



Project: Culturepreneurs

Project Overview:

We will draw together and market an annual programme of cultural festivals and events which will be programmed by the town's young people to animate both high streets and public spaces, turning them into creative hubs for everyone throughout the year and encouraging footfall for the retail sector. This element of the project will build on existing arts festivals and events, fill in any gaps with high quality, sustainable programming, and attract people into the towns during the shoulder periods and quieter winter months. Young people will be supported to lead on all aspects of planning, programming, booking and marketing the annual cultural calendars.

Young people would be mentored by professionals from relevant arts and marketing sector to build their skills, including enterprise, leadership, marketing, budgeting and event management.

Future Creative would work with the three secondary schools to develop the team of young 'Culturepreneurs' who would be supported to present, market and promote annual programme of cultural events. There would also be opportunities for young people from different schools to work together to create performance pieces, building community cohesion and uniting all schools from across the Deal and Sandwich area.

Short Term Goals:

- Project planning phase. Resources available and required established in detail
- Consulting with and bringing on board local stakeholders eg DDC, KCC, local schools and education settings , local charity and community sector
- Launching the project via press and social media, raising awareness
- All schools in the Deal and Sandwich informed of the project and given opportunity to take part (The remainder of the schools in Dover area will also be invited but the focus will be on Deal and Sandwich)

Performance measures (SMART 0-6 months)

- Minimum 3 x meetings held for schools to launch project
- Minimum 5 x schools actively interested in taking part
- Minimum 10 x appearances in local media, social media



Medium Term goals: 6mnths to 5 years:

- Timelines and project proposals created with participating schools
- Workshops presented in participating schools focussing on community cohesion, event management skills (planning, budgeting, marketing etc)
- Workshops and presentations by a variety of artists (to be decided by the schools taking part but could include fine artists, film makers, graphic artists, sculptors, poets, storytellers for example)
- Panel of young Cultrepreneurs established and frequency of meetings agreed
- Cultural Festival held to link with current festivals and celebrations (eg Deal Music Festival, Sandwich Arts Week etc)
- Ongoing training within schools, bringing on board the next generations of Culturpreneurs

Performance Measures (SMART 6mnths-5 years)

Long term (optional)

Barriers:

The only real barrier is finance-Future Creative's team has the relevant skills, expertise and capacity to make this project successful. However Future Creative is a small, not for profit organisations and would need to put in a large amount of preparation prior to running the project to ensure all is in place-part of the budget will need to allow for this.

Resources:

The project would be very much created by the young people so the required resources are not easily identified at this point in time.

Estimates of resources required include:

Project management support



Practitioners/trainers for workshops

Venues for activities (possibly schools)

Marketing and promotional activities

Cost:

See attached spreadsheet

Value:

The project will inspire, engage and motivate young people of the district to be both passionate and proud of their district but also to become motivated to make changes to things in their home area that they would like to be different.

Through the design, delivery and management of the cultural festival/s, young people will gain a wide range of skills and attributes that will transferable to other areas of their life, whether in their academic studies or with their future employability.

We believe that the arts have the power to transform lives, enabling young people to make sense of and shape the world around them. Engagement with the arts enhances quality of life, raising confidence and aspirations in children and young people and bringing communities together to connect and celebrate. Future Creative passionately believes that everyone has the right, through education, professional training and community activity, as audiences, participants, creators and makers to arts and cultural experiences.

Funding streams:

To be identified with support from DDC

Maximising resources and costs

Future Creative will use their strong existing local links which will provide a valuable resource both of people, time and equipment. Having worked with over 1000 schools across Kent and the South East, we are experienced with the challenges and considerations when working with the sector.