containing 60 works donated by artists) is a sculptural object created by the artists (working with a local carpenter), partly formed from crates in which the art can be transported, meaning the structure constantly changes as work is removed and replaced. Anyone can borrow any of the art, for free, for 2-3-day periods. Part of the experience for audiences is having a team of professional art handlers (in matching uniforms) installing the work in their chosen location. The art handlers return to remove the art, and take it to the next borrower.

The selection of works in the library will be curated in collaboration with members of the local community and will include pieces by high-profile established artists as well as works by local and amateur artists. Two community members will receive specialist art handling training as part of the development of the work, and a team of community volunteers will be trained as ‘librarians’ for the duration of the exhibition.

| <i>The Art Lending Library</i> – Walker and Bromwich | |
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| Responds to: | Includes work by local and amateur artists If Library mobile, no barriers in terms of distance/transport etc. Cost is a barrier – Exhibition and loan of works is free of charge Work can be shown in people’s homes. Significant volunteer involvement gives local ‘ownership’ |
| Community Involvement: | Anyone who lives or works in East Durham can borrow artworks. ‘Librarian’ team recruited from local volunteers Parade event to involve local musicians, councillors and general public ‘Library’ fabricated by local maker Costumes could be made by local volunteers Artists will engage with community in developing outreach programme |
| Skills Development: | Curatorial training Art handling training Professional development/profile raising for local artists |
| Target Audience: | All segments. Work in the library will be a range of styles and formats. Marketing will be targeted to all groups |
| Accompanying events: | Parade to launch the project Various talk events Book-making workshop Others tbc |
| Panel input required: | Recommendation of Library Venue (if not mobile) Recruitment of volunteers? |
| Themes/Tags | Volunteers, local art, Great Art, Skill (costumes, carpentry), Exhibition, Conversation |

Music: Touring events – led by local promoter, supported by Generator

In collaboration with the Newcastle-based national music development agency, Generator, we will support committed local music promoters to present a series of live music events across an informal network of community venues. This programme will be targeted towards individuals with an existing interest in and experience of music promoting, and is intended to enable them to programme more ambitiously and successfully – on an on-going basis. It will also support talented local musicians in their professional development, offering them opportunities to perform alongside more established artists.

Generator will mentor and support up to three local promoters, and in addition will deliver more general promotion workshops – interactive discussions covering the fundamental principles of promoting live music events, including how to establish yourself as a promoter, costing and financial elements, promoting and marketing your events, venue management, licensing issues, dealing with agents, artist liaison, outdoor events and production elements.

We are additionally in on-going dialogue with major music venues and festivals and will explore opportunities to book acts who are performing relatively locally, but who wouldn't typically gig in East Durham

| Live Music Programme | |
|---------------------------------|---|
| Responds to: | Music identified is very popular in consultation Supports local musicians Brings audience to and supports existing community venues Brings performers from larger venues and festivals to area in which they wouldn't typically play |
| Community Involvement: | Organising the events Interns – gain live music performance event management experience Volunteers – box office. Suggesting venues |
| Skills Development opps: | Support for local Music Promoters Opportunities for professional development for local musicians |
| Target Audience: | Young people up to the age of 30 as promoters, performers and audience Women 40+ and Men 40+ for certain performances Marketing and venue choice targeted to audience segment |
| Accompanying events | Composition workshops Promoters Masterclasses/Workshops |
| Panel input required: | Identify existing music promoters Advice on locations for gigs |
| Themes/Tags | Music, Local, Great Art, Use local venues |

Intervention: *Neighborland* – Candy Chang



Neighborland is based on a simple question, ‘How can we help people improve their neighbourhoods?’ ‘This project is a fun, low-barrier tool to provide community input on location, whilst at the same time forming an artwork that will develop as communities respond to key questions. Viewed together these responses can be seen as a reflection of the hopes, dreams, and colourful imaginations of the communities in East Durham.

The first phase of this project will be to work with the local community to identify the key question(s) for the work, which might be ‘I want _____ in East Durham’ or ‘I want _____ in Murton’ etc. and to simultaneously identify sites in which to ask these questions. We will then use Candy Chang’s toolkit to create materials (posters and stickers to generate street-level engagement, as well as social media, online and sms systems) that will be widely disseminated throughout the region.

Boxes of free stickers will be placed in businesses, community centres and schools, large-scale poster walls will be assembled at key sites and grids of stickers will be posted on empty shop fronts (the stickers are vinyl and easily removable without damage to property!) Audiences will be able to write on walls and submit ideas via text message and through social media channels.

Our intention is to commission Candy Chang (or another artist) to make a new work in response to the feedback to *Neighborland* that would be presented in Season Three or later.

| <i>Neighborland</i> – Candy Chang | |
|--|---|
| Responds to: | Giving the community a voice Anyone can join in Doesn’t feel like ‘art’ Imagines a better future Contributions will form part of/inform future work. |
| Community Involvement: | Deciding where the boards and stickers might be sited Be part of the work by contributing thoughts/ opinions Opportunities to connect both in person and via social media |
| Skills Development: | Apprentices – Event management skills development |
| Target Audience: | All audience segments |
| Accompanying events: | Talks in Season One. Work with a writing group to take all contributions and re-form them into stories, poems or songs. |
| Panel input required: | Input on suggested locations. Input on questions to ask Cultural Champions work to encourage participation |
| Themes/Tags | Community, Collaborative, Future, Imagination, Accessible, Thought-provoking |

Play: A variation on *Tiny Games* – Hide & Seek



Tiny Games was a project developed by Hide & Seek, and we are working with its founder Alex Fleetwood to develop a new project based around similar principles of play. The project will comprise a collection of very small, very quick-to-understand games that will be scattered across East Durham to be played by anyone at any time. They are explained using vinyl stickers on pavements and walls. These games will be tailored to selected outdoor locations where passers-by could encounter them and play without any need to plan. More dedicated players will be able to specifically to hunt out and play all the games. These games will be designed to appeal to broad audiences – and might feel more like sport than ‘art’.

| Tiny Games - Hide & Seek | |
|-------------------------------------|--|
| Responds to: | Low tech, Low cost Anyone can join in Art where you don't expect it Fun – proof that art can be fun Challenges perception that art 'isn't for me' or that you have to understand it Might feel more like 'sport' than 'art' |
| Community Involvement: | Cultural Champions act as ambassadors for the project Anyone can play at any time 'Test group' work with artists to develop specific games Community nominate favourite school-yard or historic Games |
| Skills Development: | Apprentices – event management skills development Documentation opportunities – (photography/film) |
| Target Audience: | All audiences – choice of locations will determine certain audiences. App version likely to appeal to younger audience segment |
| Accompanying events: | tbc |
| Panel input required: | Assistance in selecting appropriate locations |
| Themes/Tags | Play, collaborative, sport, inter-generational, fun, Street, outdoor, imagination, it's where you are already |

4. Potential future programme elements

The following list of artists, companies and project ideas represent a very small selection of work that could potentially feature in forthcoming East Durham Creates seasons. Negotiations are underway with all the following artists.

Theatre: *Give me back my Broken Night* - Uninvited Guests



A mobile, outdoor site-specific performance that asks audiences to collaboratively imagine the future of East Durham (or an area within it). *Give Me Back My Broken Night* is a theatrical guided tour, not of the historic past but of the future of a place.

The audience (wearing headphones and given a blank piece of paper and mini-projector worn like a necklace) is divided into groups and sets off with a 'guide' to a number of destinations. At each place the guide gives a description of the future, based on actual plans or historical visions of the future. The audience is invited to describe what they'd like to see on a site where a building has been demolished. As they collaboratively describe their ideal future architecture, an artist's impression will appear in glowing lines on the map in their hands. These maps change and develop throughout the course of the show, in response to what the audience imagines. The soundtrack is composed by Duncan Speakman.

The performance and tour of the future ends with a planning meeting where audiences will have the opportunity to propose their ideas and discuss the drawings they'd made. Drawings from all performances will be collated and exhibited on the East Durham Creates website.

| Give me back my Broken Night – Uninvited Guests | |
|--|---|
| Responds to: | A theatrical performance, without needing a venue Performance art/Theatre second most popular art form in East Durham Connects with Local History Interactive experience for audiences, each performance is unique |
| Community Involvement: | Local history experts to work with artists to develop narrative for play Audiences affect how the performance develops |
| Skills Development: | Apprenticeship/intern production skills development Volunteers - skills development |
| Target Audience: | All audience segments. Marketing materials will be developed with audience in mind. |
| Accompanying events: | Talk events relating to 'The Future', town planning, speculative fiction |
| Panel input required: | tbc |
| Themes/Tags | Imagines a new future, reflects on the past, site-specific, collaborative, imagination, history, interactive, see the place differently, |

Usman Haque / Umbrellium – *Burble 2.0*



Usman Haque designs interactive architectural systems and is interested in the ways that people relate to each other and to their surrounding space. He develops both physical spaces and the software and systems that bring them to life.

His *Burble* project was an uber-scale mass participation interactive spectacle that enabled participants to co-design, construct and fly a 15-storey high structure made from over 1000 extra-large weather balloons, which occupied their location, albeit just for the duration of the event.

Burble 2.0 will further develop the original work by using lightweight carbon-fibre modules that members of the public can snap together in three dimensions so that over the course of the presentation, the structure will dramatically transform.

The work is based around the idea of ‘barn-raising’ - a community working together to build a home to welcome newcomers to an area. For this contemporary, East Durham ‘barn-raising’, members of the public have a number of different ways of participating in the project in both production and as participants.

| <i>Burble 2 – Usman Haque / Umbrellium</i> | |
|---|--|
| Responds to: | Community Spirit – sometimes lamented as missing Ambitious architecture (if only for one night) Architectural heritage |
| Community Involvement: | Planning, designing, constructing and adapting the structure as community event |
| Skills Development: | Interns – production and event management Opportunities for documentation (Film, Photography) |
| Target Audience: | All segments |
| Accompanying events: | Talks, workshops exploring participatory design, imagining new futures of place, community and connectedness |
| Panel input required: | |
| Themes/Tags | Spectacular, Collaborative, Fun, Easy to engage with |

Gayle Chong Kwan



Gayle Chong Kwan works with large-scale photography, installation, video, sound, and participatory practice to create landscapes and environments out of arrangements of waste products, food remains, found materials and documentary sources.

We are interested in commissioning Gayle to make one of her sculptural installations, (which could represent the coastline, or be entirely fantastical) using food and photography that invites visitors to interact with and explore the tastes, textures and smells of the place or landscape. The work would explore themes of memory, history and myths in relation to the local area, to food and the senses. Visitors can discover a strange and unfamiliar world, surrounded by stimulants including herbs, spices and textures as well as sound recordings from the locale (contemporary recordings coupled with archive material held at Beamish, including recordings from the Bill Griffiths dialect group). Taking them on a journey into this landscape and their imagination, the work would evoke myths, folk tales and stories from the region.

Potential timing: Initial engagement with community – Season One
 Premiering new work made with community – Season Two

| Gayle Chong Kwan – potential new commission | |
|--|---|
| Responds to: | Combines interests in landscape, heritage, dialect and local myth/folklore Gayle would visit the area and meet people to determine the form and content of her work |
| Community Involvement: | Gayle works closely with communities in the making of all her work Involvement in production/making. Research, story-telling Contributing food, materials, recipes |
| Skills Development: | Apprentices – project management skills Sculpture and photography skills via workshops led by Gayle |
| Target Audience: | All audience segments |
| Accompanying events: | Hands-on workshops, detail tbc |
| Panel input required: | tbc |
| Themes/Tags | Collaborative, History, Heritage, Folklore, Myth, Dialect, Story-telling, Landscape |

So Percussion – New commission working with local musicians, filmmaker, writer



So Percussion are a 4-piece ensemble, based in Brooklyn, NY and are arguably one of the most dynamic and exciting percussion ensembles performing in the world today. They use traditional instruments and ordinary objects. They are constantly and heavily involved in mentoring local musicians and we are keen to develop a new piece of work with them that works with local people in making a multi-disciplinary performance that features music, film and text. The commission should be site-specific and will respond to the industrial heritage of East Durham. We will present a series of performances in a dramatic, interesting building – potentially the former Pumping Station at Cold Hesledon.

Potential timing: Initial engagement with community – Season Two
Residency leading to performances – Season Three

| So Percussion | |
|-------------------------------|---|
| Responds to: | Music as popular art form. Engaging like ‘Stomp’ Opportunities for inter-generational community involvement in making and performing People can get involved without needing an instrument or formal training |
| Community Involvement: | Individuals and groups engaged in the research, development and making |
| Skills Development: | Professional Development for musicians, filmmakers, writers Opportunities to learn percussion skills for non-percussionists or non-musicians |
| Target Audience: | All segments - ‘With an audience comprised of "both kinds of blue hair... elderly matron here, arty punk there" (as the Boston Globe described it), So Percussion makes a rare and wonderful breed of music that both compels instantly and offers rewards for engaged listening. |
| Accompanying events: | Workshops Performances |
| Panel input required: | tbc |
| Themes/Tags | Collaborative, Music, Fun, Accessible |

Ed Carter – False Lights Seaham



Ed Carter is a musician, artist and art producer, perhaps best known for producing *Flowmill* on the River Tyne as part of the 2012 Cultural Olympiad.

Ed recently made a short film for Channel 4 called *False Lights*, inspired by the intriguing history of East Durham’s treacherous coastline, and the tale of unexplained lights that caused so many ships to wreck in the 1860s. Reports of these 'false lights' (which officials controversially blamed on local fishing communities) ended with the construction of the region's electric lighthouses. We are interested in commissioning him to make a more ambitious work as part of the *False Lights* series, which focuses on the Seaham coastline, lighthouse and makes connections with the George Elmy lifeboat disaster of 1962.

We are in very early stage conversations with Ed – but it is likely that this new piece will incorporate light, music and possibly dance/choreography. A performance by a massed choir comprised of community members may feature and the activity may take place at sea or as an outdoor event on the coast, leading to a new film.

Potential timing: Delivery, Music Masterclasses – Season One
 Development work with community - tbc
 Work premiered – tbc

| Ed Carter - False Lights Seaham | |
|---------------------------------|--|
| Responds to: | Local Artist, will work closely with community to make work Music – choir – opportunities to join in Local History/Maritime Heritage Interest in film |
| Community Involvement: | Music lyrics developed with community - writing group? Community members rehearse and perform as choir Local history explored with community |
| Skills Development: | Apprentices – Event management |
| Target Audience: | All Audience segments |
| Accompanying events: | Talks, screenings |
| Panel input required: | Tbc |
| Themes/Tags | Heritage, Spectacle, Music, Collaborative, Site-Specific, Commemorative |

Mobile Cinema / Community Cinema

Reflecting the community research to date, and a history of film being made and shown in the area, the moving image plays a significant role in some of the initial programme ideas. Several of the prospective projects will result in films, and as such they can be distributed across East Durham if a suitable network of spaces, equipment and technical capacity can be organised.

In partnership with Cine North, we aim to seek additional funding from the BFI's Audiences Network programme to support the inauguration of a community cinema – a set of equipment and technicians that can be toured to community venues in East Durham. As well as screening works commissioned by the EDC programme, this mobile facility will also be able to exhibit existing work, and will provide an outlet for a film-based community curatorial project, with mentoring support from Tyneside Cinema and Jack Drum Arts.

| Mobile Cinema | |
|-------------------------------|--|
| Responds to: | Clear interest in film from community consultation Lack of cinema facilities in the area Transport as a barrier – this cinema will tour TO audiences |
| Community Involvement: | Programming content Selecting screening locations Films by local filmmakers can be included in film programmes Running mobile cinema screenings |
| Skills Development: | Film programme curating, and popular film programming support Technical skills Marketing events |
| Target Audience: | All audience segments |
| Panel input required: | |
| Themes/Tags | Cinema, Film, Travels so no transport barrier, Community Curating, Legacy |