

Salford

LinkAge Plus

Creative Start 50 Plus

Creative Start 50+ promotes health and wellbeing for the over 50s through involvement in creative activities. Its aims include reducing participant's isolation, increasing wider community engagement, and improving quality of life. Participants can access a range of creative activities including visual arts, creative writing, dance and movement and photography. The rolling programme is delivered from community venues across the city's eight neighbourhoods, with participants accessing a whole year of weekly arts sessions delivered by professional artists in the various mediums which change on a quarterly basis.

Creative Start 50 Plus

Objective

The objective of the 'Creative Start 50 plus' programme is to provide local access from community venues for individuals from all walks of life to access Arts and cultural activities. Focus is on maintaining health and well being, and promoting active involvement in the individual's local community, thus combating isolation, using the arts as a vehicle for development or enhancement of skills. Activities may include painting, drawing, textiles, creative writing, dance and movement, photography, sculpture and other art forms as identified by participants. Maintaining physical and mental wellbeing into and beyond the third age.

Activity

Activity focuses on arts and creative mediums in the broadest sense, with each group given freedom (within limits) to choose the mediums that they work in after the initial introductory quarter. At least one of the quarters must involve physical activity in some form. Again this will be dictated by the dynamics of the group and has included such diverse content as drama, out and about sketching trips and belly dancing sessions. Other quarters have focused on painting, drawing, creative writing, textiles, book making, sculpture making for the allotments in one particular area.

Achievements against objectives

- **Set up 16 groups** – at different community venues, per year across the whole of Salford.
ACHIEVED (1 year of delivery) 15 groups established within the year on a roll out basis.
- **Engage 200 individuals in creative activities per year** – enabling access to 4 art mediums in quarterly blocks. ACHIEVED (1 year of delivery) 203 individuals engaged.
- **Steering Group established** – To include coordinators, management and individuals from the groups.
ACHIEVED – By the fourth quarter of delivery this was achieved, and includes several service users. The group have two distinct remits to inform design and delivery of the project and to support the development of user led groups established at the end of the year of access.
- **Volunteering Opportunities** – Enable individuals to further develop their skills through opportunities for volunteering in the running of sessions and on the steering group.
ACHIEVED – during the course of the first year of delivery a few individuals did formally become volunteers with others informally assisting in set up at sessions. Since some groups have completed individuals have come forward to volunteer at other sessions and others continue to be involved in the steering group.

Wider achievements

- **Exhibitions of artwork produced** – Opportunities to be explored for participants to exhibit their work
ACHIEVED – During the first year of delivery Creative Start 50+ members work was exhibited as part of ‘Satellite City’ Start in Salford’s major exhibition at Salford Museum and Art Gallery. Additionally Creative Start 50+ held its own exhibition at Swinton Arts Gallery in October 2007.
- **User led groups** – Establish user led groups for those individuals who complete their year of access to the project to enable them to continue to pursue their creative activities.
ACHIEVED – Of the seven groups that completed their year in December 2007 four were supported to set up user led, constituted groups which are flourishing. Two groups have to date been assisted to write successful funding bids, and a network is being established to bid for further joint funding and to pursue co-operative activities that ensure groups can support each other and share resources including skills.

Resources

- **Staffing** – the project covers 16 groups across the whole of the city this is co-ordinated by two 3 day post Artist/Coordinators who deliver half of the sessions, with other sessions delivered by freelance artists, dictated by the art medium requirements of the individual groups. Management is provided by Start in Salford strategic management team.
- **Venues** – Delivery is from community venues across the city chosen to enable close, local access to all Salford individuals in their own community. Additionally this enables us to support local community venues and encourage involvement in the local community.
- **Materials** – All art materials are supplied by the project and are dependent on the art medium being delivered.
- **Marketing & Publicity** – A wide variety of materials and channels are used these include: Leaflets, posters, community news letters, Link Age specific materials, local news sheets, events, exhibitions and most effective word of mouth.

Key lessons learned

- We needed to give individuals time to gain confidence and trust that we would deliver the goods, before encouraging them to join steering groups and be involved in volunteering.
- The amount of time involved in encouraging and supporting groups to establish user led constituted groups. We knew it would not be easy, and hope that having established the first batch, follow up ones will be less time consuming.
- Despite comprehensive planning for venues with taster sessions etc., some venues will succeed and others not, with no apparent pattern. We therefore allow a few weeks, then find an alternate venue ensuring that any participants are accommodated in other groups.

Further information

Contact: Start In Salford,
Brunswick House,
62 Broad Street,
Salford M6 5BZ

Bernadette Conlon – Chief Executive

Edith Knowles – Business & Finance Director

Tel: 0161 351 6000

Email: info@startinsalford.co.uk

Ref to website: www.startinsalford.co.uk

Related documents

See website above.