

The New Vic and NBC's 2009 Sustainable Community Strategy Reviewed March 2011

All projects rely on the resources and capacity of the company that result from ongoing core funding

- Activity supported through core funding (NBC, Stoke CC, Staffordshire CC and Arts Council England)
- Projects that happen regularly, with partner support
- Projects that are developed with partners on a one-off / occasional basis

Priority	Sustainable Community Strategy Reference	Action	Desired outcome	Timescale	Core / Regular / One off
PEOPLE					
1. To raise the aspirations of all young people, particularly those from disadvantaged groups	PE01	<p>Year-round programme of Borderlines projects delivered through partners who in the past have included the Domestic Violence Unit, the Police, the Fire Service, Youth Offending Teams, Young People and Children's services.</p> <p>Provide a Young People's Theatre Company free of charge for young people who have benefited from a Borderlines project and who face significant barriers to accessing other opportunities</p>	<p>Young People participating in activities that challenge destructive and anti-social behaviour and build self confidence, self esteem and aspiration.</p> <p>Young people who face significant barriers are supported to develop transferable skills self awareness and the self-confidence to succeed</p>	Ongoing	Projects that happen regularly, with partner support

APPENDIX B

1.		Year-round programme of Education projects including curriculum delivery and enrichment projects in schools, after-school activities including open access Youth Theatre, raising aspirations and giving high quality opportunities to young people, New Vic education organises trips to national events ('perform 2011) and brings renowned companies (Frantic Assembly 2011) to deliver inspirational workshops.	Young People participating in positive creative activities.	Ongoing	Activity supported through core funding
1.		New Vic Schools Partnership project. Targeting 4 primary schools in the Borough each year with the addition , from 2011 of an extended programme for larger schools. 2011 – Silverdale CP, Springhead CP, St Margaret CE Primary, Our Lady and St Werburgh RC Primary, Ellison St CP.	To establish long term sustainable relationships with schools throughout the Borough.	2009 onwards	Activity supported through core funding
1.		Year-round programme of theatre, concerts and other live art events accessible to all and with a pricing structure to reflect this, including Under 16s Go Free, £1 entrance to those on benefits and ACE Free Theatre Initiative for under 26s.	Removal of economic barriers enabling disadvantaged young people to access to high quality performances.	Ongoing	Activity supported through core funding
1.		Care Ambassadors conference for young people exploring opportunities provided by becoming involved in health and social care.	Develop active citizenship. Attendance resulting in achievement of part of NVQ Develop attendees Work experience portfolio	April 11	Projects that happen regularly, with partner support

APPENDIX B

1.		The World in Our Street project in a range of identified communities youth groups and schools, encouraging young people to play their part in creating positive communities	Young people are given the opportunity to explore the role that they can play within their communities, giving them a sense of themselves as important members of society and as being able to make a positive contribution.	2010/11	Projects that happen regularly, with partner support
2. To provide appropriate youth provision for young people of all ages	PE02				
2.		Christmas show accessible to children though subsidised seats and provision of facilities for schools groups including coach parking. The addition of our Christmas 'tale trail' event for young families and pre school groups from 2009 provides a creative and appropriate learning environment for our youngest participants and their carers.	Introducing young people to theatre-going and helping them to develop a local identity and a sense of belonging	annual	Activity supported through core funding
2.		Regular Youth Theatre sessions, including an annual production on the New Vic stage.	Young People participating in positive creative activities improving personal and social development and acquiring transferable communication and creative skills.	Ongoing	Activity supported through core funding
2.		School Holiday and half-term projects. Including make-play-in-a-week, musical theatre week, design and drama project.	Young People participating in positive purposeful activities	Ongoing	Activity supported through core funding
2.		Regular literacy sessions with preschool children at the New Vic and around the Borough. Tale Trail from 2008	Raising aspirations in early years and with families and developing positive attitudes to books an literacy	2008 onwards	Activity supported through core funding
2.		Young people encouraged to attend all main stage productions through the Under 16s Go Free scheme	Young people introduced to theatre-going and helped to develop a local identity and a sense of belonging	Ongoing	Activity supported through core funding

APPENDIX B

2.		Under 26s encouraged to attend all main stage productions through ACE Free Theatre Initiative. Continued through revised in-house scheme with allocation of free tickets and extended discount scheme.	Young people introduced to theatre-going and helped to develop a local identity and a sense of belonging	Spring 2009 – Spring 2011 and onwards	Activity supported through core funding
To deter anti-social behaviour by providing support and positive diversionary activities	PE03				
3.		Year-round programme of Borderlines projects delivered through partners who in the past have included the Domestic Violence Unit, the Police, the Fire Service, Young People and Children's services.	Young People with increased awareness of the effects of antisocial behaviour on communities and individual citizen's rights and responsibilities and given strategies to resist peer pressure and knowledge of where to access support.	Ongoing	Projects that happen regularly, with partner support
3.		Year-round Borderlines programme working young people involved in or at risk of becoming involved in antisocial and criminal behaviour delivered through partners who in the past have included the Police, Youth Offending Teams, Young People and Children's services.	Young people diverted away from anti social and criminal behaviour and accessing ongoing positive activities	Ongoing	Projects that happen regularly, with partner support
3.		The Night of Breaking Glass: Active citizenship project working in local schools and youth groups tackling hate crime and prejudice and anti social behaviour with Community Safety partners	Provide young people with strategies to combat hate crime and anti-social behaviour	Throughout the year	Projects that are developed with partners on a one-off / occasional basis
3.		Celebrating Parks and Reclaiming the Parks	Creating projects in identified parks during holiday periods and encouraging families and young people to enjoy park facilities.	May – August 2011	Projects that are developed with partners on a one-off / occasional basis

APPENDIX B

<p>To identify NEETS (Not in Education, Employment or Training) and encourage their engagement</p>	<p>PE04</p>				
<p>4.</p>		<p>Changing Cultures project in Knutton & Cross Heath and Chesterton aiming to develop self-esteem and skills which will enable NEETS to enter either training or education In partnership with Staffordshire Social Care Work Force Partnership</p>	<p>Young people achieving National Preparation for Work qualification from Open College Network</p> <p>Participants have increased awareness of and access to training and employment opportunities.</p> <p>Increased self esteem confidence and aspiration.</p>	<p>April to July 09</p>	<p>Projects that are developed with partners on a one-off / occasional basis</p>
<p>4.</p>		<p>Get Up Get Out Get In A range of participatory workshops with unemployed young people and Adults which help them to identify their own value and transferable skills, develop within them a sense of themselves as productive and positive elements within teams and working environments, and give them a taste of purposeful activity and the 'feel good' factor which comes with being engaged.</p>	<p>Participants perceive themselves differently, and gain an understanding of their own intrinsic value and the value of being engaged through work or training or volunteering.</p>	<p>On-going</p>	<p>Projects that are developed with partners on a one-off / occasional basis</p>

APPENDIX B

<p>To encourage more people to lead healthier lifestyles with a particular focus on children and young people</p>	<p>PE05</p>				
<p>5,</p>		<p>Bridging the Gap project with young adults with learning disabilities</p>	<p>Develop self-esteem, build confidence, enable young people with learning disabilities to become more involved with their own communities</p>	<p>Throughout the year</p>	<p>Projects that happen regularly, with partner support</p>
<p>5.</p>		<p>Project working with Home educated children and their families</p>	<p>Improve personal and social development for home educated children</p>	<p>Throughout the year from 2007</p>	<p>Activity supported through core funding</p>
<p>5.</p>		<p>Changes: a peer-led project for young people with mental health issues in partnership with Changes and North Staffs Users' Group</p> <p>Presenting, in partnership with Keele university and Staffordshire university an arts and health day conference in may 2011 to promote healthy choices and showcase work in this field.</p>	<p>Enable young people to develop strategies for staying emotionally healthy</p> <p>Raise awareness about mental health issues</p> <p>Signpost young people to agencies and services</p>	<p>Throughout the year</p>	<p>Projects that happen regularly, with partner support</p>
<p>5.</p>		<p>Develop a project around issues effecting sexual health for young people</p>	<p>Raise awareness about sexual health issues and issues around early parenthood.</p>		<p>Projects that are developed with partners on a one-off / occasional basis</p>

APPENDIX B

To encourage parental responsibility and provide more parental support	PE06				
6.		<p>Special Matters project working with families who have a child with special needs.</p> <p>Culminating in a conference attended by voluntary and statutory sector professionals</p> <p>In partnership with SureStart</p>	<p>Increase the quality of life of whole families and encourage mutual support.</p> <p>Enable access to service providers and agencies and input into shaping services.</p> <p>Conference</p>	<p>Project throughout the year.</p> <p>Conference tbc</p>	<p>Projects that happen regularly, with partner support</p>
6.		<p>Perform a play about a single teenage mother on the main stage</p>	<p>Raised awareness of the implications of early parenthood</p>	<p>Summer 2009</p>	<p>Activity supported through core funding</p>
To reduce the number of families reliant on benefits	PE07				
To significantly increase the number of children participating in PE and OSHL (Physical Education and Out of School Hours Learning)	PE08				
8.		<p>Involve out of schools groups in creating presentations exploring prejudice and discrimination for United Nations Holocaust Memorial Day</p>	<p>Improve community cohesion</p>	<p>Annual event in January</p>	<p>Projects that happen regularly, with partner support</p>
8.		<p>Year-round programme of Education projects including open access Youth Theatre (10-18), drama club (6-10) and after school activities. Groups participating in Regional and National Youth Theatre Festivals (2008 & 2009)</p>	<p>Young people participating in out of hours learning</p>	<p>Ongoing</p>	<p>Activity supported through core funding</p>
To increase the number of older people living independent lives	PE09				

APPENDIX B

To improve the quality of life of older people	PE10				
10.		Organising social and cultural events for New Vic friends and continue the role of New Vic Volunteers	Participants greater awareness and understanding of the theatre production process and greater engagement with the New Vic. Developing social networks and combating isolation.	Ongoing	Activity supported through core funding
10.		Captioned and audio-described performances for those with impaired hearing or sight	Increased quality of access to performances for disabled	Ongoing	Activity supported through core funding
10.		Engagements with older learners through Revolve programme. working with staff from Staffordshire and Keele universities to develop this project, in order to challenge and stimulate older participants.	Enabling greater awareness and understanding of theatre Developing social networks and combating isolation.	2007 Onwards	Activity supported through core funding
10.		We are currently (2011) in our second year of the Ages and Stages intergenerational project with Keele university. this will culminate in an international conference in Newcastle under Lyme in July 2012	More contact and engagement between generations leading to improved mutual understanding	September 2009 onwards (subject to funding)	Projects that are developed with partners on a one-off / occasional basis
10.		Provide free carers and companions tickets to assist disabled theatre goers	Increased access to performances for disabled	Ongoing	Activity supported through core funding

APPENDIX B

To tackle domestic abuse	PE11				
11.		All Our Daughters? Touring play with workshops that explores family relationships friendships through the themes of Forced Marriage	Young people become aware of how and where to access support, . National Conference designed, delivered and hosted by the New Vic Ensuring that agencies are more able to put into practise adequate responses to address and support the needs of children and young people.	April 10	Foreign and Commonwealth Office, Home Office and Partnership Funding
11.		CRUSH Touring play and workshops on adolescent relationships	Participants are able to explore issues around positive and healthy relationships, identifying issues around the misuse of power within relationships which can lead to abuse, and identify how and where to access appropriate and adequate support advice and help.	May 09 To be repeated Feb March 11 (funding pulled)	
11.		Provide workshops for young people at the New Vic, in schools and in community centres. In partnership with Domestic Abuse Unit.	Enable young people to identify abusive relationships and break the pattern of abuse	October/November	Projects that are developed with partners on a one-off / occasional basis
11.		Work with Borough and partners towards a conference for National Domestic Violence Week	Conference held and attended by the voluntary and statutory sector professionals	November 2009	Projects that are developed with partners on a one-off / occasional basis
11.		CRUSH DVD with young people from Chesterton Youth Club premiered at the Vue cinema Newcastle	Young people participate in workshops exploring issues surrounding domestic violence and create a short film which can be shared with other young people	May 2010	

APPENDIX B

PLACES					
To improve facilities and infrastructure across the borough	PL01				
12.		Provide a year round programme of performances. At least 300 performances of professional drama, dance and music.	Help to develop local identity and a sense of belonging	Ongoing	Activity supported through core funding
12.		Continuous programme of investment in the New Vic building and grounds including building of New Vic Workspace, a purpose built facility to enhance work with young people	First class facilities maintained and developed	Ongoing	Activity supported through core funding
To build stronger neighbourhoods enabling communities to actively participate and influence service delivery	PL02				
13.		In partnership with Aspire Housing work with 80 resident families as part of national project 'The Big Conversation'	Empower families to influence and shape service delivery	Conference in April 09	Projects that are developed with partners on a one-off / occasional basis
13.		Engage with 100 local people who volunteer to support on site presentations	Volunteers greater awareness and understanding of the theatre production process leading to greater engagement with the performing arts. Developing social networks and combating isolation.	Throughout the year	Activity supported through core funding
13.		Juventus project working with young refugees and asylum seekers to promote understanding and integration	Young participants pass Citizenship exam Integration into local community Developing language and understanding of British culture	Throughout the year	Projects that happen regularly, with partner support

APPENDIX B

13.		The World in Our Street	Community members are given the opportunity through workshops to explore a range of themes including 'Comings and Goings' who leaves and who arrives in our neighbourhoods, 'Love Thy Neighbour?' How communities welcome new people into the Neighbourhoods? ' The Language of Hate and why do people hate, and What can we do to make our community a safe and welcoming place for everyone.	March 10 – May 2011	
To build community pride through the provision of cleaner, safer neighbourhoods	PL03	See in particular Borderlines projects		Ongoing	
14.		Respect Workshops and performances throughout Newcastle giving young people an opportunity to express their ambitions for their communities and neighbourhoods	Young people explore issues which cause their communities to fragment and which make their neighbourhoods unpleasent. Through drama they develop positive solutions and create performances presented at the New Vic Theatre for community members families and VIP's	April 2010	
14.		The World in Our Street	A range of community workshops, consultations and performances throughout the borough of Newcastle Including hosting a community cohesion conference at the New Vic.	March 2010 – May 2011	
14.		Hosting Newcastle and Regional Britain in Bloom Award Ceremony		2009, 2010 and 2011	
To improve opportunities to recycle and encourage more people and businesses to participate	PL04				
To raise awareness of environmental issues and encourage action using a think global, act local approach to enable more people to lead sustainable lifestyles	PL05				

APPENDIX B

14.		Explore revival of Local Agenda 21 projects in partnership with Borough and local schools. Britain in Bloom projects 2011	Increased awareness of Agenda 21 objectives	tbc	Projects that are developed with partners on a one-off / occasional basis
14.		Theatre grounds maintained as a Wildlife garden	Enhancing the aesthetic quality of the area and encouraging environmental awareness	Ongoing	Activity supported through core funding
To develop and promote energy efficiency measures contributing to the global challenge of tackling climate change	PL06				
PROSPERITY To provide opportunities for upskilling the working age population	PR01	See Changing Cultures project above			
15.		Provide a programme of Professional work experience	Young people introduced to the world of work and made aware of opportunities for careers in the performing arts	Ongoing	Activity supported through core funding
15.		Provide training for Library staff in the Borough to deliver storytelling and literacy sessions for children and families	Library capacity to support literacy and family learning improved.	2009	Projects that are developed with partners on a one-off / occasional basis

APPENDIX B

15.		<p>Primary Teachers consortium</p> <p>Through our partnership with Staffordshire qls and Wolverhampton University, our science learning programme for key stage 1 and 2 teachers, based at the New Vic, Keele science learning centre and the Seabridge centre, provides professional development and valuable tools for delivering innovative approaches to teaching, with a view to raising achievement.</p>	Teachers within the Borough share good practice and participate in skills building workshops	2007 Onwards	Activity supported through core funding
To enable young people to achieve their potential and encourage their investment in the local economy	PR02	See PE04			
16.		Supporting Newcastle College to deliver the new Creative and Media diploma by providing training and access to industry professionals	Newcastle College capacity to enable students to achieve recognised qualifications and enhance their employability	2009 onwards	Projects that happen regularly, with partner support
To transform the perception of Newcastle and the North Staffordshire region	PR03				
17.		Maintain the New Vic's profile as multi award winning international class arts organisation recognised as a model of best practice for the ways a theatre can contribute to the economic social cultural and education life of its community.	Regional, National and International profile and reputation	Ongoing	Activity supported through core funding
17.		Inform the national and regional press and trade publications of activities and events at the New Vic resulting in revues, editorial coverage and listings	Raised regional and national awareness of Newcastle as the home of the New Vic, a centre of excellence and a model of good practice	Ongoing	Activity supported through core funding
17.		Investigate possibility of transferring a production to an international festival	Raised national and international awareness of Newcastle as the home of the New Vic producer of high quality theatre	Ongoing	Activity supported through core funding
17.		Attract theatre professionals to work here on a freelance basis and ensure they go away with a perception of the New Vic as a centre of excellence	Raised national awareness of Newcastle as the home of the New Vic a centre of excellence and a model of good practice	Ongoing	Activity supported through core funding

APPENDIX B

17.		New Vic work seen in other theatres across the country through the development of partnerships and co-productions	Raised national awareness of Newcastle as the home of the New Vic producer of high quality theatre	Ongoing	Activity supported through core funding
To maximise the benefits of investment coming to the borough for businesses and local people	PR04				
18.		Ensure maximisation of external funding through partnerships with Staffordshire County Council, Stoke City Council and Arts Council England	Every pound of NBC investment generating at least £10 of external funding	Ongoing	Activity supported through core funding
18.		Maximise the economic impact of the New Vic including through tourism and supporting the Think Local campaign.	Every £ of NBC investment generating turnover of at least £30 and impact on the local economy of at least £40. 75% of turnover spent locally.	Ongoing	Activity supported through core funding
18.		Promote the New Vic to tourism markets	25,000 tourist visits per year	Ongoing	Activity supported through core funding
18.		Maintain the New Vic as a significant local employer, participating in NSCCI, Newcastle Business Panel and Newcastle Town Centre Partnership	95 FTE posts sustained	Ongoing	Activity supported through core funding