

Ref number:
041



Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

Email: wiltshirelaa@wiltshire.gov.uk

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| Area Board | Salisbury Area Board | |
| Form submitted by (contact for all queries) | Megan Purdie Salisbury Arts Centre, Bedwin Street, Salisbury, SP1 3UT megan@salisburyarts.co.uk | |
| Name of initiative | Dream Space Resourcing | |
| Brief Description of Initiative | <p>Dream Space is a three year initiative aimed at engaging the community of Salisbury and the wider area in creative activity through using digital media in a series of projects, workshops and events organised and managed by Salisbury Arts Centre. The primary focus will be on making films including finding innovative ways to screen the work in the real world and online. Currently there is little resource in this area for the community to access and Salisbury Arts Centre is well positioned to be able to create opportunities in the local area for people to make their own films and share them with a wider audience in surprising and innovative ways. In order to go ahead with this initiative we require a complete refit of our media facilities, which are now obsolete. Dream Space Resourcing is therefore a process of assembling a media facility with the hardware and software needed to support the overall initiative. We already have the space and staffing available, and so once the baseline resources have been secured we will be able to develop a wider range of projects, for which we shall apply for specific funding from specialist funders such as South West Screen. Therefore the investment into the media infrastructure which we are seeking here will enable us to lever significant additional resources for community engagement activity across South Wiltshire.</p> | |
| Please put a cross against the ambition(s) that this initiative will support | Building resilient communities | X |
| | Improving affordable housing | |
| | Lives not services | X |
| | Supporting economic growth | X |
| | Safer communities | X |

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| | Protecting the environment | |
| | Action for Wiltshire – combating the recession | X |
| Amount of funding sought | £31,881.58p | |
| What will this money be spent on? (please show split between capital and revenue. For capital expenditure guidance – see Appendix 1 in the Bid Pack) | <p>The grant that we are applying for will be spent primarily on capital items. £30,556,58p will be spent on the computer software, hardware and visual/audio equipment required to provide a complete infrastructure that is of a high enough quality to enable the production and screening of films from beginning to end. The process of identifying the essential equipment has been based upon the requirements of specific projects that we are planning, and also on the need for maximum flexibility so that as the wider Dream Space initiative develops, it can respond to the needs of the community.</p> <p>Additionally, therefore, the Dream Space will also be equipped for web design, sound and audio design, digital image manipulation and animation. The list of items required to update Salisbury Arts Centre’s media suite so that it becomes a relevant resource for the community has been compiled through discussion with Salisbury based artists Matthew Dean and Laurence Rushby (specialist workshop leaders), Link Up Arts (Disability Arts organisation), Simon Birch (Solutions inc.), Suited and Booted (specialist digital media CIC based in Bath) and Magic Lantern (Salisbury Arts Centre’s film makers group). All of these individuals and groups have been involved from the early stages of developing our ideas and will continue to work with us as an advisory group as we implement our ideas.</p> <p>Please find attached two quotes which detail all of the individual items.</p> <p>We also seek some funding (£1325) to provide training for Salisbury Arts Centre staff to be able to run and maintain the equipment and to be able to use and demonstrate the software. We feel that it is essential to the successful application of the equipment that it is well maintained and that we are able to run and support many of our future projects in house. The working life of modern media equipment is considerably longer if used and maintained properly. The training would cover Mac management and maintenance and specific software training.</p> <p>Please see Appendix A for copies of the quotes we have received, as well as a break down of what the equipment will be used for and it’s likely life span.</p> | |

Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken

As stated previously, the majority of the investment applied for will be spent on capital items and skills development to enhance our infrastructure and capacity enabling us to deliver a whole range of exciting community focused projects over the next three to five years. It is these activities which will deliver to the ambitions indicated above in the following ways:

Building Resilient Communities

Salisbury Arts Centre already has the relevant experience and knowledge in engaging community groups and managing projects. By gaining the funding to proceed with the Dream Space initiative we will be able to apply these skills to create a fully functioning space in house for local communities to meet and share in a wide range of media activities. We have already started to run groups (Young Film Club, Magic Lantern Filmmakers Networking Group) and are intending to build significantly on existing participatory activities and events (Preloader, ShootOut, children's animation workshops, cross-art form video performance) that attract people of different ages and backgrounds. We need the infrastructure to be able to expand the range and quality of these and ensure their continued relevance in this fast moving digital age.

By using the applied for resources to provide the community with opportunities to learn digital media skills and express themselves through digital media we will be able to encourage cultural activities that bring different age groups together, thereby sharing knowledge, skills and understanding. We are planning to use the equipment for specific community projects that are currently in a very early stage of development but which intend to bring together different geographical areas of Salisbury and explore the experiences of different generations within the community. For example we have had conversations with Salisbury High School about working with the Bermerton Heath Community Centre and how we could support a digital media project with them. Also our resident companies Hoodwink and Big State Theatre are interested in working with intergenerational groups, so we would also be able to support their development as professional companies. We shall also be able to encourage more young people to take part in positive activities and play by increasing their access to high quality facilities.

Using digital media as a bridge between communities and a conduit to support understanding and empathy between the generations is an aspiration of the broader Dream Space initiative.

Lives not Services

Film is fast becoming a key tool in communication, and one that has easily adapted to keep up with modern technology – for example its use on websites. The Arts Council is currently encouraging the development of digital media activity because, with digital technology now a central part of the modern world, those who have not engaged with it will become a disadvantaged sector of society. We can help to prevent this from happening in our area by having these resources and being able to open them up to a wide cross section of the community. In order to do this effectively and responsibly it is critical that the facilities and resources are state of the art and industry standard. This will result in high quality experiences and learning for participants which will provide a strong foundation for their own development and empowerment in the contemporary world.

By having Dream Space we shall also be able to bring a valuable resource to working in partnership with other organisations to implement digital media projects, or products, for target groups; in order to support more people to have independent and fulfilling lives. We have just secured a place on the Media Box funding scheme which would allow us to be involved in helping disadvantaged groups gain funding for their own small digital media projects. The Wiltshire Mega Media Challenge is a young peoples media production bursary initiative. The Challenge is managed and supported by 5 partner organisations each with a strong track record of innovative participatory creative work with young people across Wiltshire; Wiltshire College, Wiltshire Youth Arts Partnership (WYAP), Salisbury Arts Centre, Suited and Booted Studios and Create Studios.

In this way Dream Space Resourcing will have benefits for organisations, groups and individuals way beyond Salisbury Arts Centre itself.

Supporting Economic Growth

All of the current and future groups and projects referred to will require professional artists, which means that as well as more opportunities for community groups we will also be able to expand the employment opportunities for local artists. Hopefully having a high quality media space and developing new, exciting projects will also attract professionals from further afield, which will lead to further skills sharing and development for all involved.

Dream Space will be able to play its part in working to deliver the Action for Wiltshire programme by providing new opportunities for developing the potential of Wiltshire's young people – specifically those who have an interest in film making or digital technology but have no access to it, and who do not have the

skills support to develop their interest.

The equipment and software that we will purchase with your support will be of industry standard, enabling a high level of product and output even for non professional participants and, consequently, skills and practices that can be applied to any future training or professional work they undertake.

The Dream Space programme will work in conjunction with our 'Shine' development strand which aims to increase young people's access to professional artists in order that their experience and skills can be passed on. We also intend to develop our existing relationship with Wiltshire College so that Dream Space can support their education programme. We are also in the position to be able to offer the Arts Award programme to young participants in any project who wish to gain a nationally recognised qualification.

As part of our focus on Digital Media we are currently in discussion with Big State Theatre, which has a lot of experience in working with new media and with young people both locally and internationally, to become another professional company in residence at the Arts Centre. This will add to the infrastructure that is already in place to support the development of this initiative and help to develop a small scale company by providing new opportunities and support.

Also, through the Future Jobs Fund in partnership with Wiltshire Council, we are hosting a placement of a Technical Media Assistant who, as part of their work, will be responsible for the Media Space so that it can be open at key times as a drop in resource for the public both to come and use for their own work but also to attend classes on specific media skills. So it will not just be young people's skills that we have the time and resources to develop, but also the wider community as well as local professional artists.

Safer Communities

Dream Space would contribute to Wiltshire's priority actions for safer communities by enabling the Arts Centre to provide more leisure and arts activities for people of all ages and backgrounds, including positive activities for young people. This could include targeted community projects, for example that work alongside Wiltshire police or fire service priorities, using the digital media as a tool to further communication between the council and the public and between different sectors of the community.

Also by working towards developing screening opportunities outside of the Arts Centre, we believe that the community will be

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| | <p>encouraged to look at the city in a new way, and therefore appreciate it and understand it differently.</p> <p><u>Action for Wiltshire</u> Through the processes and projects described above that Dream Space will be able to support, our initiative will also contribute to Salisbury working on the following Action for Wiltshire key areas of focus: “Supporting Wiltshire’s children and young people, looking at lives not services, making sure that confidence is built in the county despite the recession and supporting community well-being and resilience.”</p> <p>Please see Appendix B for a detailed description of our ‘What’s the Story?’ Digital Media festival. This shows what our current plans for specific projects in the next 18 months are, and will hopefully illustrate further how providing funding for this resource is an appropriate investment for the community. Also included here is an example plan for a project which would contribute towards the Safer Communities ambition.</p> |
| <p>What makes this initiative a local priority (eg evidence from research and local support)</p> | <p>There is currently no similar provision in Salisbury or the local area for affordable community access to high quality digital media equipment, projects and professional artists in a creative environment.</p> <p>Please see Appendix C where there are a selection of letters of support and other documents which support the initiative from various members of the community. Here you will also find some evaluation forms from members of our Young Film Club – which show what the members of the groups believe to be the benefits so far as well as how they think their experience could be improved. All of them state that they wish the group to continue and many of the suggestions are for more members, more sessions and better equipment.</p> |
| <p>How will you know you have been successful?</p> | <p>The equipment that we will use this grant to pay for will improve the resource available to our community. Therefore we will consider this initiative to have been a success if it increases the number of community members who engage with the resources through Salisbury Arts Centre and also the quality of their experience.</p> |
| <ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) | <p>eg performance indicator, public perception survey, number of...</p> <p>We will measure the impact by:</p> <ul style="list-style-type: none"> • Keeping a record of the number of people who engage in subsequent phases of the Dream Space initiative and being |

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| | <p>able to illustrate the growth which results.</p> <ul style="list-style-type: none"> • By evaluating projects and the Dream Space with participants/members of the community, workshop leaders and professional companies and artists – either through written or verbal communication against the targets below. • Using this data as a comparison to the current levels of use/opinion to ensure that it is increasing. |
| <ul style="list-style-type: none"> • What is your improvement target (s), and when do you expect to achieve this/these? | <ol style="list-style-type: none"> 1. To have fully installed and trialled all the equipment and software in our Dream Space, ready to run projects with the community from September 2010. 2. To have at least one fully trained member of staff who can share that knowledge with other staff members and participants. 3. To increase the number of young people in the Young Film Club from nine to a full company of 16 from September 2010, and for these members to be from different areas of Salisbury and a range of ages between 13 and 19. 4. To increase the amount of people attending the Magic Lantern film makers group by 10 each year, extending the geographical reach of the group further into Wiltshire. 5. To be providing two weekly media drop-in sessions – one for young people and another open to anyone – by October 2010. 6. To have organised and run a short multi platform festival by October 2011 with media created using the Dream Space by different community groups throughout Salisbury and the surrounding area – totalling a minimum of 200 contributing participants and an audience of at least 500. <p>Please see Appendix D for a description of how we hope the numbers to develop over the next three years of the Dream Space initiative.</p> |
| <ul style="list-style-type: none"> • How will you ensure that the improvement continues after the end of the initiative? | <ol style="list-style-type: none"> 1. By continuing to programme media-based projects into our range of participatory activities 2. By developing the range of participatory activities as a result of having the infrastructure to do so. 3. By ensuring that staff maintain and update training on the equipment as required 4. By ensuring that the equipment is well treated and maintained (as a result of proper training) |
| <p>Who will benefit from this initiative?</p> | <p>Currently we already work with the Young People’s film club, Magic Lantern Filmmakers Networking Group, those involved in animation workshops and the Preloader and ShootOut competitions. As well as working in partnership with the John</p> |

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| | <p>Ivie Centre, Suited and Booted, Music Matters, Link Up Arts, Motivart and supporting our resident professional companies Hoodwink Theatre and Sarum Orchestra. These groups will all benefit from the access to industry standard equipment and software.</p> <p>Additionally through having better equipment we can run more projects that are of greater value and interest to a wider cross section of the local community, thereby increasing the number of people who will benefit. We are already in the planning stages of working with members of the Bermerton Heath community and the Army Welfare.</p> |
| <p>Confirm no unfunded commitments from this initiative</p> | <p>I confirm that there will be no unfunded financial commitments arising from this initiative</p> |
| <p>What are the key risks to success and how will these be managed?</p> | <p>Not training enough members of staff to a high enough level, thereby making the equipment and software redundant. This will be managed by ensuring that there is at least one member of staff who has received full training and is able to run in house training.</p> |
| <p>Who will manage the initiative</p> | <p>Rory O'Mahony (Operations Co-ordinator) and Megan Purdie (Outreach Co-ordinator) Salisbury Arts Centre, Bedwin Street, Salisbury, SP1 3UT 01722 343020 rory@salisburyarts.co.uk megan@salisburyarts.co.uk</p> |

Signed:
Chairman of Area Board

Dated: