

# arts award supporter

at Norden Farm, Maidenhead

## CASE STUDY – Arts Centre

### why we're an Arts Award Supporter

'The Supporter programme allows us to help young people, over and above those who are doing their Arts Award with us. For Norden Farm it's about getting more young people involved in the arts in our area. It is important for young people to learn skills within all the art forms that we do here, as well as transferable life skills.

At Norden Farm, we wanted to find as many ways as possible to promote and use the Arts Award Supporter scheme. We believe that the scheme is about informing young people, other youth and community groups and advisers in all settings in the region that we have an offer to help them with their Arts Award. We do so much more here than just put on shows including workshops, post-show Q&A sessions, films, art exhibitions and classes that can all contribute to their portfolio.

Oliver Laurenson-Gore,  
Education Officer at  
Norden Farm, Maidenhead



Norden Farm

### OUR PROGRAMME

Norden Farm Centre for the Arts, Maidenhead has been operating since 2000. Its aim is to offer a wide range of high quality artistic events and participatory opportunities for all interests in the community and to support both professional and community artists. Their programme consists of live events including Music (Classical, Jazz, Folk, Blues, Rock and Opera), Comedy, Spoken Word, Family, Theatre, Film and Dance. Community groups regularly hire the venue for their own events and are embedded within the centre's live events programme.

Norden Farm also provides an extensive Education & Community Outreach programme – Farm Out and has funding from a local foundation to provide funding for schools within the Old Borough of Maidenhead (23 primary and secondary school) which can be used on workshops, shows and hire of the facilities. They fundraise for special projects including an annual lantern parade and youth arts festival. Between April 2012 and March 2013 4,500 participants got involved with the Farm Out Programme.

### OUR SUPPORTER OFFER

The Supporter programme allows Norden Farm to promote its classes and workshops to individuals, as well as schools and groups who are not directly involved in Arts Award. During the summer holidays, Norden Farm runs a wide range of summer schools, allowing all young people doing their Arts Award the chance to help leaders to deliver the work. This is particularly important as skills sharing can be a difficult part of the work to complete.

Norden Farm offers work experience for young people doing Silver or Gold Arts Awards, and they shadow staff, either staying specifically with one department, eg technical, or moving around the whole theatre.

Local schools and young people doing Arts Award are offered support with their Arts Award with one-to-one support available on request, reduced price tickets, and the chance to attend after-show discussions.

### HOW DO WE PROMOTE IT?

The season brochure contains the details of all Supporter offers, including the workshops, classes and productions.

This is heavily promoted to all local schools – with several brochures going to each school in the region. This is important to Norden Farm as it wants schools and young people to be part of the centre and use all of the resources available. More promotion is needed directly to children and young people but this is being developed currently.

Norden Farm runs regular youth arts festivals and promotes Arts Award to all young people who take part, including offering gallery space for Arts Award exhibitions.

### BENEFITS for the organisation

- ▶ New audiences taking part in the arts and seeing live events
- ▶ Reaching a wide range of young people
- ▶ Other centres have contacted Norden Farm to ask for help. This has developed active partnerships with a number of different organisations
- ▶ Being a Supporter helped Norden Farm become the lead organisation for the South Bucks and High Wycombe District Arts Award adviser forum

Check the link – [www.nordenfarm.org](http://www.nordenfarm.org)

### a user's view

**'I really enjoyed the whole experience of doing the Arts Award. It was great meeting people from the different youth theatre groups, and very interesting actually figuring out what I have learnt from different arts activities. I would like to do the Gold Arts Award, and definitely continue with drama.'**

Anna – completed the Bronze Arts Award as part of the Theatre ARTisitc sessions alongside her regular Norden Lights Youth Theatre Group sessions between September 2012 and February 2013.

