

ADUK CONFERENCE – OUR CULTURAL COMMONS 2016

The title of this presentation is The Value of Local Arts Development and our Cultural Commons

Slide 1 (Title & Speaker)

Slide 2 ME

- Worked within the sector for the last ten years
- Prior to that, time spent in community development where I developed a number of projects in health, education, regeneration but not the arts, with a focus on the African Caribbean community
- On the back of this experience I applied to be the community manager for the 'Capital of Culture' bidding team. We lost out to Liverpool and subsequently the team was dismantled and I had the opportunity to return to my substantive post in community development
- Approached by the then Director of Arts, Heritage and Leisure to work in her department as she wanted to diversify her workforce.
- By then I was intrigued by the arts and culture sector and felt that I could make a valued contribution
- Given the opportunity to work anywhere within the department
- Mindful that I didn't have experience in museums, theatres, events, libraries etc
- I selected to work within strategic support and development in order to gain greater insight into the department as well as other areas across the council
- I supported the Cultural Consortium, develop the skills agenda, lead on increasing arts and cultural activities for LAC, lead on the equalities agenda which involved supporting activities for Black History Month and the LGBT community
- I do feel that my colleagues were please to have me on board as they were able to dump the areas that they found challenging!
- I had a thirst to learn about the sector and also I was given a brief to find out how we were developing diversity across the department
- This I did and also got involved regionally with Arts Council on their diversity programmes
- This is where I got involved with VERB an initiative to support and develop BAME artists and SUSTAIN THEATRE – a national network for BAME theatre practitioners and I was part of the bidding team that presented the case to secure resources to develop a Yorkshire hub.
- However it was politically charged surprisingly for me who works for a LA and I became disillusioned as I wanted to see the work that should have been created through the network as I wanted to programme great BAME work in Bradford.
- I then focussed my energy on the local arts scene and grew in terms of my own personal development and understanding

- Diversity is not an area that Bradford can afford to ignore and as such I have again become more active regionally and nationally on this agenda.
- I lead on commissioning, external relationships, grants and strategic development across the culture and tourism service area through the cultural strategy framework
- I feel I am unique as a LA BAME arts and culture development Manager, I am part of the mainstream and I am resourceful with the assets I have to hand.
- Diversity is absolutely key on how we transform as a district
- I have a passion to do
- I am the 'go to' person for all things arts and culture in Bradford
- Make no apology for being a LA officer i.e. here to serve the public and work in partnership with others to this end

Slide 3 – PLACE BRADFORD

- Youngest English city outside London, with nearly a ¼ of the population aged under 16 (23.5%).
- Over the next ten years the number of under 16's is predicted to increase by 10.7%
- This growth has and will continue to have a significant impact on the demands for education.
- Suffer industrial decline and academic underachievement
- At 20% Bradford has the largest percentage of people of Pakistani origin in England
- Only 0.9% do not speak English at all – I share this as this is not the perception of Bradford nationally!
- Long history of welcoming immigrants – from Ireland and Germany in the 19th century, and from Eastern Europe, the Caribbean, India, Pakistan and Bangladesh in the 20th century. With the expansion of the European Union, we have seen more people coming to Bradford
- The city itself is the administration centre of a Metropolitan District which is geographically and economically diverse – from the wild uplands which inspired the Bronte sisters to the spa town of Ilkley, from the town of Keighley with its industrial past to the model village of Saltaire which is now home of world leaders in new technology
- In Bradford we are proud of our build heritage and cultural offer and have a wide range of cultural assets on which we can build on such as National Media Museum – home to the UK's first IMAX cinema with over 3.5 million items of historical significance, 1st UNESCO City of Film, The Alhambra Theatre – is one of England's principal touring theatres, St Georges Hall, Kala Sangam – one of the UK's foremost South Asian Arts organisation, Listers Mill – home to Mind the Gap, a theatre company specialising in disability arts, Lister Park which features a Mughal Garden, the village of Haworth – home of the Brontes where the bicentaries celebration begin in April, Cartwright Hall – our civic gallery which houses Europe's

largest collection of modern art from Asia, Saltire – World Heritage site with the 1853 Gallery which is Europe's largest permanent collection of the works of David Hockney

Slide 4 – Cultural Strategy 2014 – 2024

Ambition: A Leading Cultural City that people love and enjoy

Mission: Everyday we will celebrate, inspire and engage residents and visitors in a magnificent cultural experience

Slide 5 – Strategic Priorities

People and Participation – a district where people can freely access, enjoy, create, engage in and contribute to Bradford's cultural offer

Building a resilient and sustainable sector – create a agile, enterprising and entrepreneurial creative and cultural sector

Responsible and active leadership – a 'can do' leadership position at all levels that engenders ownership, responsibility and ambition

A thriving cultural offer – one that inspires our residents and visitors and delivers a magnificent cultural experience for all

A cultural destination – telling and selling our story – encouraging people to actively take part, watch, engage and experience Bradford district as a leading cultural city locally, nationally and internationally

Slide 6 – Diversity

- We are a city of diversity
- Balancing our differences and similarities is integral to our approach in arts and culture over the next ten years
- We will respond to changes in the make up of our people and place, using arts and culture as a unifying force in creating a magnificent cultural experience for all
- Placing diversity as implicit in the direction of our cultural strategy framework will ensure that people have equal opportunity to engage in an arts and cultural experience that is desirable, relevant, inspiring and accessible
- Creating the conditions for this equal access is at the core of the priorities areas
- It's not about diverse work for diverse audiences but inspiring our communities to be adventurous and create local value to try something new or different

Slide 7 – Voluntary Arts BAME Advisory Panel

- We do exist – these are some of the members of the panel

- We are unique representative of BAME voices across the UK
- We are supporting Robin and his team to connect with BAME organisations on the ground to find out what support is required and broker conversations to enable advocacy of a representative 21st century voluntary arts body
- A safe space has been created for an open and honest dialogue to take place to aid understanding and development
- It is time limited and will conclude with a report by July

Slide 8 – Arts in Communities Projects

VIDEO WITH DARREN HENLEY – 2 MINS

- 75 Dorothy's – a project for women and girls using red shoes as the common source
- Creation of 'Echoes of Oz' – a community arts bonanza that took place over three days in the city centre receiving substantial support from Arts Council England

Slide 9 – Brief Encounters

- A site specific project led by Freedom Studios that took place in Bradford Interchange
- Professional actors alongside community actors
- Over 50 members recruited from the community both as volunteers and participants - choir
- Work on-going to create a lasting legacy for the people recruited as part of our wider festival programme
- What I loved about this project was watching the reaction of the public

Slide 10 – Muslim Women Council

- Rooted in the community, committed to social justice and enabling muslim women voices to be heard
- Supporting their ability to create relevant and quality arts activities for the community
- The event attracted over 300 people of which 90% was from the Asian community with a large vibrant student audience

Slide 11 – Community Arts Networks

- As part of our Arts in Community Project, the ambition is to create a number of Community Art Networks across the district [CAN] with the aim of bringing them all together into an annual CAN festival
- No there yet as only 5 developed so far, but I have eight years to play with!

- But what I am learning through this project, is people like to take part, they love it and they want to connect to the mainstream – civic pride
- Aim to create a clear community arts strand in all council delivered events/festivals

Slide 12 – Markets

- We are working with our market service to connect with people
- We have created temporary exhibition spaces, stage performance, held craft workshops
- Collected stories and printed a book that went to stall holders and their customers
- Unused stalls now occupied by new traders, stall holders enjoy the activities
- An intern and an apprentice now being recruited to support further activities with traders providing a cash contribution

Slide 13 – Lister’s Lanterns

- Most developed community art network, which is a credit to the artists involved
- The community is fully behind this project which links into the ‘Friends of’ Park group who in 2015 took over the coordination of the event and managed to secure additional funding
- Over 3000 people attended the event with 800 taking part – it’s a joy to see the diversity and it is the annual ‘Reflections’ event that the other CAN’s contribute to
- This is not an easy achievement as you find that communities tend not to venture out of their localities, particularly to a predominately Asian area – so lots of hand holding goes on in the background

Slide 14 Lister’s Lanterns

- Lanterns created that respond to the area

Slide 15 Holmewood CAN

- Example of one of Holmewood CAN to the event

Slide 16 No Guts, No Heart, No Glory

- A production by Commonwealth Theatre
- An exciting project that recruited Asian females to get involved with a contemporary and alternative initiative to challenge perception
- Non of the young ladies recruited had done anything like this before
- Through the ‘Arts in Communities’ project I was able to offer support to engagement
- They secured Arts Council funding and other sources

- A couple of the young ladies involved are now being supported through our creative employment programme that offers paid internship and apprenticeship opportunities that also creates capacity within the sector

Slide 17 No Guts, No Heart, No Glory

VIDEO – 5 minutes

Slide 18 – Bradford Literature Festival

- I have more
- This is a magnificent transformational cultural commons initiative
- My interaction with these two ladies commenced approximately 2 ½ years ago
- 12 months spent just having conversations about a number of projects but it always came back to books
- We already have an established and successful literature festival in Ilkley so what ever was created needed to have its own distinction
- Bradford Book Festival
- From 10k initial G4A to 60k and now just under £500k from AfE over a 18 months period is to be commended
- As a council our contribution has been £5k, £30k and £35k i.e 25k and 10k over a two year period
- Distinctive programme that attracts over 80% from the BAME community, very different to Ilkley

Slide 19 – Coming up

Slide 20 – Article 27