



**PROJECT PROPOSAL  
NORTH AREA DRAMA PROJECT**

**Board Meeting – 5 February 2004**

**1. PURPOSE OF REPORT**

- 1.1 To present to Board members an application for funding from CONDUIT in respect of the North Area Drama Project.

**2. BACKGROUND**

- 2.1 The priority of “assisting people to get into work through the development of skills, training and employment opportunities” was identified as being of particular concern by the working group that was convened following the Board meeting of Thursday 13 November 2003.
- 2.2 The working group decided to pursue actions and partnership opportunities within the priority as identified above.
- 2.3 As a result of the presentation made by Laura Grents of CONDUIT during the Employment Showcase that took place on Thursday 13 November 2003, it was agreed by the working group to request that a project proposal be submitted for the Board’s consideration.

**3. NORTH AREA DRAMA PROJECT PROPOSAL**

- 3.1 The project application for the North Area Drama Project is included in Appendix 1.
- 3.2 The overall funding will be used to enable 12 unemployed residents within identified areas of the North of East Ayrshire, aged between 18-64 years, to develop the skills to assist them with job applications and interview skills.
- 3.3 The North Area Drama Project will consist of workshops and run for 8 weeks. There will be an emphasis on personal development. A variety of techniques such as role play, drama games, relaxation and improvisation to assist participants in understanding and increasing their proficiency in the job application process, and in particular interview techniques, will be utilised.
- 3.4 It is expected that 65% of the unemployed residents that participate in the North Area Drama Project will either gain employment or access further education or vocational training in order to increase their employability.
- 3.5 The timescale for the project will be dependent on the receipt of sufficient funds but it is hoped that it will take place at some point between April 2004 and March 2005.

#### **4. FUNDING SCENARIO**

- 4.1 The request for funding from the North Social Inclusion Initiative Board amounts to the total cost of the project of £2,500.

#### **5. RECOMMENDATIONS**

- 5.1 It is recommended that the North Social Inclusion Initiative Board:
- i) agree to fund the North Area Drama Project;
  - ii) note that if funding is granted that a monitoring and evaluation report will be submitted to the North Social Inclusion Initiative Board on project completion; and
  - iii) otherwise, note the content of the report.

**Gwen Barker**  
**Community Planning and Partnership Manager**  
**23 January 2004**

**Project Application to North Social Inclusion Initiative from CONDUIT Programme**

**Project Title: North Area Drama Project**

**1. PROJECT AIM AND OBJECTIVES**

**This application is for funding from the North Social Inclusion Initiative.** This funding will be used to assist 12 unemployed residents currently enrolled with the CONDUIT Programme from the North of East Ayrshire develop skills to assist them with the job application and interview process through the North Area Drama Project.

It is expected that the North Area Drama Project will contribute to assisting 65% of the CONDUIT beneficiaries to progress into employment.

**2. JUSTIFICATION FOR THE APPLICATION**

The CONDUIT Programme is an ILM project providing 52 weeks vocational training and work experience for long term unemployed people. Beneficiaries receive a weekly wage and work towards an SVQ Administration providing qualifications and work experience to assist beneficiaries to access future sustainable employment opportunities. The 30 hourly weekly programme provides core skills, vocational training, work experience, wage, guidance, personal development, jobsearch, mentoring and aftercare.

CONDUIT Programme beneficiaries in our New Cumnock and Dalmellington bases have accessed an 'Investment in Drama' Programme which has increased confidence in job applications and interviews both during the work placement period and also assisting them to progress into employment on completion of the course.

An 'Investment in Drama' Programme is currently available to CONDUIT Programme beneficiaries residing in the Coalfield communities with Catrine, Cumnock, Auchinleck, Patna, Bellsbank and Rankinston being targeted in the first year of the programme.

At present beneficiaries in the North of East Ayrshire are unable to access a course that offers a programme of activities similar to those of the 'Investment in Drama' programme.

**3. NORTH AREA DRAMA PROJECT**

The North Area Drama project offers workshops focused on unemployed people aged 16+. The course is designed to run for 8 weeks and places an emphasis on personal development through creative means rather than vocational training. A variety of techniques are used, such as role play, drama games, relaxation and improvisation centered on the job application process, and in particular, interview techniques.

Additional workshops dealing with career guidance, CV presentation and mentoring can also be built into the programme.

