



# Case Study Evaluation

**Arts Hub: North Bromsgrove**

**Project: Community Thursdays**

**North Bromsgrove High School**

**Delivery Partner: Pablo Productions Ltd**

# Overview

**Community Thursdays is a programme of activities based at North Bromsgrove High School that offers a range of high quality arts activities every Thursday evening. The sessions started in October 2009 and the project is ongoing running during term time and in the summer holidays.**

**The sessions are lead by local artists and practitioners and are attended by people of all ages and abilities from young children to senior citizens.**

**The sessions on offer include drama, dance, music, singing, drumming, visual arts and crafts and are attended by people from all over North Bromsgrove including young people from the pyramid of schools.**

**After starting as subsidised activities the sessions now generate a revenue stream that covers the costs of the artists leading the sessions and the school contribute the venue as an in kind contribution.**

**Some of the work produced at the sessions is exhibited locally and shared through the wider arts infrastructure.**

# Aims

- The project aimed to encourage active participation in a wide range of arts activities promoting community cohesion and inter generational awareness and understanding.
- To link in with the wider arts and cultural infrastructure and promote the activities on an ongoing basis recruiting new members and offering a diverse range of activities that appeal to a broad spectrum of interests.
- To create a sustainable long term project that will continue into the future by gradually introducing affordable fees for the sessions that represent excellent value for money.



**"I like to do creative things and I am making some new friends." Diane, choir member**

# Process

The project was designed to support community cohesion and arts centred Extended Services provision by encouraging all generations to take part in creative arts and activities. After a whole day consultation with numerous taster sessions, the first series of workshops in Autumn 2009 included a Community Choir, arts & crafts and drumming workshops, providing a broad range of arts and creative projects for young people and the wider community.

After two terms a nominal charge was introduced to create independent revenue for the sessions. The sessions were documented on film and with photographs, and marketing/ promotional materials were produced. The film can be seen on the Arts Extend website at [www.arts-extend.com](http://www.arts-extend.com). Long term, the aim is to increase the variety and popularity of the workshops, so that the whole project becomes ongoing and self-sustaining.



**“The group have really got it together and are producing an excellent sound.”  
Steve, Musician**

# Impact

**The Community Thursdays project is now a regular and viable event, successfully promoting community cohesion, and encouraging participation in creative activities.**

**The project has grown from strength and has far exceeded the original aspirations in term of the numbers attending and the range of activities on offer.**

**The project has demonstrated a sustainable model that can be replicated by other high schools and has become an important integrated part of the local cultural offer.**

***“The Arts Extend project gave us the confidence to try out new activities which we hoped will become sustainable in the near future.”***

**Steve Cowperthwaite, Deputy Head, North Bromsgrove High School**

# Success

**The sessions are now an established fixture on Thursday nights and group members pay a small fee of £10 per half term to attend, ensuring that the events are sustainable.**

**The sessions appeal to all ages and abilities, and the groups are clearly engaging with the subjects and learning new skills as they continue to expand. The activities average around twenty people per session.**

**The sessions are attracting young people from all over North Bromsgrove including those attending other schools in the cluster.**

**The sessions are linked into the wider arts infrastructure within Bromsgrove with outcomes being shared at local events and at events at The Artrix.**

# Challenges

**Promoting the consultation events and the arts activities and responding to a wide range of community needs including visual arts, dance, drumming and singing required ongoing consultation.**

**Engaging some of the hard to reach groups became easier when we linked agendas with other local service providers raising the arts profile through the sports partnership.**

# Legacy

**The project is ongoing and runs independently with the revenue generated from participants paying for sessions being used to fund the artists that lead the sessions.**

**North Bromsgrove High school have developed new and strengthened existing partnerships with the local arts infrastructure.**

**The school have established an arts rich project that offers high quality arts activities to all members of the local community.**



## Contact Details

For further information about this project  
contact Paul Hawkins, Pablo Productions

01562 638 090

Paul@pabloproductionsltd.com

