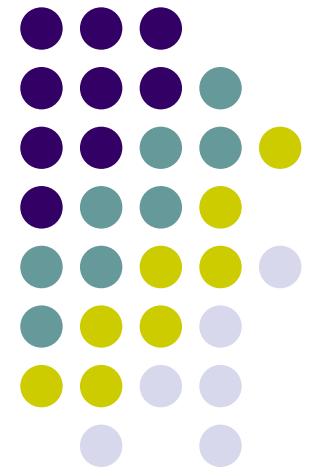


# Arts Development



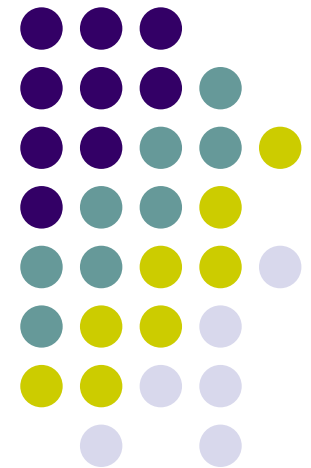
Aberdeen City Council



# Arts Development



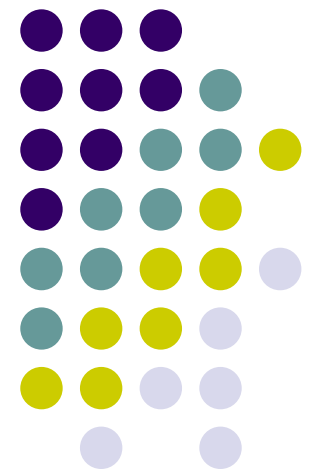
Enabling the residents of Aberdeen to participate in cultural activity and engage with all of the city's cultural life is central to the work of the Arts Development team.



# Arts Development



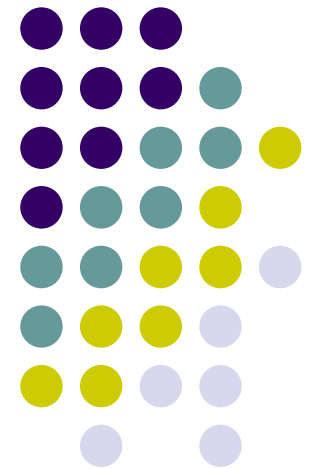
For more than fifteen years we have been working to increase participation in the arts and engagement with culture. In doing so, we have addressed other issues and agendas.



# Arts Development



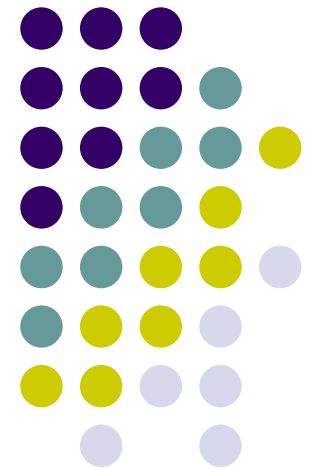
Work with a health focus has always been an important part of our programme.



# Arts Development



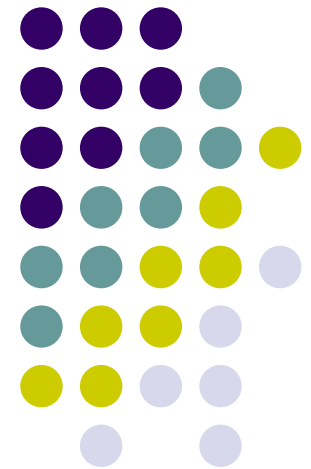
We have an understanding of mental and physical health issues that are prevalent in the regeneration areas in the city



# Arts Development



Working in '*multi-disciplinary partnership projects*' has played a key part in our understanding of mental and physical health issues that are prevalent in Aberdeen's regeneration areas, and this knowledge has informed many of our projects.

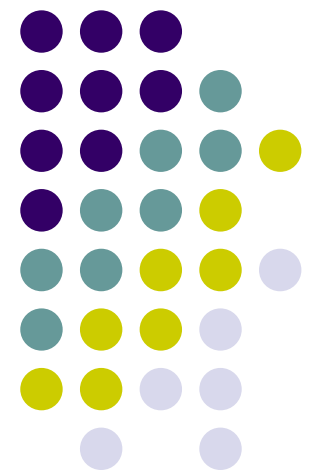


# Arts Development



*'Multi-disciplinary partnership projects' include*

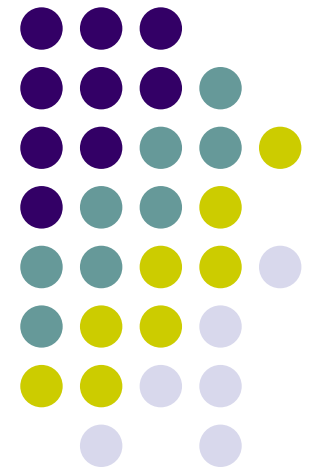
- Powis and Balnagask Multi Arts
- The Arts Programme for Peripheral Areas
- Womens Art Project at Westburn House
- Programmes for adults with special needs
- The Great Northern Partnership
- The Healthy Living Network



# Arts Development



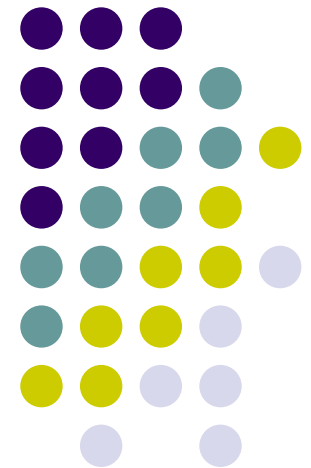
Becoming a partner in the Healthy Living Network was a natural extension and development of these arts programmes.



# Arts Development



This was the first time that dedicated funds had been specifically targeted at health and participation in the arts in Aberdeen.

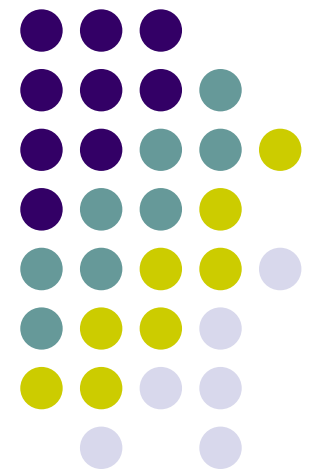


# Arts Development



As part of the Healthy Living Network our programme covered the three initial themes

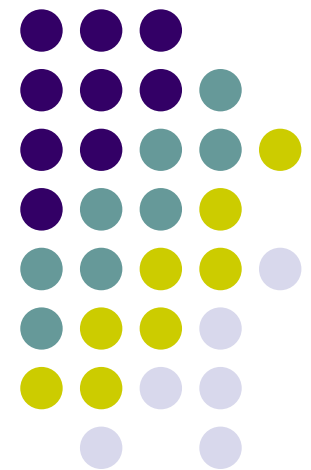
- life skills
- cash in your pocket
- parenting



# Arts Development



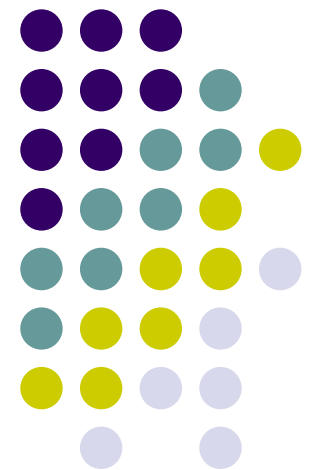
With support from Craig Barrowman from Arts Development and Aberdeen Foyer staff, tenants from the Foyer created a 3-dimensional piece of art.



# Arts Development



They won recently the national art competition organised by the Mental Health Foundation which was staged at the Tate Modern in London.

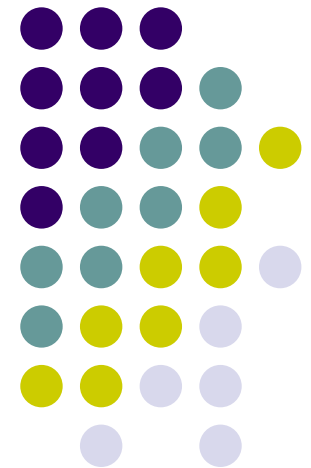


# Arts Development



*Kerrie McFarlane*

“ It feels really great to have won. I enjoy doing art and really like taking part in this project, particularly taking the photos, the team work and putting all different pieces of display together.

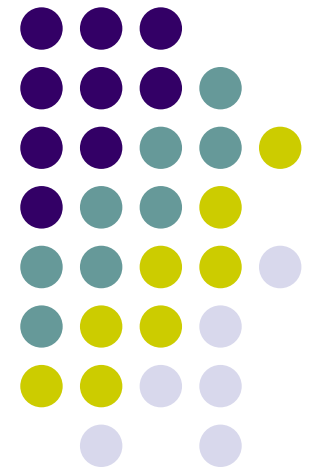


# Arts Development



Richard Fake

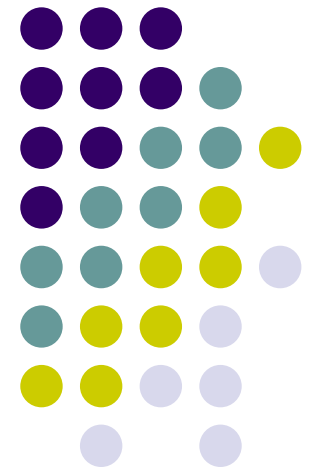
“I’m shocked we won but I think we did a lot of work in a short space of time. I generally don’t do art, but I have to admit I really enjoyed it.”



# Arts Development



Community Arts Officers hold Regeneration monies, additional to the Healthy Living Network funds for the Billboard Project in Torry.

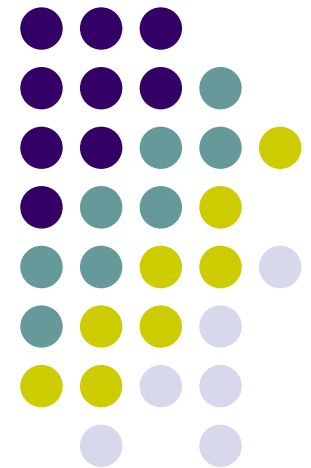


# Arts Development



The aim of the project was to engage with the local community and create a positive outlook of the area which is rich in heritage. We created one heritage billboard as well as two gala and health billboards

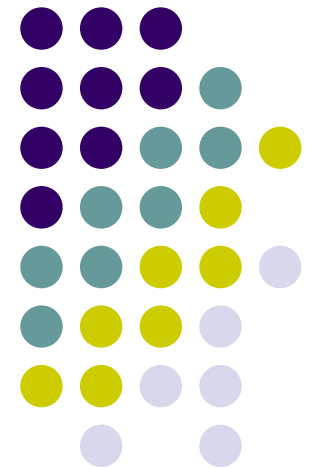
We wanted to capture the sense of the fun of the local people, and through health messages create images of different sports young people from the area enjoy.



# Arts Development



Photography was key to the success of this project as all the images and artwork were scanned into the computer to be manipulated into the design.

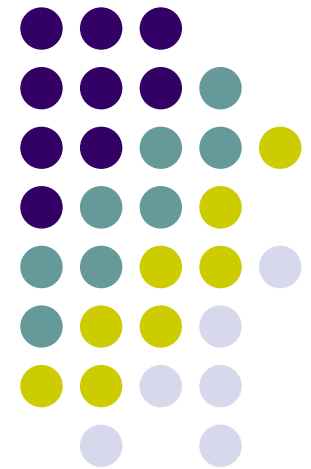


# Arts Development



These images also formed the main part of the design of the heritage and gala billboards.

The end result were were five dynamic, colourful images approximately two metres by six metres in size.



# Arts Development

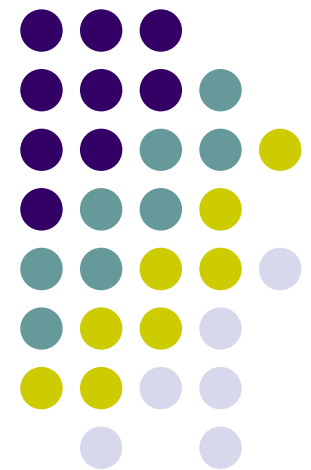


Comments for the participants at the opening were;

*“It is great seeing the billboards up and I have already been asked for my autograph.”*

*When I first saw the billboards up I couldn’t believe how big they were. I am really please with it all.*

*“I liked everything about the project.”*

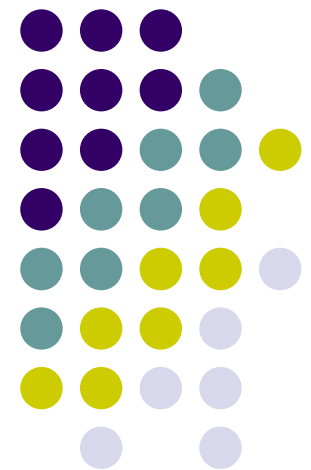


# Arts Development



This project highlighted how local people can be involved in design.

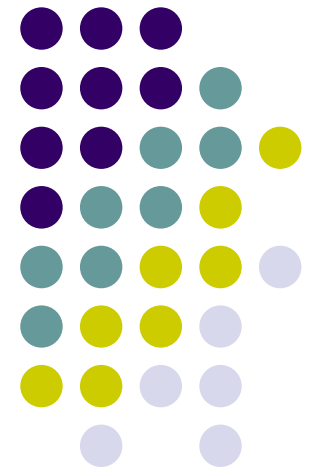
It also shows how the arts can regenerate the image of an area.



# Arts Development



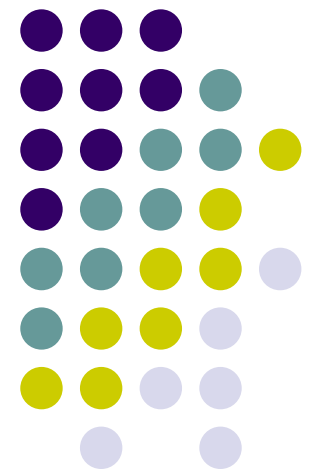
The art programme has supported this themed action group by helping promote their initiatives.



# Arts Development



Such as supporting Community Food Initiatives to design a series of banners with their volunteers who live in the communities they serve. These food outlets are in Portal, Fersands, Torry, Mastrick and Northfield.

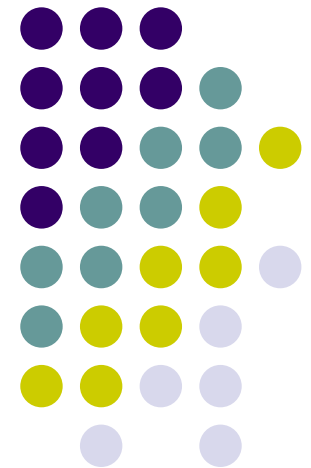


# Arts Development



We have also attended local events organised by the cash in your pocket tag and engaged the local people in an art activity.

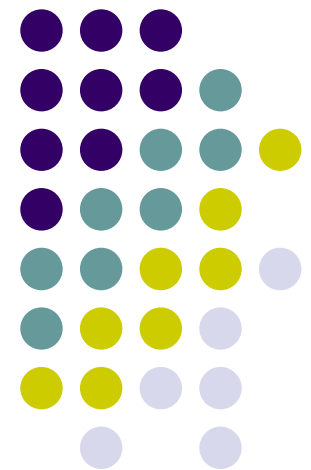
And helped support the themed action group by designing and printing posters, banners and leaflets for events.



# Arts Development



Through this project we aimed to reflect some of the many services available to older people.

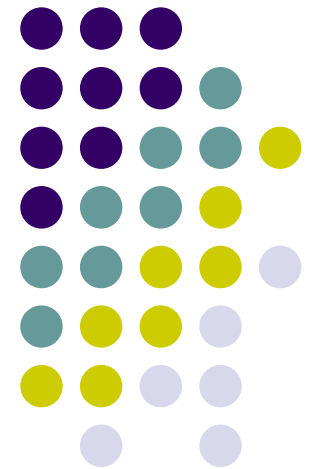


# Arts Development



There are over twenty agencies on the dvd.

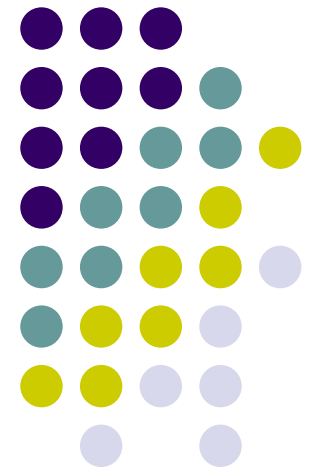
The Pension Service, Police, Care and Repair, Clan, Carers Centre, Alzeimers Scotland, Citizens Advice Bureau, Welfare Rights, Credit Union. Safer Community Trust, VSA, Victim Support to name a few.



# Arts Development



It was produce with the help of the older persons consultative group which is supported by Age Concern.

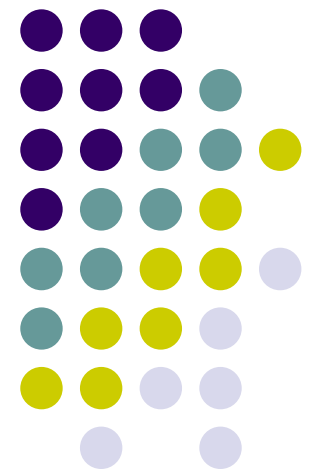


# Arts Development



## Parenting

We have worked with Homestart, Family centres and Home school teachers in the city to support work with parents.

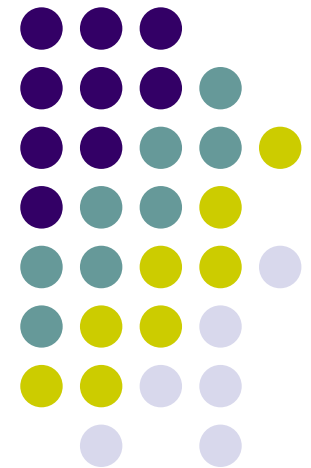


# Arts Development



The Arts can

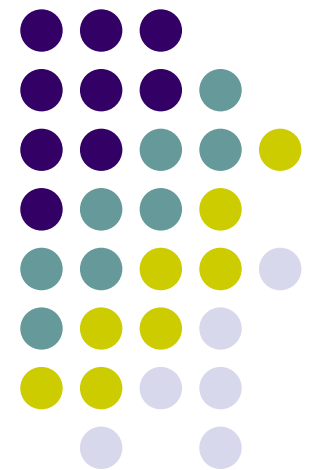
- Create positive experiences
- Offer skill building
- Encourage teamwork
- Work in partnership projects
- Encourage participation in the cultural life of the City



# Arts Development



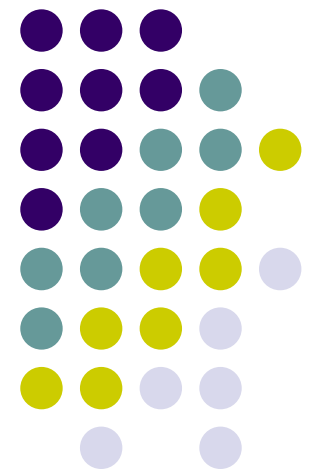
A flexible and consultative approach to the design and delivery of the arts programme, through the network, was crucial- *we don't just parachute in and expect everyone to take part simply because we think its beneficial.*



# Arts Development



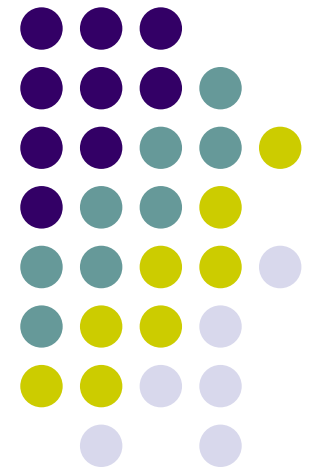
Effective delivery of the work drew upon the strengths of the team. In particular; their in-depth understanding of the geographical areas that they represent within the city and their open approach to partnership working and participation in the arts.



# Arts Development



The funding style has also been flexible in approach and has meant that delivery can be tailored to suit the different partnership organisations within the network.

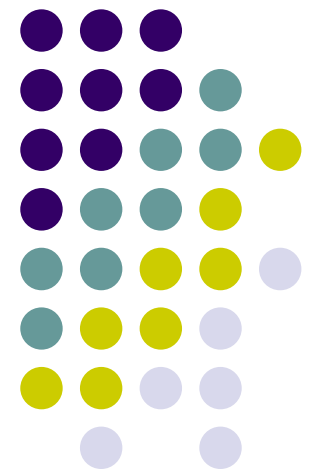


# Arts Development



Reporting to the HLN so they could feed back to the Big Lottery was a really useful part of the process.

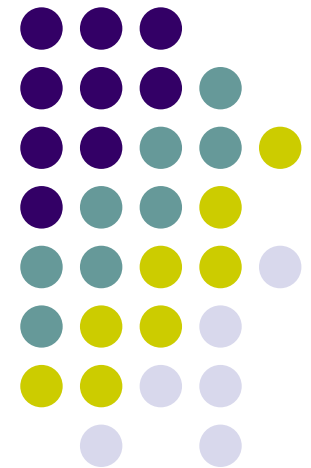
It highlighted the link between participatory arts, mental health, confidence and well being and was an opportunity to look at methods of evaluation in more depth.



# Arts Development



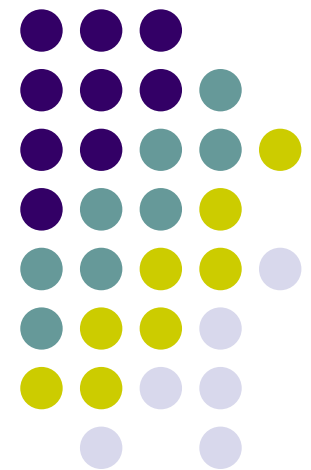
This led us to commission an evaluation by an external consultant with a view to setting up a long term research project.



# Research



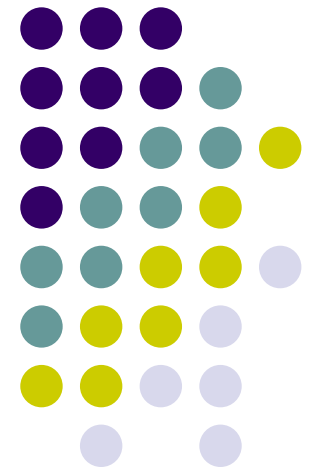
This evaluation has been undertaken by an art and design researcher with previous experience in participatory, collaborative and interdisciplinary research strategies.



# Research



The first step involved undertaking a contextual review.



# Research Context



Arts Development

Participatory/Engaged

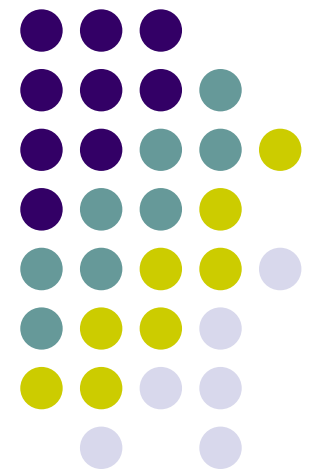
Consultative/Listening

Dialogic/Discussing

Flexible/Receptive

Evaluative/Reflective

Multidisciplinary/Multiperspectival



# Research Context



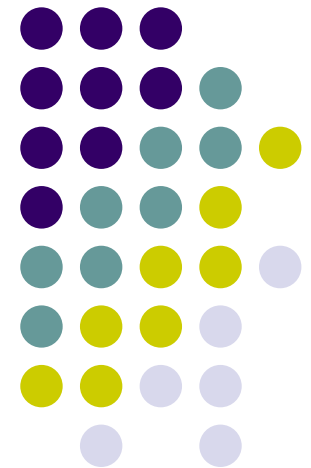
Local Projects

GHAT

Clown Doctors

Roxburghe House

Arts Education



# Research Context



National Reports

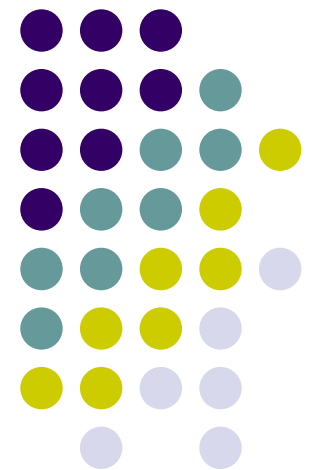
Use or Ornament? The social impact of participation in the arts

Arts, Health and Community

An Evaluation of Sorts: Learning from Common Knowledge (3 years)

Cultural Medicine

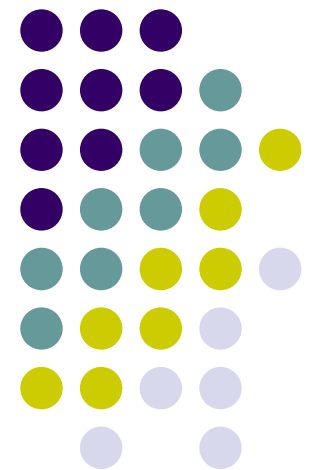
Art in Hospital



# Strategy



This research does not set out to find the 'correct' way in which to delivery a participatory arts project that impacts on health and wellbeing.

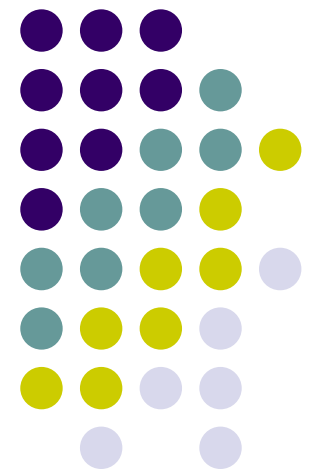


# Strategy



Instead, it seeks out knowledge and information that can -

- exemplify good practice
- highlight approaches to exploring art, health and well being by undertaking art activities
- reveal participatory strategies that become catalysts for change



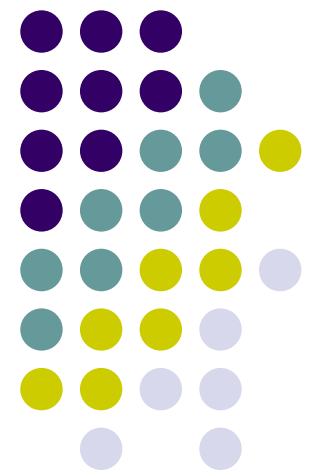
# Methodology



Basis - relativist, there are multiple realities

*"Realities are apprehensible in the form of multiple, intangible mental constructions, socially and experientially based, local and specific in nature (although elements are often shared among many individuals and even across cultures), and dependent for their form and content on the individual persons or groups holding the constructions."* (Guba and Lincoln 1994)

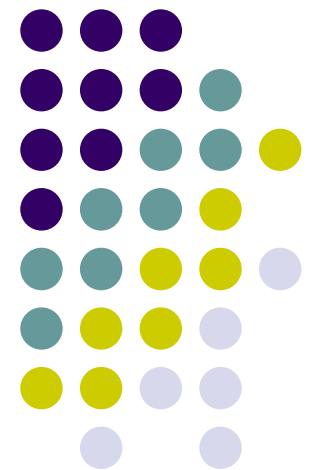
Differences are as interesting as similarities



# Methodology



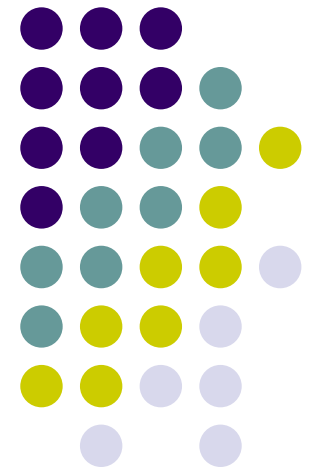
Knowledge is derived through the process of daily life and social interaction – **constructed** by people through language (verbal and visual) and this where the research data comes from.



# Methodology



Through consultation, discussion and ongoing analysis actions emerge as the research project progresses (rather than being decided at the start of the project). The research in itself is not an authoritative text but rather a product of participation.



# Methods



Logical Framework Plan (adapted from Everitt and Hamilton 2003)

Interviews clients, partners, tutors, arts officers

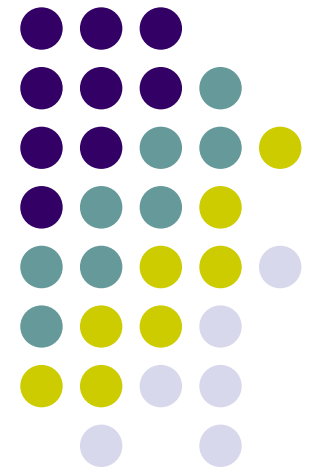
Questionnaires

Diaries / Logs / Notebooks

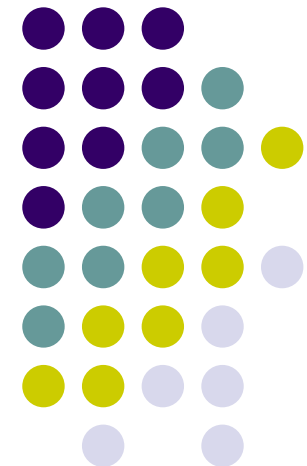
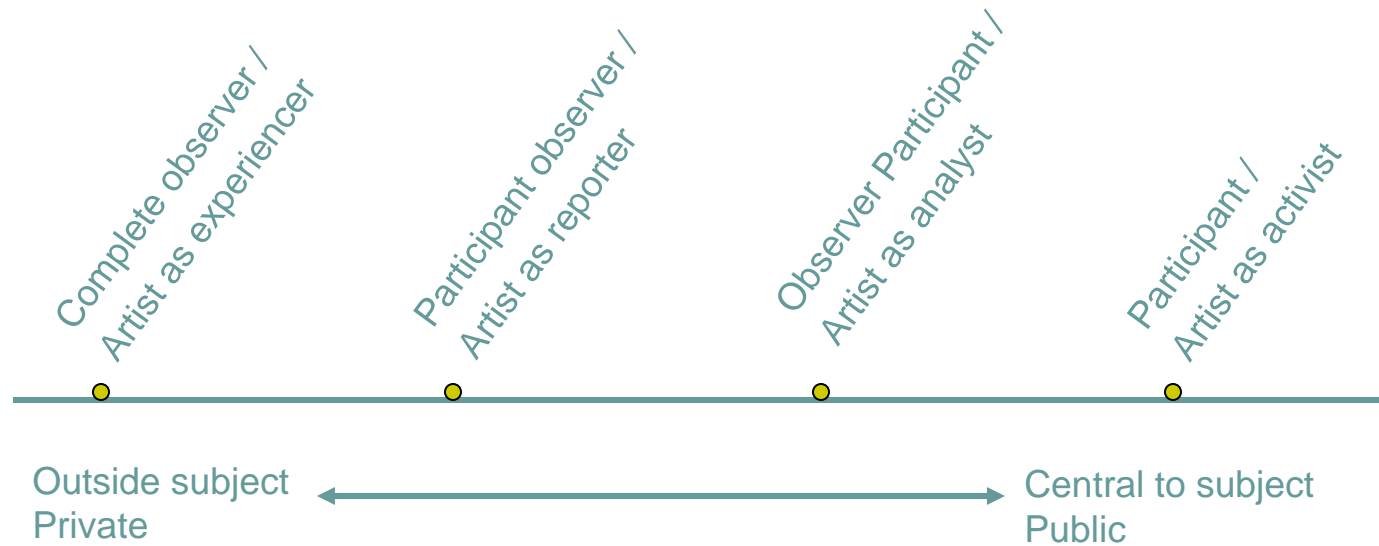
Drawings

Observer participant

Participant



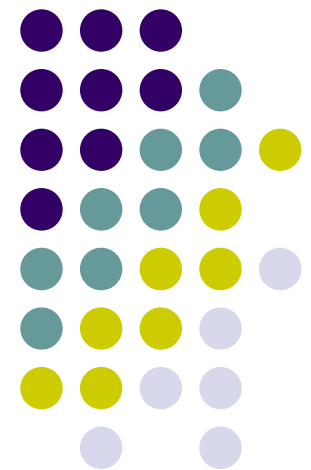
# Art and Social Science **Methods**



# Analysis



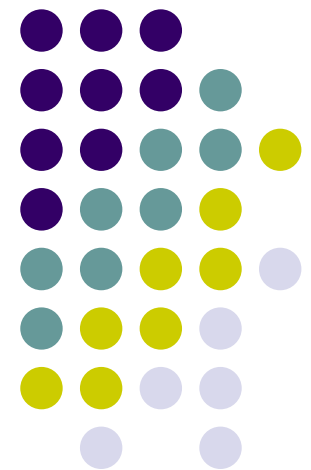
The research aimed to identify the number of constructions that exist and bring them together into a consensus by comparing and contrasting dialectic aspects as accurately as possible.



# Analysis



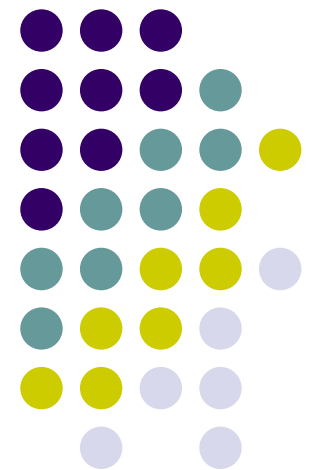
As a researcher I'm looking for similarities and differences.



# Analysis



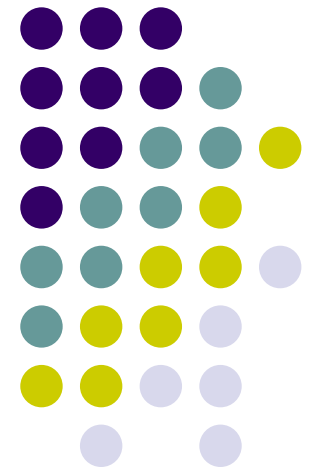
I begin by examining the data gathered by viewing it through different 'lenses' that relate to the initial objectives in the Logical Framework Plan e.g. increase in skills, having fun, improvement in mental health.



# Analysis



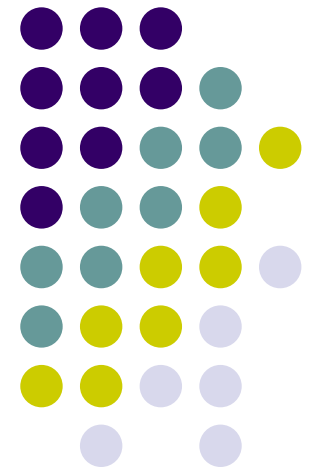
Then I start looking for emerging patterns in the data collected that will form clumps of 'new' or unexpected knowledge that come about through consensus of opinion.



# Analysis



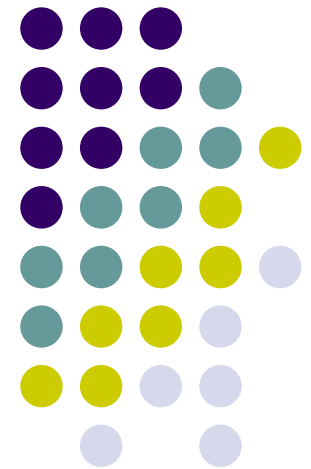
Finally I highlight and explore what is unique and different.



# Evaluation



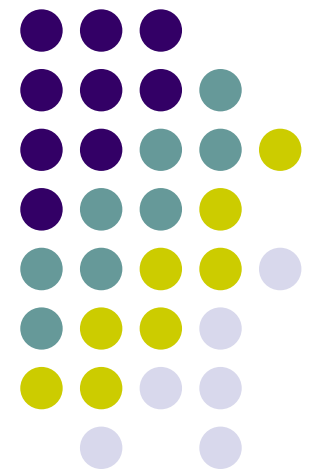
The process of evaluation takes place by juxtaposing the findings to create a 'conversation with a purpose' that will, exemplify good practice, highlight approaches to exploring art, health and well through art and reveal participatory strategies.



# Evaluation



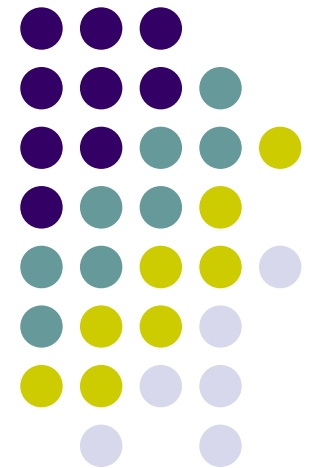
This in turn will hopefully lead to future action and dialogue.



# Dissemination



In bringing the consensus together and presenting it in a document or as an artwork the research and the arts projects can become a catalyst for social change by drawing attention to major issues.

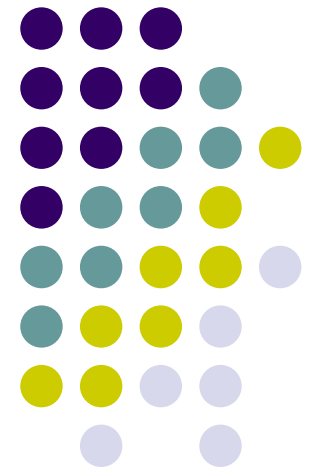


# Dissemination



There are plans to produce -

- report
- artwork, DVD and/or and exhibition
- a seminar later this year



# Future research



A larger research project, by arts development, spanning over three years is being planned. This is within the context of the Culture and Leisure services provided by Aberdeen City Council.

