



I AM TAMWORTH

125th Anniversary

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What and Why?

- 2014 marks the 125th Anniversary of Tamworth Assembly Rooms, the home of arts and events in Tamworth. To mark this occasion we are proposing a year long structured programme of activities and projects to delight and engage Tamworth audiences and visitors from across the Midlands region. The project will be focused on the community of Tamworth. It will be about people.
- Tamworth currently has one of the lowest arts engagement levels in the country. Through a target action research project the team have identified a range of barriers and misconceptions that are affecting people's attendance at arts activities. The aim is that the 125 year platform will allow the team to tackle these issues on a larger scale, opening doors for the community to access a range of arts provision and re-igniting relationships with the arts in the area.
- We want to show off! The aim is to show people what we have in Tamworth, what our community is about and what it is capable of. The project will attract a lot of public attention and help dispel misconceptions about the area and re-focus our sense of community and pride.
- In addition we wish to expose our community and local artists the opportunities to work with a range of high quality arts organisations from across the region. To not only bring quality arts provision but also bridge the gap between Tamworth and the region forging lasting and long term links.

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Outcomes and Objectives

- To create a strong platform for the arts in Tamworth to grow and flourish from.
- To increase community pride and cohesion.
- To breakdown barriers and change perceptions of arts activities.
- To increase longer term participation levels in the arts.
- To act as a stimulus for local artists.
- To create stronger regional working partnerships.
- To showcase the current artistic talent in Tamworth Borough Council
- To expose Tamworth audiences to a diverse and wide ranging high quality arts programme.
- Every resident of Tamworth will have access to two free arts activities.
- Promoting greater collaboration between organisations to increase efficiency and innovation
- Strengthening business models in the arts, helping arts organisations to diversify their income streams including private giving.
- Attracting new audiences.
- Improving the delivery of arts opportunities for children and young people.

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Have a go.....

Taster Sessions

- Every resident in Tamworth will have access to a minimum of two free workshops taking place in their ward.
- Every month 14 free arts taster sessions will run across the borough promoting active lifestyle, socialising, learning and arts participation.
- After the sessions the aim is to introduce them to groups across the Borough or start up new groups in that area.

Dance	Ballroom Dancing Tasters
	Street Dance Taster
	Salsa Taster
	Contemporary Dance
	World Dance
Drama	Drama
Music	Singing Sessions
	Song Writing Session
	Instrument Sessions
Writing	Poetry and Story Telling Sessions
Arts and Crafts	Stay and Play Sessions
	Art Taster

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Outdoor Events Programme

- The outdoor events programme will play centre stage. We aim to showcase the events to a wider audience.
- We will have our key events, community events and commercial events.





Key Events

- **(April) St George's Day**
 - Medieval re-enactment
 - Partners: Tamworth Castle

- **(August) WW1 Centenary Event**
 - To work with key partners to create a remembrance event throughout the town with displays, exhibitions and demonstrations.
 - The pinnacle of the day is the Freedom of Flags presentation and parade in the grounds by all participants
 - Partners: Regiment Museum/ Heritage Society/ Schools/Community Groups/ National Memorial Arboretum/ Community Groups /Schools

- **(September) We LOVE Tamworth Event**
 - This event will celebrate Tamworth's Past, Present and Future.
 - Past: Open up all heritage sites for free across the borough/Re-enactment
 - Present: to showcase towns attributes. Arts Groups/Sports Groups/Community Groups
 - Future: Exhibition of Art project to represent the community's vision of Tamworth's future.
 - Partners: Community Groups/ Schools/ Peel Society

- **Fireworks Night**
 - Free fireworks display

- **Christmas Lights**
 - Partners: Christmas Lights Committee and Businesses



Dance

- I am Dance

A site specific performance involving Motionhouse, Tamworth Contemporary Dance group and potentially schools too – animating a local space so that the community see it in a new way/pride and ownership; raising aspiration of the young dancers in your local group through workshops, creation of material then performing with professionals in a high quality and high profile performance.

- I am Ballet

Working with local Ballet Company Ballet 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.



Music

- I am the Beat
Drumming Events throughout the town. Creation of drumming groups and learning new skills. Focus on family learning and a family activity.
- I am Music
Creating Tamworth Live Music Trail. Looking at the venues around the town centre that will highlight a wealth of musical genres.
- I am Opera
Opening up opera to a range of audiences by working with a group to break down misconceptions of Opera and the barriers to attendance. To gain an understanding of what Opera is and how it relates to them.

Drama

- I Am Drama

Sir Robert Peel- Stand and Deliver. Written, produced and performed by the multi-discipline group Tamworth Repertory Company.



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Art

- I Am Visual Art

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.

- Trotters Trail

Pop Up PIGS! Using the Tamworth two as inspiration we aim to create a arts trail of pigs throughout the town. There will be pigs by local artists as well as community groups, schools and even local businesses.



WW1

- Flags of Freedom

School/Community Project.
To mark and give thanks to
those who gave their life in
WW1 and what we have now
to thank them for their
sacrifice.

- I am Heroes

WW1 project looking at the
stain glass windows located
in St. Editha's. With local
residents creating their own
art work and learning new
skills. To be displayed at the
NMA.



Showcase

- I Am Tamworth

This will be a showcase of Tamworth artists and groups at Symphony Hall Birmingham. It aims to create pride and a sense of occasion for the work they are creating.

- I Am Art

Large Closing event that will bring together and showcase all the work and events that happened over the year and highlight future opportunities.

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Finance

- Total Project Costs
(inc Outdoor Events)
£187,228
- **No** additional finance
from TBC
- Financial Support and
time from SCC
- Request to submit Arts
Council Bid to Grants
for the Arts for £74,000

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