

Heritage and Enterprise Project

Evaluation



Dec 2011 – Jul 2012

Funded by Stockton Borough Council and Heritage Lottery Fund

Introduction

ARC worked in partnership with Stockton Borough Council to engage young people aged 13 - 16, who reside in Stockton on Tees in a local heritage and enterprise project. The project aimed to engage young people in understanding the history of a series of buildings in Stockton and to work with a creative practitioner on developing enterprising and creative ways to use the buildings, feeding into future plans for the area.

The young people were given the opportunity to host an event at the end of the project to test, display and discuss their ideas. The role of the lead creative practitioner was to work alongside the group and explore the historical spaces, facilitate and stimulate their ideas and enable them to host an event to disseminate their ideas and exhibit their work.

Project Timescale

The original project timescale was to run the event for 12 weeks from November to March 2012 culminating in a final exhibition event and display of the young people's work and ideas. Due to a staff change at the Council, Christmas holidays and other developments, the project timescale was extended until the end of April with an evaluation period in July 2012.

Outcomes

The intended outcomes for this project were:

- Young people will be involved in the consultation to encourage advocacy and ownership of the future usage of the spaces
- Young people will gain skills in team working, negotiation, enterprise, and gain knowledge of the social history of the area
- Young people will organize an event to showcase their work and findings disseminating the work to a further 200 young people in the borough
- Young people will work with professional creative practitioners in the planning and delivery of the programme of work
- Young people will be the decision makers in all aspects of the programme including selection of artists and facilitators

Exploring Heritage

The project asked the young people to identify a series of buildings they would like to focus on within the Townscape Heritage Initiative Boundary for their project. The intention was for them to work with the practitioner to explore the spaces and understand the historical background before considering creative and enterprising ways in which the buildings could be used in the future.

When the project got underway the group of young people had challenges accessing the buildings and acquiring substantial information about the buildings in the THI boundary. As a result their exploration into heritage focused on the business owners, the history of the people of Stockton and the heritage of their own families and ancestors who lived in Stockton.



The Practitioner

We advertised for a practitioner and received in excess of 30 applications. Through interview we selected Sue Buchan from Pro Act Theatre who had strong experience in both enterprise and creative facilitation.

Sue was contracted to:

- Work alongside the group throughout the duration of the project to facilitate the sessions and support and stimulate the young people's ideas and decisions to encourage advocacy and ownership of the project
- To facilitate team working, negotiation, enterprise, and the gaining of knowledge of the social history of the area
- To support the young people to organise an event to showcase their work and findings to disseminate their work to a further 200 young people in the borough
- To support the group in making decisions in all aspects of the programme including the selection of partners and use of resources
- To accompany the young people when working outside of the host venue (ARC)
- Take an active role alongside key partners to evaluate and monitor the project

Sue met all the responsibilities in her contract.

The Group: 20:20 Vision

The project aimed to engage a group of young people from Stockton aged 13 -16. It was intended in the early stages that this would be a secondary school group who could explore the project as part of the curriculum in school time. Despite two schools signing up, the commitment was not possible due to staff changes and therefore we had to consider alternative ways of recruiting.

We began a recruitment campaign for the group, promoting in schools, community groups and through our own networks and partners. We held an introductory session in December which was attended by nine young people who wanted to be a part of the project. By the third session we had 12 young people involved with the project. We discovered that independently recruiting young people to the project rather than working with a school group presented challenges in terms of arranging dates and times that worked with everybody but ultimately meant that they had all chosen to be involved. Recruiting to the group through various channels also provided a unique dynamic to the group with 2 of the group coming directly from the youth service and the remainder coming from school recruitment and ARC's existing groups.

Throughout the project six young people became the regular attenders and participated from start to finish in the project. They worked together under the enterprise name 20:20 Vision to develop their enterprise skills and deliver the final event: **Take Stock N Swing**



Process

20:20 Vision worked for 16 weeks with Sue Buchan, external practitioners and organisations. In this time they developed key enterprise skills, researched histories of their town and planned and facilitated a public event.

Research

Various research methods included:

- A research trip to Heaton in Newcastle
- A trip to see The Artist at Cineworld, Middlesbrough
- A trip to a vintage fair, Parish Gardens, Stockton
- Stockton Town Centre visits
- Internet research– both group and individual
- Library

Workshops

In planning and developing their final event they undertook various workshops including:

- Tap dance workshop
- Song writing and script development workshop with Holy Moly and the Crackers
- Various workshops with Hayley Rodgers of Vistory, Creative Enterprise

Marketing

Working to develop their enterprise skills they carried out various marketing activity such as:

- Design and distribution of print materials
- Development of a Facebook page – this has continued to be live and active:
 - <https://www.facebook.com/TakeStockNSwing>
- Designed and facilitated a live promotion at a vintage fair
- Contacted a number of radio stations
- Developed and submitted a press release
- Website copy and information supplied

Enterprise

To develop enterprise skills, the group participated in the following activities:

- Interviewing businesses
- Research activity
- Marketing activity
- Design, planning and facilitation of evening event
- Selection of practitioners and people involved with the event
- Planning to budget
- Communications – contacting schools, businesses and organisations
- Event hosting
- Liaising with catering companies and departments within ARC as an individual group

Throughout their research stages the group participated in various research tasks to generate ideas for an event and a new enterprise. A visit to the cinema to see a silent movie and the particular story of Stockton born Ivy Close (1890-1968) – a film star in the 1920's provided links to a recurring group interest in Swing, Jazz and vintage themes. Furthering their ideas the group visited Heaton in Newcastle to experience the reality of existing vintage and retro café's, shops and culture.

Building on this research and interest the group decided that the enterprise consultation event would test the public interest in swing dance sessions, 1920's music, DJ's, vintage shopping and retro culture.

The Exhibition Event

The Biggest Vintage Show in Town...
20:20 Vision Proudly Presents

Take Stock 'N Swing

SATURDAY
28
April
8'til Late
Tickets £5

Live Music
Holy Moly & the Crackers
Rob Heron & the Tea Pad Orchestra

Dance & DJ
Swing Tyne Dancers

Vintage Attire Encouraged
Dress Fancy NOT Fancy Dress

VINTAGE
FAIR
& Side Show
Attractions

ARC
Box Office: 01642 525199
Book Online: www.arconline.co.uk
Dovecot Street Stockton-on-Tees TS18 1LL

ARTS COUNCIL
ENGLAND

Stockton-on-Tees
BOROUGH COUNCIL

20:20 Vision worked with Sue to plan and facilitate an exhibition event held at ARC on Sat 28 Apr. The event was an opportunity for the young people to present their ideas, try ideas out with the attendees and use the event as part of a wider consultation. The initial aim for this event was that it would be exciting and participatory aimed at engaging 200 young people from the area. As the project developed 20:20 Vision developed a plan to run an event targeted at an older audience based on the notion that they wanted to create activity they could access when they are 18+.

The final event **Take Stock N Swing** was an evening of music, dance and shopping all delivered in the package of a 1920s evening of fun! The event featured two live bands, two themed photo booths, seven vintage stalls, a swing dance workshop, prepared

cocktails, and a live DJ; all hosted by the group. Take Stock N Swing was attended by 107 people, many of which were new customers to ARC.

An online survey was sent out after the event to customers who had attended. Feedback was incredibly positive and requested more events like this to be delivered. As a result two further swing style workshops will be scheduled for autumn 2012.

For images of the evening please view:

<http://www.flickr.com/photos/jazzylemon/sets/72157629564498238/>

People who helped make the project and final event happen

Name	Description	Involvement with the Project	Website
Hayley Rodgers	Retail and Creative Business Development	Practitioner // Designer	www.vistory.co.uk
Wendy Parvin	Enterprise and Culture	Practitioner	www.conversationswithpurpose.com
Holy Moly and the Crackers	Folk Band	Workshop sessions, event promotion and performance, researchers	http://www.myspace.com/holymolyandthecrackers
Rob Heron and the Teapad Orchestra	Swing Band	Event Performance	www.teapadorchestra.co.uk
Jazzy lemon	Photographer	Event Photography	www.flickr.com/photos/jazzylemon/
Mike Comerford	Photographer	Event Photography	
The Swung Eight	Dancers and Dj's	Event Dj's and Workshop	www.facebook.com/theswungeight
Helen Ferguson	Freelance Artist	Tap Dance Workshop	
Lisa Lines	Prop Hire	Vintage Car Hire	
Party Time Leisure	Prop Hire	High Striker Hire	
Essential Supplies	Electrical and Technical	Lighting Supply	www.essentialsupplies.co.uk
Poppy Rose	Stall Holder	Event stall	
Yesteryear Shed	Stall Holder	Event stall	
Opalmoon Couture	Stall Holder	Event Stall	
Juliette Gems	Stall Holder	Event Stall	
Busy Bearer	Stall Holder	Event Stall	
Chocs Away	Stall Holder	Event Stall	
Dregs of Society	Stall Holder	Event Stall	
Janie's Attic	Stall Holder	Event Stall	
Well Worn Vintage	Stall Holder	Event Stall	
IStock	Image Supplier	Marketing materials	
Genite	Sign Providers	A1 Signage	www.genite.co.uk
Hairdresser	Hair dresser	Event Hair stylist	



LOTTERY FUNDED

Stockton Arts Centre Ltd. Charitable Company No. 1095440. Limited by guarantee registered in England and Wales No. 4591795. Registered Office: ARC, Dovecot Street, Stockton-on-Tees. TS18 1LL.

Overview and Outcomes

Feedback from all parties involved with the project has been positive and it has been agreed that the project aims and outcomes have been met above the original criteria.

Successes:

20:20 Vision

- Explored their own heritage
- Explored the heritage of Stockton
- Resurged vintage and retro cultural trends
- Developed enterprise skills
- Facilitated a public paid event
- Attracted new audiences
- Created demand for a new activity and cultural arts scene in Stockton
- Created a new enterprise opportunity: 20:20 Vision
- 12 -15 young people from Stockton were involved throughout the project – six forming the main body behind the project
- Final event reached 107 in direct audience
- The 20:20 Vision group were recruited as independent young people
- Unpredicted legacy from the project as detailed in Next Steps

Challenges

- Recruitment for the group was a longer process than intended
- Accessing the buildings in Stockton was not possible due to time constraints and access issues
- The project spanned a much longer time frame resulting in much more work from the practitioner and project manager with no additional resource

Next Steps

The group came together on Tue 10 July to celebrate their achievements and reflect on their process throughout the project. The event was attended by 20:20 Vision, Suzanne Calvert (SBC), Alison Machin (SBC), Rachael Ankers (ARC) and Sue Buchan

They agreed that the time had been a real 'hands-on' experience, one they would repeat and they were delighted that adult audiences had requested more of the same activity. In terms of developing the project into business plans and taking it further the majority of the group said they thought it was a good plan but were unsure whether they could commit themselves.

The group decided that if other people wanted to build on their project they would be happy for this to happen but would not be the main drivers.

As a result we will deliver two further swing events at ARC and invite a group of young people who are Not in Employment, Education or Training to support us with surrounding retro and vintage activity. This activity will commence in autumn 2012.

Documents from the project and process

Overview of the project from Sue Buchan, Practitioner

Script of the evening – created by 20:20Vision

Heritage & Enterprise Interim Project Summary – 11 March 2012

Group Name 20:20 Vision

Viewing the past, present and future through young people's eyes.

Description

A group of young people living in Stockton (aged 12-18) will all be in their 20's in 20:20.

A resurgence of vintage and retro styles in fashion, retail, café-culture, dance, music and club scenes offered an opportunity to explore a range of business ventures currently utilizing these particular trends.

The group has participated in workshops about learning styles, research methods, presentation skills, ideas generation, branding and product placement, as well as visiting small businesses built on vintage themes to interview owner-managers and staff about the development and sustainability of their enterprises.

The particular story of Stockton-born Ivy Close (1890-1968) a film star in the 1920's provided a direct link to this year's multi-award winning film 'The Artist'. A visit to the cinema to see a silent movie made in 2012 created a mixed response including a request for tap dancing lessons!

Following further research the group created a range of theatrical presentations to convey and animate historical information about Ivy Close. Additional exploration of decades from 1900-2000 enabled participants to present their findings and preferences regarding significant political, social, scientific and cultural events.

Rationale

Take Stock N Share –

We want to develop meaningful ways of sharing the group research, experiences and ideas. This may be an independent event (in addition to planned final event) or it may be a presentation, an exhibition, a display or written report integrated into the final event on 28 April 2012.

'Taking stock' aptly describes the group process - to assess, evaluate, learn lessons, to consider a wider picture alongside ones own beliefs and values in regards to Stockton and our sense of heritage, our sense of belonging, our sense of identity.

Take Stock n (play on words - a shortened suggestion of an invitation to learn more about the history of - 'Take Stockton for example'...)

n Share - Sharing/To Share – Proact facilitators have attempted to engender a sharing attitude, a spirit of co-operation as a core project value. The young people taking part are from a range of backgrounds and would not necessarily work together or socialize together in any other circumstances.

We intend to introduce more work in the next phase of the project to encourage greater acceptance, support and respect for others, especially those people viewed as different from them. We think this is a crucial aspect of assisting young people to commit to creating a legacy that involves more equity, interaction and engagement in their community.

Stock N Share – Play on words of stocks and shares. The 1920's are providing a focal point due to the Ivy Close connection, the styles of dancing we have researched (Lindy Hop, Swing) and 'The Artist' film. The choice of the phrase 'Stock N Share' therefore feels more relevant when we consider the stock market crash of 1929 resulted from many of the economic issues we are facing today. The use of credit and credit delinquency was out of control, the national debt was rising and the chances of another economic disaster were becoming more prevalent. The banks placed customers' money in the stock market (without their knowledge) and many people lost their entire savings. Numerous companies were ruined and faith in banks was destroyed. All in all a number of similarities with our current economic climate as we approach the 20's again!

Final Event

Take Stock N Swing

The final event will be an extravaganza of all things inspiring, exciting, engaging and fun from past decades with a unique contemporary twist!

It is an opportunity for the group to truly experience all aspects of enterprise – from the ideas generation stage through market research, business planning, marketing, promotion, selling, production, facilitation and evaluation of an event, which will attract a range of customers.

The choice of the title 'Take Stock N Swing' is based on the current resurgence of swing dances, tea dances, jazz club nights and vintage fairs as well as the Ivy Close/The Artist recurring project theme and the fact 'Swing dance' was developed in the 1920's. The event will hopefully encourage the development of a Stockton Swing scene and advocate a healthy, interactive pastime for all ages!

Sue Buchan, Creative Practitioner

2020 VISION SCRIPT - Part 1 (8:00pm – 8:15pm)

Matty Good evening ladies and gents. We are 2020 Vision

(All bow with a flourish)

Jack 2020 Vision - Viewing the past, present and future through young people's eyes.

(try looking over shoulder, straight ahead then hand to forehead)

Emily In the year 20:20 we will all be in our 20's.

(all big grins)

Matty Yes, yes, we know that is very hard to believe when we look like such mature beings.

Jack Difficult to believe when for many of you, like you madam, your 20's are so far behind you!

Emily Another decade

(shift head to double take)

Matty Another century

(double take)

Jack A distant memory, A long lost era, A bygone time where....

Emily That is enough! Welcome to our project

ALL 'Take Stock N Share'

(hand to chin flourish hand forward to audience)

Enter Sarah from audience.

Sarah Vintage sweets, half the price, double the crunch!

Matty Excuse me madam we are trying to perform

Sarah Alright love keep ya hair on!

Emily Welcome to our project - Take Stock n Share

All (hand to chin and flourish forward)

Matty An epic exploration of the history of Stockton

Jack And our enterprising ideas about it's future.

Emily A sherbet dip into the history of our good town

(take your time smile and pause – if Sarah misses line just carry on – don't let or show audience any mistakes)

Sarah Sherbet dip anyone

Matty A pick n mix in to the past

Sarah Pick n mix madam?

Jack A refresher on why Stockton or wherever we live is part of who we are

Sarah Refreshers anyone?

Matty Oh for goodness sake woman!

Sarah Young people today – right sensitive aint they!

Emily We want to look at history in a different way

Matty Think about who records our history – who decides what is important, the stuff worth keeping and why.

Jack We want to explore our heritage and decide what we think is cool.

Emily What we think should be preserved

Sarah Jam preserves anyone?

Matty What we hope the future brings

Jack But you don't want to hear about all that now!

Matty No, no, no. Because you can....

Jack Read all about it

Emily In one of our pamphlets.

Jack Read all about it

Matty Circulated on your tables, chairs and our stall in the foyer.

Jack Read all about it!

Emily Yes, yes good point well made!

Matty From this humble project the wonderful evening you are about to experience was born.

Emily We welcome each and every one of you to

ALL Take Stock n Swing

(Hand to chin then sway from side to side like dance pic with big grins)

Jack Please put your hands together and give a full vintage welcome to our first act this evening. Holy Moly and the Crackers.

Part 2 – (8:55pm – 9:05pm) After Holy Moly’s 40 minute set

Dale Ladies and Gentlemen Holy Moly and the Crackers!

The band did a workshop with our group and not only inspired us to listen to new styles of music but even to write a song about Stockton. We will let you know when it is released on vinyl!

Jack We are now thrilled to share with you the next instalment of our evening of vintage delights. The stupendous Bobbi Charleston

Dale DJ and hostess of Newcastle's original club vintage night The Swung Eight and Nikolas Lloyd a YouTube phenomenon whose interests include

Jack Evolutionary psychology, ancient weaponry, poetry and toast farming

Dale They are now going to teach you lovely people how to dance and swing because later in the evening you will have the exclusive opportunity to dance along to the incredible live band

Jack Rob Heron and The Teapad orchestra.

(all of Jacks lines are like the TV host guy voice over – big and that style)

Dale In a moment I will welcome our wonderful teachers to the floor but for those of you who have two left feet, like Jack, please remember we do have a host of wonderous stalls

Jack Wonderous stalls

Dale... outside in the foyer, you can get your photograph taken in our vintage car,

Jack Our valorous vintage car

Dale Valorous!

Jack Yes valourous – if anyone in this audience can come up with a better description for it I will pay them ten pounds.

Dale Now there’s a challenge – audience please come up with an adjective beginning with V (clean suggestions only) by the end of tonight and our very own Mr Fantabulous will give you £10.

Jack In the meantime, dance, do a little bit of shopping or if you are really one for taking a risk – step up to our strongman striker right here – go on I challenge you Sir!

Dale It's free and prizes galore – all you can lose is your macho pride!

Jack Please welcome to the floor dance teachers Bobbi Charleston and Nikolas and Lloyd

Dale Bobbi and Lloyd

Part 3 – (9:45pm – 9:55pm) – ALL 2020 ONSTAGE

Jack Ladies and Gentlemen, dancers and shoppers, drinkers and dawdlers, please take your seats the next performance is about to commence.

WAIT FOR AUDIENCE TO BE SEATED

Emily Alas it is time for 2020 vision to retire for the evening so we would like to thank you all for coming and hope you enjoy the rest of the night

Sarah Retire – you're not old enough to work yet love!

Matty In a moment you will see the fantabulous
Rob Heron and the Teapad Orchestra
But for now from all of us at 2020 Vision
So long (one hand wave)
Fairwell (other hand wave)
Auf Wiedersehen (hands together and nod)
Goodnight (hands open)
Doo do do do do do (swing dance from side to side)
Doo do do do do do
Baaaaaa (Bow)

Jack We give you Rob Heron and the Teapad Orchestra