

telephone calls from people with local memories, decided to act. They wanted to spread the knowledge about their heritage, to appreciate their older residents and learn what they experienced. Changing the perception of newcomers to the villages was also a motivation.

The residents honed their skills, including interviewing, typing articles, collecting memorabilia and researching in record offices and libraries. Participation was encouraged in the villages.

All the work was voluntary and funding was secured from a variety of sources including the HLF, Newcastle Borough council's Cultural grants, and the local parish councils. 'The Life and Times of the Villages: Maer, Blackbrook and Chorlton' was published in 2012 and has sold out.

Local Festivals: May Music Festival

Community Education Programme – Letting in the Light

'Animate!' facilitated by Anne Kinnaird (visual/digital artist) in collaboration with Ben McManus (sound/digital artist) was staged at the PICL venue in Newcastle. The participants explored a range of digital and related hands on activities e.g. story boarding, photography, light painting, model making, sound recording, music production, image manipulation, as well as more recognised animation and editing techniques, such as time lapse, stop motion and so on. The participants had access to a range of state of the art equipment and software to create exciting visuals, soundscapes and animated scenes.

As each child/young person had very diverse needs we tailored their involvement to suit their interests, abilities and needs. Each child/young person or small group created at least one animation and in each session we had a range of activities available. The activities ranged from creating plasticene figures and animating them against appropriate imagery downloaded from the internet, recording the sound effects and editing the final animation with sound and credits in iMovie to physically animating bodies.

The result of this project is a series of short animations that were shown at the end of the last session on a big screen where everyone received a trophy and certificate for their achievements. Each child/young person also received a DVD with their work on it and a CD of any other imagery or photos they created. All of the children/young people and their families have given consent to have their films uploaded to youtube for their friends, wider families and schools to watch.

Newcastle under Lyme College

Newcastle under Lyme College is supporting local creative industries by opening

a town centre shop called M.A.D.E. Here (Media, Art, Design, Enterprise acronym) This creative enterprise features authentic hand made gifts and art work from students and artists connected to the college. As well as selling handcrafted gifts including photography, jewellery, ceramics, prints, cards, glassware, textiles and soft furnishings the shop also offers workshops and advice on the current range of courses available at Newcastle under Lyme College, which has a national reputation for the quality of its art, design and media courses.

Partner Organisations 3-5 year aspirations

Newcastle Borough Council

The priorities for the area are being taken forward in three principal strategies for economic development, safer and stronger communities and health and wellbeing. Culture and Arts development has an intrinsic role in all three strategies as arts and cultural activities supports economic development, improves the health and wellbeing of all participants and helps to create community cohesion.

Therefore the Council's specific involvement in **Culture & Arts** is to:-

- To provide the opportunity for everyone to enjoy the Borough's material culture and the arts, to explore their history and culture and to use them along with our knowledge as an inspirational resource for learning and creativity.
- Ensuring that the performance of the service continually improves within existing and future budgetary controls. This will mean looking at the best use of resources in terms of management, staffing and services.
- Creating a more self sustaining service by identifying new income streams.

■ Advocating the importance and value that the arts and cultural activities can have in delivering on the objectives set by the performance framework. Developing partnership arrangements with other Councils and the Third Sector will be a priority.

B'Arts

- Continue to make progress on our three key programme strands – work with older people, community baking and large outdoor arts projects
- Establish a temporary cultural space within the town centre and co-ordinate a year's worth of programme from the professional, voluntary and amateur arts sectors
- Continue to strengthen the company organisationally, financially and artistically

New Vic Theatre

- Take ideas from the theatrical cutting edge and make them accessible to an audience eager for new adventure.
- Exploit the intimacy of our in-the-round auditorium.
- Capitalise on the unique voice and skills of our Artistic Director, Theresa Heskins,

- Ensure a diverse offer to as wide an audience as possible, including season programming exploiting the subscription model.
- Grow the audience of young people in the 16-25 age range with a dedicated audience development scheme and relevant programming.
- Present a strand of programming aimed at the C2DE socio-economic groups.
- Allocate resources to enhance the scale and artistic concept of at least one production each year.
- Maintain a dedicated team of in-house creative, craft and production staff
- Keep larger casts on stage through inventive programming
- Continue to invest a significant proportion of our resources into maintaining the quality and distinctiveness of our Christmas productions.
- Prioritise the ethos of the ensemble; of actors and audience inhabiting a shared space,
- Invest in the kind of artist development that's seen emerging theatre makers find a supportive home and interested audience at the New Vic.
- We'll continue to invest in our Borderlines department, which will work in partnership to reduce criminal and anti-social behaviour and enhance neighbourhood relationships.
- We'll continue to invest in our Education programme, with a programme of lifelong learning aimed at developing aspiration and achievement.
- We'll continue to raise our national profile.
- We will continue our work to support the Borough's priorities and the ambition to make the borough prosperous, clean, healthy and safe.

Keele University

- Development of the Keele Arts Vision
- Development of a diverse and coordinated programme of arts activity
- A strong focus on engagement and participation both through the provision of events that enhance and enrich the student and staff experience, developing activities that appeal to and engage with the Keele community and local area and profiling our offer to wider regional and national stakeholders
- Developing clear marketing and communications
- Exploring fundraising, sponsorship and grant opportunities
- Developing key partnerships and exploring prospects for collaboration

Newcastle College

The College's cultural and arts priorities for the next three years include:

- Development of a new, high quality, purpose built theatre arts training centre with performance, studio and rehearsal spaces and an emphasis on latest technology (scheduled to open September 2014)
- Development of new courses in theatre arts (up to HE level) including technical theatre courses
- Expansion of music provision including development of performance opportunities
- Introduction of courses in fashion
- Enhancement of the existing art and design curriculum
- Establishment of an arts enterprise society to support a culture of enterprise and employability

Civic Society

- To stimulate public interest and care for the beauty, history and character of the area of the town and its surroundings.
- To encourage the preservation, development and improvement of features of general public amenity or historic interest.
- To pursue these ends by means of meetings, exhibitions, lectures, and promotion of schemes of a charitable nature.
- To encourage high standards of architecture and town planning in Newcastle-under-Lyme.