



THE BIG ARTS PLAN



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SINGING DANCING ACTING PAINTING WRITING READING FILMING DIRECTING PLAYING



Classical Music at the Swindon Bowl

Introduction

Swindon Does Arts is an exciting new plan which aims to get everyone in Swindon actively engaged in great arts activities. We have a proud tradition of community arts engagement in Swindon and it is only fitting that this plan has been developed by a unique partnership of local arts organisations and artists, known collectively as *Swindon Arts Renaissance*.

Swindon Does Arts will deliver the new national indicator for the arts, NI 11 Adult Engagement in the Arts. This indicator has been chosen by the Swindon Strategic Partnership as a key indicator for our Local Area Agreement 2008 - 2011 and we have set a target to increase

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DESIGNING EMBROIDERY KNITTING POTTERY CROCHET JEWELLERY CALLIGRAPHY

engagement by 3%. Our success will be measured through a national telephone survey managed by Ipsos Mori. There are lots of ways we can and do engage with the arts. Sometimes we attend performances and events like going to the theatre, a concert or a festival. Sometimes we do artistic and creative activities like taking part in a reading or writing group, singing in a choir or even craft activities at home. The survey will measure both attendance and participation. To get the magic tick in the box and be considered "engaged" you need to have participated and/or attended at least 3 times. *Swindon Does Arts* includes a huge plan of activities that will raise the profile of all things artistic in Swindon and provide lots of exciting opportunities for even more people to take part.



Gordon Dickinson

Get involved and help us prove that
Swindon Does Arts.

Cllr. Phil Young
Lead Member for Regeneration and
Culture

www.swindondoesarts.co.uk

Our key principles

- (1) Community engagement
- (2) Diversity and inclusion
- (3) Quality arts experiences
- (4) Cross sector involvement:
 - amateur and professional
 - subsidised and commercial
 - voluntary and community

Our aim

To increase engagement in the arts by 3% from 38.3% to 41.3% by 31 March 2011.



Stealth Mountain Lake by David Bent

CARNIVALS FESTIVALS CONCERTS PLAYS OPERA BALLET THEATRE EXHIBITIONS



Our objectives

We will do this by:

- (1) Raising awareness of the existing arts offer
- (2) Developing new programmes of arts activities in response to identified audience need and demand
- (3) Sharing, understanding and using all our available data
- (4) Working together collaboratively

Images:

*Sixth Sense Theatre for Young People
Swindon Summer Festival 2008*

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Our resources

Arts Council England national and regional support programme.

Regional partnership with Arts Council England South West, Audiences South West, Torbay Borough Council and Dorset County Council.

Swindon Borough Council:

- Review existing funding and support arrangements and re-alignment of resources
- S106 arts and culture developer contributions
- Swindon Does Arts Coordinator

Audience research and data:

- Wiltshire and Swindon Arts Alliance Study
- Arts Council segmentation and Insight data



The Swindon Mela 2008

And not forgetting the energy, drive, skills, passion, determination, experience, networks and commitment of **all** the Swindon Arts Renaissance partners.

PLAYING A MUSICAL INSTRUMENT GOING TO A GIG

BEING ENGAGED IN THE ARTS

Swindon Arts Renaissance Partners

- Artsmad
- Artsminds
- ArtSite
- Artswords
- Audiences South West
- Bent Gallery
- Bent Unlimited
- Create Studios
- Diana Hatton
- Frequency
- Hot Pepper Design
- Invincible
- Isambard Community School
- Kate Parsons
- Lydiard House & Park
- Mobile Media
- No Added Sugar
- Phantasmagoria Film Festival
- Reach Inclusive Arts
- Sixth Sense Theatre for Young People
- Swerve Dance Company
- Swin City
- Swindon Borough Council
- Swindon Choral Society
- Swindon Dance
- Swindon Festival of Literature
- Swindon Cultural Partnership
- Swindon Museum and Art Gallery
- Swindon Music Service
- Swindon Shuffle
- TheatreWorks
- The Arts Council England South West
- The Commonwealth School
- The New Swindon Company
- The Swindon Arts Centre
- The Swindon Mela
- The Swindon Media Group
- The Swindon Music Forum
- The Wyvern Theatre
- Tony Hillier

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