



**Action Plan 2012
New Community Arts in
More Family Resource
Centres**

Introduction

We continue our work with Family Resource Centres to support more community art work at local level and for it to be more visible to the local community and beyond. Ten years, since the Combat Poverty Agency called for the establishment of Blue Drum, we continue to work with community development, poverty, rights based and community art based organisations in the country working with families and community in poverty.



We Are Family 2011. Photos: J. Travers

Outcomes related to Family Support Framework

Kieran McKeown (2011) suggests an alignment between family support and the existing child well being strategy. He argues that what is good for children can also be good for families and parents. The Agenda for Children (2005) puts forward seven national outcomes and we proffer a new community arts which is supporting parents and families to deliver lives that are:

Domain 1 Healthy, both physically and mentally

Domain 2 Supported in active learning

Domain 6 Part of positive networks of family, friends, neighbours and the community

Domain 7 Included and participating in society

What we want to guarantee is that the actions proposed for Community Arts are aligned to achieving these outcomes for children and their parents. Blue Drum locates its work in the context of the UN Convention for the protection and promotion of local cultural expression. Cultural expression, a rights based approach, is only meaningful and sustainable when it is designed to ensure the realisation of the growth and development of parents and families. The concept of human development treats families and parents as agents of change in the development process. A new community arts with a human development focus goes beyond approaches and analyses issues in society – whether economic growth, trade, employment, political freedom or cultural values – from the perspective of families and parents. Thus a person centred approach is key to any conceptual framework. The universality of the human rights of local communities to their cultural expression is not a design feature but the engine room of an ethical society. So we proffer a plan that is local but also trans-local because the ramification of applying McKeown's framework is not simply about changing the policy, systems and services but internalising a radical shift of mind (see Note 1) in the culture of State provision for arts and culture.

¹ Blue Drum's actions based on a series of conversations and actions (A New PACT, Another Conversation, Community Arts Petition) is grounded in convincing others of the need for a 'shift of mind' in how publicly funded arts is distributed. At the core of systems development is the ability to change and convert its capacity so as to create its future. B. Lonergan states that conversion is about walking a different path, becoming aware of a different horizon and moving towards that horizon in B. Lonergan (1958) *Insight: a study of human understanding*, London: Darton, Longman and Todd. See also P. Drucker (1996) *Managing the Non Profit Organisation: Principles and Practices* especially pp 223-224, London: Harper Collins and P. Senge (1990) *The Fifth Discipline: The Art and Practice of the Learning Organisation*, Century Business.

Our Plan for 2012 marks out 3 interrelated goals:

1. Nurture a new community art to add value to the Centre's work programme
2. Make community arts more visible by exchanging information, knowledge and experiences
3. Develop critical capacity/skills exchange and influence policy orientation to realise new community arts tactics to deal with family poverty and inequality.

Real outcomes for parents and families	Civil Advocacy	Transformation and Growth	Tradition / History
By enabling regular contact points for creativity	By engaging new minds and ears about the cultural rights of families and parents	By working with FRC National Forum and other initiatives focused on poverty i.e. EAPN, Reclaiming Our Future, etc	Mapping and refreshing community arts practices
By testing and probing local knowledge about what is best for families and parents	By inviting sympathisers to become advocates to resource the work at local level	By working local – to change the visibility of family and parental creativity	By critiquing community art contribution to the field
By integrating local arts, artists and methods into the programme for families and parents.	By increasing workshops in community arts for FRCs	By working to introduce a new arts programme for parents	By increasing awareness of FRCs among artists and arts organisations
By sharing know-how and tactics for community arts that is effective with families and parents	By advocating increased allocation of arts spending for disadvantaged families and parents	By working trans local – to reset how art resources get through to the local	By assembling initiators of community arts work to refresh the tradition

Goals 2012

Goal #1

Nurture a new community art to add value to Centres' work programme and outcomes for parents and families

Actions	Process	Need Identified?
<p>1. Roll out artists workshop residencies in FRCs [See Annex 2] Budget: €4500</p>	<p>-300 hours of workshop residencies will be delivered using an intensive community arts workshop programme involving capacity and skills transfer</p> <ul style="list-style-type: none"> - Work with FRC to deliver a professionally-facilitated -free series of workshops for staff and/or volunteers, activists -identify theme integrated into work programme 	<p>-2011 FRC call to host artist</p> <ul style="list-style-type: none"> - pilot programme in Clann and Ballinarobe -FRC questionnaire -invitation from Limerick Partnership to deliver community arts workshops for group leaders
<p>2. Develop practical community arts resources focused on regenerating community Budget €1500</p>	<ul style="list-style-type: none"> -DIY Map Civic Memories exercise sheets distributed to all FRCs and regional induction sessions organised. -Develop workshops for community to community exchange of know-how and tactics. -Recycling of community art trolley 	<ul style="list-style-type: none"> -exploratory workshops during We Are Family and Support Agencies Conference -ongoing local work of Norhsiders Museum
<p>3. Respond to signals emerging from FRCs Budget €800</p>	<p>Request feedback and listen to FRC needs:</p> <ul style="list-style-type: none"> -Communicate regularly with 107 FRCs by posting How to connect with us in 2012 (Action Plan) -Tailored Needs Questionnaire 2012 -Task related phone contact (bi-annual) -Blue e-Notes / facebook 	<ul style="list-style-type: none"> -Each year new ideas come forward and we find creative responses

Goal #2

-Move visibility of the work with parents and families by exchanging information, knowledge and experiences

Actions	Process	Need Identified
<p>1. We Are Family #2 A creative showcase of FRCs work with FRCs - See Note 1 Budget: €4000 See Annex 3</p>	<ul style="list-style-type: none"> -Create a nationwide programming mix -using the arts to showcase the valuable work of Family Resource Centres: with parents and families -Establish local organising group -Ensure engagement of local arts structures -Agree programming content -Agree venue, funding, target group -Evaluate 	<ul style="list-style-type: none"> -Follow-up conversations after pilot in Limerick and Clare -Call for expression of interest circulated Sept-Oct '11
<p>2. Creatively work to record hot issues for FRCs and to advocate for families in poverty Budget: €2500</p>	<ul style="list-style-type: none"> -Creatively showcase the FRCs creative work online using podcasts, facebook, petition etc -Work with Changing Ireland, SpunOut, Possibilities, Afri, etc. -Programme documentation of key case studies 	<ul style="list-style-type: none"> -Positive reactions to Community Arts Petition -Silent Walk -A new PACT conversations

Note 1 – We envisage either working with a specific Regional Forum or doing an Open Call to all FRCs to take part in a specific showcasing event in the third or fourth quarter of 2012

Goal #3

Develop critical capacity/skills exchange and influence policy orientation to realise new community arts tactics to deal with family poverty and inequality

Actions	Process	Need Identified
<p>1. City (Re)Searches will develop an aperture for community arts directly linked to reducing family poverty and inequality</p> <p>Budget: €6000 See Annex 4</p>	<p>-Develop 4 day probes in 3 cities using Family Resource Centre's as platforms -Incorporate community arts workshops in FRC's (see Annex 2) -Probe local knowledge held by FRCs about community arts, poverty and inequality -Seek to embed community arts experience of families and communities into poverty and equality work -Prepare policy documents for Ireland's EU Presidency in 2013.</p>	<p>-Poor reach of arts funding into FRCs -National research that identified arts spending as a transfer of resources from the less well off to the better off</p>
<p>2. Participate in and contribute to: -quarterly SSAN/FSA meetings and National Forum and other networks</p> <p>Budget: €1000 and Staff time</p>	<p>-Respond to signals identified which increase cooperation with National and Regional Fora related to our capacities and involve same in all project work Increase the level of activity involving FRCs with local authority arts officers and the Arts Council.</p> <p>Advocate for an greater spend of arts budget in disadvantaged communities and raise the profile of cultural inclusion in work with EAPN and Arts Council.</p>	

Structure

The Company Directors oversee the strategic direction and all major decisions regarding policy. Blue Drums Directors include the Chairperson, Company Secretary and Treasurer.

Directors of Blue Drum – The Arts Specialist Support Agency

Name	Organisation	Specialty
Mark McCollum	Voice of Older People, Donegal	Older People / Drama
Mick Daly	HSE, Co. Clare	Juvenile Justice
Mary Doheny	Priorswood CDP	Community Development
Ed Carroll	Independent,	Art, Education and Community
Aileen Mulhern	Retired Youth Service Manager	Young people and arts NEW 2011
Con Christeson	CAT Institute, St Louis.	Artist, Community. NEW 2011

Executive 2012

Ed Carroll	Project Leader (Organisation)	Art, education and community (TBC)
Eleanor Phillips	Workshop Leader (Residencies)	Arts, Travellers and education
Gillian Keogan	Projects Leader (Company / Liaison)	Communications (TBC)
Lorena Zanoni Brun	Design and Web	Graphic design and programming

Volunteer 2012

Neil O'Flanagan	Project Leader (Mapping the Local)	Urban Planner
Roisín Markham	Associate / volunteer	Artist

Annex 1 – Finances 2012

Note 1: Blue Drum staff is employed on a part time basis calculated on a per day basis to the following maximum in 2011:

Name	Job Title	Based on Payments 2011
CORE		
Gillian Keogan	Projects Leader (Liaison/Company)	€22,000
Eleanor Phillips	Workshop Leader	€13,000
Ed Carroll	Project Leader (Organisation)	€12,000
Total Salaries 2013		€47,000
TRAINERS / FACILITATORS / ETC		
Lorena Zanoni	Designer/Programmer	€2,000 [provision]
Workshops Artists/Performers	Delivery of 300 hours	€4,500 [provision]
Others	City Researches	€4,000 [provision]
TOTAL TRAINERS		€10,500

Note 2: Arts Based Projects Breakdown

Residency		
Community Arts Workshops:	€4,000	[up to 300 hours of delivery in FRCs]
DIY Resources	€1,500	
FRC Signals / Responses	€ 800	
We Are Family	€4,000	
Artizen / Social Media	€2,500	
City (Re)Searches	€6,000	[linked to EU Culture programme funding application]
Advocacy at forums/conf	€1,000	
TOTAL ARTS PROGRAMMING		€19,800

Annex 2 - Artist in FRCs Community Arts Workshop:

Call for Visual and Performing Artists

Blue Drum wishes to establish a panel of visual and performing artists to deliver workshops with Family Resource Centres aimed at parents and families.

Location: Nationwide

We want a new community arts happening in Family Resource Centres (FRCs). We are looking for artists and performers with experience of creatively working with small groups, and in proximity to local FRCs. Working with themes established locally, the artist/performer will imaginatively dialogue and visualise issues across family and community life. Blue Drum is interested in hearing from individuals, collectives and groups with grounded experiences of the arts in community development, youth work, family well being and/or childcare.

Outcome

Our intention is to use the knowledge and expertise of those who will deliver the workshops to also contribute to an exploration of the feasibility of developing a new national programme with a working title: *I am a Community Art kind of Parent too* programme.

Required experience:

- 3 years' experience in local arts and/or community education
- Links to Family Resource Centres or other community groups in your immediate area
- Experience of working collaboratively with non art workers and volunteers
- Experience of delivering innovative community arts workshops

Required skills:

- Experience of community art workshop planning, delivery and review
- Attention to detail and methodical approach.
- Ability to work independently
- Self motivated and organising
- Proven arts education, mediation and community engagement skills

Annex 3

WE ARE FAMILY

Family Resource Centres //Creative Showcase //2012
Telling the story of what we do, who it's for and why it matters

Blue Drum invites a regional group of Family Resource Centres to join with us in delivering *We Are Family*, a pilot event using the arts to showcase the valuable work Family Resource Centres are doing. Our intention is to then deliver similar events in other regions in the future with your support.

PROGRAMME IDEAA 10.30am to 3.30pm

MORNING

COFFEE/TEA AND SPEED DATING // 10.30am
11.00am

Guests invited from FRCs and other sectors can quickly make contact individually, find out about each other's work, possible synergies and sign up to join the afternoon Open Space, if interested in continuing the conversations
OFFICIAL LAUNCH // 11.00am to 11.30am
STUDIO // 11.30am to 1pm

Take part in an artistic workshop. Possibilities: Singing, Visual Art, Drama, Dance, Storytelling, Digital Art. Help us by suggesting local facilitators who can give great workshops.

LUNCHTIME

STAGE // 1.00pm to 2.00pm

FRCs groups performance stage of short drama, music, dance pieces
Lunch is provided for guests

AFTERNOON

OPEN SPACE // 2.00pm to 3.00pm

Speed-daters and other guests can join a facilitated public discussion area to propose key issues and identify possible solutions. Date from this will be recorded and collated by Blue Drum for distribution later.

TOOL SHED // 2.00pm to 3.00pm

Blue Drum will host a DIY Swap Shop where you'll find some of the tools you need for starting your own art projects. Help us by contributing your knowledge, skills, 'how-to' guides, etc.

ALL DAY 10.30am to 3.30pm

FAMILY SNAPSHOTS

A number of artists who have worked with FRCs are invited to contribute spontaneous images or quick performance pieces inspired by their experience in FRCs. Guests can add their own contributions. This might be as simple as an area with basic art materials – postcards, magazines, paints, markers, collage material, paper, pens, post-its - and a large noticeboard where art can be pinned up, or it could be more ambitious, e.g. a private 'booth' for recording to video or audio, etc. depending on the skills and resources available locally. This would provide a creative record of the event and of people's feelings about their local FRC and their experiences there.

MARKETPLACE

Each Family Resource Centre hosts a stall giving information about its activities and services to the public and invited guests. Stall might include exhibition of artwork, video footage, photos, publications, volunteers to answer questions, information brochures, etc.

What Blue Drum will contribute:

*Project leaders to co-ordinate production of the event and PR/communications
Coordinating planning meetings, liaising with participating FRCs, organising the participation of other local stakeholders such as local authority arts offices, funders, TDs, referring organisations, etc.
Documenting and communicating the event to the public and the media, producing publicity materials, collating outputs from the event to produce a document for circulation after the event*

What we are inviting you to contribute:

*Budget contribution of €400 per FRC
Host a stall in the Marketplace; organise its content and man it on the day
Join the Forum's planning group for the event
A suitable venue to host the event in
Catering for the event
Performance groups to participate in the Stage event if your FRC has suitable groups
Volunteers to help out on the day*

*Blue Drum
The Outreach Centre,
Clonsaugh Drive,
Priorswood,
Dublin 17.
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Annex 4 – City (Re)Searches: Experiences of Public-ness

This research is about recommending an aperture for a new community arts in Family Resource Centres and beyond. It is an international project focused on four locations: Cork, Galway, Buncrana/Derry and Kaunas.

City (Re)Searches: Experiences of Being Public Project and is proposed as a two-year probe to be located in Cork, Galway and Buncrana/Derry. Its point of departure will be existing policy data in the area of community art, a domain associated closely with cultural rights, access to one's own creativity and participation in creative expression. Specifically, it will locate itself in the cultural context of families and communities in poverty, their isolation and dislocation from democratising activities and examine the place of a new community art agenda as a drivers of public value in culture.

Bringing together team of 6 specialists who will engage local publics, our intention is to identify the typologies of being public using the lens of engaged community art practice, its devices and its tactical know-how. The outcome will identify a new prototype (methodologies and methods) in which the public value and therefore the public investment in culture are captured using a cultural rights lens. Key terms are:

Lay/local Knowledge is about incorporating and developing the theoretical and conceptual insights offered by ordinary people (non experts) through engagement with local experiences and is a key tenet of participatory research methodologies. It is about accessing alternative perspectives than expert knowledge.

Public-ness is the basis of being together in society. It is understood as the link between democratic (and democratising) practices and cultural participation (Rosler, 2010, Deutsche 2008). There are various ways to articulate the specificity with which publicness is experienced today. For example, erosion of public space and towards increasing privatisation; nurturing of civil society, increasing fear of economic migrants, refugees and asylum seekers; and precariat nature of economic and social activity, etc.

PIE Group is a mentoring team made-up of Mary-Jane Jacob(USA) and Declan McGonagle (IE); all practitioners with a highly established global set of art practices, ideas and experience (*pie*) in socially engaged art practices from which they can share tactics for engaging with lay knowledge.

Each **Practice Circle** will involve 3 researches encompass the following professions: artist, community worker, youth worker, sociologist, activist, curators, community organisers and educationalists. Here is a provisional list: Suzanne Bosch (N. Ireland/Germany), Fiona Woods (IE), Jessica Carson (IE), Glenn Loughran (N. Ireland), Jo Egan (N.Ireland), Conor Shields (N.Ireland), Vagabond Reviews (IE), etc.