

MOMENTS OF MAGIC 2



Culture in Tameside

Culture...

**ENHANCES WELLBEING
CREATES BETTER PLACES
INSPIRES PEOPLE & IDEAS**



Talented youngsters
are 'art' of this world

Culture is essential to the wellbeing of a community, both in terms of how we feel as individuals but also how we feel about the place we live.

A community with a vibrant and varied cultural life is an attractive place to put down roots and grow as a family. We know that Culture can be a powerful, creative



force - a force which can energise and inspire communities. Our central purpose is to provide local residents with moments which – stimulate, teach, excite and inspire – the moments you never forget – Moments of Magic.

These case studies show what impact we can have on people's wellbeing. Through outdoor projects, working with museums and galleries, exploring local archives in innovative

ways, creating new sporting possibilities and engaging with the arts, these projects have all transformed lives across Tameside.

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Moments of Magic

Culture enhances wellbeing

**WILD MINDS SPRING 2013
LYMEFIELD & BROADMILLS
COUNTRYSIDE SITE, BROADBOTTOM**



Tameside Countryside Service

worked with a number of partner organisations to provide a programme of countryside based activities for adults with mild mental health problems.

Fourteen people took part in the eight week programme, spending three hours a week doing activities such as wildlife walks, pond dipping, campfire cooking, woodland conservation and art. The group also created an outdoor classroom. 'Wild Minds' was based around the known health benefits of being outdoors and feedback from participants showed that it helped increase their mental wellbeing.

“ I HAVE FELT
SO MUCH BETTER THIS
LAST FEW WEEKS ”

“ I HAVE REALLY
ENJOYED EVERY
MINUTE OF THIS. WHEN
I'M HERE I LEAVE ALL
MY WORRIES BEHIND ”

What we did

- Worked in partnership with health, social care and voluntary service providers.
- Engaged with people with mild mental health problems.
- Created a sense of purpose for the participants with the building of the outdoor classroom.
- Raised motivation levels through team work.

Benefits

- Improved participants' general health and wellbeing.
- Participants developed practical outdoor skills.
- Friendships developed through team work.
- The outdoor classroom is now used by school children.
- Increased self esteem for the participants, one of whom wrote a poem:

*Yesterday was incredible, well it was for me.
I could spend my life living in the country.
When I got home the world seemed so clear,
I had visited utopia, a place well quite near.
All of my problems had just taken a hike.
A place of beauty that I really like.*

Greenspace

Culture enhances wellbeing

HAVE YOUR SAY: HATE CRIME PREVENTION PROJECT SUMMER 2012 PORTLAND BASIN MUSEUM, ASHTON-UNDER-LYNE



“IT WAS BRILLIANT, I THOUGHT THE WAY IT WAS DONE WAS GOOD. I LIKED THE BADGES AND THE POSTER. I HOPE IT WILL GET OUR MESSAGE OUT TO PEOPLE”

Tameside Museums and

Galleries Service worked with Tameside Health and Wellbeing team to challenge the high levels of Hate Crime reported by people with learning difficulties. Up to 175 people took part in 25 workshops where they discussed the abuse they face on a daily basis.

A piece of audio was created from the often very moving stories that the participants shared and the group came up with slogans which summed up their feelings. Using these powerful slogans, the group created bags, badges and banners which formed an exhibition at Portland Basin Museum. The exhibition has since toured supermarkets and other venues across Tameside and Greater Manchester

“ I FEEL VERY PROUD.
LOVELY TO BE
INVOLVED ”

What we did

- Created a safe and supportive environment where participants could share their feelings openly, often for the first time.
- Gave participants a public platform for airing their views and feelings.
- Developed the artistic skills of the group.
- Developed links with community groups.
- Highlighted the issue of hate crime among the museum's audience.

Benefits



- Gave participants a sense of empowerment that they were helping to change people's perceptions.
- Gave participants greater confidence.
- One participant wrote a poem and delivered a presentation to her peer group.
- Being part of a group provided a distraction from day-to-day problems and created a real feeling of wellbeing.
- Challenged assumptions about learning and physical disabilities.
- Gave staff a sense of empowerment that their work does make a difference to people's lives.



Museums & Galleries

Culture enhances wellbeing

MANCUNIAN REUNION

HATTERSLEY, 2005 – ONGOING

FUNDED BY HATTERSLEY NEIGHBOURHOOD PARTNERSHIP

WWW.MANCUNIANREUNION.CO.UK



In 2005, Hattersley Neighbourhood Partnership and Tameside Libraries

organised a reminiscence event at Hattersley Library. Over 100 people attended to share their memories of moving out of Manchester to the new estate back in the 1960s.

The success of this event led the Hattersley residents to produce a book about their own memories. A number of Mancunian Reunion Ambassadors were appointed from the community to drive the project. They collected reminiscences, did research and donated archives and photographs. A book, entitled *Fresh Hope Fresh Air: Starting a New Life in Hattersley* was produced, along with a film and a large exhibition. The work with Hattersley Neighbourhood Partnership continues today.

What we did

- Produced a book of memories.
- Created a series of reusable exhibition panels about the history of the estate.
- Established links with residents on other overspill estates to bring old friends back in touch.
- Made a film about the history of the estate.
- Formed a social group.
- Encouraged the community to take control of its identity and create its own narrative.
- Created a community archive.
- Created strong working relationships between Libraries, Local Studies and Archives and Hattersley Neighbourhood Partnership.

Benefits



- Created a sense of pride in Hattersley as a place with a strong identity.
- Encouraged lifelong learning.
- Gave participants confidence and new skills.
- Raised the profile of the community in a positive way – ambassadors have appeared on national and local television, in documentaries and even starred in their own musical!
- Addressed social exclusion and encouraged social interaction.
- Created a community archive for a hard-to-reach community, used by Manchester University for a study into the social impact of reminiscence projects.



Local Studies & Archives

Culture creates better places

OXFORD PARK PROJECT 2005-2013
OXFORD PARK COMMUNITY SPORTS CENTRE
ASHTON ST. PETER'S



“OXFORD PARK IS AT THE HEART OF A DIVERSE CULTURAL COMMUNITY, BENEFITING FROM ITS OWN SPORTS CENTRE AND EXCELLENT YOUNG PEOPLE'S SERVICES. IT IS A MEETING PLACE FOR ALL THE COMMUNITY WITH A FULL PROGRAMME OF EVENTS THROUGHOUT THE YEAR.”

Oxford Park was established in 1870 and serves one of the most disadvantaged neighbourhoods in the Borough. Until recently, the park was a haven for anti social behaviour and a “no go” area after dark for local residents. In order to bring the park back to life and provide a focus for community development the Council, in partnership with Ashton Renewal, Sport England and local residents created the Oxford Park Community Sports Centre.

This purpose built, £1.8m facility, funded with the assistance of a £1.2m grant from Sport England’s Active England Programme, comprises a Sports Hall, three community rooms, a youth wing and small fitness centre. The facility, managed by the Tameside Sports Trust, has been in

operation for six years and continues to go from strength to strength in terms of its direct and indirect impact on the health and well being of the resident population. The multi agency approach to facility and service development along with a significant contribution from local residents has resulted in a model of good practice. Six years ago Oxford Park was a “grot spot”. The park now has “Green Flag” status.

What we did

- Undertook extensive public consultation to understand local priorities.
- Attracted £1.2m of external grant support for the project.
- Leased the building to the Tameside Sports Trust charity.
- Established programmes of healthy activities.

Benefits



- Significant reduction in instances of anti social behaviour in the park and surrounding areas.
- Local people returning to the park to enjoy active recreation for the first time in many years in a safe and welcoming environment.
- Contributed to the Council achieving Green Flag Status for the park.
- Contributes to a number of themes set out in the Sustainable Community Strategy including health improvement, community support, safe and attractive environment.



Sports

Culture creates better places

OUR WOODLAND
SPRING 2012 - CONTINUING
HURST CLOUGH LOCAL
NATURE RESERVE PROJECT



Tameside Countryside Service

worked with a number of partner organisations to provide a programme of countryside activities at Hurst Clough Local Nature Reserve, Hattersley. The aim was to engage the local community, foster a sense of ownership and encourage local residents to value and respect the woodland site.

It brought people of different ages and backgrounds together. Tree planting and improving hedgerows enabled residents to learn new skills and work together on a practical project. Local school children explored the woodland, created a woodland trail guide and contributed drawings for a new entrance sign. Countryside rangers held bug hunts in the woods and ran woodcarving sessions in

school, producing nature posts which were installed in the woodland.

What we did

- Worked in partnership with the local community, Partnership, Community Health Development Team, schools and voluntary service providers.
- Engaged with people from all backgrounds and ages.
- Created a sense of purpose for the participants with the production of trail guides, signage and nature posts.
- 41 local volunteers helped to plant over 1850 trees.
- Over 100 bags of rubbish were removed.

Benefits

- Improved participants' general health and wellbeing.
- Participants developed practical outdoor skills.
- Friendships developed through team work.
- Participants worked on practical projects and took pride in the results.
- The trails guides and nature posts can be seen and used by the whole community.

Greenspace

Culture creates better places

**DROYLSDEN YOUTH CENTRE PROJECT
SUNNYBANK PARK, DROYLSDEN 2003 – 2013**



Droylsden Youth Centre is an independent voluntary organisation and a registered charity founded in 1963. Their pre fabricated building, demolished late last year, was constructed in 1940 with a design life of approximately 15 years. The facilities were in a very poor condition, not fit for purpose and generally constrained the further development of the Club.

The centre provided a home for Droylsden Juniors Football Club, which is an FA approved Charter Standard Community Club, with around 250 members and over 20 qualified coaches. The centre was also home to a thriving boxing club which has 30 members. The organisation continues to be self financing and financially stable with money from members, social events, sponsorship and private donations.

“
**THE NEW CENTRE WILL
NOW ALLOW US TO
EXTEND OUR HAND FURTHER
INTO THE COMMUNITY**
”

What we did

- Supported the club with funding bids to the Football Foundation, Forever Manchester.
- Provided a capital contribution of £250,000 towards a £1.3m project to build a state of the art clubhouse and synthetic turf pitch.
- Provided technical support to ensure that the scheme was on time and within budget.
- Provided the club with a long term lease to ensure that the site continues to be managed by the club for the benefit of all.

Benefits



- Contributes to a number of themes set out in the Sustainable Community Strategy including health improvement, community support, safe and attractive environment.
- The club can now expand its already extensive programme of diversionary activities for young people at no cost to the Council.
- Promotes a feeling of community pride in the locality.
- A best practice model for other clubs to replicate.



Sports

Culture inspires people & ideas

**CULTURAL OLYMPIAD
JANUARY – AUGUST 2012
ACROSS TAMESIDE**



“AN AMAZING MEETING OF HEARTS, MINDS & EXTRAORDINARY
TALENT THAT LEFT US WITH A TREASURED LEGACY
OF LASTING FRIENDSHIP & TRUE COMMUNITY SPIRIT”

In celebration of the Cultural Olympiad, Tameside's Arts and Events Team embarked on a major cross genre arts project which engaged and inspired many diverse community groups across the Borough in the months leading up to the London 2012 Olympics.

Our unique project brought together our brass band heritage and theatre arts in an exciting and innovative way.

It became a piece of work which was recognised for excellence regionally and has provided a lasting legacy for the way our cultural programmes are delivered.

“ I LOVED MAKING NEW FRIENDS AND WORKING AS AN ADULT WITH RESPONSIBILITIES, SUCH AS WORKING TO MAKE INTERVIEWS FOR NATIONAL RADIO ”

What we did

- Inspired and engaged with a Borough wide selection of cultural groups.
- Worked in partnership with groups to provide a quality experience for all participants and audience members.
- Encouraged team work between the participants.

Benefits

- A unique event for Tameside where participants came from a wide variety of backgrounds.
- The opportunity for a wide variety of groups and genres to work in partnership.
- A fantastic opportunity to showcase our unique brass band heritage.
- Provided an exceptional programme of events which were well attended, affordable and accessible.
- Tameside was recognised regionally for this project and the young people's element of the project was developed due to the early stage successes.

Arts

Culture inspires people & ideas

JUNIOR HISTORY CLUB 2012 – ONGOING

TAMESIDE LOCAL STUDIES & ARCHIVES CENTRE

“

MY SON IS REALLY INTERESTED IN HISTORY
(HE WANTS TO BE AN ARCHAEOLOGIST
WHEN HE GROWS UP) AND THIS IS ONE
OF THE FEW ACTIVITIES I HAVE FOUND
TO BRING HIM ALONG TO. HE REALLY
ENJOYED HIMSELF, THANK YOU!

”



Tameside History Club was an initiative introduced in 2009 to widen participation in local history and to attract groups who may not think that local history is of interest to them. The initiative has proved very popular so in 2012 we decided to develop the model into a history club for children.

Local Studies and Archives have not traditionally engaged with younger audiences. We wanted to make the Local Studies and Archives Centre a more accessible place for children and their parents, grandparents or carers.

The Tameside Junior History Club is run during the school holidays and participants join us for crafts, games and fun. We have travelled to Africa with David Livingstone, explored the

Longdendale Valley with Robin Hood, played the Tudor game Nine Men's Morris and much more.

What we did

- Attracted new families to use the Local Studies and Archives Centre.
- Encouraged family learning, intergenerational learning and social interaction.
- Provided an informal learning environment.
- Made Tameside's history more fun!
- Create a series of children's events which can be rolled out across the borough to widen participation.

Benefits

- Learning about the local area.
- Creating pride and a sense of place.
- Provides a social experience for children and adults.
- Provides new experiences and making new friends.
- Participants have shared what they learnt with the wider community – one family who attended made one of the games themselves to play with friends.
- Broadening horizons – some of our attendees have said they would like to be history teachers or archaeologists when they grow up!

Local Studies & Archives

Culture inspires people & ideas

MURDER & MARIGOLDS: MANGA GROUP PROJECT
APRIL - JUNE 2012 CENTRAL ART GALLERY, ASHTON-UNDER-LYNE
FUNDED BY HLF YOUNG ROOTS PROGRAMME



“

WHEN ALL THE WORK WENT ON DISPLAY IT WAS UNFORGETTABLE BECAUSE
IT WAS INDEED A ONCE IN A LIFETIME TO SEE YOUR WORK IN A GALLERY

”

The project was created in order to engage a group of young people frequenting the Central Library and Central Art Gallery with the local history and heritage of their area. Fifteen young people who all have an interest in Manga met at the gallery over several months and focussed on two aspects of Tameside's past – the Gorse Hall murder and the legend of the Black Knight.

They developed historical research skills, created comic books, made an animation dvd, learnt to use sewing machines to make their own costumes, did a photography shoot, planned and promoted an events day and finally brought all these elements together in an exhibition seen by over 4000 visitors.



“**I DID PUSH MYSELF
AND STEPPED OUT
OF MY COMFORT
ZONE AND I HAD
MY PHOTO TAKEN**”

What we did

- Created a welcoming environment in the Gallery for the young people.
- Developed the group's social skills.
- Gave the young people real ownership of the project and the resulting exhibition.
- Supported the young people to develop new skills.
- Encouraged them to pass on these skills through a public events day.

Benefits



- Enhanced self confidence and self esteem among the participants.
- Practically helped the young people and in some cases gave them the confidence to change their home life.
- Sparked aspirations for the future, with participants embarking on college courses as a direct result of the project.
- The participants learnt new skills including sewing, photography, animation and design.
- Challenged negative assumptions about teenagers.



Museums & Galleries

Culture inspires people & ideas

**ARTS AWARD – ACROSS TAMESIDE
AUTUMN 2012 – SPRING 2013
PARTLY FUNDED BY CURIOUS MINDS**

“THE ARTS AWARD EXPERIENCE HAS BEEN INCREDIBLE. THE IMPACT OF SUCH A SCHEME CANNOT BE UNDERESTIMATED, ALLOWING ALL OF THE YOUNG PEOPLE – FROM THE SHYEST TO THE MOST CONFIDENT – TO LEARN AND EXPRESS THEMSELVES IN A PRACTICAL, CREATIVE WAY”



Tameside's Arts and Events

team engaged with hundreds of children and young people from dance groups across the borough to help them achieve Arts Award. The children were the supporting cast for the professional production of 'Jack and the Beanstalk' throughout December 2012.

Rachel Olerenshaw from Ashton School of Dance commented that "The Arts Award helped the children expand their current knowledge and interest in pantomime, it extended their positive theatre experience and should build year by year as they progress through the Arts Award Scheme. Parents particularly enjoyed their children gaining a certificate which helps to add value to their experience of performing in the pantomime."



What we did

- Helped over 232 children and young people achieve Arts Award Discover through participating in pantomimes.
- Worked in partnership with local dance organisations.
- Encouraged team work between the young participants.
- Held a red carpet event where certificates were presented to the children by the Civic Mayor.

“

**THIS EXPERIENCE
WILL BE ONE
MEMORY
I WILL NEVER
FORGET!**

”



Benefits



- All of the children and young people were able to gain a recognised qualification.
- It helped the children and young people enjoy cultural activities in Tameside.
- Provided enjoyment for the thousands of Tameside residents who watched the pantomimes.
- The dance school teachers have been given training to continue to support their pupils' development.
- The success of this project has led to the further substantial development of Arts Award provision across Tameside.
- Tameside have now been recognised both regionally and nationally for this work.



Arts

