

CDF C&C Programme

Activity Review Dec 2023



Image; Sound Communities at Wide Open event Paignton Library
Photo: Marco Kessler

Year 1: What did we set out to achieve?

- Work collaboratively with cultural partners to:
 - Begin to evolve a sustainable cultural leadership collaboration for Paignton
 - Shape a strengths-based cultural programme, commissioning processes and partnership approaches to realising work that can be sustained beyond CDF2.
 - Identify and progress shared lines of enquiry that would support cultural sector resilience

- Develop and deliver a programme of cultural activity & events to:
 - Create ‘conversations’ between venues and partners as cultural beacons, including through use of informal ‘third spaces’ and delivery of high impact events in public spaces.
 - Enable people to meet, explore new perspectives and make new connections; with free access participation opportunities across all ages.
 - Widen representation of diverse identities and voices, through both creative work delivered and presented and through collaborative decision-making.
 - Increase the visibility of culture locally, through growing a grapevine of communications and delivering work with high visibility in the public realm.
 - Provide real opportunities for paid work for artists, creatives and event staff (experienced and emerging).
 - Build a growing sense of pride of place.



'People will feel valued if they know professionals are doing this for us, that they are making an effort for us. It's not just posh people making art for themselves – it's for us.' (audience member, Vast Rocks Revisited)

Image; Vast Rocks Revisited, Richard Chappell Dance, Victoria Street Paignton
Photo: Fern Albert Leigh

Headline outputs

- **6** Story Board sessions brought together **19** representatives of Paignton cultural sector to work collaboratively (with paid contribution for time commitment).
- **10** new works /artistic projects commissioned - 5 through Open Calls (from 14 proposals assessed summer 2023); 5 from direct approaches / co-development with partners.
- **54** individual events & activities delivered across **18** locations/venues.
- **56** artists / creatives received paid work through programme delivery; along with **13** event stewards / event members.
- **5** local people supported to develop their skills through work placements and paid internships/ assistantships
- **380** people participated in artistic projects to learn skills and/or co-create new work
- **2762** audiences attended Open Wide events (Sep and Oct weekenders)
- **39** volunteers supported Open Wide events (Sep and Oct weekenders)
- **2** new high street spaces activated for programme delivery (Liberal Club; Projection Room)
- Collaborative communications campaign developed and delivered (digital billboard, clean graffiti, social media, print and poster advertising).
- Pathways research completed by Andrea Gamson, leading to recommendations report Dec 2023
- **2** funding bids developed and submitted by Filament for project extension and legacy development



Image; The Great Paignton Paint Out, Artizan Gallery
Photo: Jim Wileman

“One gentleman commented on the first day’s activity that because it was happening in public spaces it meant it was reaching people ‘on the edge’ who feel excluded from formal activities.” (Visitor feedback, The Great Paignton Paint Out)

Key Learning

- There was an overwhelming warmth of response from local people, demonstrating appetite for a cultural programme that is rooted in the town, as well as the strength of feeling for Paignton Picture House.
- Taking a strengths based approach to commissioning was effective in being able to work with local partner and artist knowledge, connections, building trust with local people. This also allowed a mix of commissioning approaches (open calls, direct approaches, co-producing) which enabled Filament to deliver at speed.
- The delivery timeframe was very contracted and this put pressure on all aspects of the programme, the producing team, artists & partners. This also impacted on Communications, within the partnership and for wider messaging.
- There were challenges to overcome in supporting artists to realise their vision alongside the need to work with multiple partners/venues and strive for inclusion throughout the programme.
- The response to open calls for participatory projects was lower than expected, and this resulted in a greater emphasis on the event-based work. As a result, year 2 will embed participatory work within our Places for Culture strand, inviting communities to co-create work in accessible spaces (new and established).
- Artist work was very well received by audiences. To pull through threads of projects delivered in Year 1, we are working with artists & organisations to fundraise for onward development work. (e.g. Paignton Lights, GPPO 2024)
- There are tensions in balancing the need for density of event programming with the need for year round engagement.
- Balancing strategic development with delivery of core work is demanding for partners - going forward the Creative & Cultural programme will focus on action-sets with specific partners based on interests & capacity, to develop content that supports the core goals of local cultural businesses.
- The lack of accessible venues in central Paignton remains a significant issue for artists & audiences.



Image; Paignton Picture House and Station Square
Photo: Marco Kessler

Really important to have more events like this in Torbay, Thank you.. I am concerned that the Torbay story neglects culture in Paignton and just seen as a family seaside place. It could be so much more with Art and Culture. I also feel there are things happening and interesting venues cropping up, but they aren't ... part of the plan.... I am very sad we lost Lucky 7, they offered a great alternative offer for Paignton." (audience feedback, Moving Portraits).

Collaborative Cultural Leadership - Key Learning



- The Story Board provided a space shape a shared vision & values, to share history/knowledge of each others' work & acknowledge baggage.
- Offering flex in engagement & financial contribution for time enabled participation from organisations and individuals at stretched capacity.
- The group recognise the need to widen and diversify composition of the Story Board to be more representative of local community/voice.
- Partners/organisations engaged beyond StoryBoard sessions to varying degrees according to capacity, ownership and opportunity.
- To embed an action-enquiry approach, the StoryBoard will evolve to form smaller agile action sets with key deliverables, focusing on:
 - Places for culture (space activation)
 - Collaborative communications
 - Skills development, capacity building and pathways into work
- The Story Board will identify Give & Gain for partners and opportunities to sustain joined up cultural leadership activity beyond Mar 2025.

“Torbay Communities were very supportive. Christina used the project as an example in a funding bid of how the community builders act as that connective tissue and helped in signposting the project to members of the community.”
(artist feedback, Paignton Lights)



Image: Paignton Lights, Steve Sowden with Emma Welton, Paignton Picture House
Photo: Emily Appleton

Skills Development, Pathways - Key Learning



Image; Moving Portraits
Photo: Emily Appleton

"If I didn't know Doorstep I wouldn't be connected. They have helped me get that foot in the door. I don't know how else I would get in."
(Assistant producer mentee, feedback)

- Whilst there is a lack of formal opportunities, there is strong grassroots support for young people to develop their talent, skills and get started in a creative field.
- There is shared ambition amongst cultural partners for talent development, capacity building and skills development.
- There is real desire to collaborate and share resources, but a lack of capacity to commit to sustained development
- Scope to:
 - Share talent development through pipeline discovery & future leader development, shared apprenticeship, and reimagining work experience
 - Share resources through support worker / mentors & shared intelligence / database
 - Share opportunities and join up access through single front door
- The Pathways action set will design & deliver next steps with Pathways lead through 2024.

"A fabulous learning and development experience for children. Letting children explore at their own levels of development and comfort levels. An absolute necessity for meeting expressive arts and design development points and in early phonic development that so many children miss out."

Feedback from adult participating in Into the Kaleidoscope

Image: Into the Kaleidoscope, Moor to Sea Music Collective, Unit 5 Paignton
Photo: Emily Appleton



Wide Open Cultural Programme - Key Learning



Image; Tonic Creative, Play Plaques
Photo: Emily Appleton

- Programming work for outdoor spaces where audiences could discover events accidentally was successful and enabled us to reach diverse audiences who may not have engaged otherwise.
- Programme balance was well received overall, providing differentiated offers for different audiences and interests. Young people aged 16-24 wanted more programming targeted at their age & interest areas.
- There was a density of activity across the 2 weekends, but the timetable put significant pressure on a small producing team.
- Having mix of ticketed and turn up events was a good choice for audience accessibility, and for event preparedness.
- All activities were free. Where we could support participation and volunteering with contribution to expenses this was well received and opened up access.
- There were limited 'spectacle-based' events, which in turn limited more universal awareness of the programme.
- Going forwards, year round activity linked to key 'Places for Culture' may provide a better balance for audience engagement and producing capacity, leading up to a focused autumn culmination in Oct 2024.



Image; Playing in the Streets, Tonic Creatives
Photo: Emily Appleton

“A nice idea, and good to see in Paignton. It has potential to connect people.”
Visitor feedback, Playing in the Streets

Collaborative Communications - Key Learning



"Thanks for organising this, so glad I came along. I'm a complete novice, never painted or created any art since I was small. Picked up one of the art packs, and created my first piece. Was an enjoyable afternoon, was great chatting to people and seeing lots of people of all abilities and ages getting involved"

Facebook comment

- Paignton Picture House has considerable draw - on the ground activity was sometimes enough to draw in target audiences wanting to find out what was happening.
- Digital audiences were most effectively built through Facebook - engagement grew through local connections/ word of mouth.
- Print/signage in the public realm were key - lack of early print materials with outline programme info was a missed opportunity.
- Communicating the linkage of activities with Paignton Picture House developments was challenging and complex to articulate.
- Wide Open identity was well received, visible and memorable and is an asset to take forwards.
- Web and digital communications were predominantly event-based to Nov 2023. Going forward, this will shift to build the story of CDF, Paignton Picture House & Paignton's wider cultural offer, working with the StoryBoard action set. Developing shared ownership for Communications will be key in embedding legacy and growing dialogue with audiences.
- There is appetite to develop the Digital Billboard as a space for cultural messaging, to be developed through 2024.



Image; Screen Future Memoir, Kelly Bryant, Paignton Picture House
Photo: Jim Wileman

*"Beautiful and moving... makes you appreciate where you live
and gives you a sense of place"*

(Audience member, Screen Future Memoir)

Space Activation and Places for Culture - Key Learning



Image: Moving Portraits at the Liberal Club
Photo: Emily Appleton

“It worked animating all those spaces across Paignton - joyful for people to discover them.. We invited audiences to discover places on their doorstep that they didn't know!”

Artist Rob Mennear, Moving Portraits

- Shared vision & ownership of partnership projects correlated with best outcomes for venues, artists and audiences.
- High street spaces provided a much needed accessible and visible element to the programme.
- Positive examples of partnership between culture & enterprise demonstrated potential to support town centre regeneration.
- Significant learning around where the energy is for high street activation and how to engage with landlords /properties.
- The Projection Room was a challenging space due to its raw condition, but an excellent opportunity as an accessible space with commitment from PPH to take this forwards with partners.
- Partnership with Misfits Tattoo Collective was very positive, with mutual ambition to develop programming through 2024+.
- The Liberal Club has potential as a key part of the cultural ecology: as a heritage building and through partnership with Nature Nook who have a vision to evolve art/crafts enterprise.
- ‘Places for Culture’ action-enquiry will develop venue-specific mixed use models including with creative residencies, cultural events, community engagement & enterprise.



“One of the joys of producing Wide Open was discovering amazing buildings in Paignton town centre like Misfits, the Liberal Club and the Projection Room, and which have the capacity, appetite and accessibility to host cultural work and draw in new audiences.”

Clare Parker, Producer, Filament

Image; Nature Nook partnership at the Liberal Club
Photo: Emily Appleton

Next Steps

- Activation of 3 action sets as focus for Story Board cultural leadership activity through 2024:
 - Creative & Cultural Pathways (skills, jobs & career development)
 - Communications (collaborative audience development & promotion)
 - Places for Culture (space-based activation & cultural community engagement)
- Activation of accessible high street spaces through collaborative programming of The Projection Room, and supporting arts & enterprise development at The Liberal Club.
- Build on successes & learnings of Wide Open 2023 through programme of year round activity with partners, with public realm culmination in Oct 2024.
- Invite venue partners to propose activity aligned with programme principles and help evolve cultural offers in ways that are achievable and sustainable.
- Build volunteer base and engagement through Paignton Picture House & Projection Room.
- Develop Collaborative Communications as a discrete project incorporating skills development element and joined up ways of working identifying need/value for cultural businesses.
- Integrate paid work placements / entry level roles into producing /event delivery within Filament, aligned with Pathways development for young people and early-career creatives.
- Continue to evaluate and feed into CDF wider learning & development.
- Articulate & progress sustainable routes for each of the 3 action-sets to maximise continuation/growth beyond CDF2. Develop and submit funding bids to enhance 2024-25 programme and support legacy development.



"To Paington. My beautiful birth / home town. It's a long time since I've seen you on a Saturday night. It was lovely to be here with you and revisit some of the best days of my life. Look after yourself for the future generations" (Audience member, Moving Portraits)

Image; Moving Portraits, Rob Mennear, Misfits Tattoo Parlour
Photo: Emily Appleton

WIDE OPEN

The Great Paignton Paint Out
Sunday 24 September
10:30 – 16:00
Paignton Green & Esplanade

artizan

Image: Social media post to promote The Great Paignton Paint Out

"I really enjoyed bringing the family down and meeting the artists. As someone who has lived in Paignton for 30 years I have been increasingly avoiding the town. This is exactly what we need."

(Visitor feedback, The Great Paignton Paint Out)

With thanks to the many partners, creatives, volunteers & community members involved:

Partners:

Artizan Gallery
Buckingham Dance Studio
Dartington Hall
Doorstep Arts
Gaia Coffee
Glo @ Unit 5
Libraries Unlimited
Local Spark Torbay
Lucky 7 Club
Misfits Tattoo Collective
Moor to Sea
Nature Nook CIC
Palace Theatre
Paignton Heritage Society
Paignton Library
Paignton Picture House
Participate Arts
Peoples Parkfield
Richard Chappell Dance
Sound Communities
South Devon College
Tonic Creatives
Torbay Council
Torbay Communities
Torbay Culture
Winner Street Traders

Artists & mentors:

Rod Ashman
Jonas Bjerketvedt
Kelly Bryant
Thea Bulgin
Oliver Castledine
Richard Chappell
Lewis Cox
Richard Cranglee
Lara Dark
Holly Ebony
Jayne Farleigh
Sarah Farrow-Jones
Polly Ferguson-Carruthers
Robert Garnham
Fred Grey
Clare Harmer
Tia Hocking
Beth Hill
Rob Mennear
Lisa Parkyn

Juan Sanchez Plaza
Scamp
Duncan Searle
Monica Shanta
Steve Sowden
Alex Small
Faye Stoesser
Szabotage
Lois Taylor
Rachel Thame
John Tomkins
Erin Walcon
Tony Weaver
Emma Welton
Suzie West
Maier Williams

Creative production:

Rob Alway
Fern Leigh Albert
Emily Appleton
Josh Baylis
Jacob Brandon
Josephine Brown
Julie Cannon
Laura Carus
Rupert Davies
Jane Faram
Holly Fitzpatrick
Andrea Gamson
Anna Gilroy
Drew Graves
Jeremy Holloway
Rae Hoole

Sara Hurley
Alisha Keane
Marco Kessler
Sarah Lawrence
Tom Littlewood
Dan Martin
Matt Newbury
Nat Palin
Clare Parker
Emma Potter
Kate Richards
Martin Thomas
Hollie Uzzell
Victoria Westaway
Jim Wileman