

Project Strand	Description	Marketing Activities	Artists	Employment days (based on 7 hours)	Partner Organisation	Participants/ Audience (approx)	Development/ Legacy	Timeframe
<b>Taster Sessions</b>	Free arts workshops across the town. Taster sessions for people to have a go at a range of new skills. Basic introduction to increase exposure and to learn a new skill across a range of genres, enabling every person to have the opportunity to a diverse experience of the arts. These sessions will be intergenerational. Sessions will take place in local community halls and other familiar and comfortable spaces for participants. We have chosen a range of artists and organisations that our community are familiar with. As we have mentioned above we want to ensure that those participating develop a familiarity with the activities.	<p>New Audiences: Direct Mail drop to targeting postcodes in deprived wards in Tamworth. Different mail for each ward as the activity genre is tailored to wards requirements from the consultation.</p> <p>Walk about tasters. Staff dressed up as butlers handing out/ offering out the opportunity to taste art. This will be videoed and put on social media to viral our social audience.</p> <p>Existing Audience: Segmented E- Newsletters targeting audience in particular ward areas.</p>	<p>As detailed in the application form.</p> <p><b>Why chosen these artists</b> We felt it was important to use artists that provided us with a high quality experience and proven community arts lead track records and also had an understanding of Tamworth. All sessions run by artists we have previously worked with and are assured of their high quality outcomes.</p>	44	Staffordshire County Council Staffordshire Library Service Staffordshire Fire Service South Staffordshire College	2560 Participants	Each session will include a fact sheet on local groups and contacts that already undertake this skill. We will also be working with the college to highlight their evening classes programme. We will also run a series of open days throughout the year for people to meet and try sessions for free with local groups.	Duration of Programme.
<b>I am Dance</b>	<p>A site specific performance involving Motionhouse, Tamworth Arts and events groups, local schools animating Tamworth Castle and telling the story of the Saxon Queen Aethelfleda who was responsible for re-fortifying the Saxon town of Tamworth. She built a bank and fence system around the town.</p> <p>This project will modernise her as a modern warrior queen and to create scenes from this fortification process. A modern telling as opposed to historical re-enactment.</p> <p>This will provide a powerful, visual impact that will engage participants, audience members and create a quality, high profile performance.</p>	<p>New Audience: Flash Mob to dance in a busy location in Tamworth. This will be published on social forums that lead back to the website.</p> <p>Phone Dance groups/ Schools to get dancers signed up to project.</p> <p>Existing Audiences: Segmented E-Newsletter to tagged audiences with a preference to dance. Phone Tamworth Contemporary dance participants.</p>	<p>Local Dance groups &amp; Schools</p> <p><b>Why chosen these artists</b> Working with Motionhouse to develop local profile for dance. National portfolio organisation that creates exciting and original work. Strong track record of creating site specific work and telling a story. Engage with a range of different audiences.</p>	10	Motionhouse Staffordshire Performing Arts Staffordshire County Council. Tamworth Castle. Mercian Trail Partnership	15-40 To be determined by final project route 2000 Audience	To continue working with Motionhouse on future projects stimulating the creation of projects ensuring we have quality dance provision programmed in. Ensure we have strong links to wider regional initiatives and opportunities for our local dancers to be involved with.	Spring 2015
<b>I am Ballet</b>	Working with local Ballet Company Ballet Theatre UK. The project will engage local young people to experience ballet, in particular young men. Breaking down barriers and encouraging physical activity and personal development for local dancers.	<p>Ballet flash mob at Football grounds prior to football match.</p> <p>Existing Audience: Segmented e-newsletter to audience members that have come to a ballet performance.</p>	<p>Ballet Theatre UK</p> <p><b>Why chosen these artists</b> Proven increase in audience engagement with Tamworth Assembly Rooms. International profile of excellence. Locally based with a commitment to the development of local dancers.</p>	15	Staffordshire County Council	600 Participants KS1/KS2 Audience 2000	All students involved will be given tickets to a ballet performance at Tamworth Assembly Rooms. They will also be introduced to programmes ran from across the region. We also aim to continue ballet sessions longer term at the venue.	October-December 2014
<b>I am the Beat</b>	Drumming Events throughout the town. Creation of drumming groups and learning new skills. Focus on family learning and a family activity. Creating an enjoyable inspiring arts experience.	<p>New Audience Sound Installation in shopping centre. The Beat is coming...</p> <p>Upload your beat – Touch Fm Radio Station</p>	<p>James Barrow</p> <p><b>Why chosen these artists</b> Established Pioneer for Taiko Drumming with International recognition.</p>	16	Homestart Staffordshire County Council (Education) Local Academies (Landau Forte, Rawlett and Tamworth Enterprise college)	Participants 160 Audience 200	To develop a programme of family learning projects and build (where appropriate) groups to continue to lead this work.	September 2014 - April 2015

<b>I am Music</b>	The creation of Tamworth Live Music Trail to raise the profile of the existing music scene. Encouraging new talent to come forward. Looking at the venues around the town centre that will highlight a wealth of musical genres. Tamworth Arts & Events team to provide professional technical support and event management guidelines.	New Audiences Tamworth Voices doted around the town in high engaged areas doing a 15 minute show.  Battle of the Bands winners pop up in various locations and flash mob.  Existing Audience Social Media channels video clips	Various Local Artists  <b>Why chosen these artists</b> Developing strong ties and giving a profile to our local music scene ensuring we are highlighting both established and emerging artists by promoting both venues that host these events and how to get performance slots to local musicians.	N/A	Tamworth Live, Tamworth Assembly Rooms, Battle of the Bands, Staffordshire County Council (Education) Local Academies (Landau Forte, Rawlett and Tamworth Enterprise College)	Audience 1500	To support the development of a clear mapping process for music provision and opportunities in Tamworth. To ensure this is kept up to date and partnership projects are developed longer term to promote our struggling scene and give it the support it needs to flourish.	August-December
<b>I am Drama</b>	Developing from the taster session we will establish Drama Groups across Tamworth to create short pieces about the area they live. This will then all come together in a summer showcase to be called Tales of Tamworth. We will use different medias to stimulate the work and this will include drawing on popular culture themes and also encourage skills development in new media and video production.	Street Scene- drama in the every day. Documented and recorded for social networks and website. Using Tamworth's busy market day to bring drama to life in people's everyday. Did you see it? Coming soon... more tales of Tamworth	Simon Quinn  <b>Why chosen these artists</b> Experience of delivering intergenerational, successful performances broadcast to a national audience. Local artists developing a high profile company to develop future work and local performers.	23	Tamworth Heritage Trust	Participants 100 Audience 500	The aim of this project is to take a more traditional art form and breakdown some of the fears and ideas around it. We aim to use this as a stepping stone to continue an opera programme longer term and also develop other links with other quality providers	Jan 2015- August 2015
<b>I am Visual Arts</b>	Throughout the year we will create a programme of outdoor free to attend arts activities. They aim to inspire and excite the local community exposing them to new artists and work in familiar and loved environments. Turning empty shops and spaces across the town in to arts spaces. Using the "I am Tamworth" theme a portrait trail will be created. Turning sad disused spaces in to bright colourful canvases and lifting the town in the process. To create a public art piece that is about and for the local community. That they can have pride and understanding in.  All the displays will be created in an imaginative and appealing way ensuring all the work created by the artists and local participants is side by side in a professional and quality manner.	New Audiences: Printed T-Shirts with the "I am Tamworth" "I am Visual Arts" brand  Segmented E-Newsletter to tagged art interested audiences.	Claire Wood Open Callout for Artists  <b>Why chosen these artists</b> Previous pilot scheme of this nature explored and deemed successful by participants and audiences. Previous experience of involvement in professional exhibitions. Will also establish Tamworth as "open for Business" by developing call out opportunities for artists and highlighting work potential in the area.	5	Linked to Big Draw Local Businesses and Landlords Family arts campaign	Participants 400 Audience 10,000 (footfall through town centre higher, numbers likely to increase)	The aim is to put the art in the everyday using the newly formed relationships as a platform to continue to have quality art work in exciting places. Whilst continuing to inspire artists to create work for public spaces. A fact sheet will be provided with groups and organisations contact details of arts venues and arts groups in the local area. The aim is to create at least four exhibitions a year with the promise to work with local artists.	1 event in October 2014  1 event in May 2015
<b>Trotters Trail</b>	Pop Up PIGS! Using the Tamworth two as inspiration we aim to create an arts trail of pigs throughout the town. There will be pigs by local artists as well as community groups, schools and even local businesses. To improve local spaces. To provide fun and interactive activities for all communities. A sense of involvement in larger project.	New Audiences: Walk about Pigs dressed up handing out information of the trotters trail.  Segmented E-Newsletter to current audience with an interest in outdoor events and arts activities.	Luke Perry Open Brief  <b>Why chosen these artists</b> Cultural Champion and BCU Alumni of the Year 2012. Previous successful projects of this nature that combine heritage and art.	15	Staffordshire County Council Staffordshire Highways	Participants 350 Audience 10,000 (as above high footfall areas)	Our aim is to continue to engage the newly captivated audience in public art. Working with key partners to create trails. We will send regular newsletters to participants about supporting regional projects.	May 2015- October 2015

<b>I am Heroes</b>	WW1 project looking at the stain glass windows located in St. Editha's that were funded by the people of Tamworth to honour those who lost their lives. With local residents creating their own art work and learning new skills. This project will not only showcase the stories of the windows but also attract people to view other windows in the Church which includes work by William Morris. The work will be displayed in the Library, Church and National Arboretum.	New Audiences Working with The Village Market Magazine we will look at local heroes. In particular the families from the Mercian Regiment in Whittington Barracks to promote the background of the project.  Segmented Newsletter from National Memorial Arboretum to inform their audience about our activities and project. Segmented e-newsletter to arts participation members.	Local Arts Groups Open brief to call Artists	5	Staffordshire Library Service St. Editha's Church National Memorial Arboretum Staffordshire Regimental Museum	Participants 350 Audience 3000	The aim is to create a lasting arts programme with these key partners whilst using the WW1 centenary as a foundation for this relationship. Also, sending newsletters with opportunities and exhibitions to the newly engaged audiences and artists.	November 2014
<b>This is Tamworth</b>	This will be the projects launch event showcasing Tamworth artists and groups at Symphony Hall Birmingham. It aims to create pride and a sense of occasion for the work they are creating. Further more it will develop a relationship between our audience and cultural providers in Birmingham. Encouraging participants to challenge themselves and broaden their experience with our neighbouring multi- cultural city. We will work with providers in Birmingham to engage with our audiences and highlight other regional opportunities.	New & Existing audiences: Provide every performer with a sticker to put in their car saying "I am Tamworth"  Radio teaser from Touch FM. Each group performing will have 2 minutes airtime to showcase what they are bringing to the show.  You tube: Teaser footage encouraged to share through social networks creating a viral word of mouth with current audience.	Gladstone Wilson Local Arts Groups <b>Why chosen these artists</b>  Strong reputation with local arts groups and international recognition for a delivery of high quality music. Current delivery of a successful choir in partnerships with Tamworth Assembly Rooms.	10	THSH	Participants 600 Audience 1000	This project aims to highlight the options that are available for the audiences in this region. With the objective of raising awareness of other venues. It will also building the confidence of local performers and audiences to visit other venues.	July
<b>I am Art</b>	Large Closing event that will bring together and showcase all the work and events that happened over the year and highlight future opportunities.	New Audiences: Golden Ticket direct mail to Tamworth Households through Local Authority magazine.  Competition to open the "I am Art" closing event for all the people that attended 3 or more activities of the year program. This will be segmented from the mailing list.  E-Newsletter/ postal letter to everyone that attended any of the I am Tamworth events.	Local Arts Groups		TBC	TBC	The legacy for this project is to document the year of events with a DVD's/CD's. Providing all participants, artists and audience members with a fact sheet of what arts activities are happening where and when with a programme for 2015. The aim is to promote greater collaboration between organisations to increase efficiency and innovation.	October 2015
<b>I am Words</b>	Creative writing and poetry project. The project will work around the theme of I am Tamworth telling individual stories, feeling and thoughts about the area and individuals. The project will include the publication of a book and various poetry trails throughout the Tamworth Area over the year. Develop Writing Squads and reading and writing events in area. Develop an ongoing relationship with literature and the opportunity of hands on experience.	Scrabble game in Tamworth Library to generate interest in the project in a fun way.  Tamworth Library to hand out 1 scrabble piece to every person that checks out a book. They will then be encouraged to come along to the writing squads and along with other participants make a word for every workshop.	Nicola Timmis, Malcolm Dewhurst  <b>Why chosen these artists</b>  Staffordshire Poet Laureate 2012. Experience of partnerships in the region and delivery of inspiring projects.	28	Writing West Midlands TCR FM Tamworth Herald	Participants 150	The publication of the poetry book will act as a legacy item. Another aim is to develop more writing squads in hard to reach areas from the success of the new groups, engaging new generations in writing. Continue to develop innovative projects with newly found artists. To continue to house personal development days to enable writers to become established. Holding events to showcase Tamworth writers whilst raising the profile of Tamworth writers.	October 2014- October 2015

<b>I am the Great Outdoors</b>	Annual Event Programme. This year it will be shaped around the I am Tamworth theme and include outdoor theatre performances.	Road Signs at the entrance points into Tamworth  London Midland Train Carriage Panels. Route-Lichfield – Birmingham. Covering neighbouring towns.	Range of local companies	8		Audience 40,000 (as demonstrated in previous year)	To continue to develop relationships with new audiences providing them with future opportunities with the arts in outdoor spaces	Ongoing
<b>I am Tamworth Assembly Rooms</b>	In-house programme To expose audiences to a range of diverse and original arts activities The programme will be punctuated with a range of ticketed performances throughout the year.	Pop up theatre at all I am Tamworth outdoor events.  Handing out theatre programmes at every I am Tamworth activity.	Vamos, Hoopla, Hull Truck  <b>Why chosen these artists</b>  Utilising companies with national accreditation for delivering engaging and excite new and old audiences.	TBC	TBC	Audience 2000	To make small but significant changes to the programme by programming quality arts that are accessible to all.	Ongoing
<b>I am Development</b>	A series of events and courses to support our local artists to share knowledge, develop their skills and understanding of the regional framework. The Series will support business development such as legal frameworks, cash flow and practical advice as well as good arts practice guidance and developing artistic skills. Working with quality and recognised education providers to support the skills development of local artists.	New Audiences: Direct mail to creative businesses/ Creative Hubs/ college's/ schools/ University  Existing Audience: Utilise current Arts Network, ArtSwitch. Work with partners to spread the word within their arts network such as SADOG	Geko Creative Alliance Creative Enterprise	3	Arts Connect South Staffordshire College VAST Staffordshire Library	Participants 100	To encourage national quality arts providers/ national portfolio organisations to become ambassadors to support local artists aiding them to become more sustainable resilient and innovative. We aim to build a quality portfolio of local artists.	6 events throughout the project.