



TRANSPORTED

PHASE II OUTLINE

Original Publication November 2013

Please note that this is an evolving document correct at time of writing, but subject to change according to the development path decided upon with our partners and local circumstances.

Transported Consortium



Lincolshire Community
and Voluntary Service



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

Transported is a strategic, community-focused programme which aims to get more people in Boston Borough and South Holland enjoying and participating in arts activities. It is supported through the Creative People and Places initiative.

Introduction and Context

*Our vision for **Transported** is to enable rurally and culturally isolated residents to be touched by quality and original arts experiences that are accessible and relevant to the communities who live there and empower them to sustain the programme in the future. We will do this by consulting with them, then working with the best artists, practitioners and companies in the country and Europe. We will make it sustainable beyond the initial CP&P funding by developing the expertise, experience and capacity of our artists, practitioners, businesses and residents, ensuring the arts fulfill its potential by contributing to the communities and environment of South Holland and Boston Borough, Lincolnshire.*

Transported Business Plan executive summary

The Business Plan provides an explanation of the rationale and approach for the development of Transported, a Creative People and Places scheme for Boston Borough and South Holland, Lincolnshire.

This Phase II Outline document is intended to accompany (and follow) the Phase I Review document and serves as an update to the original Transported Business Plan.

The Phase I Review document describes the approach taken to test the Business Plan assumptions and propositions through a programme of artist led consultation activity with the residents of Boston Borough and South Holland, and the feedback, information and suggestions that have informed the Phase II proposals.

The Phase II Outline document describes the next steps necessary to deliver each strand of activity, explains the context that has informed them and identifies the individual partnerships necessary to give Transported the best chance of achieving its identified aims and objectives, whilst carrying forward activity beyond the initial CP&P scheme.

Phase II

We have identified 11 strands, which Transported will develop during Phase II.

- a. Haulage
- b. Festivals
- c. Open Book (Partnership Projects with Libraries)
- d. On Your Doorstep
- e. Past Inspired (Partnership Projects with Heritage Venues and Organisations)
- f. Public Art Commissions
- g. Transported Live (Delivering Live Performances to Local People) (formerly Live and Local)
- h. Pop Up Spaces
- i. Consultation (Phase II)
- j. DIY (Programme of Sustained Workshop Activity)
- k. Community Events

a. Haulage

Context

- The Transported Business Plan includes a strand of activity, to be developed and delivered in partnership with Haulage companies, to put art on the sides of Lorries
- Because it was not possible to test this through the artist led consultation period, we need to make sure it is still appropriate and relevant to our audience and objectives at the earliest stage of Phase II delivery
- The Business Plan includes a strand of activity based on 'cultural exchanges' between haulage destinations in Europe, similar to town twinning, but focused on creative sector organisations, artists and communities. It is necessary to scope this activity in order to make sure it complements and contributes to the other strands of Transported and delivers its objectives
- Feedback from consultation has identified issues around immigration which need to be explored further to understand how increased opportunity to experience and understand non British cultural initiatives can contribute to increasing community spirit, identified as high priority by significant numbers of residents
- Transported has already benefited from Haulage industry partnership, receiving practical assistance as well as advice and support in developing the Business Plan
- Local Haulage and Food Company, Freshlinc, has undertaken a community arts project on the side of one of their vehicles and have indicated a willingness to look at new potential projects
- Art on Lorries received considerable attention in the development stage of the project, giving us an identity and profile, and is a potential route to developing a European profile and new projects, which will establish links between rural communities and their cultural issues, needs and opportunities

Research

- Arts and Haulage initiatives across Europe
- New technology and materials suitable to introduce new forms of image and creative experience on haulage vehicles
- Festival and cultural activity in communities linked by haulage networks
- Boston Borough and South Holland Haulage industry: membership, direction of change, issues and concerns

Next Steps in Delivery – What we want to do.

- Undertake an inaugural lorry art commission in partnership with Freshlinc, so that the 'artwork' travels across Europe at the same time as being seen on advertising hoardings in both Boston Borough and South Holland, and in suitable lorry destinations
- Document routes and locations, through medium of digital and other platforms, and identify links back to Boston Borough and South Holland
- Produce booklet or secondary product celebrating and reporting process and project, for sharing with other communities and arts organisations as example of good and effective practice
- Develop haulage sector proposals for follow up projects
- Work with Freshlinc European Transport Manager to identify destination communities and undertake research into each location's festivals and cultural highlights

- Identify six key destinations to reflect an international and cultural spread and establish dialogue, then network, building initial exchange opportunities
- Develop Network proposal and apply for funding to develop such things as cultural exchange programmes, links to European festivals, new art works etc.

Next Steps in Delivery – Rationale

- This approach allows Transported to create new, innovative and high quality commissioned artwork that reflects the geography and cultural heritage of Boston and South Holland and puts it on a European platform
- Transported art will be seen across Europe, with a clear route to evidence impact and response and establish links that will make it valued and sustainable in the future
- By undertaking this first project, we establish a case study of success that establishes the pathway to future commissions
- By using the haulage company as the basis of an international cultural exchange, we will benefit from its connections and establish Transported as a positive initiative within the haulage sector
- The European connection introduces an international element to the programme as a positive strand to counteract local negativity

How

- Agree approach and partnership with Freshlinc, whilst ensuring that the wider haulage sector is kept informed of project stages
- Develop commission brief for artwork to go on lorry sides and advertising hoardings across Europe
- Advertise opportunity targeted at artists (painters, illustrators) designers, graphic designers etc. to produce iconic design inspired by Transported and Boston Borough and South Holland (landscape, heritage and communities)
- Selection made with project partners and with local exhibition of candidates and their proposals
- Artworks produced and installed on vehicle(s) and hoardings
- Process documented and shared

Who

- Transported Team including Arts Manager and delegated Arts Engagement Worker
- Haulage partner (Freshlinc) and Transport Manager
- Haulage sector to be kept informed and inspired to undertake future projects
- Dedicated Arts Engagement Worker to undertake European research
- Communications Manager to develop and implement Communications plan
- Representatives from European locations
- Commissioned artists and companies

Where

- tbc

When

- Development of commission brief, advertising and selection
- Agreement of delivery pathway with haulage partner

- Research into European locations
- Development of European network and project partnership initiatives
- Project implementation
- Evaluation and launch of Haulage industry commission

Subsequent Steps

- A second project(s) is developed and implemented with wider haulage industry
- European Transport Network established and programme developed

Evaluation and Information

Meets Transported Aims:

1. To increase engagement in the arts so that every community, estate and village in South Holland and Boston Borough is empowered to shape and enjoy high quality arts experiences
2. To build the capacity of the voluntary and professional sector in Boston Borough and South Holland
3. To encourage communities to reflect and value their location through their engagement with great arts experiences
4. To build dynamic partnerships with the public, private and third sectors

Objectives for this Strand:

1. To provide opportunity for those currently not engaging in arts activity to see quality, innovative art
2. To develop a programme of arts activity that celebrates Boston Borough and South Holland on a European platform
3. To gather information that proves the value of this strand that is useful in determining future funding opportunities and sustainable programming
4. To develop a programme and framework that is best placed to be sustained beyond initial CP&P funding

What do we want to learn?

- What type of activity and artistic approach is relevant to each location and community
- What are the programming and marketing considerations which will give future projects the best chance of success, attracting target audience and the numbers required to realise the project and inspire and inform future planning and delivery

What evidence do we want to gather?

- Quantitative data: Audience and attendee data (numbers and demographics)
- Qualitative data: Response to arts activity; Aspirational data (for this strand and the area to inform other project planning)
- Top tips, what worked well, shortcuts for similar projects in the future

What mechanisms are we going to employ?

- Commission advertised across wide sector artists and designers/multi platform
- Digital platform to share blog experience and images

With whom shall we share it and how?

- Sector partners, project development task group (analysed data)
- Stakeholders (ACE, Advisory group, future partners) who will be involved in the analysis of the data for drawing conclusions and plans for next phase programme

How will this inform next stage?

- Data and analysis will demonstrate the value and success level and provide evidence to assist with sourcing future support and funding

b. Festivals

Context

- The Business Plan includes a Festival strand in recognition of the areas' associations with previous projects including Spalding Flower Parade and Party in the Park, and the desire to re-invent a festival experience for the area
- The Flower Parade and Party in the Park demonstrated that there is reasonable public appetite for large scale and community festivals
- Previous initiatives have lost local authority investment, making them unviable, reflecting changing times and priorities. Spalding no longer grows mass tulips for example, so a flower festival is no longer representative of the area
- The Transported launch at Holbeach in May, providing a 'taster' experience of a curated festival format, was well received and provided positive feedback, reflecting an appetite for more
- Feedback from Phase I identifies some issues around immigration levels, at the same time as highlighting need for better understanding and community spirit. Festivals offer a platform to bring individuals and communities together in positive communion and celebration
- Feedback from Phase I indicates some enthusiasm for live music and performance and recognises the importance of investing in the visitor offer to enhance economy and potential for employment
- Feedback from Phase I indicated significant desire to boost community spirit
- Festivals have potential as vehicles for celebrating local identity and boosting community spirit and well being, as well as making significant contribution to economic tourism
- Night of Festivals action research/consultation event in Boston demonstrated appetite and enthusiasm for Festival events across the demographic of participants
- Night of Festivals demonstrated that Festival activity is attractive to and engages people, regardless of background and experience
- Local Authorities have indicated their appetite to develop festival activity in the future
- We have received several suggestions for specific festivals and requests for Transported support or funding, including: Revisited Flower Festival, King John Treasure, Crowland Son et Lumière
- Phase I feedback demonstrates significant interest in developing festival activity in the area
- 'SO' festival in Skegness, East Lindsey, is made possible by significant investment from Arts Council, which makes it unlikely that Festival development will receive significant funding for similar
- artsNK's approach to festivals is to build the resource of festival skills in the county (such as the development of working with fire and of aerial dance within NK) to build potential year on year, taking control of artistic content and increasing sustainability in the long term. Potential for development increases the value for a partnership approach
- Rhubarb Theatre has received funding from St Hugh's Foundation to develop their skills in Festival work

Research

- Arts and cultural festivals in England and Europe

- Models of Quality and Innovation in festival format and artistic content
- Festivals as celebration of place and local distinctiveness
- Local themes and stories relevant to celebrate through Festivals and large scale outdoor events
- The Festivals and celebrations which people, who have moved here from elsewhere, bring with them
- The evidence of the social, cultural and economic value of Festivals

Next Steps in Delivery – What we want to do.

- Develop new festival(s) as vehicles for artistic expression of the areas' identities by first exploring what else is being done (Research and Go See), including large scale spectacle, fire and pyrotechnics, new circus, 3D Digital light projection
- Provide local accessible 'taster' carnival experience in Boston with Night of Festivals, undertaking detailed consultation that can assist in future planning and programming, including type of experience, scheduling, marketing, content, participation and learning new skills, how to sustain what happens in the longer term
- Undertake research as evidence of value to assist with bringing on board delivery partners and funders
- Establish a 'festival forum' as a mechanism to inform and support the development of festivals in Boston and South Holland to engage representatives of stakeholders, LAs, Visitor Economy Group, Councillors and Officers and visitor related industries
- Agree statement of intent with Forum partners including common purpose, development pathway and approach, linked into county context
- Allocate a budget for programme implementation between September 2013 and July 2014

Next Steps in Delivery – Rationale

- This approach establishes the national and international context for developing new festival experiences that are place specific and drive forward ambition and innovation
- Limited arts funding requires (new) festival initiatives to have clear evidence of economic as well as social and community value
- By bringing together interested organisations, businesses and stakeholders, the development of new initiatives should be more feasible, with all parties agreeing common interest
- Target of 2020 as 400th anniversary of Pilgrim Fathers for Boston provides clear focus and purpose

How

- Evaluation of Night of Festivals and associated bespoke research
- Bring together Festival focus group to agree development pathway, Research and Go See visits and advice on participants (who needs to go, to put us in best position to succeed, who are decision makers, partners, future funders?)
- Organise Go See trips, capture data and intelligence and feed into planning process
- Develop 2014 event

Who

- Transported Team including Arts Manager and delegated Arts Engagement Worker

- Delegated Arts Engagement Worker to undertake research
- Community Researchers to undertake bespoke consultation at Night of Festivals in October
- Communications Manager to develop and implement Communications plan
- Representatives for Visitor business and stakeholder organisations
- Commissioned artists and companies

Where

- Boston
- tbc

When

- Invite Festival Forum partners to inaugural meeting to agree principle of approach September
- Go See programme January to July 2014

Subsequent Steps

- Festival forum members become champions for development of new ambitious festival development pathway focused on 2020 Anniversary

Evaluation and Information

Meets Transported Aims:

1. To increase engagement in the arts so that every community, estate and village in South Holland and Boston Borough is empowered to shape and enjoy high quality arts experiences
3. To encourage communities to reflect and value their location through great arts experiences
4. To build dynamic partnerships with the public, private and third sectors

Objectives for this Strand:

1. To provide opportunity for those currently not engaging in arts activity to see quality, innovative art
2. To develop a programme of Festival arts events and experiences that are shaped by their location
3. To gather information that proves the value of this strand and is useful in determining future funding opportunities and sustainable programming
4. To develop a programme and framework that is best placed to be sustained beyond initial CP&P funding

What do we want to learn?

- What types of activity and event are relevant to each community and festival opportunity and host community.

- What programming and marketing considerations give such initiatives the best chance of success, attracting a target audience and numbers required for sustainability in the long term.

What evidence do we want to gather?

- Quantitative data: Audience and attendee data (numbers and demographics)
- Qualitative data: Response to arts activity; Aspirational data (for this strand and the area to inform other project planning)

What mechanisms are we going to employ?

- Bespoke data collection questions and methods
- Community Researchers
- Forum (expert) feedback

With whom will we will share it and how?

- Project development task group, sector partners, forum members (analysed data)
- Stakeholders (ACE, Advisory group, future partners) who will be involved in the analysis of the data for drawing conclusions and plans for next phase programme

How will this inform next stage?

- Data and analysis will demonstrate value, success level and provide evidence to assist with sourcing future support and funding

Education

- Schools and colleges to be invited to take part in workshops in the lead up to events as and where appropriate

c. **Open Book** (Partnership Projects with Libraries)

Context

- The Business Plan includes a strand of work in libraries as new local locations for arts activity including exhibitions, performances and participation
- The Phase I consultation included some library-based events, providing feedback through community researcher questionnaires
- Consultation undertaken with area librarians and regional manager to “scope” opportunity and ambition, and site visits undertaken by team to understand potential for each
- Research confirms interest in seeing more local live art, in taking part and in learning new skills
- Action research project was developed, commissioned through Pestiferous Theatre Company, as a development of their Phase I consultation project. Linked to Health and Wellbeing week, Pestiferous developed a bespoke performance that was performed at 8 local libraries, as an arts event in its own right, focused on engaging new people, and as an opportunity for specific research relevant to and informing the library strand, which includes the role libraries have in their community

Research

- Research is needed into national and European art in libraries initiatives to put this action research project into context and put innovation and originality into a wider context
- Research is also required into rural touring and related live art programmes in Lincolnshire, Peterborough etc.
- Research needed into Lincolnshire restructuring of library and museum services to ensure our programme is appropriate and stands best chance of having longer term positive impact

Next Steps in Delivery – What we want to do.

- Complete evaluation of action research project with Pestiferous, which toured commissioned drama to each library where Community Researchers gathered specific data linked to location/village and libraries as potential venues for live and innovative art
- Establish a programming group with (some) delegated decision making, including representatives of libraries, other staff connected with the library sector, users and the Transported team, to develop initial programme of events including live art and innovative exhibitions, the key theme being experiences that haven’t happened before or are not accommodated within existing venues
- Link programming opportunities to the Heritage strand as well as through storytelling and literature events
- A budget will be allocated for programme implementation between September 2013 and September 2014

Next Steps in Delivery – Rationale

- This stage of the programme is about empowering local people and organisations to be in the best place to sustain the Transported initiative in the longer term

- This approach provides space to undertake more detailed consultation with library users and staff to inform specific programming (including artistic experience, marketing and evaluation) relevant to each library and its host community

How

- Agree with County Library services manager and local library teams the procedures and protocols of Programming group
- Programming group looks at links with other relevant initiatives and programmes including Rural Touring and exhibitions at NCCD, Collection, Observatory gallery, New Art Exchange etc.
- Programming group draws together initial pilot programme, including experience, marketing and evaluation plans
- Programme delivered up to September 2014 and reviewed August 2014

Who

- Transported Team including Arts Manager and delegated Arts Engagement Worker
- Communications Manager to develop and implement Communications plan
- Library staff
- Library users
- Commissioned artists and companies
- Rural touring and other national and local promoting agencies

Where

- Boston
- Spalding
- Donington
- Crowland
- Kirton
- Pinchbeck
- Holbeach
- Long Sutton

When

- Develop project specific data collection questions and methods: August 2013
- Pestiferous programme: September
- Agree approach with libraries and stakeholders: September
- Feedback analysis: October
- Programming (first 2 months): October
- Programme delivery: November 2013 to September 2014
- Review: August 2014

Subsequent Steps

- Open Book Strand in position to apply for funding based on evidence of value gathered during this pilot programme

Evaluation and Information

Meets Transported Aims:

1. To increase engagement in the arts so that every community, estate and village in South Holland and Boston Borough is empowered to shape and enjoy high quality arts experiences
3. To encourage communities to reflect on and value their location through great arts experiences

Objectives for this Strand:

1. To provide opportunity for those currently not engaging in arts activity to see quality, innovative art
2. To develop a programme of arts events and experiences that are shaped by their location
3. To gather information that proves the value of this strand and is useful in determining future funding opportunities and sustainable programming
4. To develop a programme and framework that is best placed to be sustained beyond initial CP&P funding

What do we want to learn?

- What types of activities and events are relevant to each library and host community
- What programming and marketing considerations give such initiatives the best chance of success, attracting a target audience and numbers required for sustainability in the long term

What evidence do we want to gather?

- Quantitative data: Audience and attendee data (numbers and demographics)
- Qualitative data: Response to arts activity; Aspirational data (for this strand and the area to inform other project planning)

What mechanisms are we going to employ?

- Bespoke data collection questions and methods
- Community Researchers
- Library staff feedback

With whom will we will share it and how?

- Project development task group, Library service managers (analysed data)
- Stakeholders (ACE, Advisory group, future partners) who will be involved in the analysis of the data for drawing conclusions and plans for next phase programme

How will this inform next stage?

- Data and analysis will demonstrate value, success level and provide evidence to assist with sourcing future support and funding

d. On Your Doorstep

Context

- The Business Plan includes a strand offering support for small scale public realm interventions
- Phase I research indicates a level of support for investment in “improving the area”. High on Holbeach and Boston data returns was “cleaning up the area”. High on Holbeach and Long Sutton’s were “improve our park” suggestions. “Revitalise Town” featured highly on Boston and Holbeach returns
- Phase I consultation has demonstrated approval of investment in public realm improvements, and some specific projects have been suggested: Development of Holbeach Cemeteries and Park. Improvement of Long Sutton Park
- We know that public improvement projects, requiring ‘volunteer’ input, participation that makes a contribution to community aims, engages people in a way that reaches beyond interest in or engagement with an arts project
- Feedback from Phase I identifies the need to improve community spirit. By empowering local groups to make positive improvements we build community spirit through communal action as well as through appreciation of achievement from the wider community
- Whilst there has been significant investment in the redesign of Boston Market square, and there are plans for a new tidal barrier and associated works, there has been no specific arts programme with high levels of public involvement
- Holbeach has had a market town regeneration scheme some years ago, resulting in Alan Potter mosaics, but there was no significant level of community or public engagement and no legacy of skills in the area

Research

- Successful public realm empowerment (and participation) projects and schemes in Britain and Europe
- Quality and Innovation in public realm schemes and projects
- What people think about where they live and where needs attention and creative intervention

Next Steps in Delivery – What we want to do.

- We need to provide tangible examples of public realm improvements through quality interventions, empowering local groups to commission or by providing a participatory programme through which they learn and develop the necessary level of skills needed
- We can illustrate what others have done that is inspirational and of quality, through research, public presentations/seminars/displays and Go See visits
- We will invite spaces to ‘register’ for consideration for a number of ‘action research pilot projects’ from which we select the most appropriate for our target audience (those not engaged in the arts) and the individual strands of public art interventions that are appropriate for the area including (but not definitively):
 1. Water feature
 2. Mosaic (wall/floor/3D/special)
 3. Mural (temporary/permanent/paint/photo/graffiti)

4. Public art sculpture/features
5. Trails
 - We will draw up and advertise commission briefs for selected locations, implementing schemes and coordinating open sharing events so that future projects gain an understanding of the process and proposals are more likely to suggest appropriate and innovative schemes, and be inspired to be ambitious
 - We can invite locations that have suggested projects so far to register, to be considered for action research pilot schemes
 - Selection will consider the potential of the project, firstly, to engage the non-engaged and, secondly, to illustrate this area of activity as a case study to influence future programming
 - A budget will be allocated for programme implementation between December 2013 and July 2014

Next Steps in Delivery – Rationale

- This approach establishes the national and international context for developing new public realm and participatory projects that are then developed as place specific and drive forward ambition and innovation
- Go See trips and public exhibition of research push forward understanding of what's possible, fuel ambition and set the programme within an expectation for projects to be innovative
- Delivering the selected projects as case studies, thus providing future project champions to experience each stage, increases the chance of successful, enlightened projects in the second phase, sharing inspiration of the real experience of communities undertaking the initial projects
- By empowering local people to 'manage' the development of projects on their doorstep we increase the potential for them to want to do more in the future
- We would hope to engage project participants in the Transported structure, so they bring their real local project experience to the project development Task group and advisory group

How

- Publicise opportunity to register 'your public space' that would benefit from creative intervention, to be considered for pilot case study project, benefitting from investment and professional help, and any training needed
- Research and develop display material illustrating range of projects undertaken elsewhere. Develop a public presentation which we can target to specific locations to set the context of Transported expectations and approach
- Organise Go See visits for selected locations' representatives and stakeholders, to establish ambition, including where possible other registered schemes' representatives not selected for pilot phase
- Write and advertise commission briefs for each location with local input, the whole process documented and shared (web and/or other platforms)
- Implement case study pilot projects with regular 'sharing' events, illustrating key stages in each development
- Next phase of projects developed and implemented 2014-15

Who

- Transported Team including Arts Manager and delegated Arts Engagement Worker
- Delegated Arts Engagement Worker to undertake research
- Community Researchers to undertake bespoke consultation in selected locations
- Communications Manager to develop and implement Communications plan tailored for local project need as well as national sector profile
- Representatives for proposed and selected areas
- Commissioned artists and companies

Where

- To be determined by public nomination and selection process

When

- Invitation to register locations
- Research and community presentations
- Go See visits
- Selected schemes' briefs drawn up, commissions advertised
- Implementation of case study projects
- Evaluation
- Development of second phase 'On your Doorstep' projects

Subsequent Steps

- A second wave of projects is developed and implemented. Independent groups for participating locations are better placed to undertake and receive support for ongoing projects

Evaluation and Information

Meets Transported Aims:

1. To increase engagement in the arts so that every community, estate and village in South Holland and Boston Borough is empowered to shape and enjoy high quality arts experiences
3. To encourage communities to reflect and value their location through great arts experiences
4. To build dynamic partnerships with the public, private and third sectors

Objectives for this Strand:

1. To provide opportunity for those currently not engaging in arts activity to see quality, innovative art
2. To develop a programme of arts activity that makes improvement to and is shaped by their location
3. To empower local residents to drive forward a public realm enhancement scheme either by commissioning or through a participatory approach by equipping them with the necessary skills and confidence
4. To gather information that proves the value of this strand and is useful in determining future funding opportunities and sustainable programming
5. To develop a programme and framework that is best placed to be sustained beyond initial CP&P funding

What do we want to learn?

- What types of activities and artistic approaches are relevant to each location and community
- What programming and marketing considerations give future public realm enhancement projects the best chance of success, attracting a target audience and the numbers required to realise the project and inspire and inform future planning and delivery

What evidence do we want to gather?

- Quantitative data: Audience and attendee data (numbers and demographics)
- Qualitative data: Response to arts activity; Aspirational data (for this strand and the area to inform other project planning)
- Top tips, what worked well, shortcuts for similar projects in the future

What mechanisms are we going to employ?

- Public displays and presentations/talks
- Open invitation to take part
- Bespoke data collection questions and methods
- Community Researchers
- Forum (expert) feedback

With whom will we will share it and how?

- Project development task group, project “steering group” and stakeholders, (analysed data)
- Stakeholders (ACE, Advisory group, future partners) who will be involved in the analysis of the data for drawing conclusions and plans for next phase programme.

How will this inform next stage?

- Data and analysis will demonstrate the value and success level and provide evidence to assist with sourcing future support and funding

e. **Past Inspired** (Partnership Projects with Heritage Venues and Organisations)

Context

- Transported Business Plan includes a strand of work with heritage venues as new local locations for arts activities, including imaginative and innovatory art products that are inspired by the history and heritage of the area. The range of possibilities suggested includes performances, community drama, public art, and arts and heritage trails
- The Phase I consultation included some Heritage venue based events, providing feedback through community research questionnaires, including: Tractor Fair at Fosdyke; Vintage Fair at the Curlew Centre, Sutton Bridge; Ayscoughfee Halls/Gardens; RSPB Frampton Marsh; All Saints Parish Church, Holbeach; Boston Guildhall; Boston Stump; Crowland Abbey; St Mary's Church, Long Sutton; Scotia Creek (Pilgrim Father's Monument)
- Specific consultation was undertaken with Frampton Marsh RSPB, Warden and National Horticulture Society and Spalding Civic Trust representative to 'scope' opportunity and ambition. Site visits were undertaken at Frampton and Spalding
- Specific proposals have been received for a Son et Lumière event exploring local heritage in Crowland, for a re-enactment/drama project based on the story of King John's treasure in Holbeach and for input into the Holbeach cemeteries programme
- Research has confirmed interest in investing in 'improving' both the built and natural environments
- There is recognition of the need to invest in the visitor offer, to improve the local economy and increase opportunities for employment
- Heritage venues, representing the heritage and history of the area, sit at the centre of the visitor experience
- Understanding and sharing the stories of the area is important in enabling people to appreciate and value what has shaped and defined it and is the first stage to caring and valuing
- Cultural heritage, music, dances, storytelling and folk history provide opportunity to identify common themes that bring different parts of the community together

Research

- Research is needed into national and European art and heritage initiatives to put this pilot/action research project into context and put innovation and originality into its wider context
- Research into Boston Borough and South Holland Heritage venues and organisations and what happens already
- Identify cultural and heritage stories that are common to the area and to the people that have moved here from elsewhere
- Identify cultural and heritage stories that are unique to this area and need preserving and sharing

Next Steps in Delivery – What we want to do.

- We need to increase the understanding of Transported as a project that can respond to heritage themes and heritage based opportunities if they are the route to engage new people and if they offer innovative and high quality arts experience. We therefore propose to do two things: to establish a Heritage and Arts Task

group, in order to increase understanding of what's possible and appropriate, and then assist with programming what happens next; to develop two 'exemplar' projects that make our criteria clear and the development process open, to inform future projects

- We will invite representatives of Heritage venues and organisations to agree areas of common concern and a suggested pathway, including 'Go See' visits for group and potential decision makers' friends and allies who need to broaden their understanding of best and innovative practice in order to be of benefit to future projects
- We will undertake research into heritage and arts projects in the UK and abroad, including live art, drama, public art and trails, to establish a wider context for innovation and quality for our programme and to assist in deciding which to go and see
- We will establish a partnership agreement with each organisation, covering the protocol, procedures, roles and responsibilities for each pilot project
- For each project, we will develop a brief and delivery plan, including marketing, evaluation and public sharing with future project partners
- We will implement the commission with open events, making each stage accessible to future project partners and maximising the opportunity for consultation and engagement, including design for real workshops, model and Marquette making, design exhibitions, artist talks etc.
- We will establish a platform to explore and discuss future heritage projects and other initiatives that might add value to collaboration and networking, not necessarily resourced or directly managed by the Transported team (this might include joint marketing, complementary programming, sympathetic scheduling etc.)
- A budget will be allocated for programme implementation between September 2013 and July 2014

Next Steps in Delivery – Rationale

- This approach establishes the criteria for Transported partnership with heritage projects, necessitating sector buy in from the outset, making it possible to be absolutely clear where there is a shared agenda and resultant opportunity for Transported partnership, and where there isn't
- By harnessing sector manager support and developing 'Go See' experiences, we increase the potential for ambitious and innovative, but appropriate, projects in the future
- Development of pilot projects allows us to illustrate Transported criteria and route to more appropriate and quality projects

How

- Establish delivery partnership with Heritage Trust as specialist in the area
- Agree pathway for pilot projects with relevant stakeholders
- Get partnership agreements that define roles, responsibilities and delivery pathway.
- Bring together Heritage venue and groups task group and agree statement of intent/purpose, agree protocol, policies and procedures
- Delegate Arts Engagement Worker to undertake research. Task group to identify appropriate 'Go See' programmes, and target participants
- Pilot projects briefs agreed and commissions implemented

- Possible future projects register interest and representatives/champions brought into loop of 'information and consciousness raising' events
- Commissions completed and follow up (second stage) projects identified
- Programme delivered up to July 2014 and reviewed August 2014

Who

- Transported Team including Arts Manager and delegated Arts Engagement Worker
- Communications Manager to develop and implement Communications plan
- Heritage Trust Lincolnshire representative to broker relationships with heritage venues and organisations, link to existing programmes and projects and guide delivery reflecting the sector's needs
- Frampton Marsh Manager and Spalding Civic Trust representative
- Holbeach St Marks representative for St John's
- Holbeach Cemetery's representative
- Representatives of key, heritage venues and organisations
- Commissioned artists and companies

Where

- Frampton Marsh nature reserve
- Spalding
- Holbeach
- Holbeach St Marks
- Others to be identified in early research and consultation

When

- Agree approach with pilot project partners September 2013
- Agree approach heritage sector November 2013
- Go See programme January to July 2014
- Pilot Commissions January to September 2013

Subsequent Steps

- Heritage task group in position to seek further potential arts collaborations

Evaluation and Information

Meets Transported Aims:

1. To increase engagement in the arts so that every community, estate and village in South Holland and Boston Borough is empowered to shape and enjoy high quality arts experiences
3. To encourage communities to reflect and value their location through great arts experiences
4. To build dynamic partnerships with the public, private and third sectors

Objectives for this Strand:

1. To provide opportunity for those currently not engaging in arts activity to see and participate in quality, innovative arts experiences
2. To develop a programme of arts events and experiences that are shaped by their location
3. To gather information that proves the value of this strand and is useful in determining future funding opportunities and sustainable programming
4. To develop a programme and framework that is best placed to be sustained beyond initial CP&P funding

What do we want to learn?

- What type of activity and event are relevant to each heritage venue and host community
- What programming and marketing considerations give such initiatives the best chance of success, attracting a target audience and numbers required for sustainability in the long term

What evidence do we want to gather?

- Quantitative data: Audience and attendee data (numbers and demographics)
- Qualitative data: Response to arts activity; Aspirational data (for this strand and the area to inform other project planning)

What mechanisms are we going to utilise or use?

- Bespoke data collection questions and methods
- Community Researchers
- Task Group feedback

With whom will we will share it and how?

- Project development task group, Library service managers (analysed data)
- Stakeholders (ACE, Advisory group, future partners) who will be involved in the analysis of the data for drawing conclusions and plans for next phase programme

How will this inform next stage?

- Data and analysis will demonstrate value, success level and provide evidence to assist with getting future support and funding.

Education

- Workshops in schools as and when appropriate
- Link to University of Lincolnshire for research assistance and information sharing
- Link to WEA and Adult education where appropriate for volunteer resource supporting community engagement

f. Public Art Commissions

Context

- Business Plan includes a strand for public art initiatives
- Schemes such as County regeneration (tidal barrier) and economic development focus on developing the tourism offer provide potential partnerships for larger scale commissions and interventions
- Specific discussions during Phase I have led to proposals for public art and public realm developments at Frampton Marsh, Spalding and Boston
- Feedback from Phase I consultation indicates a level of support for investment in 'improving the area'
- Phase I consultation has demonstrated approval of investment in public realm improvements, and some specific projects have been suggested including: the Development of Holbeach Cemeteries and Park; the improvement of Long Sutton Park
- Whilst there has been significant investment in the redesign of Boston Market square, and there are plans for a new tidal barrier and associated works, there has been no specific arts programme
- Holbeach has had a market town regeneration scheme some years ago, resulting in Alan Potter mosaics
- Public art offers the opportunity to celebrate local distinctiveness, a sense of place, and enrich the landscape for residents and visitors

Research

- Research is needed into public art schemes in Europe and UK
- Identification of Innovation and Quality in public realm and public art schemes
- Local organisations and players that want to support and develop public art
- Existing and planned public art schemes in the area

Next Steps in Delivery – What we want to do.

- We need to provide tangible examples of public art commissions that illustrate quality and innovation that Transported can support
- We want to undertake case study projects for natural environment and built environment, which illustrate the process and serve as examples of best practice
- We want to build on suggestions from Phase I consultation to develop distinctive projects for the area
- We will manage projects as action research projects, documenting and sharing each stage and using each stage as an opportunity to consult with future partners
- We will undertake research about commissioned public art, to put this and future projects into a wider international context
- We will identify appropriate schemes, to which we take future possible project partners to see, to broaden ambition and understanding before finalising local projects
- A budget will be allocated for programme implementation between September 2013 and July 2014

Next Steps in Delivery – Rationale

- This approach establishes the national and international context for developing new public art projects that are place specific and drive forward ambition and innovation

- Go See trips and research into current and best practice push forward understanding of what's possible, fuel ambition and set the programme within an expectation for projects to be innovative
- Delivering the selected projects as case studies, thus providing future project champions to experience each stage, increases the chance of successful, enlightened projects in the second phase, sharing inspiration of the real experience of communities undertaking the initial projects

How

- Agree statement of intent with project partners
- Develop place specific commission briefs
- Advertise and select for each scheme, with appropriate participation for stakeholders/users/ residents and with open sharing of procedures to encourage learning from other prospective projects
- Go See visits organised for stakeholders and representatives from other possible schemes
- Schemes implemented and each stage documented and shared on suitable platform (digital web/blog etc.)
- Schemes progressed with regular 'sharing' events illustrating key stages in each development.

Who

- Transported Team including Arts Manager and delegated Arts Engagement Worker
- Delegated Engagement worker to undertake research
- Community Researchers to undertake bespoke consultation in selected locations
- Communications Manager to develop and implement Communications plan tailored for local project need as well as national sector profile
- Representative from partner organisations (Frampton Marsh initially)
- Commissioned artists and companies

Where

- Frampton Marsh
- Others to be identified through research and consultation

When

- Agree approach and statement of intent
- Develop commission briefs
- Research
- Go See trips
- Implementation
- Evaluation and review
- Development of second phase public art projects

Subsequent Steps

- Second phase partnership projects identified and developed

Evaluation and Information

Meets Transported Aims:

1. To increase engagement in the arts so that every community, estate and village in South Holland and Boston Borough is empowered to shape and enjoy high quality arts experiences
3. To encourage communities to reflect and value their location through great arts experiences

Objectives for this Strand:

1. To provide opportunity for those currently not engaging in arts activity to see quality, innovative art
2. To develop a programme of arts activity that makes improvement to and is shaped by their location
3. To empower local residents to drive forward a public realm enhancement scheme by either commissioning or through a participatory approach by equipping them with the necessary skills and confidence
4. To gather information that proves the value of this strand and is useful at determining what happens next
5. To develop a programme and framework that is best placed to be sustained beyond initial CP&P funding

What do we want to learn?

- What type of activity and artistic approach is relevant to each location and community
- What programming and marketing considerations give such initiatives the best chance of success, attracting a target audience and numbers required for sustainability in the long term

What evidence do we want to gather?

- Quantitative data: Audience and attendee data (numbers and demographics)
- Qualitative data: Response to arts activity; Aspirational data (for this strand and the area to inform other project planning)
- Issues and problems, pitfalls to avoid
- Top tips, what worked well, shortcuts for similar projects in the future

What mechanisms are we going to employ?

- Public displays and presentations/talks
- Bespoke data collection questions and methods
- Community Researchers
- Forum (expert) feedback

With whom will we share it and how?

- Project development task group, project “steering group” and stakeholders (analysed data)
- Stakeholders (ACE, Advisory group, future partners) who will be involved in the analysis of the data for drawing conclusions and plans for next phase programme

How will this inform next stage?

- Data and analysis will demonstrate the value, success level and provide evidence to assist with sourcing future support and funding

g. Transported Live (Delivering Live Performances to Local People) (formerly Live and Local)

Context

- Business Plan includes strand of work which would take live performances to local people – ie. dance, drama, music, new circus
- The Phase I consultation included some live performances in places where people already were for non-arts activity ie. libraries, bird sanctuary, garden centres, town centres, etc.
- Consultation undertaken at each event showed that residents of Boston Borough and South Holland District would like more live art in their communities

Research

- Research needed into national and European companies that can work in non-theatre or alternative spaces
- Research rural touring and related live art programmes in Lincolnshire, Peterborough etc.
- Research into which venues we could tour to within both districts

Next Steps in Delivery – What we want to do.

- Complete research into appropriate tour destinations and relevant companies to use
- Establish programming group with (some) delegated decision making, including representatives of businesses like Freshline and Bakkavor and the Transported team, to develop initial programme of events, the key theme being ‘new experiences’
- Link programming opportunities to libraries strand
- A budget will be allocated for programme implementation between September 2013 and July 2014

Next Steps in Delivery – Rationale.

- This stage of the programme is about empowering local people and organisations to be in the best place to sustain the Transported initiative in the longer term
- This approach provides space to undertake more detailed consultation with those not engaged in the arts, to inform specific programming (including artistic experience, marketing and evaluation) relevant to each place and its host community

How

- Identify key companies to work with
- Programme a tour
- Brief experienced Community Researchers to use specific research questions and tools to gather relevant information to include location specific links to allow for bespoke programming
- Agree with local businesses the protocols of Programming group
- Programming group looks at links with other relevant initiatives and programmes including Rural Touring, Jazzpac etc.
- Programming group draws together initial pilot programme, including experience, marketing and evaluation plans

- Programme delivered up to September 2014 and reviewed August 2014

Who

- Transported Team including Arts Manager and delegated Arts Engagement Worker
- Communications Manager to develop and implement Communications plan
- Business Manager
- Staff at those businesses involved
- Commissioned artists and companies
- Rural touring and other national and local promoting agencies

Where

- Bakkavor, Holbeach St Marks, Spalding
- Geest, Spalding
- Freshlinc, Spalding
- Fowler Welch
- Other places identified in research

When

- Agree approach with businesses November 2013
- Programming (first 2 months) November December 2013
- Develop project specific questionnaires December 2013
- Programme delivery April to September 2014
- Review August 2014

Subsequent Steps

- Programme in position to apply for funding based on evidence of value, gathered during this pilot programme

Evaluation and Information

Meets Transported Aims:

1. To increase engagement in the arts so that every community, estate and village in South Holland and Boston Borough is empowered to shape and enjoy high quality arts experiences
4. To build dynamic partnerships with the public, private and third sectors and to sustain Transported beyond the initial Creative People and Places funding

Objectives for this Strand:

1. To provide opportunity for those currently not engaging in arts activity to see quality, innovative art
2. To develop a programme of arts events that are shaped by local people
3. To gather information that proves the value of this strand and is useful at determining future funding opportunities and sustainable programming

4. To develop a programme and framework that is best placed to be sustained beyond initial CP&P funding

What do we want to learn?

- What type of performance is relevant to each business and its staff
- What programming and marketing considerations give such initiatives the best chance of success, attracting a target audience and numbers required for sustainability in the long term

What evidence do we want to gather?

- Quantitative data: Audience and attendee data (numbers and demographics)
- Benefits to businesses involved

What mechanisms are we going to employ?

- Bespoke data collection questions and methods
- Community Researchers
- Business Managers and staff feedback

With whom will we share it and how?

- Project development task group, Business Managers (analysed data)
- Stakeholders (ACE, Advisory group, future partners) who will be involved in the analysis of the data for drawing conclusions and plans for next phase programme

How will this inform next stage?

- Data and analysis will demonstrate value, success level and provide evidence to assist with getting future support and funding

Education

- Workshops in local schools and for families of staff

h. Pop Up Spaces

Context

- Business Plan includes a strand of work which would pilot Pop Up Spaces in two locations: Boston as a busy town environment and Holbeach as a more rural location
- The Phase I consultation included a mix of artists residencies, workshops, demonstrations and events
- The Empty Shop pilot programme has been completed and data is being analysed.
- Mentoring has taken place with Dan Thompson and links to the Empty Shops Network has been established

Research

- Research needed into national and European schemes
- Research needed into whether the data collected needs to happen in Empty Shops or just 'somewhere'
- Research into the value of Empty Shops to be presented back to local infrastructure

Next Steps in Delivery – What we want to do.

- Complete evaluation of pilot programme data
- Determine a way forward based on evidence
- Develop links with Economic Development and Town Councils or BIDs

Next Steps in Delivery – Rationale.

- If appropriate, the next stage of the programme will be to establish how the arts can contribute to the sustainability of the High Street and the benefits that this will bring in the long term
- Gives local people opportunities to engage with Transported and potentially to contribute to other strands of the project

How

- Decide on where Pop Up Shops should be
- Establish a programming group to decide on best way to keep programme fresh and vibrant
- Brief experienced Community Researchers to use specific research questions and tools to gather relevant information to include location specific links to allow for bespoke programming
- Agree with local businesses how Transported can make a contribution, along with other economic development initiatives
- Identify shop spaces to be offered free to use as in kind contribution to Transported
- Develop Pop Up Shop programme
- Programme delivered up to July 2014 and reviewed August 2014.

Who

- Transported Team including Arts Manager and delegated Arts Engagement Worker
- Communications Manager to develop and implement Communications plan
- Town Councils and BIDs
- Other local businesses

- Commissioned artists and companies

Where

- Dependent on evidence and data

When

- Review data September 2013
- Decide on way forward September 2013
- Establish programming group November 2013
- Develop project specific questionnaires December 2013
- Programme established from January 2014 onwards
- Review August 2014

Subsequent Steps

- Identify Transported input into supporting local initiatives to take over pop up shop initiatives

Evaluation and Information

Meets Transported Aims:

1. To increase engagement in the arts so that every community, estate and village in South Holland and Boston Borough is empowered to shape and enjoy high quality arts experiences
3. To encourage communities to reflect and value their location through great arts experiences
4. To build dynamic partnerships with the public, private and third sectors and to sustain Transported beyond the initial Creative People and Places funding

Objectives for this Strand:

1. To provide opportunity for those currently not engaging in arts activity to participate in quality, innovative art
2. To contribute to the sustainability of the High Street and therefore the community
3. To gather information that proves the value of this strand and is useful at determining future funding opportunities and sustainable programming
4. To develop a programme and framework that is best placed to be sustained beyond initial CP&P funding

What do we want to learn?

- What type of events work in that community
- What is the value of Pop Up shops
- What programming and marketing considerations give such initiatives the best chance of success, attracting a target audience and numbers required for sustainability in the long term

What evidence do we want to gather?

- Quantitative data: Audience and attendee data (numbers and demographics)
- Benefits to wider High Street

What mechanisms are we going to employ?

- Bespoke data collection questions and methods
- Community Researchers
- Programming Group feedback

With whom are we going to share it and how?

- Project development task group, Economic Development Officers, Town Councils and BIDs (analysed data)
- Stakeholders (ACE, Advisory group, future partners) who will be involved in the analysis of the data for drawing conclusions and plans for next phase programme

How will this inform next stage?

- Data and analysis will demonstrate value, success level and provide evidence to assist with getting future support and funding.

Education

- Workshops in shops for local people

i. Consultation (Phase II)

Context

- Business Plan includes a strand of work to continue Consultation, including Artist Led, Ice Cream Van, Pop Up and Flash Events and including a mix of art forms in different locations
- The Phase I Consultation proved to be an extremely effective way of raising the profile of Transported as well as gathering data for the next phase of the Project
- Consultation was undertaken at each event to gather data about people, their community and their aspirations
- Research will need to continue into next stage as not all areas of Boston Borough and South Holland District have been reached

Research

- What has been done where
- Where there are gaps in our information and understanding
- Where we can improve process based on feedback from researchers, team and artists

Next Steps in Delivery – What we want to do.

- Identify areas that need to be targeted
- Commission Electric Egg to make films with artists who have understood the project and the difference between a commission and Artist Led Consultation
- Curate programme for Ice Cream Van
- Commission Artists to lead on programme
- Identify ways of developing work with artists from Phase I
- A budget will be allocated for implementation between September 2013 and July 2014

Next Steps in Delivery – Rationale.

- This stage of the programme is about consulting with the public and engaging with those not engaged in the arts
- This approach provides space to undertake more detailed consultation with the public to inform next stage of developments

How

- Develop a brief for commissioned artists, specifically targeting participation for Artist Led Consultation to tie into DIY strand
- Contract Artists to deliver programme
- Establish a framework for working with Artists from Phase I in a more developed way
- Work with Evaluation Task Group to identify ways of gathering data needed to influence DIY strand
- Brief experienced Community Researchers to use specific research questions and tools to gather relevant information to include location specific links to allow for bespoke programming.
- Programme delivered up to July 2014 and reviewed August 2014.

Who

- Transported Team including Arts Manager and delegated Arts Engagement Worker

- Communications Manager to develop and implement Communications plan
- Electric Egg
- Commissioned artists and companies
- The General Public

Where

- Fishtoft
- Wrangle
- Gosberton
- Quadring
- Pinchbeck
- Cowbit
- Moulton Chapel
- Holbeach St. Johns
- Sutton St. James
- Moulton Seas End
- Moulton
- Whaplode
- Swineshead
- Bicker

When

- Develop Brief November 2013
- Send out Brief November 2013
- Review project specific questionnaires November/ December 2013
- Agree approach Phase I artist December 2013
- Programme new Consultation Phase January 2014
- Programme delivery April to July 2014
- Review August 2014

Subsequent Steps

- Develop 3rd phase Consultation programme to assess effects of Phases I and II

Evaluation and Information

Meets Transported Aims:

1. To increase engagement in the arts so that every community, estate and village in South Holland and Boston Borough is empowered to shape and enjoy high quality arts experiences
2. To build the capacity of the voluntary and professional creative sector in Boston Borough and South Holland
3. To encourage communities to reflect and value their location through great arts experiences

Objectives for this Strand:

1. To provide opportunity for those currently not engaging in arts activity to experience quality, innovative art
2. To gather information that proves the value of this strand and is useful at determining future funding opportunities and sustainable programming
3. To develop a programme and framework that is best placed to be sustained beyond initial CP&P funding
4. To develop relationships with artists that have understood the project and its ethos and way of working

What do we want to learn?

- What type of activity and event work in what location
- What people want in the next stage of development
- What programming and marketing considerations give such initiatives the best chance of success, attracting a target audience and numbers required for sustainability in the long term

What evidence do we want to gather?

- Quantitative data: Audience and attendee data (numbers and demographics)
- Qualitative data: Aspirational data (for this strand and the area to inform other project planning)

What mechanisms are we going to employ?

- Bespoke data collection questions and methods
- Community Researchers

With whom are we going to share it and how?

- Project development task group
- Stakeholders (ACE, Advisory group, future partners) who will be involved in the analysis of the data for drawing conclusions and plans for next phase programme

How will this inform next stage?

- Data and analysis will demonstrate value, success level and provide evidence to assist with getting future support and funding

j. **DIY (Programme of Sustained Workshop Activity)**

Context

- Business Plan includes strand of work for workshop activity if the data gathered through the Consultation Phase showed a demand for it
- The Phase I Consultation Artist Led and Pop Up Spaces included some participatory activity
- Research confirms interest in having more workshops, courses and learning new skills in some areas

Research

- Research is needed to identify current groups so we can signpost individuals to existing groups if neither relevant nor appropriate to Transported
- What activities were identified in Phase I as required

Next Steps in Delivery – What we want to do.

- Complete analysis of data from Pop Up Shops to determine programme for future developments
- Ensure Phase II Consultation questions identify all relevant quantitative data, including to which community audience members belong, in addition to identifying the location of the event
- Explore how this strand can tie in with other strands such as the Heritage strand
- A budget will be allocated for programme implementation between September 2014 and July 2015

Next Steps in Delivery – Rationale.

- This stage of the programme is about empowering local people and organisations to be in the best place to sustain the Transported initiative in the longer term
- This approach provides space to feed into other strands to make them more sustainable in the long term

How

- Identify which strands can potentially overlap
- Analyse data from Phase II Consultation Programme
- Devise Artists Development Programme if necessary
- Programme delivered up to July 2015, reviewed in August 2015

Who

- Transported Team including Arts Manager and delegated Arts Engagement Worker
- Communications Manager to develop and implement Communications plan
- Voluntary Arts England
- Other local providers
- Commissioned artists and companies

Where

- To be determined from data collated

When

- Develop project specific questionnaires August 2014
- Feedback analysis September 2014
- Programme delivery from October 2014 or earlier if identified through different strands
- Review August 2015

Subsequent Steps

- Data analysis from programme in position to apply for funding based on evidence of value gathered.

Evaluation and Information

Meets Transported Aims:

1. To increase engagement in the arts so that every community, estate and village in South Holland and Boston Borough is empowered to shape and enjoy high quality arts experiences
2. To build the capacity of the voluntary and professional creative sector in Boston Borough and South Holland
3. To encourage communities to reflect and value their location through great arts experiences

Objectives for this Strand:

1. To provide opportunity for those currently not engaging in arts activity to participate in quality, innovative art
2. To develop a programme of arts events and experiences that are shaped by local people
3. To make a significant contribution to artists' professional development to ensure sustainability in the longer term
4. To gather information that proves the value of this strand and is useful at determining future funding opportunities and sustainable programming
5. To develop a programme and framework that is best placed to be sustained beyond initial CP&P funding

What do we want to learn?

- What type of activity and event are relevant to individuals and groups
- How to sustain groups in small villages

What evidence do we want to gather?

- Quantitative data: Audience and attendee data (numbers and demographics)
- Qualitative data: Aspirational data (for this strand and the area to inform other project planning)

What mechanisms are we going to employ?

- Bespoke data collection questions and methods
- Community Researchers
- Feedback from participants

With whom are we going to share it and how?

- Project development task group
- Stakeholders (ACE, Advisory group, future partners) who will be involved in the analysis of the data for drawing conclusions and plans for next phase programme

How will this inform next stage?

- Data and analysis will demonstrate value, success level and provide evidence to assist with getting future support and funding

k. Community Events

Context

- Business Plan didn't include a strand offering support at other organisations' Community Events, but the demand for Transported to be present has been high. It is, however, important that, if present, we have a purpose and a product that has a rationale consistent with the aims and objectives of Transported
- Potentially having a presence at Community Events could give us access to a wide range of people who don't engage in the arts and who, therefore, might contribute valuable information to the development of the project
- Having been to similar events throughout the Consultation Phase this would seem like a natural development to follow through in the next stage

Research

- Research into what other Community Events would be appropriate to attend in both districts

Next Steps in Delivery – What we want to do.

1. We need a 'Transported' branded activity package which can tour to appropriate events
2. This should include a practical participatory arts activity to draw people in, a team of Community Researchers, Transported Branding such as Gazebo, windchasers, banners and Ice Cream Van if appropriate
3. The data gathered can be used to inform future developments for the project
4. A budget will be allocated for programme implementation between September 2013 and July 2014

Next Steps in Delivery – Rationale.

- This approach puts Transported at the heart of local communities; gives us access to potential village champions and other local people who can contribute to next stages of development

How

- Respond to those who have requested the presence of Transported at events
- AEW devise appropriate package as described above
- Create an 'off the shelf' range of activities that can be taken to events to form part of package

Who

- Transported Team including Arts Manager and delegated Arts Engagement Worker
- Delegated Arts Engagement Worker to undertake research
- Community Researchers to undertake bespoke consultation at each event
- Local artists and companies

Where

- tbc

When

- tbc

Subsequent Steps

- Analyse acquired data to evaluate contribution of this type of activity
- Continue attendance at community events in accordance with results of above

Evaluation and Information

Meets Transported Aims:

1. To increase engagement in the arts so that every community, estate and village in South Holland and Boston Borough is empowered to shape and enjoy high quality arts experiences

Objectives for this Strand:

1. To provide opportunity for those currently not engaging in arts activity to participate in quality, innovative arts activities
2. To raise the profile of Transported
3. To gather information to help determine the development of Transported programmes

What do we want to learn?

- What communities want from Transported and where Transported can inform local communities in their development
- The programming and marketing considerations for Transported.

What evidence do we want to gather?

- Quantitative data: Audience and attendee data (numbers and demographics)
- Qualitative data: Aspirational data (for this strand and the area to inform other project planning)

What mechanisms are we going to employ?

- Relevant data collection questions and methods
- Community Researchers

With whom are we going to share it and how?

- Project development task group, project “steering group” and stakeholders (analysed data)
- Stakeholders (ACE, Advisory group, future partners) who will be involved in the analysis of the data for drawing conclusions and plans for next phase programme

How will this inform next stage?

- Data and analysis to inform future developments