

Keynsham Arts Plan 2011-2014



The Keynsham Town Council Arts Development Plan 2011-2014
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Index

Arts Development Mission Statement

Purpose of The Keynsham Arts Strategy 2011-2014

Introduction

Why an Arts Strategy for Keynsham?

Keynsham Arts Working Party

Keynsham Town Council Arts Development Information

About Keynsham

Local Arts Information

Aims of the Arts Strategy 2011-2014

Objectives of the Arts Strategy 2011-2014

1 Create a robust local arts infrastructure

1.1-maintain and develop post of arts Development Worker

1.2-Create and develop a local arts network and sharing sessions

1.3-Develop facilities/venues for the arts

1.4 -Increase the resources available to support the arts

2 Develop Arts initiatives and projects with specific groups

2.1-Develop projects for and with young people

2.2-Develop projects for and with older people

3 Maintain and develop Partnerships with key providers

3.1Develop and improve partnerships working with Bath Festivals

3.2-Maintain and develop partnership working with Creativity Works

4 Improve information and promotion about the arts

4.1Develop pages and information portal on KTC Website

4.2 Develop audience database

4.3 Develop and implement database application process for artists/groups

5 Maintain and develop large scale, community led wide arts projects

5.1- Maintain and develop support and promotion Keynsham Music Festival

5.2-Support the delivery of residents led community arts projects

Promote local artists and local groups in partnership with Keep it local Keep it Keynsham

6 Increase the number of professional arts events and activities

6.1 Increase the awareness of performances, concerts, exhibitions, and film screenings opportunities

6.2 Encourage the support and development of different art forms-dance, music, theatre, literature, visual arts, film and digital media

6.3 Maintain and develop a programme of events and performances at the Bandstand

Prioritising of the Arts Development Worker's Hours

Monitoring and Evaluation

Keynsham Town Council Arts Development Mission Statement

The arts enhance the social, economic and cultural life of Keynsham. They have a vital role to play in creating a healthy, dynamic and sustainable future for the town. Keynsham Town Council and Bath & NE Somerset Council will work in partnership to support, strengthen and nourish arts activity in Keynsham.

- To encourage and promote good working practice within KTC Arts Development
- To encourage and promote inspiration, innovation and creativity
- To promote a thriving arts sector and support the creative economy
- To facilitate more consumption of the arts by more people providing greatest impact for least cost to the most people
- To facilitate more pro active engagement and participation in the arts
- To encourage more relevant training for the arts sector
- To develop strategies in maintaining sustainable arts projects
- To develop partnership work with arts related agencies locally and further a field
- To encourage better use of arts in education, life-long learning, and community settings
- To develop and enhance the contribution the arts make in combating social exclusion and promoting regeneration, addressing the 'narrowing the gap' principle

Purpose of The Keynsham Arts Plan 2011-2014

Introduction

The purpose of the Keynsham Arts Plan 2011-2014 is set out the mission, aims and objectives for arts development in Keynsham over the next two years.

The Arts Development Worker developed the Keynsham Arts Plan 2011-2014

Driven by a diversity of partners; through consultation with community residents, voluntary and professional arts providers, Education and community providers

The plan is monitored by the Keynsham Arts Working Party, which meets quarterly, and will be reviewed annually.

The aim of the Arts Plan is to enable groups, organisations and individuals involved in the arts to work effectively and creatively with each other in developing diverse opportunities for involving local people in quality arts activities and creative expression.

The Working Party reflects the belief that arts should touch everyone's lives and be a part of work, leisure, education and environment

The Arts Plan demonstrates the arts and the benefits which they bring to the social, economic and environmental life of Keynsham'

This document offers a brief picture of Keynsham arts scene in a regional and National context and looks at some of the emerging trends in the arts locally and beyond.

Why an Arts Plan for Keynsham?

Agreed by the Keynsham Arts Working Party. It forms the organising framework in order to set out priorities for the post of Arts Development Worker for Keynsham Town Council

As a Unitary Authority Bath and North East Somerset Council and Keynsham Town Council has a responsibility for developing a plan for the arts within Keynsham.

The plan is to guide the work of its Arts Development Worker and members and to set priorities for arts activities and other forms of support.

This plan is an active and working document that which will enable engagement and participation with the arts for local people, reflecting the changes and developments in the arts infrastructure of Keynsham, the region and Nationally.

Keynsham Arts Working Party comprises workers, officers and elected Members of Bath and North East Somerset Council and Keynsham Town Council, representatives of Creativity Works and representatives of arts providers in the local area.

Keynsham Town Council Arts Development Information

Who is the current Arts Development Worker?

Jules Allan pt time- Jules has been in post as the part time Arts Development Worker since June 08, working in the Keynsham Town Council office on a Monday and a Thursday.

What is Arts Development?

Arts Development is the development of the arts within a geographical area. All art forms are covered, including visual arts, crafts, dance, theatre, music, literature, poetry, film, media, installation work, modern circus, live art, animation and more!!!

The arts can happen in all sorts of places, such as; pubs, clubs, schools, libraries, leisure centres, village halls, cafes, streets, galleries, theatres and concert halls. You can be involved in the arts as a spectator, a participant, an organiser or work within the creative industries

Who will the Arts Development Worker work with?

The Arts Development Worker is committed to the development of the Arts within Keynsham. Working with all ages and abilities, community groups, education, youth organisations and individuals on any arts projects. Working with individual artists and groups who wish to set up or progress their own business.

Does Keynsham Arts Development Service offer any financial support to the arts?

The Arts Development Service unfortunately does not have any funds available, but we can offer advice and support on many different funding sources for arts projects large & small.

What advice can the Arts Development Worker offer? Arts advice, advocacy and support for members of the public, artists and organisations who work and/or live within Keynsham.

Whatever your arts query, ask us, if we cannot help we may know someone who can!

What Services can the Arts Development Worker offer?

Developing and producing the Keynsham Arts Plan 2011-2014 to be launched in May 2011

An Arts Advice Surgery for people/groups at all stages of their artistic careers.

Artists Associate Scheme

Coordinating and Programming events for the KTC Bandstand.

Network and sharing events- this is an opportunity for artists/groups participants to get together, meet, support each other, share skills and ideas, to look at potential community arts projects led by the community for the community.

The Arts Newsletter-promoting arts opportunities in and around Keynsham. Distributed through email, KTC website, Creative Learning Website. Paper Copies available in and around venues in Keynsham and audio copies available through the Talking Newspaper.

Promoting and supporting local venues that host arts activities.

Promoting and supporting local artists/groups and projects.

Development of KTC Arts Development, partnership Arts Projects.

Information about KTC Arts Development on the KTC Website.

Keynsham Creates Festival-Risenga Makonda Community Drumming Workshop



About Keynsham

Formed in 1991, the Town Council represents the 16,000 or so people living in the parish of Keynsham there is a strong community identity that exists in Keynsham. Keynsham is situated conveniently between Bath and Bristol, with good access to the Cotswold's to the North, Wiltshire to the East, Somerset to the South, and Wales and the coastal resorts of Weston-Super-Mare, Clevedon, Portishead and Burnham-on-Sea to the West. The Town has its own Railway Station with direct links to main line services via both Bristol Temple Meads and Bath Spa Stations. There are extensive local bus services as well as successful Park and Ride Facilities to Bath and Bristol for visitors and shoppers alike.

Keynsham Music Festival

(KTC Arts Development supported event)

The Keynsham Music Festival is unique in as much as it is true to its community roots, giving voice to Keynsham amateur groups as well as local charities, and community organisations who network and fundraise, all of which feeds straight back into Keynsham. It is also a vibrant, quality music festival, showcasing some of the best bands in the area with a healthy dash of local artists displaying and sharing their skills.

Keynsham Mosaic Trail

There are 11 Millennium Mosaics situated at the Town Centre from where the trail starts and finishes. The trail will take you through the Memorial Park along the River Chew and will encompass many of Keynsham places of interest such as Downe Mill waterwheel, Keynsham Abbey, Cadbury Trebor Bassett factory, St John's Church and many more.

Aims of the Arts Plan 2011-2014

1. Promote community cohesion and inclusion through the arts, contributing to making Keynsham a healthier and safer community
Outcome - Keynsham is a healthier and safer community with enhanced social networks
2. Encourage a thriving, dynamic and sustainable community through the arts, contributing to Keynsham's sense of its identity and character
Outcome – Keynsham has a stronger sense of its identity and character
3. Increase opportunities for Keynsham residents to experience a wide range of high quality arts events and activities
Outcome – Keynsham residents are able to experience high quality events and activities
4. Support Keynsham residents to realise their potential and improve their sense of well being, through providing opportunities for self-development and learning in the arts
Outcome – Keynsham residents have opportunities for self-development and learning
5. Strengthen and support the work of local arts groups and artists, encouraging more activity to grow
Outcome – Keynsham residents generate their own ideas and plans for arts development.

Objectives of the Arts Plan 2011-2014

To further these aims Keynsham Town Council and Bath & North East Somerset Council have agreed the following objectives:

1. Maintain and develop a robust local arts infrastructure
2. Develop arts initiatives and projects with and for specific groups
3. Maintain and develop partnerships with key arts providers
4. Provide information and promotion about the arts
5. Maintain and develop medium-scale, community led-wide arts projects
6. Increase the number of professional arts events and activity opportunities

Objective-1 Create a robust local arts infrastructure	
Activity 1.1-Maintain and develop post of arts Development Worker	
Relates to Keynsham Arts Plan Aim-all	
Outcome <ul style="list-style-type: none"> Keynsham residents benefit from existing service being maintained and developed 	Responsible KTC
Success Measure <ul style="list-style-type: none"> Staff hours are maintained at 2010 level 	Time Scale 2011-2014

Objective-1 Create a robust local arts infrastructure	
Activity 1.2-Maintain the local arts Network and Sharing Sessions	
Relates to Keynsham Arts Plan Aim-5	
Outcome <ul style="list-style-type: none"> Keynsham residents are able to influence arts development 	Responsible ADW
Success Measure <ul style="list-style-type: none"> Invitation to join Forum sessions Forum sessions have been established 2 a year Attendance meets expectations and is maintained 	Time Scale Throughout 2011-2014

Objective-1 Create a robust local arts infrastructure	
Activity 1.3-Develop facilities/venues for the arts	
Relates to Keynsham Arts Plan Aim-1	
. Outcome <ul style="list-style-type: none"> . Keynsham residents participate in defining what venues/facilities are needed 	Responsible ADW Keynsham Residents Keep it Local Keep it Keynsham
Success Measure <ul style="list-style-type: none"> Utilising, maintaining and developing relationships with existing established local venues for arts activity Researching, developing and promoting emerging venues for arts activity 	Time Scale Ongoing 2011-2014

Objective-1 Create a robust local arts infrastructure	
Activity 1.4- Increase the resources available to support emerging and existing artists and arts groups	
Relates to Keynsham Arts Plan Aim-1	
. Outcome <ul style="list-style-type: none"> . Keynsham residents Arts support and development that is appropriate to their needs 	Responsible ADW
Success Measure <ul style="list-style-type: none"> Maintain the Arts Surgery Identify appropriate training needs for individuals and groups Develop appropriate training opportunities Develop and maintain links with outside arts organisations that provide a mentoring/ support service. 	Time Scale 2011-2014

Objective-1 Create a robust local arts infrastructure	
Activity 1.5- Develop and set up an Arts Associate Scheme	
Relates to Keynsham Arts Plan Aim-1	
. Outcome <ul style="list-style-type: none"> • . Keynsham residents Arts support and development that is appropriate to their needs 	Responsible ADW
Success Measure <ul style="list-style-type: none"> • 3 emerging artists will be offered the associate artists scheme • Identify appropriate support and training needs for the artists • Develop appropriate support and training opportunities • Set up a mentoring programming 	Time Scale 2011-2012 To be reviewed at end of year

Objective-2 Develop Arts initiatives and projects with specific groups	
Activity 2.1-Develop projects for and with young people	
Relates to Keynsham Arts Plan Aim-1, 4	
Outcome <ul style="list-style-type: none"> • Young people in Keynsham are involved in planning arts activities and acquire increased skills and confidence 	Responsible ADW Creativity Works Bath Visual Arts Festival
Success Measure <ul style="list-style-type: none"> • Minimum one youth arts project per year • To offer arts support/advice to youth workers and young people from the Time Out Centre and other youth related agencies. 	Time Scale 2011-2014

Objective-2 Develop Arts initiatives and projects with specific groups	
Activity 2.3 Develop projects for and with socially and economically disadvantaged groups	
Relates to Keynsham Arts Plan Aim-1, 4	
Outcome <ul style="list-style-type: none"> Socially excluded and other disadvantaged groups are involved in planning arts activities and acquire increased skills and confidence 	Responsible ADW Creativity Works
Success Measure <ul style="list-style-type: none"> Minimum one social inclusion arts project per year 	Time Scale 2011-2014

Objective-2 Develop Arts initiatives and projects with specific groups	
Activity 2.4 Develop projects for that focus on using arts as a tool for supporting health and well-being	
Relates to Keynsham Arts Plan Aim-1, 4	
Outcome <ul style="list-style-type: none"> Work delivered by Dance Body Echo and Breathing Space Project will Keynsham residents will benefit from arts activities that will have a positive impact on their health and well-being 	Responsible ADW Creativity Works New Routes Dance Body Echo Breathing Space Project
Success Measure <ul style="list-style-type: none"> Minimum one arts and health project per year 	Time Scale 2011-2014

Objective-3 Maintain and develop Partnerships with key providers

Activity-3.1 Develop and improve partnerships working with Arts Festivals in BANES

Relates to Keynsham Arts Plan Aim-3

Outcome

- Keynsham residents benefit from events and activities taking place in and around Keynsham

Responsible

Arts Development Worker
Keynsham Music Festival
Bath Fringe Visual Arts Festival

Success Measure

- 1 Partnership project with KMF
- 1 Partnership project with Bath Visual Arts Festival

Time Scale

2011-2014

Objective-3 Maintain and develop Partnerships with key providers

Activity

3.2-Maintain and develop partnership working with Creativity Works

Relates to Keynsham Arts Plan Aim-4

Outcome

- Keynsham residents benefit from Creativity Works services and activities taking place in Keynsham

Responsible to

ADW
Creativity Works

Measured Success

- Services and activity in Keynsham continues to be part of Creativity Works business planning and development
- Creativity Works projects are offered the Arts Surgery Service to provide ongoing support as appropriate to the projects needs

Time Scale

2009-2011

Objective-4 Improve information and promotion about the arts	
Activity 4.1 Maintain pages and information portal on KTC Website	
Relates to Keynsham Arts Plan Aim-3	
Outcome <ul style="list-style-type: none"> Keynsham residents can obtain up to date and accurate information about arts development in Keynsham 	Responsible ADW KTC
Success Measures <ul style="list-style-type: none"> Website information updated regularly Arts Development worker monitors marketing Link website information to other arts and community websites 	Time Scale 2011-2014

Objective-4 Improve information and promotion about the arts	
Activity 4.3 Promote and market Keynsham arts events and activities across B&NES	
Relates to Keynsham Arts Plan Aim-3	
Outcomes <ul style="list-style-type: none"> Audiences/participants are informed about arts events and opportunities Professional/voluntary Arts Providers can inform audiences participants of their arts events and opportunities There is greater awareness in Bath and other areas of B&NES of the range and quality of arts events and activities in Keynsham 	Responsible ADW Professional/voluntary Keynsham arts providers and partners
Success Measures <ul style="list-style-type: none"> The maintaining of the KTC Arts Development Newsletter Distribution through Database/targeted local organisations Email /Paper Arts/community websites Community Development Worker for Keynsham Attendance by residents from Keynsham, Bath and other areas of B&NES increases in arts opportunities 	Time Scale 2011-2014

Objective-5 Maintain and develop large scale, community wide arts projects	
Activity 5.1 Maintain and develop partnership and promotion Keynsham Music Festival	
Relates to Keynsham Arts Plan Aim-3, 5	
Outcome <ul style="list-style-type: none"> Keynsham residents benefit from a high quality and diverse annual festival 	Responsible Keynsham Music Festival Arts Development Worker KTC
Success Measures <ul style="list-style-type: none"> Develop and maintain links by arts development with Music Festival in order to support the promotion of the Music Festival. Develop a community partnership project with KMF Keynsham Music Festival is sustained at 2009 level and, subject to successful fundraising, developed. 	Time Scale 2011-2014

Objective-5 Maintain and develop medium scale, community wide arts projects	
Activity 5.2-Support the delivery of residents led community arts projects	
Relates to Keynsham Arts Plan Aim-1, 2,4	
Outcome <ul style="list-style-type: none"> Ideas are developed and formed by the residents within consultation Keynsham residents take ownership, lead and participate in a high quality community arts project. 	Responsible ADW Creativity Works Keynsham Music Festival Community projects Keynsham Residents KTC Young Peoples Festival
Success Measures <ul style="list-style-type: none"> Organically developed arts events/projects by and for the Keynsham residents. Cross fertilization of arts groups/artists, involved in developing projects 1 project minimum per year 	Time scale 2011-2014

Objective-5 Maintain and develop medium scale, community wide arts projects	
Activity 5.3 Promote local artists and local groups in partnership with Keep it local keep it Keynsham	
Relates to Keynsham Arts Plan Aim-3, 5	
Outcome <ul style="list-style-type: none"> Keynsham residents benefit from a local and cultural identity, that is unique to Keynsham 	Responsible Arts Development Officer Keep it local Keep it Keynsham KTC
Success Measures <ul style="list-style-type: none"> Develop partnership work with Keep it Local Keep it Keynsham Events To have a presence for arts development on The Keep it Local Keep it Keynsham Website A minimum of one arts activity/event to be developed within Keep it Local Keep it Keynsham Events 	Time Scale 2011-2014

Objective-6 Increase the number of professional arts events and activities	
Activity 6.2 Encourage the support and development of different art forms-dance, music, theatre, literature, visual arts, film and digital media	
Relates to Keynsham Arts Plan Aim-all	
Outcome <ul style="list-style-type: none"> Keynsham residents have the opportunity to participate in a range of different art form activities. 	Responsible ADW Local voluntary and professional arts providers
Success Measures <ul style="list-style-type: none"> Promotion and tracking the marketing of local arts activities facilitated by voluntary and professional arts providers. Through the Arts Forum sessions develop, organically grown arts partnerships and opportunities to link artists and arts organisations, in order to develop future arts workshops Developing sustainable arts activities for Keynsham residents-minimum 1 a year Develop projects that will be working in community groups to do shows at bandstand 	Time Scale 2011-2014

Objective-6 Increase the number of professional arts events and activities

Activity

6.3 Maintain and develop a programme of events and performances at the Bandstand

Relates to Keynsham Arts Plan Aim-all

Outcome

- Keynsham residents have the opportunity to see and participate in arts events and activities, at the Bandstand.

Responsible

ADW
Artists, groups, bands, performers

Success Measurers

- An increase in audience development, with opportunities for new audiences to engage with a local venue
- Opportunities for new and existing artists, performers, groups, bands to perform at the Bandstand.
- To develop a programme of 8 minimum shows/events at the Bandstand.

Time Scale

2011-2014

Prioritising of the Arts Development Worker's Hours

- The Arts Development Worker works 12 hours a week
- 48 hours a month- Breakdown of hours over a monthly period
- General allocation of time on activity through the period of a year, hours may vary due to project priorities

Allocation of responsibilities	Tasks Included	Allocation of hours per month	Percentage Of time on tasks, over a year
Marketing	<ul style="list-style-type: none"> • Newsletter/website • Information • Developing and implementing marketing strategies 	6 hours	10%
General administration	<ul style="list-style-type: none"> • General arts enquiries, Responding; • Face to face • Email/Phone calls • Writing up meeting notes 	4 hours	5%
Project development Project management	<ul style="list-style-type: none"> • Developing Arts Plan 2011-2014 • Developing arts projects • Partnerships • Committee and project Reports • Project evaluations • Budget managing 	8 hours	15%
Bandstand	<ul style="list-style-type: none"> • Researching artists/groups • Marketing • Policy making • Contracts • Developing and setting up community performance events 	14 hours	25%
Arts support development	<ul style="list-style-type: none"> • Arts surgeries • Arts forum sessions • Developing Training opportunities • Development and support in projects • Arts Associates scheme • Setting up a volunteer scheme 	16 hours	40%

MONITORING AND EVALUATION

How will the 2011-2014 Arts Plan be monitored?

The Arts Development Worker will monitor projects and initiatives on an individual basis to ensure that they contribute to the aims of the Arts Plan.

The plan will be monitored by the Keynsham Arts Working Party, which meets quarterly, and will be reviewed annually

We will use the Newsletter to keep partners informed of developments and encourage feedback. Where appropriate we will include consultation, questionnaires and surveys to explore particular issues.

It is important that contributors to and participants in the Plan do not remain static, and that the objectives and action plans are publicised widely.

Keynsham Creates Festival-Dance Your Body Awake Participants

