

# **Creative Partnerships – Tendring**

## **Launch**

### **Purpose:**

To organise an inclusive, high profile event in Tendring to launch the CP Tendring programme

### **Aims and Objectives:**

The launch event will explain Creative Partnership's philosophy and demonstrate the power of Creative Learning. In particular the event will incorporate the principles of the Tendring programme

- The Arts are for Everyone
- Everybody can be Creative
- A Diverse and Vibrant Creative Culture = A Good Place to Live

The event will:

- Expose families with little or no contact with the arts to new forms and world class art
- Demonstrate the power of creative learning to the sceptics
- Involve, promote and sign post to local arts organisations
- Recruit new artists and creative practitioners
- Involve all partnership schools and young people
- Encourage the support of key decision and policy makers
- Incorporate CP Tendring themes: worldview, diversity, communication, future
- Promote the creative industries and challenge misconceptions

### **Brief:**

The event will be designed and marketed to appeal to local families, particularly those with little or no contact with the Arts.

The event will take the form of a Family Arts Trail at Clacton's most popular family venue Clacton Pier. The Pier is also Clacton's oldest building.

The Arts Trail will include opportunities to watch, participate, learn and create in a broad range of art forms involving local arts organisations and international artists. Demonstrating the power of creative learning and inclusiveness of the Arts to the sceptics.

The Arts/Activities will not only demonstrate the benefits of creative learning but also challenge misconceptions such as 'who is creative' and 'what is creativity'.

The local media will promote the event. CP schools will however ensure that 'target families' are actively encouraged to come along.

## Proposed Creative Programme

Description	Location	Rationale
<p><b>FAMILY ARTS TRAIL QUIZ PACK</b>  <b>On the day</b>            An introductory pack / programme introducing CP, the Acts and an outline for the day, links to local arts organisations and events</p> <p>Arts Trail Quiz ensuring visitors engage with artists and understand the ethos of CP. Quiz will double as a family literacy exercise</p>	<p>Handed out to visitors entering the pier</p>	<ul style="list-style-type: none"> <li>• Ensure visitors engage with all the different art forms, performances and artists on the pier</li> <li>• Promote CP ethos and CP Tending</li> <li>• Promote local arts and organisations</li> <li>• Support the national literacy strategy, linking into Lifelong Learning and family learning</li> </ul>
<p><b>SAMBA EXTRAVAGANZA</b></p> <p><b>Pre-event</b>            Costume, drumming and dance workshops with local SAMBA group and school children from participating schools</p> <p><b>On the day</b>            Interactive drumming workshop for members of the public on the day</p> <p>Parade along the pier culminating at the pier point</p> <p><b>Post-event</b></p>	<p>At home of BLOCO BOUDICA in Colchester??</p> <p>Indoor Venue??</p> <p>Parade to start outside the pier, move along length of the pier and around the Jolly Roger Café</p>	<ul style="list-style-type: none"> <li>• Visually and audibly captivating</li> <li>• Everybody can participate; very inclusive</li> <li>• Useful for boosting self esteem and confidence due to quick turnaround and quick wins; demonstrates power of Creative Learning</li> </ul>

Harwich Carnival Project	Venue and permanent home to be identified	
<p><b>STREET THEATRE SPECTACULAR</b></p> <p><b>On the Day</b> Interactive performances and creative collaborations</p> <ul style="list-style-type: none"> <li>• Circus based routines</li> <li>• Performance based installations</li> <li>• Alternative comedy</li> </ul> <p><b>Possible Acts:</b> Dot Comedy BOSI</p>	<p>Pier Entrance The Misinformation Tent</p> <p>Middle Pier Area Crowd Control featuring the John the remote control traffic cone</p> <p>The Big Job Unveiling of a new Pier Ride??</p>	<ul style="list-style-type: none"> <li>• Interactive, unexpected and accessible</li> <li>• Broaden perceptions of ‘the arts’, ‘creativity’ and ‘the creative industries’</li> <li>• World class</li> </ul>
<p><b>COLOUR IN THE PIER</b></p> <p><b>On the Day</b></p> <p>‘Painting the built environment’ Local Artist to work with school children from a participating school</p>	Public Toilets Wall	<ul style="list-style-type: none"> <li>• Add colour to an urban space allowing children to reclaim the pier</li> <li>• A child centred project, putting children in charge of the creative process demonstrating the CP ethos</li> </ul>
<p><b>DANCING WITH FISH</b></p> <p><b>Pre-event and On the Day</b> A composer and dancer work with local children to create a piece to be performed in the aquarium.</p>	The Aquarium	<ul style="list-style-type: none"> <li>• Demonstrate creative use of space</li> <li>• A child centred project, putting children in charge</li> </ul>

		<p>of the creative process demonstrating the CP ethos</p> <ul style="list-style-type: none"> <li>• World class</li> </ul>
<p><b>SEASIDE STORIES</b></p> <p><b>On the Day</b> Interactive storytelling where each story is as unique as the group that meets to listen, imagine and create</p> <p><b>Possible Group:</b> Wizard Stories</p>	<p>Jolly Roger Cafe</p>	<ul style="list-style-type: none"> <li>• Fosters the idea that reading and writing stories is an enjoyable creative activity</li> <li>• Child centred and educationally focused</li> </ul>
<p><b>SOFT ICES</b></p> <p><b>On the Day</b> A collaboration between artist Mark Storor, composer Jules Maxwell and the residents of Jaywick</p> <p>Vistors will be encouraged to ‘swap a song’ for a ‘free ice cream’</p>	<p>On the Pier</p>	<ul style="list-style-type: none"> <li>• A collaboration involving the local community</li> <li>• Create a record of the day</li> <li>• Advertise the Martello Tower in Jaywick</li> </ul>
<p><b>RAVING ROVING REPORTERS</b></p> <p><b>Pre-event</b> 6 local children to be selected by local newspaper from 17 participating schools to appraise the days event</p> <p><b>On the Day</b></p>	<p>To cover all the acts and events through out the pier and the day</p>	<ul style="list-style-type: none"> <li>• Links to local business /corporate sponsorship</li> <li>• Free publicity for the event</li> </ul>

<p>Children will watch and appraise the acts and events. Their written articles will be featured in the local press</p>		<ul style="list-style-type: none"> <li>• Raise the profile of CP Tending</li> </ul>
<p><b>CREATIVE DESIGNS</b></p> <p><b>On the Day</b>  Visitors will be asked to draw a design, which either represents the day they are having or a memory of the day</p> <p>All designs will then be printed using Pier T-shirt facilities</p>	<p>T-Shirt Facility</p>	<ul style="list-style-type: none"> <li>• Engaging young people in thinking about the day from their point of view – creative feedback</li> <li>• Utilises Pier Facilities</li> </ul>
<p><b>WORLD FOOD</b></p> <p><b>On the Day</b>  Cooking demonstrations and world foods</p>	<p>Catering Outlets</p>	