

## **EAST AYRSHIRE COUNCIL**

### **COMMUNITY SERVICES COMMITTEE – 13<sup>TH</sup> SEPTEMBER 2006**

#### **AMPLIFY 06**

##### **Report by Executive Director of Neighbourhood Services**

## **1. PURPOSE OF REPORT**

- 1.1 To update the Community Services Committee on the development of the AMPLIFY 06 youth arts festival to be held across East Ayrshire at various venues in October 2006.

## **2. BACKGROUND**

- 2.1 In 2005, the Arts + Museums team undertook a survey of young people in East Ayrshire of secondary school age. This survey asked a number of questions surrounding cultural activity, leisure pursuits and other information surrounding cost of participation and participation day and time suitability. From a response of almost 5000, over 80% of respondents voted overwhelmingly for an increase in music activity and specified rock and pop as their preferred genre. The development of the festival as a whole is linked intrinsically to this research. Furthermore, the Arts + Museums section have a group of 34 young consultants from across East Ayrshire between the ages of 12 and 16 who have also been involved in the process of programming and selecting and developing the brand for the festival.
- 2.2 In response to this research the idea for the AMPLIFY 06 Festival was developed with the aim to provide a high quality and varied programme of events, performances and workshops across East Ayrshire and across art forms for young people between the ages of 3 and 25. This is developed with the Arts Development ethos in mind of fostering and enabling creativity, cultural diversity and learning. This work is built on a foundation of innovative, challenging, socially aware and progressive cultural key stones. It integrates with the community plan and fits within the themes of Community Learning and Improving Opportunities.
- 2.3 Publicity for AMPLIFY 06 is underway; the full programme will be circulated to all Councillors as soon as it is available.

## **3. QUALITY AND DEPTH**

- 3.1 Music, dance, drama, visual art and literature in relation to the street culture of young people today is included in the programme. Where these events / workshops are facilitated by external organisations, we have selected and commissioned the very best from National organisations to come to East Ayrshire and provide these for our young people. Highlights include:

- **Music**
  - a one day music festival provided by DF Concerts who run T in the Park and T on the Fringe, with one bigger name headline band;
  - two UNSIGNED semi finals of the battle of the bands competition in association with WEST FM and My First Cult;
  - week long song writing and dj-ing workshops.
  
- **Dance**
  - YDance, Scotland's most prolific dance company for young people will tour 'Story of the Blues' – a hip hop interpretation of the making of jeans, to five schools within 0 – 15% multiple deprivation areas and will carry out 10 workshops in relation to the performance;
  - Random Aspekts – a group of Scotland's best Bboys will perform and host a Bboy competition in the Grand Hall including taster sessions for young people to try out;
  - YDance will work with 25 young people in residential care looking at hip hop moves over six weeks (Streetbeat Underground);
  - One further intensive week long workshop in hip hop and break dance will be provided by YDance.
  
- **Drama**
  - East Ayrshire's own home grown Youth Theatre perform their nationally acclaimed 'Who Ya Luvin' written by the members;
  - Edinburgh based theatre company 'Mischief La Bas' bring weird and wonderful manifestations to Dean Castle, ASDA, and the Burns Mall;
  - Visible Fictions perform 'Jason and the Argonauts';
  - a drama and story telling festival for younger people entitled 'Stop the world I want to get off!' will take place in Kilmarnock and Cumnock throughout the festival, and introduces the cultures of Scotland, New Zealand, Russia and Africa.
  
- **Visual Arts**
  - Exhibitions across the venues programmed with young people in mind. Including 'Port Glasgow' Main Gallery – social documentary of life in the town, - 'Eyepoppers' a combination of East Ayrshire's own collections and those belonging to the National Galleries of Scotland and Maclaurin Trust, including work by Internationally acclaimed artists such as Damien Hirst, Andy Goldsworthy, Roy Lichtenstein and Bridget Riley. It also includes new commissions which will form part of our collection.
  - 'JaGGY Edge' in the Travelling Gallery from Edinburgh City Arts Centre which tours to Dalmellington, Cumnock and Kilamrnock;
  - 'Comic Book Lift Off' in the Young People's Gallery. This exhibitions shows the development of a graphic novel celebrating the external works at The Dick Institute and was developed with 12 young people from St Joseph's and Kilmarnock Academies;
  
  - 'ZAP Graffiti' – three large scale mural projects in Kilmarnock funded by HLF and linking directly with the Dick Institute refurbishment project.
  
  - Light installation at Dean Castle

## **4. ACCESS**

- 4.1 Physical Access to high quality artistic work (all art forms) is well considered. Arts + Media Development work in all spaces throughout East Ayrshire, from our own venues to community centres, schools, church halls and even open spaces and public areas such as ASDA and the Burns Mall. Apart from the geographic issues facing East Ayrshire, there is also an intellectual barrier to 'contemporary art activity' itself where non-users can sometimes be uncomfortable with visiting the gallery / theatre or participating in workshops. We strive to break down those barriers by bringing high quality artistic experience to spaces non-users are comfortable in, as a step towards participation and growing future audiences.
- 4.2 All exhibitions are accompanied by large text interpretation, Braille and swell paper interpretation.
- 4.3 With over 40 events / workshops / performances taking place over the month of October, we hope to attract an audience figure in the region of 10,000. Through participation in many events and workshops, we hope to support the development and understanding of contemporary culture and high quality arts activity, and support cultural enterprise in the region as a whole.
- 4.4 Projects specifically tailored for the needs of groups has been considered. This includes workshops and events for young people with additional support needs, those in care and those out of school. These projects include:
- Comic Book Lift Off
  - Streetbeat Underground
  - Story of the Blues
  - ZAP Graffiti
- 4.5 All workshops and events have been placed where possible within a price bracket as recommended by our youth consultation documents, and a number of events are free. These include:
- Story of the Blues tour – workshops and performances (0 – 15% multiple deprivation area schools) – audience 300 / workshop – 300.
  - Streetbeat underground – workshop – 25 participants x 6 weeks
  - Comic Book Lift Off – workshops – 12 participants x 1 full week
  - ZAP Graffiti (in all locations – Kilmarnock, Shortlees and North West Learning Centre) 36 participants x 1 full week
  - All exhibitions

## **5 PARTNERSHIPS**

- 5.1 In developing the festival with community accessibility and quality in mind, partnerships have been made with the following organisations:
- National Galleries of Scotland/Maclaurin Trust      Eyepoppers
  - Streetlevel Photoworks, Glasgow                      Port Glasgow

- |                                 |                    |
|---------------------------------|--------------------|
| ▪ WEST FM, Ayrshire             | UNSIGNED           |
| ▪ My First Cult, Ayrshire       | UNSIGNED           |
| ▪ Visible Fictions, Glasgow     | Youth Theatre      |
| ▪ Education, EAC                | Storyofthe Blues   |
| ▪ Social Work, EAC              | Sreetbeat          |
| ▪ Anti Social Behavior, EAC     | ZAP Graffiti       |
| ▪ Housing, EAC                  | ZAP Graffiti       |
| ▪ Development and Property, EAC | ZAP Graffiti       |
| ▪ Sky Project, Shortlees        | ZAP Graffiti       |
| ▪ Dean Castle Country Park      | Light Installation |
| ▪ North Lanarkshire Council     | Funk the World     |
| ▪ South Ayrshire Council        | Eyepoppers         |
| ▪ DF concerts                   | Gig night          |

## **6. FINANCIAL IMPLICATIONS**

6.1 AMPLIFY 06 has been developed from existing Arts + Museums budgets and accompanied by funding from the following sources:

- Scottish Arts Council
- European Regional Development Fund
- Community Regeneration Fund
- Heritage Lottery
- WEST FM
- Box office from events

## **7. LEGAL AUTHORITY/ IMPLICATIONS**

7.1 Nil

## **8. POLICY IMPLICATIONS**

8.1 The project is informed by the Community Plan, the Arts + Museums three year plan and the Arts + Media Development business plan. AMPLIFY 06 is also informed by the 2005 youth consultation in East Ayrshire and local/national strategies relating to arts, education and social inclusion. It has been designed to address the community plan key themes of Community Learning and Improving Opportunities

## **9. CONCLUSIONS**

9.1 AMPLIFY 06 is already generating a buzz around activities including enquiries from the Glasgow Herald arts critic, and local newspapers. STV has also covered one of the key festival exhibitions – Port Glasgow.

9.2 AMPLIFY 06 will invest in the young people of East Ayrshire and provide a platform for work and issues that are important to them. It will also help raise the profile of our tourist offer by establishing an new annual festival for Ayrshire.

## **10. RECOMMENDATIONS**

10.1 It is recommended that the Committee :-

- (i) note the contents of this report.

William Stafford  
Executive Director of Neighbourhood Services

WS/JAG/AG

24<sup>th</sup> August 2006

### **LIST OF BACKGROUND PAPERS**

1. East Ayrshire Young People's Consultation results

Any person wishing to inspect the background papers listed above should telephone (01563) 578152 and ask for Phillipa Aitken, Arts + Media Development Manager.

Implementation Officer – [john.griffiths@east-ayrshire.gov.uk](mailto:john.griffiths@east-ayrshire.gov.uk)